

# Textual Narrative And Visual Imagery Themes Portrayal In Isis's Rumiya Magazine Issue 1

Rabiatul Kamsina Md Yusof<sup>1</sup>  
Mokhtar Muhammad<sup>2</sup>

Centre For Media And Information Warfare Studies  
Faculty Of Communication And Media Studies  
Universiti Teknologi Mara (Uitm)  
40450 Shah Alam, Selangor, Malaysia

[rabiattulkamsinaa@gmail.com](mailto:rabiattulkamsinaa@gmail.com)<sup>1</sup>, [mokhtar413@salam.uitm.edu.my](mailto:mokhtar413@salam.uitm.edu.my)<sup>2</sup>

Received Date: 15 Aug 2018 Accepted Date: 8 Nov 2018

## ABSTRACT

ISIS is one of the top extremist radical terrorist group in today's era. Their extreme action of jihad and radical Islamic fundamentalist ideology attract many believers to follow their path. The number of their followers shows a significant increasing of number recruited from many countries has threatened the global community. The results of this study would provide insights into the propaganda tools use by ISIS as their strategic psychological warfare to attract potential followers through their online digital magazine, titled 'Rumiya'. This study observed and analysed the common textual narratives and visual imagery theme use by ISIS in their first Rumiya issue. The content analysis of descriptive qualitative approach were used to analyse the data. The research is divided in two parts of analysis which is, Textual Narrative Analysis and Visual Imagery Analysis. The coding theme was used as a guideline in collecting the data. In textual narrative analysis, the result shows that ISIS use 66 times Quran verses, with total 29 different Surah. Besides, 3 new basic theme were developed and 40 sub-themes were identified. In the other side, under visual imagery analysis, the result shows that the total 33 different types of images from Rumiya has atleast one themes match with the basic theme. The result also shows that all common themes used by the author has a negative tonality and tend to have a favourable tone-orientation towards ISIS. Thus, this study shows that content in Rumiya online magazine is dangerous to be read alone because it will affect one's own faith towards Islamic religion. This magazine use a strategic psychological warfare of propaganda element by manipulating the textual narrative and visual imagery content to disseminate their ideology, inflict fear, influence their targeted audience and to recruits potential followers.

**Keywords:** *Agenda-Setting, Islamic State of Iraq and Syria, online magazine. Priming. Textual Narrative, Visual Imagery.*

## 1.0 INTRODUCTION

The terrorist ideas are specifically focusing on the conflict causes by the group of jihadist of Islam. Jihadi terrorism is perhaps the greatest fear of today's contemporary society. Ever since the late 1980s, Islamic and jihadi movements have grown in size and numbers, spreading their ideologies to the world. The situation became worst when the public begin to fear of the act of terror performed by the jihadist using the name of Islam that shook the world. All Muslims were labelled terrorist and Islamophobia started to be a global social trouble in view today. One of the well-known terrorist group is ISIS. ISIS stands for Islamic State of Iraq and Syria also referred as ISIL, Islamic State of Iraq and the Levant. It is also known as Islamic State (IS) and Daesh by its Arabic language acronym. The ISIS is a Salafi jihadist militant institution and unrecognised proto-nation that follows a fundamentalist, Wahhabi doctrine of Sunni Islam (Fouad, 2014).

As one of propaganda and communication strategies of ISIS, they began to publish the first issue of Rumiya in September 2016. Rumiya has typically around 40 to 80 pages, including the articles, transcribed speeches, and the republishing in one place of political, religious and social commentary presented by ISIS affiliates and supporters (Novenario, 2016). Besides that, Rumiya magazines portrayed ISIS as divinely inspired state-building project, with an emphasis on legitimising this project in political and religious terms, calling supporters to arms, maligning and denigrating through perceived of their enemies (Droogan, J., & Peattie, S., 2017).

The gist issue that has caused the researcher to do this study is because of one tragic event of New York City truck attack led by ISIS supporter in October 31, 2017 as reported by the international news. The incident occurred after Sayfullo Saipov, an Uzbekistani who migrated to US in 2010 rented a pickup truck and drove it in public places, at bike path near Hudson River Park. The vehicle rammed randomly attacking and killing eight people and caused injuries to another eleven people. After investigation run by local authority, it was proven that Saipov has been influenced by Rumiya magazine that highlights on guidelines to commit truck attack.

Besides that, the problem of this research also concerned on the rose of the number of terrorists and followers of ISIS emerging from day to day globally (Malley, 2017). Attack after attack that caused injuries towards civilians, and psychological warfare practices by these group causes a wild conflict towards the global community. In addition, previous research also found a lack of focus on the full scale element portrayed in one of ISIS's propaganda tools, Rumiya magazine (Droogan, J., & Peattie, S., 2017). In the past research has also suggested for the future research to concentrate on the visual imagery used in the magazine, instead of only focusing on its textual (Ghosh, T. & Basnett, P., 2017). In addition, Rumiya is a digital magazine that the group published it on the internet. When talking about online and internet, it is a medium that could be accessed by anyone. Thus, it is researcher's concern that it is the time that the current research should be concentrating on the real content of the magazine published by ISIS because it will cause more people to be influenced by the content and messages portrayed in Rumiya. Therefore, this study objectives is to understand the common theme of textual narrative used in ISIS's Rumiya magazine, and also to identify the common theme of visual imagery used in ISIS's Rumiya magazine.

## **2.0 LITERATURE REVIEW**

In a greater analysis and critical study of a topic, literature review plays a vital role as a supportive elements of the study. In this chapter, the previous scholarly papers and research, which includes the current knowledge including substantial findings as well as methodological contributions of the pasts research will be discuss. All data was on the secondary sources that supported this study. In this chapter, the previous research that has been done related to terrorist, propaganda, magazine, textual narrative, visual imagery and related theory will be further explored in the perspective of ISIS.

### **2.1 ISIS As Terrorist**

In this study, ISIS is the main subject of the analysis where these group is the responsible entity that leads a person to act as a terrorist in achieving their desired goals. As one of the strategies, terrorist used a language of symbolic action, which is referred to the choice of the victims, the choice of terrorist act, the drama created by them and the various official responses they sought. For example, the act of ISIS followers such as 2015 Paris attack. The incident portrayed a symbolic action of ISIS, has their targeted victims of civilians, the type of terrorist attack which was through running a random shootings, suicide bombings, use of grenade, and hostage taking. All of these action symbolised ISIS drama attack.

The citizen in today's society lived in a new era, whereby the terrorist act did not simply speak for itself via its symbolism anymore, but amplified through a vast constellation of modern media (O'Shaughnessy, N. J., & Baines, P. R., 2009). ISIS as a major terrorist group that threatened the people globally, has their specific agenda to establish a 'Caliphate State' which they intended to bring back the Islamic victorious era since the 7th century. By using the social and digital media as one of the approaches, they aimed to establish what they called as 'Caliphate State'. However, because of their

different ideologies of Islamic believes and jihadism that they practiced, their method somehow showed the contradict action as what real Islamic teaching promoted.

Originally, ISIS sought to create an in-group identity to frame the Islamic State's expansion and succeed as a group achievement on behalf of all Muslims globally (Droogan, J., & Peattie, S., 2017). Besides, Wilson (2014) highlighted that the internet allowed terrorists to operate without the confines of borders and increased the potential impact on victims. It was proven when ISIS drawing more recruits and demonstrated less complexity in overall compared to its former affiliate, Al Qaeda (Shannon C. Houck, Meredith A. Repke & Lucian Gideon Conway III, 2017). Thus, it has simultaneously become less complex in its communication to the public. However, the group that they established caused a mounting global threat for national security, when the violence and attacks towards civilians occurred. Yet, the rise of social media facilitated presumption and the spread of alternative grassroots stories of the groups' ideologies (Cheong, P.H. & Lundry, C., 2012). Generally, it can be seen that media stories portrayed these group as violence and extremist of Islam.

According to the past research that has been conducted, it shows that ISIS as a terrorist group who hold extreme religious basis is still relevant to be studied. The terrorist act were getting more serious because they were not only attacking their victims in a territory of Iraq and Syria, but also their violence and aggressiveness, affected in many parts of the world depending on their targeted territory.

