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THE SIGNIFICANT IMPACT OF MUSLIM'S IDENTITY THROUGH BIG DATA AND INFORMATION OVERLOAD IN THE NEW MEDIA

*Kepentingan Kesan Perubahan Identiti Orang Muslim Yang Dilihat
Melalui Data Besar Dan Lebihan Maklumat di Media Baharu*

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Abstract

Technological advancement has changed the way of how communication process is being carried out. With the existence of social media, the messages can be spread easily within seconds via social media. Islam and Muslim issue has been debated long time ago, in which not everyone is willingly to accept Islam. However, technology and social media have served advantages and disadvantages of the Muslim identity. 9/11 attack has shown that Muslim is portrayed as a terrorist in which the semantic of terrorism is always connotated to Islam and the believer. In 2001, the new media is not fully utilized, nevertheless it is still impactful in generating prejudice in the non-Muslims minds. In 2014, the rise of ISIS and their ideology, has added more negative images of Islam towards non-Muslim community. The impact of overload information towards Islam is unpleasant. Therefore, this conceptual paper discusses more on how the image of Muslim identity is being presented in fabricating Islam's image to the world.

Keywords: Islam, Muslim, al-Qaeda, ISIS, social media, Muslim identity, technology, terrorism.

Abstrak

Kemajuan teknologi telah mengubah cara bagaimana proses komunikasi dilakukan. Dengan kewujudan media baharu, mesej dapat tersebar dengan mudah dalam beberapa saat melalui media sosial. Isu Islam telah dibahaskan sejak sekian lama, di mana tidak semua orang bersedia menerima Islam. Walau bagaimanapun, teknologi dan media sosial telah memberi kelebihan dan kekurangan identiti orang Islam. Serangan 9/11 telah menunjukkan bahawa Muslim digambarkan sebagai pengganas di mana semantik keganasan selalu dipusatkan kepada Islam dan hampir seluruh warga dunia mempercayainya. Pada tahun 2001, media baru tidak digunakan sepenuhnya, namun ia menjana prejudis dalam minda

orang bukan Islam. Pada 2014, kebangkitan ISIS dan ideologi mereka, telah menambahkan lebih banyak imej negatif mengenai Islam terhadap komuniti bukan Islam. Kesan maklumat yang berlebihan terhadap Islam adalah tidak menyenangkan. Oleh itu, kertas konseptual ini membincangkan lebih lanjut mengenai bagaimana imej identiti Muslim sedang diperlihatkan di mata dunia.

Kata kunci: Islam, Muslim, al-Qaeda, ISIS, media sosial, identiti Muslim, teknologi, keganasan.

INTRODUCTION

Historically, the issues of Islam have been debated long ago, ever since the period that our Prophet Muhammad (pbuh) has received the guidance to disperse Islam as the truest religion to the non-Muslim Arabic society as well as to spread the religion throughout the Arab land. Prophet Muhammad has completed the preaching in two methods which are the first one was done secretly whereupon the indoctrination of the new religion is targeted to the closest family members and friends, meanwhile the other method is he has spread Islam to the whole Quraysh society openly. Not everyone can accept the new religion because the society has been adapted to their ancestry's belief to worship whatever objects around them. According to Sirah of the journey on how Prophet Muhammad tried to convince the Quraysh people to accept Islam is difficult. Islam is viewed as a threatening belief that is against to what they are practicing, because an individual need to strongly believe on the existence of Allah albeit none of us can see Him. Even though some individuals accepted Islam, nevertheless, many of the Quraysh hated Islam. Torments, insults, and hatred were given to Prophet Muhammad when the acceptance of Islam is skyrocket and positive (Arnold, 1913).

Islam has existed thousand years ago, and since the beginning of the dispersion of Islam, it is not fully accepted by the world society. Many has tried to destroy Islam by injecting the negative element and by creating a bad image towards the religion and the believers. The challenges of converting people to become Muslims have increased day by day. Firstly, the challenge has started when Prophet Muhammad has to complete his mission in spreading Islam. Despite of the situation, the problems of promoting Islam is still strenuous. Moving on, this era will allow the readers to understand how does the indoctrination of Islam towards the non-Muslim people is done during the World War 1. Referring to an article entitled 'The Ottoman Jihad, the German Jihad, and the Sacralization of War' written by Zurcher (2016), Islam is known during World War 1 is because of the so-called Holy War happened between The Ottoman army and the Germans. That was when Islamic Jihad term is introduced, which it is later been adopted by the leader of the Islamic States (ISIS), Abu Bakar al-Baghdadi, when the group is going to fight.

