

ABSTRACT

As the biggest religion in Indonesia, Islam has become the way of moslem life in Indonesia. Since its coming over a hundred years ago, Islam experiences the unique acculturation with Indonesian culture. As a consequence, some Islamic aspects are seen in different perspective. For example, the role of Ustadz which develops differently from its origin. Ustadz, at the first place has a duty to teach Islam and spread it out but now ustadz involves well in social and economic issues. One of the well-known Ustadz in Indonesia is Yusuf Mansur, an Ustadz who is also known as an entrepreneur. Yusuf Mansur not only preaches Islam, but also sells much stuff that are related to Islam. He is advertising his product by posting several posters on his facebook account and promotes it regularly. This double role of Yusuf Mansur, as an ustadz and entrepreneur, leads to the commodification of Islam in the advertisements of his products. Thus, this research focuses on the process of Islam commodification in Ustadz Yusuf Mansur's advertisements posted on his Facbook fanpage from April to September 2014 by using qualitative method and Robert Goldman's theory. The results show that the redefinition of some fundamental aspects such as the definition of ustadz Yusuf Mansur that at first only known as Islamic preacher changes to an endorser. The essence of Islam becomes blurred and no longer sacred, but more commercialized. Thus, it can be concluded that Islam and its values in Yusuf Mansur's advertisements become commodities commercialized

Keywords: Advertisement, Commodification, Facebook, Islam, Yusuf Mansur