## **2.2 Propaganda Of ISIS**

In many articles produced by many researcher covering the issue of terrorist radical and extremist groups, the element of propaganda can found in their studies. It was highlighted repetitively in the past research to explain the propaganda strategy of ISIS. In one of the studies, the researcher highlighted that, the intent messages that ISIS wanted to deliver to its targeted readers is that, the magazine is not primarily designed for directing recruiting efforts or inciting violence against the West (Colas, 2016). ISIS has their strategic aims to only disseminating their ideology messages and enhancing fear among the audience. By fusing identity and rational-choice appeals, ISIS provided its audiences with a powerful competitive system of meaning that was designed to shape its readership's perceptions polarised their support and drove their radicalisation (Ingram, 2016a). The technique used by ISIS was more strategic and using psychological influence towards the readers. This is supported with the research done by Ingram (2015) where he studied Inspire and Dabiq magazine, that found it sought to appeal and radicalise English-speaking Muslims. In addition, the propaganda element also found in the study done by Ghosh & Basnett (2017) with the aim to find the kind of articles published in ISIS's magazines and to understand the messages propagated through it. In the study of ISIS's propaganda, there have been references to Muslim scholars and leaders who were opposed to ISIS and who believed its ideology was very far from what Islam ad taught Kibble (2016). On the other hand, Carol, Kareem, Aaron & Anthony (2016) studies on ISIS's ability to successfully recruit foreign fighters from more than one hundred countries worldwide as an interesting angle of studies for the subject. The propaganda strategy used by ISIS creating an interest element for Western researcher.

Other than that, it was also found the propaganda studies on Al-Qaeda strategy was also crucial as supported element for this study. Al-Qaeda is also known as one of the top terrorist group known globally. It suggested that, Al-Qaeda positioned themselves using a variety of propaganda techniques, especially on the notion of a global conspiracy, an existential threat, against Islam. Al-Qaeda designed sophisticated propaganda, used segmented message design and has improved their production values over time Baines, (P.R. & O'Shaughnessy, N.J., 2014). The researchers explained that, one increasingly attributed source was propaganda which specifically concentrated on the 'propaganda of the deed' as a physical violence. Moreover, there are also studies discussed on the structural and cultural conditions underlying the production and spread of online user-generated content as radical media tactics (Cheong, P.H. & Lundry, C., 2012). Many have attributed ISIS's successful expansion in part to its extensive propaganda platform (Shannon C. Houck, Meredith A. Repke & Lucian Gideon Conway III, 2017).

ISIS and its propaganda were always seemed interrelated and could not be denied. Based on the previous research and studies, there were so many studies that was conducted in studying the

propaganda of ISIS. Supported with previous scholars argument, it is undeniable that action took by ISIS is known as the propaganda tactics, which they intended to set on the reader's minded of what the ISIS is all about. Violence, beheadings, rapes, killing, suicide bombings, Islam, Quran, caliphates and jihad were some of the propaganda terms used by them to portray that ISIS is an Islamic based group which practiced violence to achieve their desired goals. Still, the propaganda of their action did work best and it created new terms and perceptions of people towards Islam and terrorism. They succeed in putting a sensationalism element in creating people's pattern of thinking towards their ideology.

### **2.3 ISIS's Magazine**

During the older days, magazine is known as one of the important developments of printed medium in media industry, which played a major role to disseminate messages towards mass audiences. In analysing the previous studies related to ISIS's magazine, both Dabiq and Rumiyah has been the main subject of the study related to ISIS communication strategy. Basically, Rumiyah is the monthly magazine published by Al Hayat Media Center, the official Media Department of ISIS (Ghosh, T. & Basnett, P., 2017). The magazine changed its English language magazine name from Dabiq to Rumiyah prompted media speculation about its significance (Wignell, P., Tan,S. & O'Halloran, K.L., 2016). From the content of the magazine, it can be generalised that, due to the new media today, the concept of freedom of speech and expression has reached to another new level. Rumiyah is seen as the use of freedom of speech and expression by the extremist group of ISIS in disseminating their desired agenda (Ghosh, T. & Basnett, P., 2017). This is because this magazine provided the ISIS with an opportunity to justify its actions and its religious authenticity to a broader Muslim audience, and thus provided the ISIS with legitimacy beyond its borders (Droogan, J., & Peattie, S., 2017). It also appealed to its audiences by strategically designing in-group identity (Ingram, 2016a). It is argues that while ISIS has changed its strategic focus over time in response to its changing fortunes, the groups' underlying world view, values and ultimate aims remain consistent and unchanged by comparing both Dabiq and Rumiyah (Wignell, P., Tan,S. & O'Halloran, K.L., 2016). There was also research conducted an in-depth inquiry into the jihadist propaganda magazines, which is Inspire, Dabiq and Rumiyah that aimed to highlight this relationship (Sunde, 2017). Therefore, based on the research found on analysis of ISIS's propaganda magazine Inspire, Dabiq and Rumiyah, the study will be conducted specifically on Rumiyah. The study of Rumiyah is crucial for future research to be conducted. Still, this magazine that is produced and published in digital media as online source needs to be examined, due to its easy access by anyone and could lead a person to become an extremist.

### **2.4 Textual Narrative Analysis And Agenda-Setting**

Textual narrative analysis is one element of study that is important for researcher to be focusing. It is found that many in-depth studies conducted to study Rumiyah or Dabiq magazine, tended to study on the textual narratives content of the magazine. For example, Ingram (2016b) explained that both magazines Inspire and Dabiq are dominated by narratives designed to empower its readers towards action. The results showed that, Inspire relied heavily on identity choice appeals while Dabiq inclined to balance identity and rational-choice messaging. Besides that, based on the study, one of the assumptions that ISIS held about their sacred texts is that, each text carried a single meaning that reflected the author's original intent. There might be multiple implications of that intent, but each text can only have one content, and therefore one meaning (Colas, 2016).

Furthermore, field of terrorism and violent extremism that often used single narrative suggests that the internet challenges the existence of a single narrative by arguing that neo-jihadist presumed may reinterpret Al Qaeda's narrative and create hybrid symbols and identities (Vergani, 2014). The researcher picked the elements and developed the pattern of Islamic State, war, sex slaves and marriages, killing and executing are dominant in the magazines. There was also a study that identified and presented characteristics of jihadist narratives and subculture style, and how they can function in radicalisation. As the result of the findings, they simultaneously moves on to discuss and promote a common ground where narrative and cultural criminologists came together and strengthened their frameworks by drawing upon each other (Sunde, 2017). Sealander (2017) investigated the underlying

narratives used in the Islamic State's propaganda magazine Dabiq and determined how effective they are in reaching a global audience, particularly the West.

In analysing the textual narrative content in Rumiyyah magazine, the Agenda-Setting Theory is crucial to be applied in this study. In regards with the mass media process whereby the communicator usually used technological devices to share messages across over a great distances to influences large audiences, the media were using gatekeeping and agenda setting to control our access to news, information, and entertainment (Wilson, 2014). Agenda Setting Theory is processed whereby the mass media determined what the mass audience think and worry about. Media dominates over the reaction of pictures in people's head and lead to the audiences to react not based on actual events but based on what they pictured in their head (Spring, 2002). Therefore, in this study, the agenda setting will be applied in studying the textual narrative in Rumiyyah magazines as one of the strategic communication campaign method practiced by ISIS as their strategy.

## **2.5 Visual Imagery Analysis and Priming**

The concept of priming is related to agenda-setting tradition but it expands the idea by focusing on the essence of the issues at hand rather than on a particular topic. The basis of priming theory is that the images that portray by media stimulate related thoughts in the minds of targeted audience. The study of ISIS's Rumiyyah will be applied based on the priming of visual imagery portray by them in the magazine. To support the study, there are many previous research that covered on the element of visual imagery of the sample. For instance, previous researcher used the quantitative methods of information visualisation to examine empirical changes in emphasis and approach in Inspire and Dabiq magazines over time to determine whether the changes are ones of style or substance. Recognising those visual images often increased viewers' attention and it recalled an emotional response (Carol K. W, El Damanhoury K, Aaron D. & Anthony F. L., 2016).