The issue is yet to be argued because according to a Christian scholar, Snouck Hurgronje in 1915, the Jihad war between the Muslims-Germans, is unacceptable as the Ottomans are trying to create a secular society by using the name of Islam. However, Hurgronje's idea was opposed by the German Muslim scholars by defending that the Ottoman Jihad existed because of patriotism as well as it is believed to counter-attack the idea of German Jihad in destroying the positive image of Muslims and the motivation of the Ottoman army. On top of that, Zurcher (2016) highlighted on the propaganda techniques imposed by the Germans to portray that they are the friend of the Muslims by not only utilising the printed media to show positivity and good deeds done towards the Muslims such as creating a camp known as POWS camp, since in the nineteenth century has become the peak of mobilization for Islam, especially in Turkey and for the Ottoman legacy (Gussone, 2016).

Another prominent incident that happened in America has caused Islam to be framed as a violent religion and belief when the 9/11 attack has happened in 2001. The argument of which country has planned to destroy the World Trade Centre building in New York is still being debated, although everyone, especially the Western countries has blamed that the attack was carefully planned by the Muslims, specifically it was led by Osama bin Laden from the al-Qaeda group. According to the website of BBC History (2017), the incident which happened in September 2001 has caused 3,000 total loss of life which it was believed done by 19 hijackers, intentionally attacking the 110-floor building including the substantial damaged on the first wing of Pentagon building.

There are some arguments claiming that the attack was launched by al-Qaeda following to the dispute of the Afghanistan War between Afghanistan and America. Nonetheless, in the same time, it is said to be the planning of certain orthodox Christian groups which has let the accusation to be blamed to the Muslim community. However, there is a justification by many parties agreeing that the attack was launched by Osama bin Laden because of the previous bombing attack in 1993 at the same location as well as other tragic incidents happened in Somalia and in Saudi Arabia.

Meanwhile, in Canada, there is also a shooting case done by a man who is said to be newly reverted becoming a Muslim, in which he had killed a young soldier and yet has been killed in the same day. Parliament Hill Shooting is an event which happened in the 22th October 2014 at the National War of Unknown Soldiers Memorial in Parliament Hill, Ottawa, Ontario, Canada. Surprisingly, this incident has caused only two deaths; Michael Zehaf-Bibeau and Captain. Nathan Cirillo and no one was harmed by the sudden attack (Gatehouse & Smyth, 2015). Basically, according to the investigation report, there is unknown reasons why did Zehaf-Bibeau suddenly shot his victim. Nonetheless, it is believed because of some sort of Jihadi or terrorist attack, because Zehaf-Bibeau has a historical record of going to Libya and joined Muammar Gaddafi's movement before he came back to Canada.

In some other case, the attack was launched because Zehaf-Bibeau wanted to express his anger towards the Canadian government's strict policy in giving citizenship to non-Canadian-born individuals. Additionally, this shooting event is known as the second major tragedy happened in Parliament Hill after the bombing occasion took place in 2012. Furthermore, two days before Captain, Nathan Cirillo has been killed, there was an accident involving two military personnel in Canada, which was believed as an intentional act done by some unknown people. Similarly, to the case of this shooting tragedy. According to Maclean's Magazine, two authors have interviewed the six heroes who have sacrificed their life in order to save Captain Nathan Cirillo, and the six individuals have witnessed on what has exactly happened before, during, and after the assassination takes place.

Moreover, in the recent two to three years ago, the global has been astonished by the various attacks conducted by a new group which has afflicted from al-Qaeda, ISIS or also known as the Islamic State of Iraq. ISIS is a group that has proven that in today's world, we are now approaching the fourth state of Generation Warfare, in which the state is powerless towards a small group which can control over the whole country. Bringing the ideology as a Caliphate, ISIS believes that as a caliph the group may unite the Muslims all around the world. The connotation of Caliphate word is derived from the Arabic language, which is Khalifa to represent the leadership of Prophet Muhammad (pbuh). Therefore, many smaller units of terrorists such as Hizbut-Tahrir and Taliban group declared themselves as the Commanders of the Believers and still the Caliphate prophethood concept (Dogan, 2015). Likewise, to the ISIS leader, Abu Bakar al-Baghdadi who announced himself as one of the Caliphates to purify Islam.