Furthermore, Dabiq has relied extensively on a historic American media trope, the about to die image, to bolster image recirculation over time. Besides, there are also study that examined both form and content of Dabiq that used three 'about to die' images on how they have evolved across the twelve issues. Rather than seeking to win the 'hearts and minds' of the Muslims, ISIS's use of about to die images in the magazine to transforms the online medium into terrorism, in a ways that have lasting implications for the global culture. Apart from that, Al-Qaeda's positioning strategy is also based on priming of a death-centred militant worldview as its precise opposite with rewards in the afterlife (Baines, P.R. & O'Shaughnessy, N.J., 2014). Besides, the study on a content analysis of how CNN and Al-Jazeera framed ISIS in their online news coverage from June to October 2014 was also done by previous researcher. The analysis also explored how narrative, imagery and counter-narrative messaging were used to shape readers' perceptions and polarise their support (Ingram, 2016b).

Visual imagery analysis is one of the important prospect that media researcher should be focusing in future studies. In the case of Rumiyyah magazine, which consisted of many images and visual in the magazine, starting from the first online magazine produced by Al Hayat Media Centre, followed by Dabiq and now Rumiyyah, the photographic elements used by the author in ISIS's propaganda magazine is crucial to be analysed. How those elements of brutality, violence, religion, leaders, politics and others characteristics that was brought and presented by ISIS will be analysed in this study.

## **3.0 METHODOLOGY**

This research study consists of qualitative research that was conducted in order to get the results. Specifically, content analysis thematic approach was applied in gather the findings. Qualitative content analysis consisted a bundle of techniques for systematic text analysis which was developed a long time ago in a longitudinal study on psycho-social consequences of unemployment (Mayring, 2000). Reliability and validity is two important elements in content analysis approach to ensure the research findings is applicable to answer research questions. In this research, researcher has conducted the study based protocols and guidelines that was first initiated by Droogan & Peattie (2017) and Wignell, Tan amd O'Holloran (2016). In this research, firstly, the researcher coded all the data found in the sample. Then, after some lapse of time about a few weeks or months, the researcher then re-code

the data and some part of it. Therefore, in this research, the reliability and validity of the findings is proven through the imitation of the themes previously developed in a research done by previous researcher by applied the same method with a different sampling.

The method of content analysis as a data driven process using previous research to determine the codes of the theme. To ensure validity of the coding process, the procedures of external auditor also known as peer checking was taken into account to validate and check the coding theme in identifying either the same meaning is gain. Two informants were used to code the data and finally re-check by the researcher to tally the data coded from the sample.

### **3.1 Sampling**

A detailed thematic analysis of RumiyaH propaganda magazine first issues was conducted in order to identify prevalent themes of the common used textual narratives and visual imagery of propaganda in the magazine. To that end, the method of thematic and pattern developed by previous research was applied in this study. Meaning to say, the analysis of the textual narratives and visual imagery used by ISIS in RumiyaH magazine as their propaganda was divided into four main themes which are, The Religion, Enemies, Call to Arms and Building the Caliphate. This theme was first developed by Droogan & Peattie (2017) in their studies of mapping the thematic landscape of Dabiq magazine. The result shows the validity and reliability of the code of conduct by the researcher with the theme developed and defined by them.

On the other section of analysing the visual imagery in RumiyaH magazine, the theme will consist of: Far Enemy, Near Enemy, ISIS Heroes, ISIS Icons, Historical Recreations, ISIS Law Enforcement, ISIS Social Welfare, Other ISIS Objects, Places, Events, Other Objects, Places, Events, Pledges of Allegiance, Scripture and Infographics (Wignell, P., Tan,S. & O'Halloran, K.L., 2016). In studying the RumiyaH magazine that has similar objectives of disseminating ISIS propaganda ideas, this theme was applied in getting a greater understanding of the magazine. The researcher saw the relevancy, validity and reliability of the thematic was applied on the study of RumiyaH magazine in studying the textual narrative and visual imagery. This is because the previous researcher was an expert that has conducted many qualitative research specifically in the study of terrorist groups. However, along the process of analysing, the thematic, pattern and the coding might be changed or added based on what the researcher will later detect.

### **3.2 Research Instrument & Measurement**

In gathering the data and information during analysis of the RumiyaH magazine, the coding sheet was used to collect the data. The coding sheet that was initiated by Peer & Lynch (2002) contents the analysis coding sheet sample. This model of sheet is widely used in many content analysis research and it is capable of producing satisfying results for any content analysis based studies. Despite having a variety of content analysis coding sheet sample, a relatively easy to analyse has been selected for this study. It is hoped that the simple coding sheet was able to assist the analysis without ignoring the important needs and desired purpose of the study. In this study, from the actual coding sheet motivate by Peer & Lynch (2002) researcher modified it a little bit in order to ensuring it better serve for the nature and purpose of this study.

### **4.3 Data Collection Procedure**

Content analysis is a method used to analyse qualitative data or also known as non-numerical data. In its most common form, it is a technique that allows researcher to take qualitative data and to transform it into quantitative data or numerical data. The technique can be used for data in many different formats, for example interview transcripts, film, and audio recordings. The researcher conducted content analysis and used coding units in work. These units vary widely depending on the data used, but in this study of RumiyaH magazine, the five main theme was analysed and coded in this study which is Islam is At War, The Religions, Enemies, Call to Arms and Building The Caliphate. Besides that, the visual imagery analysis will be divide as Far Enemy, Near Enemy, ISIS Heroes, ISIS Icons, Historical Recreations, ISIS Law Enforcement, ISIS Social Welfare, Other ISIS Objects, Places, Events, Other Objects, Places, Events, Pledges of Allegiance, Scripture and Infographics.

The procedure for a data collection started with a first step where researcher has read through and examined the data themes as generally to ensure that researcher make themselves clear and familiar with the data elements. Next step, researcher has identified and detected coding unit and themes that are seems applicable and relevant to be studied and analysed in the sample. Followed by analysing the sample or the Rumiyyah magazines itself, by concentrating in the textual or narratives first, and later by analysing the visual imagery of the magazine. During analysing process, the researcher has applied the coding unit and themes in the coding sheet to collect the data. Next, a tally is made out of number of times that a coding unit appeared on the sample of the Rumiyyah magazine. Then, researcher coded the themes found in the coding sheet. Finally, after all the pages of Rumiyyah has been analysed and coded, the sheet was analysed one by one and researcher interpreted and summarised the findings in a report form to ensure it will help in concluding the findings.

## **4.0 RESULTS**

The data collected from the sample, which is the Rumiyyah magazine issue 1 which consisted of total 38 pages, published by Al-Hayat Media Centre of ISIS. The magazine was downloaded from the Clarion Project website on the internet. Findings were presented with the main objective to answer the research questions raised earlier. This chapter will describe all findings and analysis of the theme identification which were commonly used and appeared in the magazine. The data collection were divided into two parts. The first part is textual narrative analysis and second is visual imagery analysis. In this analysis, the content analysis of qualitative approach was used.

### **4.1 Textual Narrative Analysis Results**

The researcher has managed to gather and collect all the data which is from the first issue of Rumiyyah magazine of ISIS. During the data collection process, the researcher started with the first part of the data collection on the textual narratives analysis. The basic themes that was first used as a guideline is consist with 'The Religion', 'Enemies' 'Call to Arms' and 'Building the Caliphate'.

#### **4.1.1 The Religion**

Based on the result found during the coding process, one of the common theme used in Rumiyyah magazine issue 1 is the Quran verses. The Quran verses used by the writer could be found in every pages of textual pages in the magazine. TABLE 1 shows the list of total number of Quran verses used in Rumiyyah magazine.

From the result, the first theme of the religion were developed with the sub-theme of Quran verses found during the observation and data collecting process. It can be seen that the most common Quran verses used is from Surat At-Tawbah with 12 times frequencies of appearances in the magazine, followed by Surat Al-Baqarah with 7 times of frequencies, followed by Surat Al-'Imran with 5 times of frequencies, then Surat Al-Anfal with 4 times of frequencies, next is Surat Al-Maidah, An-Nisa, and As-Saff with 3 times of frequencies. Surat Al-A'raf, Al-Hajj, Al-Mumtahanah, Al-Nahl, Al-An'am, Luqman, and surah Al-Fajr resulted twice of frequencies and the rest Surat continued appearing once in the magazine. Under 'The Religion' theme, the result shows that there are total of 66 times appearance of Quran verses with 29 differences Surah were used in Rumiyyah to support the group thoughts and statements. Every textual narrative pages of the magazine appear a Quran verses. The most common theme of Surah were Surah Al-Tawbah, with 12 times quote by the writer, followed by Surah Al-Baqarah with 7 times and Surah Al-'Imran with 5 times.

Based on the result, it shows that the tone-orientation used by the author tend to be positive under 'The Religion' theme. Most of the verses used were portrayed as supporting Muslims to practice good deeds and to protect the victory of Islam is a responsibility of all Muslims. The author used the Quran verses to support their ideology argument which the researcher believed, to attract, convince and influence readers. By analysing the type of Quran verses and Surah used by the author in Rumiyyah, it obviously shows that ISIS used the Quran verses in the magazine by manipulating the verses and placed it based on their ideology and translate it in their own meaning. It can be concluded under religion theme, ISIS use many Quran verses in their magazine as a supportive element in strengthening their argument to attract potential followers and readers of the magazine.

Other themes is refer to themes that used in this study other than The religion. That is consist The Enemies, Call to Arms, and Building the Caliphate. During the data collection procedure applies, researcher found and developed new three themes that are common used in the magazine. That were resulted to a theme Judgmental statement, Leaders' Quote and Killed in jihad-shahadah. Thus, these themes were used in this study to collect the data. Figure 2 shows the identified textual narrative themes framework developed through coding process by the researcher.

| No.                                      | Surat : Ayat  | 1       | 2   | 3   | 4     | 5       | 6   | 7   | 8  | 9  | 10 | No.       |
|--|---------------|---------|-----|-----|-------|---------|-----|-----|----|----|----|-----------|
| 1  | Al-A'raf      | 1       | 1   |     |       |         |     |     |    |    |    | 2         |
|  | Ayat          | 34      | 158 |     |       |         |     |     |    |    |    |           |
| 2  | Al-Maidah     | 1       | 1   | 1   |       |         |     |     |    |    |    | 3         |
|  | Ayat          | 54      | 3   | 54  |       |         |     |     |    |    |    |           |
| 3  | Al-Imran      | 1       | 1   | 1   | 1     | 1       |     |     |    |    |    | 5         |
|  | Ayat          | 169-171 | 19  | 85  | 18    | 140-142 |     |     |    |    |    |           |
| 4  | Al-Hajj       | 1       | 1   |     |       |         |     |     |    |    |    | 2         |
|  | Ayat          | 40      | 28  |     |       |         |     |     |    |    |    |           |
| 5  | Al-Baqarah    | 1       | 1   | 1   | 1     | 1       | 1   | 1   |    |    |    | 7         |
|  | Ayat          | 112     | 193 | 251 | 213   | 159     | 102 | 193 |    |    |    |           |
| 6  | At-Tawbah     | 1       | 3   | 1   | 1     | 1       | 1   | 1   | 1  | 1  | 1  | 12        |
|  | Ayat          | 11      | 5   | 11  | 29    | 71      | 13  | 119 | 41 | 29 | 28 |           |
| 7  | Al-Mumtahanah | 1       | 1   |     |       |         |     |     |    |    |    | 2         |
|  | Ayat          | 4       | 4   |     |       |         |     |     |    |    |    |           |
| 8  | An-Nisa       | 1       | 1   | 1   |       |         |     |     |    |    |    | 3         |
|  | Ayat          | 125     | 76  | 1   |       |         |     |     |    |    |    |           |
| 9  | Al-Anfal      | 1       | 1   | 1   | 1     |         |     |     |    |    |    | 4         |
|  | Ayat          | 39      | 73  | 72  | 74-75 |         |     |     |    |    |    |           |
| 10                                       | Al-Nahl       | 1       | 1   |     |       |         |     |     |    |    |    | 2         |
|  | Ayat          | 90      | 43  |     |       |         |     |     |    |    |    |           |
| 11                                       | Al-An'am      | 1       | 1   |     |       |         |     |     |    |    |    | 2         |
|  | Ayat          | 115     | 151 |     |       |         |     |     |    |    |    |           |
| 12                                       | Yunus         | 1       |     |     |       |         |     |     |    |    |    | 1         |
|  | Ayat          | 44      |     |     |       |         |     |     |    |    |    |           |
| 13                                       | As-Saff       | 1       | 1   | 1   |       |         |     |     |    |    |    | 3         |
|  | Ayat          | 4       | 11  | 3   |       |         |     |     |    |    |    |           |
| 14                                       | Luqman        | 1       | 1   |     |       |         |     |     |    |    |    | 2         |
|  | Ayat          | 13      | 13  |     |       |         |     |     |    |    |    |           |
| 15                                       | At-Talaq      | 1       |     |     |       |         |     |     |    |    |    | 1         |
|  | Ayat          | 1       |     |     |       |         |     |     |    |    |    |           |
| 16                                       | Al-Buruj      | 1       |     |     |       |         |     |     |    |    |    | 1         |
|  | Ayat          | 8       |     |     |       |         |     |     |    |    |    |           |
| 17                                       | As-Saffat     | 1       |     |     |       |         |     |     |    |    |    | 1         |
|  | Ayat          | 171-173 |     |     |       |         |     |     |    |    |    |           |
| 18                                       | Muhammad      | 1       |     |     |       |         |     |     |    |    |    | 1         |
|  | Ayat          | 38      |     |     |       |         |     |     |    |    |    |           |
| 19                                       | Al-Hashr      | 1       |     |     |       |         |     |     |    |    |    | 1         |
|  | Ayat          | 18      |     |     |       |         |     |     |    |    |    |           |
| 20                                       | Al-Munafiqun  | 1       |     |     |       |         |     |     |    |    |    | 1         |
|  | Ayat          | 10-11   |     |     |       |         |     |     |    |    |    |           |
| 21                                       | Al-Fajr       | 1       | 1   |     |       |         |     |     |    |    |    | 2         |
|  | Ayat          | 1-3     | 1-2 |     |       |         |     |     |    |    |    |           |
| 22                                       | Az-Zumar      | 1       |     |     |       |         |     |     |    |    |    | 1         |
|  | Ayat          | 37      |     |     |       |         |     |     |    |    |    |           |
| 23                                       | Fatir         | 1       |     |     |       |         |     |     |    |    |    | 1         |
|  | Ayat          | 28      |     |     |       |         |     |     |    |    |    |           |
| 24                                       | Al-Ankabut    | 1       |     |     |       |         |     |     |    |    |    | 1         |
|  | Ayat          | 69      |     |     |       |         |     |     |    |    |    |           |
| 25                                       | Yusuf         | 1       |     |     |       |         |     |     |    |    |    | 1         |
|  | Ayat          | 76      |     |     |       |         |     |     |    |    |    |           |
| 26                                       | Ibrahim       | 1       |     |     |       |         |     |     |    |    |    | 1         |
|  | Ayat          | 7       |     |     |       |         |     |     |    |    |    |           |
| 27                                       | Sad           | 1       |     |     |       |         |     |     |    |    |    | 1         |
|  | Ayat          | 24      |     |     |       |         |     |     |    |    |    |           |
| 28                                       | Maryam        | 63      |     |     |       |         |     |     |    |    |    | 1         |
|  | Ayat          | 1       |     |     |       |         |     |     |    |    |    |           |
| 29                                       | An-Nahl       | 1       |     |     |       |         |     |     |    |    |    | 1         |
|  | Ayat          | 43      |     |     |       |         |     |     |    |    |    |           |
| <b>TOTAL QURAN VERSES USE IN RUMIYAH</b> |               |         |     |     |       |         |     |     |    |    |    | <b>66</b> |

Figure 1. The List Number Of Quran Verses And Surah Used In Rumiayah Magazine



#### **4.1.2 The Enemies**

While collecting the data on the 'Enemies' theme, the result shows that there are a total of seven newly identified sub-themes developed consisting Mushrikin, Kafir, Mushrik, Enemies, Murtaddin, Kafir-child-woman, and Kill-anyone. The result shows that the textual narrative used under the 'Enemies' theme has a negative tone-orientation. This further explained where the seven newly identified sub-theme shows that the magazine were using a direct statements and words to describe their enemies; those who are against their ideology. The author described a person whom against their ideology as their enemy and they were allowed to attack and kill them to protect the religion.