Other than that, ISIS main ideology and objective is to purify Islam by reinstalling the era of the early Islam by using the context of Salafism. (The Meir Amit Intelligence and Information Centre, 2014). Salafism is an ideology in which the leader who imposed on this concept, trying to replicate the model of how Prophet Muhammad (pbuh) lead a nation. Yet, that is how Osama bin Laden and a Mufti of Egypt did once upon a time (Wiktorowicz, 2005). Of those who followed the concept of Salafism is called as the Salafist and most discussed topics within the group members are prone on jihad, failure, and the right of way of advocacy. According to the ideology carried out by ISIS, the Jihadi-Salafism concept is used to propagandize people to become a member of ISIS. the leader, Abu Bakar Al-Baghdadi once describe the young men and all Sunnis as the people of Jihadi-Salafism (al-SalafiyyaalJihadiyya). Furthermore, the group has built a Jihadi school with the Jihad-based subject as well as offering the Jihadi scholarship to those who joined ISIS (Bunzel, 2015).

Countless attacks of ISIS throughout the whole world and continents have made the issues to become significant especially when it is related

to Muslims. Generally, because the main basis of ISIS is that the group was formed by the Sunni Muslims, which indirectly it does affecting other non-related Muslims in every country. To be clarified, ISIS's policy has gone way too far because their main objective, eventually is no longer abided by the group members. Civilians, children, women, old people from whichever religions will be attacked and assassinated. For example, in Iraq, whereby ISIS has launched an attack by using chemical weapon, specifically the chlorine gas (Connor, 2017). Apart from that, numerous abductions of the Yezidi women and turning them into sex slaves has also become the main topic being discussed by the world community. The burning of a 26-years old Jordanian pilot alive in a cage has indicated the non-Muslims of how violence is Islam, especially when Muslims want to seek for freedom.

Therefore, based on the several incidents from the earliest century until today's situation, the author is trying to establish the connection of how Islam is being implemented as a religion as well as for the guidance for our way of life. Nevertheless, such implementation is hard because of the tolerance and the understanding of people to accept Islam especially nowadays, whereby non-Muslims, especially have the prejudice and negative stigma about Muslims and Islam. In addition, with the idea of Donald Trump to make America great again, sadly has caused many unwanted tragedies to occur. The rise of Islamophobia, outrage and violence towards the Muslim community has gone wild. Further discussion will be inserted in the next section.

MEDIA FRAMING TOWARDS THE MUSLIMS COMMUNITY AROUND THE WORLD

In today's semantic which is closely related to Muslims is terrorism and violence. In recent years, Islam is seen as a religion that promotes violent in order to seek for freedom and justice. It has all started ever since the tragedy of 9/11 attack happened. Although al-Qaeda group is said to be behind the fatality of 3,000 innocent lives, nevertheless, the media effects towards Islam and the people have changed totally since that day. Hence, the inclination of Islamophobia has skyrocketed and the stigma towards Muslim people has become negative. How does this happen rapidly? The answer is by utilising the media; traditional or the new media. Western media has the advantage of circulating news easily throughout the whole world because they are the one who controls everything. That is why when Muslim people is labelled as terrorist, most people would believe the western media.

The arising of Social Network Sites (SNS) happened because of the rapid growth of technology in the 21st century. Therefore, technology developers competing each other to create a repetition of a technology according to the suitability of the current world. New creation existed due to the diffusion of innovation, whereby the five elements of innovation which are relative advantage, compatibility, complexity, trialability, and observability considered (Rogers, 1962). Social media

were created by the repetition of telegraph and telephone evolution to empower the human interactions, and the evolution was accepted by the social sphere (Winston, 1998). Social Network Sites can be described as a network-based interface to permit a person creating a public or private profile within a system, allowing a person to share information with selected users, and views the connections developed by a person (Boyd & Ellison, 2007). On the other hand, Richter and Koch (2008) explained the functions of SNS are the individuality identification management, to connect with other people, to exchange information, identify skilful people, context recognition and management, and enable a person to aware on important functions and dates.