#### **4.1.3 Call To Arms**

The result shows that there are total of eleven newly identified sub-themes were developed which consisted of Mujahideen, Died, Obligatory, Hijrah, Inghimasi, Istishhadi, Kill, Jihad, Woman-jihad, Halal and Revenge. This theme was developed based on previous researcher definition on the conceptual definition terms of enemies. The result explained that the connotation and the tone-orientation used is mostly negative. The eleven newly identified sub-theme shows that the magazine were using a direct statement and word to welcome and influence their audiences to join them for being good Muslims and follow their ways of jihad. In this theme, it also describes on what the ISIS extremists did in a way to call the outsider and potential follower to join them. Their aims were to disseminate their ideology and encourage individuals to aid and join their institution with the practicing of violent extremism. Generally, based on the data collected, the eleven sub-theme of textual narrative used by ISIS, under the Call To Arms theme, the author explained that they were allowed and halal to kill anyone for the name of jihad, including woman are encouraged to perform jihad by donating their wealth towards supporting the attack, and it is commendable to die in the process because it was said part of the obligatory as a Muslim.

#### **4.1.4 Building the Caliphate**

While collecting the data on the 'Building the Caliphate' theme, the result shows that there are a total of six new identified sub-themes developed. The new sub-themes consisted of Islamic State, Umar ibn' al-Khattab, Khilafah, Knowledge-jihad, Offensive-jihad, and Love-death. The result shows that the tone-orientation was inclined into negative meaning and connotation. This is because, it shows the author of the magazine were using a direct statement and word to describe their goals, objectives and aim to build and establish a caliphate state at their conquered territory. This sub-element explained what they did in a way to achieve their desired goals and how the Caliphate state should be established. For instance, they saw Umar al-Khattab as their victorious leader and they promoted to obey him and also promoted to love death rather than live in establishing the Islamic State. ISIS did use a strategic psychological warfare in influencing their target or potential audiences to follow their objectives in creating a Caliphate state in their conquered territory. Furthermore, in a process of collecting the data and analysing the sample, the result shows that there are three basic themes identified; Judgmental statement, Leaders' Quote and those who has been 'killed in jihad-shadah'. These three newly identified theme were developed during the coding process of the data. The description of every each theme will be described as below.

#### **4.1.5 Judgemental Statement**

Based on the result, it shows that there are six sub-themes found under judgmental statement. That is consists of the using of the words such as, 'fools', 'blesses attack', 'Allah humiliated', 'devil-scholar', 'cheap-kafir blood', and 'filthy cowards'. Each theme was described specifically by the ISIS to express their judgmental statement towards their enemies. The tone-orientation used by ISIS is heavy on the negative meaning that mostly describes those people that are considered their enemy. Thus, it can be stated that ISIS use a judgmental wording to describe person that they dislike or in other words, their enemy.

#### **4.1.6 Leaders' Quote**

Based on the result, it shows that there are a few leaders that are commonly mentioned by Rumiayah author. The author incline towards quotation or statement from 'Abu Bakr as-Siddiq' once, followed by 'Abul-Abbas Ibn Taymiyyah' with 3 times and 'Imam Muhammad ibn' Abdil Wahhab' once. The author portrayed that these leaders as their reference and trust every statement that these leaders said as their guideline and motivated them to organise attacks against civilians. However, in this theme, the result shows that the tone-orientation used by the author are more likely positive when they were using the statement from their leaders.

#### **4.1.7 Killed in jihad-shahadah**

Based on the result, it was found that in the magazine, the author repetitively explained and highlighted the death of their fellow followers in a very special way. The result shows that there are a total seven ISIS followers who has been killed in their operations which included; Syakh Abu Muhammad al-'Adnani, Syakh Abu Mus'ab az-Zarqawi, Abu Zakariyya, Abu Mansur al-Muhajir, Abdul-Mundhir, Abu Bakr al-'Iraqi and Abu Muhammad al-'Adnani ash-Shami. The tone-orientation used shows a very positive tone. The author tend to portray those ISIS followers that has been killed, as the true jihad fighter and described as the dead in a purest way of shahadah. The writer used the textual narrative style to describe the life of those who has been killed and their contribution to the organisation to motivate and gives inspiration to their targeted audiences.

### **4.2 Visual Imagery Analysis Results**

In this chapter, the researcher will explain on the findings of the other part of the data collection analysis, which is the visual imagery content. Kovacs (2015) explained that, the interconnection of texts and images are important to be understood where text is often an integral part of the image and the same applies vice versa. Thus, in this study, the theme were divided into 12 different basic theme that was first developed by Wignell, Tan & O'Halloran (2016) in their research. That 12 themes are; Far Enemy, Near Enemy, ISIS Heroes, ISIS Icons, Historical, Recreations, ISIS Law Enforcement, ISIS Social Welfare, Other ISIS Objects, Places, Events, Other Objects, Places, Events, Pledges of Allegiance, Scripture and Infographics.

During the data collection process, the result showed that there are a total of thirty-three different visual images used by ISIS in the magazine. Each photos were coded as number aligned with the page number of each visual image. The visual image was evaluated and analysed, and coded by the researcher by using the developed basic theme as a guidelines. TABLE 1 shows finding of the visual imagery analysis of Rumiayah magazine. Each image was coded with Image B1, B2, B3 and continuously until Image B33. Based on the result, it shows that most of the images portrayed in the magazine has a negative tone-orientation to influence and persuade audience with their ideologies.

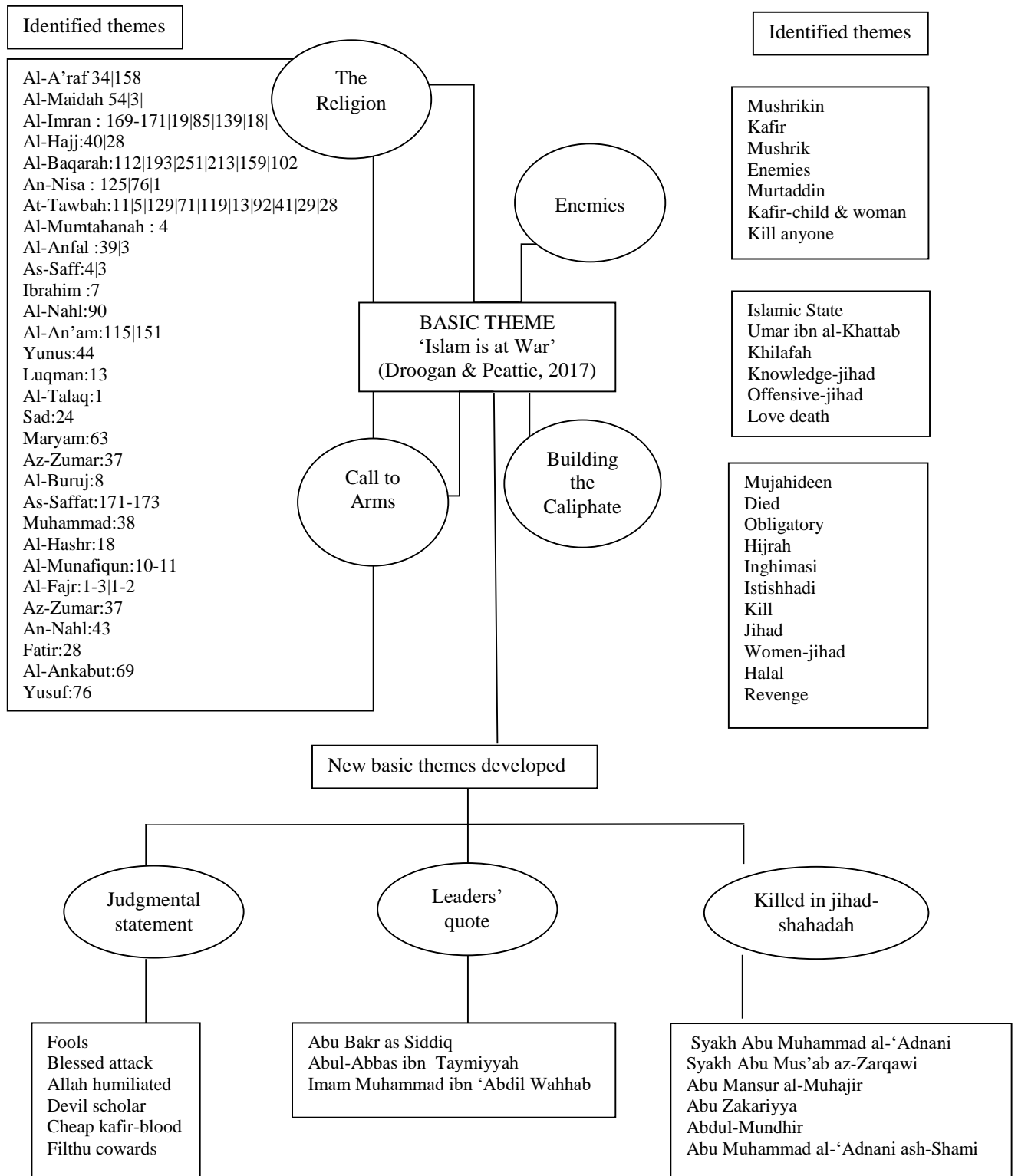


Figure 2. Identified Textual Narrative Themes Framework Developed Through Coding Process

| Image | Themes            |                    |                     |                    |                                |                              |                                |   |   |                                |                 |                    |
|-------|-------------------|--------------------|---------------------|--------------------|--------------------------------|------------------------------|--------------------------------|---|---|--------------------------------|-----------------|--------------------|
|       | 1<br>Far<br>Enemy | 2<br>Near<br>Enemy | 3<br>ISIS<br>Heroes | 4<br>ISIS<br>Icons | 5<br>Historical<br>Recreations | 6<br>ISIS Law<br>Enforcement | 7<br>ISIS<br>Social<br>Welfare | 8<br>Other<br>ISIS<br>Objects,<br>Places,<br>Events | 9<br>Other<br>Objects,<br>Places,<br>Events | 10<br>Pledges of<br>Allegiance | 11<br>Scripture | 12<br>Infographics |
| 1     |                   |                    |                     | /                  |                                |                              |                                |   |   | /                              |                 |                    |
| 2     |                   |                    |                     | /                  |                                |                              |                                |   |   | /                              | /               |                    |
| 3     |                   |                    |                     | /                  |                                |                              |                                | /   |   | /                              |                 |                    |
| 4     |                   |                    | /                   |                    |                                |                              |                                |   |   |                                |                 |                    |
| 5     |                   |                    |                     |                    | /                              |                              |                                |   |   | /                              |                 |                    |
| 6     |                   | /                  |                     |                    |                                |                              |                                |   | /   |                                |                 |                    |
| 7     |                   |                    |                     | /                  |                                |                              |                                |   |   | /                              |                 |                    |
| 8     |                   |                    |                     | /                  |                                | /                            |                                | /   |   | /                              |                 | /                  |
| 9     |                   |                    |                     | /                  |                                | /                            | /                              |   |   |                                |                 |                    |
| 10    |                   |                    |                     |                    |                                |                              |                                |   |   |                                | /               | /                  |
| 11    |                   |                    | /                   |                    |                                |                              |                                |   |   |                                |                 |                    |
| 12    |                   | /                  |                     |                    |                                |                              |                                |   | /   |                                |                 |                    |
| 13    |                   |                    | /                   |                    |                                |                              |                                |   |   |                                |                 |                    |
| 14    |                   |                    | /                   |                    |                                |                              |                                |   |   |                                |                 |                    |
| 15    |                   |                    |                     |                    |                                |                              |                                |   | /   |                                |                 |                    |

(image 16-33 continue on the next page)

**TABLE 1 Coding Result for Visual Imagery Theme**

| Image | Themes    |            |             |            |                        |                      |                     |                                    |                               |                       |           |              |
|-------|-----------|------------|-------------|------------|------------------------|----------------------|---------------------|------------------------------------|-------------------------------|-----------------------|-----------|--------------|
|       | 1         | 2          | 3           | 4          | 5                      | 6                    | 7                   | 8                                  | 9                             | 10                    | 11        | 12           |
|       | Far Enemy | Near Enemy | ISIS Heroes | ISIS Icons | Historical Recreations | ISIS Law Enforcement | ISIS Social Welfare | Other ISIS Objects, Places, Events | Other Objects, Places, Events | Pledges of Allegiance | Scripture | Infographics |
| 16    |           |            |             |            |                        |                      |                     |                                    | /                             |                       |           |              |
| 17    |           |            |             |            |                        |                      |                     |                                    |                               |                       |           | /            |
| 18    |           |            |             |            |                        | /                    |                     |                                    |                               |                       |           | /            |
| 19    |           |            |             |            |                        |                      |                     |                                    |                               |                       |           | /            |
| 20    |           |            | /           |            |                        | /                    |                     |                                    |                               | /                     |           |              |
| 21    |           |            | /           | /          |                        |                      |                     |                                    |                               |                       |           |              |
| 22    |           |            | /           | /          |                        |                      |                     |                                    |                               |                       |           |              |
| 23    |           |            |             |            |                        |                      |                     |                                    |                               |                       |           |              |
| 24    |           |            |             |            | /                      |                      |                     |                                    | /                             |                       |           |              |
| 25    |           |            |             |            |                        |                      |                     |                                    |                               |                       |           | /            |
| 26    |           |            |             |            |                        |                      | /                   | /                                  |                               |                       |           |              |
| 27    |           | /          |             |            |                        |                      |                     |                                    |                               |                       |           |              |
| 28    |           |            |             |            | /                      |                      |                     |                                    | /                             |                       |           |              |
| 29    |           |            |             |            | /                      |                      |                     |                                    | /                             |                       |           |              |
| 30    |           | /          |             |            |                        | /                    |                     |                                    |                               | /                     |           | /            |
| 31    |           | /          |             |            |                        |                      |                     |                                    | /                             |                       |           |              |
| 32    |           |            | /           | /          |                        |                      |                     |                                    |                               | /                     | /         |              |
| 33    |           |            |             |            | /                      |                      |                     |                                    | /                             |                       |           |              |

TABLE 1 Coding Result for Visual Imagery Theme

## **5.0 DISCUSSION**

The analysis of the Rumiya magazine of ISIS is very crucial in a way to develop a clear understanding of the psychological warfare used by the groups. Based on the result shown in both textual narrative and visual imagery analysis of Rumiya magazine of ISIS, the main objective of the research was to find the common theme of textual and visual used by ISIS in Rumiya magazine has been developed as seen in Figure 1 and Table 1. It was no longer be denied that ISIS used propaganda tools and their strategic psychological warfare against their enemies and disbelievers. The findings of the research could be related to the ideas that was highlighted by Weimann (2006) in his book titled, 'Terror on the Internet' that was published in 2006. In his book, Weimann explained that the digital media of the groups shows how terrorism is spreading its wings in the cyberspace where all the terror organisations are spreading their propaganda and connecting with people and influencing them with their ideologies. Besides, these group are transmitting and expanding their ideologies without the public realising its existence with the help of internet. In this research, the findings showed its validity and reliability through the themes used to collect the data that was developed first by previous researcher as mentioned earlier.

Discussion is the most important part in any piece of writing, especially in research. In this study, the objectives of the study can be separated into two parts. First, researcher aims to understand the common textual narratives used in Rumiya magazine. Secondly, to identify the common visual imagery used in Rumiya magazine. The first research objectives has been achieved and completed when the findings of the research shows that the most common textual narrative used by ISIS in Rumiya was by using Religion; Enemies; Call to Arms; Building the Caliphate themes to promote their ideologies and attract the potential followers. Every single theme has developed this research to another new basic themes to support the findings which is by using the Judgemental Statement; Leader's Quote; Killed in-jihad. From the findings, these themes has been proved using the negative tone-orientation in portrayal of their message. On the other part, the second objectives of identify common theme of visual imagery used by ISIS also led to another level of findings where ISIS used Rumiya as a platform to portray their manipulative and sensational images that were construct with the twelve basic themes, which consists of Far Enemy; Near Enemy; ISIS Heroes; ISIS Icons; Historical Recreations; ISIS Law Enforcement; ISIS Social Welfare; Other ISIS Objects, Places, Events; Other Objects, Places, Events; Pledges of Allegiance; Scripture; Infographics. The result of mostly negative tone-orientation has led to another findings that ISIS used the images to promote their ideology, fighting, jihad, and also used infographics to communicate an informative messages of action took by them towards civilians. The objectives of this research were successfully achieved with the findings of the results. However, to study the reason behind the using of the mentioned textual narratives and visual imagery themes remained questionable until the next future research has an answer for the problem.