Thus, we can now understand the connection between power and media, and how influential is media to spread new ideology or propaganda to the world community. Interestingly, the aftermath of 9/11 has become the benchmark for the anti-Muslim individuals to frame Islam to be perceived as something which is bad. Sadly, I would say that their propaganda is somehow can be considered as successful because many of Muslim people have been insulted, attacked, and killed. However, not all non-Muslim people agree that all Muslims are bad, because according to Smith (2013), some Americans feel sympathy to Muslim-Americans that are also impactful due to the attack happened during the ninth September. The author has identified that media framing effect has exaggerated the identity of Muslim people to be seen as a threat to whichever countries that have Muslim community resides inside it.

In addition, Yusof, Hassan, Hassan, and Osman (2013) have examined that media framing towards Muslims by labelling them as terrorists is actually would trigger the Islamic radical movement groups to act aggressively as they want to gain more attention from the world. Furthermore, despite of worsening the situation, the government should plan a strategy in order to neutralize on what has happened to ensure that media reporting would not cause any harmful attacks to occur in the future (Yusof, Hassan, Hassan, & Osman, 2013; Mc Quails, 1995).

As what has been coined out by the researcher, name calling and media labelling have led to the increase of attacks launched by the Islamic radical movements. The understanding of Jihad has shifted away to be known as a negative term even though the basis of Jihad is neutral, similarly to the propaganda term. The term of Jihad has received a prejudice perception since long time ago, however, it has become popular because of the existence of ISIS. ISIS utilises Jihad as one of their main group ideology to propagandize the Sunni Muslims to join their group. Apart from that, there are also other elements that are associated to Islam has been framed to be part of terrorism component. For example, Iran once has been considered as a threat to the western countries because of the technological development the country has made in the weaponization industry (Yusof, Hassan, Hassan, & Osman, 2013). Besides, certain western countries have imposed new laws for Muslim

whereupon they cannot be dressed by covering their whole body including the face (Ahlin&Carler, 2011).

On top of that, media framing and media priming has led to the inclination of Islamophobia towards the Muslims community. Media acts as an important and powerful actor, because mostly whatever has been broadcasted or published in the media, would be a reference and source to the society. Therefore, public opinion towards the Muslim community would easily changeable because of the media effect. As what has been reported from Pew forum survey, 32% of Americans agreed that media plays a great role in portraying the Muslims after the 9/11 tragedy (Smith, 2013). Hence, by doing so, the media has caused the non-Muslims to be threatened by the Muslim people because of the provocative and stereotyping published by the media.

THE EFFECTS OF MEDIA FRAMING TOWARDS THE MUSLIM COMMUNITY

Due to media portrayal of Muslim and Islam as something which is related to negative connotation, many of non-Muslims have developed the sense of insecurity in which they feel unsafe to be living with Muslim people. Denmark has once involved with a situation whereby a Danish cartoonist has drawn a caricature of Prophet Muhammad (pbuh), which has caused the entire Muslim people to be upset with such insult. Moreover, media framing may cause an individual to have hatred and prejudice towards the Muslim community that has led to many religion issues. The western media, nevertheless, prefer to report negative images about Islam in their articles with 51.38% of news about Islam and Muslims is more on negativity, which is generally reporting about the Middle East conflict. Whilst, only few reconciliation news is written which is only 12.84% and 35.78% news are neutral (Yusof, Hassan, Hassan & Osman, 2013). Wherefore, these are the issues of the significant impacts of media framing towards the Muslim community:

Islamophobia

Dealing with Islamophobia is onerous albeit not every Muslim from different countries are facing with the issue, nonetheless, the partisanship of Islam has caused many anti-Muslim community to have more hatred towards us. In addition, with the representation of Muslims in the media altogether with the embedded images, would definitely accelerate the feeling of insecurity or dislikes in the non-Muslim people. As for the Muslim people, we never feel otherwise, especially for those who are living abroad and Muslim is considered as minority. Ihsanoglu (2010) has highlighted in his article entitled 'Islamophobia and Terrorism: Impediments to the culture of peace', by mentioning that Islamophobia or anti-Muslimism is dangerous to be implemented as we should practise to respect the diversity of cultures, but with such prejudice towards the Muslim, global peace cannot be practiced. The author also stresses on the harmful effect of Islamophobia to the ignorant individuals who possess

inadequate knowledge and can be easily influenced by the western media manifestos.