In this study, the findings brought the researcher to revisit the theory used. Agenda-Setting Theory explains the ability of the media to influences the importance placed on the topics of the public agenda (McCombs, M. & Reynolds, M., 2002). Based on the theory, Rumiya has been a great medium or tools use by terrorist group to disseminate their ideologies towards the potential followers. Gatekeepers and influential media are controlled by Al-Hayat Media Centre who is responsible in publishing the content of the Rumiya in a variety of languages to reach a mass audiences. Based on the model of Agenda-Setting Theory, the media agenda reflected on ISIS's Rumiya, public agenda were the readers of the magazine and the policy agenda were the authority or government that are responsible to countering the terrorist. Based on the findings, researcher could conclude by saying, the textual narrative that has been used by ISIS in creating a strategic messages, network and concept in Rumiya magazine shows that ISIS group has a good, talented and knowledgeable author behind creating a Rumiya magazine. This terrorist group set their own agenda in telling the global community on what people should think of them. Until today, ISIS is still claiming responsible for any attack or incident that happened to the public. Why do they claim for the account of all these act of terror is perhaps the real question that is difficult to get an answer.

In the study of ISIS and its propaganda communication of using magazine as the medium to disseminate their radical ideology of Islam, Agenda-Setting Theory is the concept that applied by ISIS in setting the mind of their target audience on what to think. This is because, in Rumiya magazine, most of the content is textual and narrative messages. By using the Agenda-Setting Theory to be applied

in this scenario, it is believed that the writer or so called the 'gatekeeper' of the Rumiyyah magazine has set their own agenda on the designing of meaning in the narrative and textual of the Rumiyyah magazines. When people or the targeted audiences has an access to this magazine, they can then read it, and it makes those readers to open to new perception and thinking alike. This is very crucial because in the magazine, it consist of many 'Surah' and 'verses', cited from holy Quran which represent the Muslims and Islamic teaching. If the ideas and interpretation is falsely explained and highlighted in intention to support ISIS violence action that could create a serious problem towards the audience's behaviour.

Researching the agenda setting function of the media regarding the content of the medium use to disseminate agenda is scientifically relevant since it can contribute to provide an insight into agenda-setting function of the media. It was proven through the findings of this research that depicted the media are able to set certain issues on the agenda. By looking at the current research, the agenda-setting theory explained how the media, especially the online media played a very crucial role in disseminating messages or ideology to the mass audiences. Thus, based on a detailed understanding of the Agenda Setting Theory, support with the finding of this study, researcher believed that this theory is applicable in understanding the relevant themes found in the textual narrative content of the Rumiyyah magazines.

On the other side, this research also explored on the visual imagery element of the Rumiyyah magazine, with an aim to have a greater understanding of the communication tools use by ISIS. Priming Theory was first developed by Iyengar Peters and Kinder (1987) explains that, media images stimulate related thoughts in the minds of audience members. The Priming Theory as a guideline proved to be definite model to support this study. After the researcher has considered the findings of the result, Priming Theory succeeded in explaining that the mass media is the principal connection between events in the world and the images in the minds of the public. Visual imagery that the author of Rumiyyah used, somehow leave an impact towards the readers who read them. The element of violence, radical, extremist, war, killing, jihad are portrayed with negative connotation will lead a person into two options, either they will influence by the image manipulate and sensationalise by ISIS, or they will against them.

Researcher was aware of the importance of Priming Theory in analysing and studying the media elements. The result shows that Priming has been appeared as an exercise in power for ISIS to tell their story, and also persuade the readers through image manipulation. For example, a situation wherein media tell the people that this particular politician has an extreme view of the terrorism issue, or the government has agreed to proceed with war as a solution to settle an international dispute. As a result, through such reporting, the media then have presented the prime into the psychological minded of a person through which the story is interpreted by audiences. Thus, every time media mentioned about any terrorist or war, they will neutrally thinking or decide as what they visualise in their head based on what media portrayal as it is. Applying the situation with the result of this study, the twelve themes of visual imagery of thirty-three different types of images used by ISIS in Rumiyyah magazine showed how ISIS wanted the image to be seen by the readers. The images that has violence, dead people, masses killing, weapons as well as infographic have their own meaning. The author only reporting and sharing a situation that they wants the readers to think by manipulating the images, such as the image of sacred places of Islam, the word of Allah and Quran verses, and many other images that could bring benefit towards the group. Based on the theory and result found of this study, the Agenda-Setting Theory and Priming succeed in exploring the content of the textual narrative and visual imagery of Rumiyyah. In the end, this study succeed in identifying and exploring how those themes have appeared across issues of the magazine. This process helped researcher to have a greater understanding of media strategy used by ISIS to achieve their desired goals.

Moreover, other than revisiting the theory used in this study, the discussion also led researcher to get a grasp on the problem statement of the whole study that was first mentioned in the beginning of research. The gap of the study was filled by completing this study where the findings showed a very interesting result on both textual narrative and visual imagery of the magazine. Many previous studies has suggested that, future research shall be concentrating in the textual narrative and visual imagery as a whole, and this study was succeed and completing an analysis covered on both textual and visual of Rumiyyah.

In addition, the gap of the previous studies was also unsuccessful in seeing the reason behind the issue of emergence and rise of ISIS followers compared to year it was first established in year 2014. Interesting part is, the implication of this research has contributed towards increasing the level of understanding of specific field of media, communication and psychological warfare of researcher as a whole. The rising number of ISIS followers, somehow, can be understood logically now, when Rumiya has proven to be used as a strategic messages and images to influence, attract, persuade, and recruit people to join them. However, researcher concern on other community or the public who does not have any background and awareness towards the danger of the magazine if a person read it alone without any guidance.

Besides that, the implication of study could also affect a person's faith towards one's own religion beliefs. Based on the findings, researcher must highlight that Rumiya is a type of propaganda and manipulative magazine that is very dangerous to be read alone without any guidance or awareness on the content of the magazine. If a person's faith towards his or her religion is not strong enough, he or she might have a high potential to be influenced with ISIS's beliefs and ideologies. The negative tone-orientation that are commonly used in the magazine proved that this magazine has a very high impact and potential to influence and lead a person to act radical and being an extremist. The strong narrative and visual that the author portrayed, could not be denied has a very sophisticated design and concept, but that falls the salient part. If a person never knew the real intention and reason behind each theme that ISIS used to convey their messages in Rumiya, it might lead them to a disbelief of their ideology. The most convincing part to researcher, personally, when every textual narrative pages in the magazine, contain with a Quran Surah and verses which look very convincing and express a very religious statement. Without noticing, a person might believe what they wrote and speak in the magazine.

Therefore, this research somehow had left a good implication towards the global community whose are concern on the issue of Islamic terrorist internationally. This research contributed to another new level of findings of the reality of terrorist, which has the general perception to relate terrorist with Muslims Sunni. Perhaps, this research could open an eye for most of the people out there who sees Islam as dangerous, violence, radical and extremist. With the findings of this research, it is proven that ISIS manipulate the real concept of Islamic teaching basis by twisting the plot into a different angle. ISIS used the Quran verses and other Islamic real basis, practiced and translated them into their own interpretation.



## **6.0 CONCLUSION**

To conclude, through this study of the common theme used in first issue of Rumiyyah magazine, it can be concluded that ISIS are using Rumiyyah as online digital magazine to inflict fear among its readers. It can be seen from the type of images used by them in portraying disbelievers or apostates whose are against the group, or not holding the same ideologies as they are. Besides, Rumiyyah also has objectives to influence readers or ISIS potential followers to believe what they believe by using a sacred quote from Quran using the name of Allah to attract other Muslims. This findings helped the researcher to understand how these theme used by ISIS as their strategic propaganda tools in practices their psychological warfare towards their target audiences.

Recognising these thematic element is very crucial and important for people to understand the seriousness and dangerousness of the threat that people are facing in their lives. Especially, for those who had engaged in counter-messaging and counter-narratives of conflict. By understanding how these terrorist works, it could assist the world in counter-terrorist as a whole. In conclusion, the continuation and critical analysis of jihadist propaganda is necessary in today's academic world to ensure that our understanding of such texts, images and messages is up to the date, on track with their agenda. At last, the central message of Rumiyyah is that no matter what losses, ISIS will continuously fight and plan their attack to the public, as Ingram highlights in his research, "fundamentally a battle of opposing values and is never-ending (Ingram, 2016a)". Therefore, a continuous development of studies is fundamental and crucial improving the level of understanding towards these terrorist groups.