On the other hand, Allen (2010) has also similarly coined out the same inference by stating that the feeling of hatred, dislike, unfavourable, and insecure towards Islam has begun from thousand years ago, starting from Islam is being introduced to the world. However, the term Islamophobia is aggressively used by the media thenceforward the horrific event of 9/11, train bombings in Madrid, and followed by many ISIS attacks and suicide bombing acts in the recent few years. The idea of anti-Semitism and the fear of Islam will continuously become the main reasons of why hate crimes in the western countries are increasing. The narrative method of anti-Muslimism utilizes by the western media and in conjunction with the ideas from opinion leaders, inevitably would cause difficulties to the global community to reach for peace and respects towards each other.

Opinion leaders are the prominent figures who dominate the influence and power to alter the way of the society thinks and behaves. Ergo, whatever statements or ideas stated by opinion leaders are always agreed by the society, especially the followers of the individual. For example, during the election of Barack Obama as the 44th President of the United States, he has received many positive and negative feedbacks, nevertheless he still won the chair although he was the first skin-colored man to be inaugurated as a president. On top of his effort and assistance, there was a woman who is more eminent has promoted Obama. Oprah Winfrey who has her own tv show with her own followers which is about 7.2 million has engaged with the concept of opinion leader, which it is believed that her influence has helped Barack Obama to win.

According to Etutleri (2013), his finding on the relation of opinion leaders with Islamophobia is significant. Islamophobia issues are used by leaders for the purpose of gaining supports from the society especially in the political cohort. The uses of hostility towards anti-Semitism and anti-Muslimism issues in the modern Christian world is designed to spark cultural and racial problems. The utilization of antagonism of religions and the timidity of certain ethnics have become the main gist for Donald Trump to win the election for the 45th Presidency of the United States. He has promoted racism by promising to chase out the minorities from the country as well as immigrants and the Muslim people, because in his opinion, terrorism attacks can be controlled, thus it helps him to achieve the mission of making America great again.

Upon from these policies made by Donald Trump, we were served by many racism social problems that have gone viral in the new media, especially in Twitter. The portrayal of hatred was shown by the non-Muslim people in the west by using provocative method to insult the Muslims. Sadly, from the moment that Donald Trump has been elected to rule America, many reports have stated the spike of attacks towards the Muslim community because of the hate crime issues. Pitter (2017) has

reported that when Trumps has officially holding the position as a president, a mosque in Victoria, Texas has been burnt down. According to reports, the total of hate crimes in 2015 is reaching high and rise 78% and it continues to accelerate after the election by 44%. Meanwhile, CBC News has also reported that the number of hate crimes towards the Muslim community in Canada has increased up to 60% based on the Statistics Canada (Harris, 2017). In other reports, the total number of hate crimes has tremendously elevating following of several events such as the Manchester attack and London Bridge attacks.

THE IMPACTS OF MEDIA FRAMING TOWARDS THE MUSLIM COMMUNITY; HOW TERRORISM EXISTED BY NAME-CALLING IN THE SOCIAL MEDIA SITES.

Religion

Religion is the main component to war, even though the first intention neither one party is to attack because of different purpose, but it can switch because of differ in ideology and belief, in which it leads to the uneasy feeling or superiority of another party to conquer the land or properties of the place. Furthermore, religion is the sensitive issue to be involved in war, because people are less interested to attack those who has similar belief as compared to those who are non-followers of whichever religions in the country. Undeniable war can happen because of materialistic intentions; however, the element can be added if the belief or religion of the attacker is condescending than the attacked party. Jackson & Morelli (2009) have agreed on that, whereby in their article, they have emphasized on the religious code which inevitably can become the second main component as the reason to conduct war, as if like the religion element as an order or predestined by God.

The scholars' statement has been supported by the group of Atheists people, whereby to them, it has been proven that faith, belief, and religion have led to wars. Morgan (n.d) has investigated the outcome of such proclamation by those who are not influenced by the existence of God, blame religion as the reasons of whole catastrophe whereby world can never become a better and peaceful place to reside in due to clash of interest in belief. Atheists believe that without religion, war can less happen or perhaps genocide can be prevented from occur. For example, during the World War II, homicide of the Jews happened not only because of Hitler's perceptions towards the community, but because of the belief that matters the Nazi leader.

Likewise, to the current example of ideological attacks carried out by the Islamic State group (ISIS). The concept of Jihad and the return of Khalifa practised by the ISIS terrorist group has led them to murder and punish those who are not supporting and has similar perceptions and understanding about Islam. The group has used Islam as a religion and a benchmark to make the torment halal or accepted by providing hadiths and Quranic verse, which at the end is manipulated and most of their acts

were against what has Islam advised us to do. The concept of Caliphate, ISIS believes that as a caliph the group may unite the Muslims all around the world. The connotation of Caliphate word is derived from the Arabic language, which is Khalifa to represent the leadership of Prophet Muhammad (pbuh).

Therefore, many smaller units of terrorists such as Hizbut-Tahrir and Taliban group declared themselves as the Commanders of the Believers and still the Caliphate prophethood concept. Likewise, to the ISIS leader, Abu Bakar al Baghdadi who announced himself as one of the Caliphates to purify Islam.

Ergo, that is how the term of ‘Holy Wars’ has been coined out by scholar years ago. By bringing the concept of godliness, many people or religious believers believe that assassination, annihilation, torment, and brutal acts are approved to be carried out in the sake of god, which is truly contradict to most religious concepts. No religion allows their believer to become barbaric by killing those who are not aligned in terms of religion to be murdered, even though for Muslims, we are know that there is no God should be abide to except for Allah, but that does not mean that there is only single God should be followed by other religious believers (Kung, 2005).

Yet, the theory of religion may cause war is also agreed by another scholar, whereby he stated that, even though to some people, we are not looking at the element of religion to conduct war, but it is different to those who are materialistically go to war and in the same time is obsessed and fanatic to their own ideology and belief, which at the end is no longer causes killing massive of people because of properties, but is prone to religious matters. Besides, Purzycki and Gibson (2011), has concluded that according to thousands of murdering and deaths occurred is not because of the main intention which is for land, but by examining the reason, is basically because of religion and belief.

Revenge

This element is interrelated with the previous element which is religion. Through all the readings about wars, fundamentally religion and revenge are inseparable because the group who is fanatic over their own belief tends to destroy other’s belief by forcing them to participate in the group or to be assassinated. In the meantime, the propaganda and indoctrination of the superior belief or religious remain continuous so that more members can be added. However, wars or conflicts seem to occur when what the other party wants cannot be achieved, whereby the attacked group chooses to rebel and to counter the attack. This is what happened in today’s world, which is what ISIS is currently do. Kosovo war even carried out such element which at the end it caused massive destruction of the place, in addition with the interference of NATO, which is claimed to help in solving the dispute between the Serbs and the Albanians.

Revenge can be defined as the act of making another party to suffer because of the attacked party has been tormented in many ways, as such in emotional, psychological, and physical torments. Yet it is designated by the attacked party to ensure that the other party receives similar pains or deprivations or loss as how they did (Amegashie & Runkel, 2012). The simplest case is the establishment of ISIS. Everyone knows that ISIS was originated came from Al Qaeda group, but has integrated their own group in 2004, and sustain the concept of Salafi-Jihadism in their own ideology.

CONCLUSION

In conclusion, ever since in the historical years, Islam has never become a preference for certain people in this world. During the period of Prophet Muhammad (pbuh), Islam is seen as a threat rather than to be understood as the real religion that brings benefits to humanity. Besides, Islam has been doubted in which the believers should confident on the existence of Allah even though His physical presence cannot be seen. Meanwhile, in the modern world, whereby the generation is more civilized and literate, Islam is still becoming the enemy for some people because of their teachings as well as their swift influences that has been dispersed throughout the whole world. Besides, with the 9/11 incident which is said that the perpetrator is from the al-Qaeda group that has caused numbers of fatality has become another reason of why some of non-Muslims people hated Islam.

Apart from that, media has become another strong component in disseminating their propaganda to hate Islam to the whole world, especially the Western media. Previously, broadcasted and printed media have become the main tool to name-call or to frame Islam as a violent religion that promotes killings and Jihadism followed by certain events such as numerous so-called Jihadist attacks and suicide bombings that have happened across the globe. With the assistance from social media, in which the impacts of posting via social media sites may cause the news or propaganda to spread to the whole world population within seconds, especially if the information is posted via Twitter. On top of that, prominent figures such as opinion leaders have becoming another factor on why Muslim's identity in today's world is perceived as negative and seen in a prejudicial perspective.

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