## **7.0 ACKNOWLEDGMENT**

I acknowledged with extreme gratitude the professional supervision from my supervisor, Prof. Dr. Mokhtar Muhammad. Thank you for your time, helps, patience and guidance in assisting me with this research. Your attention to every detail and academic precision provided me the necessary direction and focus for my study. I would like to give special thanks to my dissertation committee. I owe a debt of gratitude to Dr Fariza Hanis, Prof. Madya Dr. Ismail Sualman, Dr. Noor Nirwandy Mat Nordin, Mr Shahnnon and Mdm. Noraini Harun. I must also express my very profound to all lecturers and staff of Centre of Media & Information Studies as well as my classmates for giving their support and assistance at all times.

## 8.0 REFERENCES

- [1] Fouad, W. M. L. (2014, December): Denunciation and the Construction of Norms in Group Conflict: Examples from an Al-Qaeda-Supporting Group. *British Journal of Social Psychology*, 53(4), 691-710. DOI: <https://doi.org/10.1111/bjso.12052>
- [2] Novenario, C. M. I. (2016). Differentiating Al-Qaeda and the Islamic State through Strategies Publicised in Jihadist Magazines. *Studies in Conflict and Terrorism*. pg. 953-967.
- [3] Droogan, J., & Peattie, S. (2017). Mapping the thematic landscape of Dabiq magazine. *Australian Journal of International Affairs*, 71(6), 591–620. DOI: [.org/10.1080/10357718.2017.1303443](https://doi.org/10.1080/10357718.2017.1303443)
- [4] Malley, R. (2017). *Preventing War. Shaping Peace*. International Crisis Group Organisation. Washington,DC. Retrieved from <https://www.crisisgroup.org/who-we-are/people/robert-malley-0>
- [5] Droogan, J., & Peattie, S. (2017). Mapping the thematic landscape of Dabiq magazine. *Australian Journal of International Affairs*, 71(6), 591–620. DOI: [.org/10.1080/10357718.2017.1303443](https://doi.org/10.1080/10357718.2017.1303443)
- [6] Ghosh, T. & Basnett, P. (2017). Analysis of Rumiyah Magazine. *OSR Journal Of Humanities And Social Science (IOSR-JHSS) Volume 22, Issue 7, Ver. 12 (July. 2017) PP 16-22* e-ISSN: 2279-0837, p-ISSN: 2279-0845
- [7] O’Shaughnessy, N. J., & Baines, P. R. (2009). Selling terror: The symbolization and positioning of Jihad. *Marketing Theory*, 9(2), 227–241. DOI:/10.1177/1470593109103069
- [8] Droogan, J., & Peattie, S. (2017). Mapping the thematic landscape of Dabiq magazine. *Australian Journal of International Affairs*, 71(6), pg.592. DOI: [.org/10.1080/10357718.2017.1303443](https://doi.org/10.1080/10357718.2017.1303443)
- [9] Wilson, S.F II (2014). *Terrorist Experts’ Perceptions of how the Internet has Shaped International Terrorism*. Walden University.
- [10] Shannon C. Houck, Meredith A. Repke & Lucian Gideon Conway III (2017) Understanding what makes terrorist groups’ propaganda effective: an integrative complexity analysis of ISIL and Al Qaeda, *Journal of Policing, Intelligence and Counter Terrorism*, 12:2,105-118, DOI: 10.1080/18335330.2017.1351032
- [11] Cheong, P.H. & Lundry, C. (2012). Prosumption, Transmediation, and Resistance: Terrorism and Man-Hunting in Southeast Asia. DOI: 10.1177/0002764211429365
- [12] Colas, B. (2016). What Does Dabiq Do? II Hermeneutics and Organisational Fractures within Dabiq Magazine. *Studies in Conflict and Terrorism* : 173-190. <https://doi.org/10.1080/17539153.2015.1120105>
- [13] Ingram, J.H. (2016a). An Analysis of Islamic State's Dabiq Magazine. *Australian Journal of Political Science*, DOI: 10.1080/10361146.2016.1174188
- [14] Ingram, H.J (2015). The Strategic Logic of Islamic State Information Operations. *Australian Journal of International Affairs* 69 (6). 729-752.
- [15] Kibble, D.G (2016). *Dabiq, The Islamic State's Magazine: A Critical Analysis*. Middle East Policy Council.
- [16] Carol K. Winkler, Kareem El Damanhoury, Aaron Dicker & Anthony F. Lemieux (2016): The medium is terrorism: Transformation of the about to die trope in Dabiq, *Terrorism and Political Violence*, DOI: 10.1080/09546553.2016.1211526
- [17] Baines, P.R. & O’Shaughnessy, N.J. (2014). Al-Qaeda messaging evolution and positioning year 1998–2008: Propaganda analysis revisited. DOI: 10.1177/2046147X14536723

- [18] Cheong, P.H. & Lundry, C. (2012). Prosumption, Transmediation, and Resistance: Terrorism and Man-Hunting in Southeast Asia. DOI: 10.1177/0002764211429365
- [19] Wignell, P., Tan, S. & O'Halloran, K.L. (2016). Violent extremism and iconisation: commanding good and forbidding evil?. *Critical Discourse Studies*. DOI: 10.1080/17405904.2016.1250652.
- [20] Sunde, H.M (2017). *A cultural and Narrative Criminology Study of Jihadi Propaganda Magazines*. University of Oslo.
- [21] Ingram, H.J. (2016b). An Analysis of Inspire & Dabiq: Lessons From Aqap and Islamic State's Propaganda War, *Studies in Conflict & Terrorism*, DOI: 10.1080/1057610X.2016.1212551
- [22] Colas, B. (2016). What Does Dabiq Do? II Hermeneutics and Organisational Fractures within Dabiq Magazine. *Studies in Conflict and Terrorism* : 173-190. <https://doi.org/10.1080/17539153.2015.1120105>
- [23] Vergani (2014) Neo-Jihadist Prosumers and Al Qaeda Single Narrative: The Case Study of Giuliano Delnevo, *Studies in Conflict & Terrorism*, 37:7, 604-617, DOI: 10.1080/1057610X.2014.913122
- [24] Sealander, M (2017). *Western Perspectives in Dabiq: The Effectiveness of John Cantlie and Other Western Authors in ISIS Recruitment*.
- [25] Wilson, S.F II (2014). *Terrorist Experts' Perceptions of how the Internet has Shaped International Terrorism*. Walden University.
- [26] Spring, M.S. (2002). *Agenda Setting*. Retrieved from <http://zimmer.csufresno.edu/~johnca/spch100/7-4-agenda.htm>
- [27] Carol K. W, El Damanhoury K, Aaron D. & Anthony F. L. (2016): The medium is terrorism: Transformation of the about to die trope in Dabiq, *Terrorism and Political Violence*, DOI: 10.1080/09546553.2016.1211526
- [28] Mayring, P. (2000). *Qualitative Inhaltsanalyse. Grundlagen und Techniken* (7th edition, first edition 1983). Weinheim: Deutscher Studien Verlag
- [29] Lynch, S. & Peer, L. (2002). *Analyzing Newspaper Content A How-To Guide*. Readership Institute: Media Management Centre at Northwestern University. Retrieved from <https://www.orau.gov/cdcynergy/erc/content/activeinformation/resources/NewspaperContentAnalysis.pdf>
- [30] Kovács, A. (2015). The "New Jihadists" and the Visual Turn from al-Qa'ida to ISIL / ISIS / Da'ish. *BiztPol Affairs*, 2(3), 47-70, p. 67.
- [31] Weimann, G. (2006). *Terror on the Internet: The New Arenas, The New Challenges*. 1st ed. US Institute of Peace Press. Pg.21-23. Washington, DC.
- [32] McCombs, M. & Reynolds, M. (2002). *News Influence on Our Pictures of The World. Media Effects: Advances in theory and research*
- [33] Shanto Iyengar and Kinder, D. R (1987). *News That Matters: Television and American Opinion*. Chicago: University of Chicago Press. Retrieved from <https://academic.oup.com/poq/article-abstract/53/2/277/1839187>