



THE RELEVANCE OF THE HADITH OF SIMPLICITY TO THE LIFESTYLE OF PRESIDENT JOKO WIDODO

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Abstract

This paper seeks to find out about President Jokowi's lifestyle that can implement the simplicity of the Prophet Muhammad based on the hadiths of *zuhd* of the Prophet. The power and authority of positions in government are synonymous with luxury and hedonistic lifestyles. The hedonistic nature of an official often leads to corruption. This is due to dissatisfaction with the salary and benefits he gets from the state. President Jokowi (2014-2024) lives very simply like the life of ordinary people. This is in accordance with the reflection of the Prophet's life as a counter to the hedonism of a leader. The President described the life of the apostle who was so simple starting from the way he dressed, sandals, hairstyle, food, and drinks. This paper uses a qualitative descriptive method with a library research approach. In this case the author collects data from various existing reading sources both through print and online media. From here the author finds that the simple lifestyle of President Jokowi through the way he dresses, the food he eats, and the way he uses social media is a reflection of the apostle himself. The author also presents hadiths that are in accordance with the description of the Prophet's simple life and then interconnects the *sunnah* with Joko Widodo's life. Through this paper, it is hoped that leaders will realize

their responsibility as leaders among the people so that they will not enrich themselves because of their greed for material possessions.

Keywords: Hadith, Simplicity, President Joko Widodo

Abstrak

Tulisan ini berupaya mencari tahu tentang pola hidup Presiden Jokowi yang dapat mengimplementasikan kesederhanaan Nabi Muhammad berdasarkan hadis-hadis *zuhud*. Kekuasaan dan wewenang jabatan dalam pemerintahan sudah identik dengan yang namanya bermewah-mewahan serta gaya hidup hedonis. Sifat hedon seorang pejabat sering menarik kepada tindak pidana korupsi. Hal ini disebabkan ketidakpuasan dengan gaji dan tunjangan yang dia dapat dari negara. Presiden Jokowi (2014-2024) hidup dengan sangat sederhana layaknya kehidupan rakyat biasa. Hal ini sesuai dengan cerminan hidup The Prophet sebagai perlawanan sikap hedonisme seorang pemimpin. Presiden menggambarkan kehidupan Rasul yang begitu sederhana mulai dari cara berpakaian, sandal, gaya rambut, makanan, dan minuman. Tulisan ini menggunakan metode deskriptif kualitatif dengan pendekatan *library research*. Dalam hal ini penulis mengumpulkan data dari berbagai sumber bacaan yang ada baik melalui media cetak maupun online. Dari sini penulis menemukan gaya hidup sederhana seorang Presiden Jokowi melalui cara berpakaian, makanan yang dimakan, dan cara menggunakan medsos merupakan cerminan dari diri Rasul. Penulis juga memaparkan hadis-hadis yang sesuai dengan gambaran kehidupan sederhana The Prophet yang kemudian menginterkoneksi antara sunnah dengan kehidupan Joko Widodo. Melalui tulisan ini diharapkan para pemimpin sadar akan tanggung jawab sebagai pemimpin di antara umat sehingga tidak akan memperkaya diri karena sifat tamak kepada harta benda.

Kata Kunci: Hadis, Kesederhanaan, Presiden Joko Widodo

Introduction

Recently, the issue of corruption has been intensively discussed by the public through both local and national mass media. This phenomenon seems to be inherent and cultured in this developing country (Revida, 2003). Corruption is no longer committed by echelon or government officials, but has spread from lower-level institutions such as provinces or districts and cities, even to lower levels such as villages and neighborhoods.

CPI (Corruption Perceptions Index) data shows that Indonesia in 2022 obtained a score of 34 and ranked 110 out of 180 corrupt countries (BPHN, 2023). Recently, Indonesia was shocked by the RAT case of an official of the Directorate General of Taxes (DGT) who in early April 2023 was named a suspect in a case of alleged corruption (Dzulfaroh, 2023). Meanwhile, RAT's wife repeatedly showed off her luxurious house with a gym and swimming pool (Khoirunnisa, 2023).

Corruption also dragged RE as Bekasi Mayor (Atina Arbi, 2023) who received bribes for the procurement of goods and services, as well as position auctions within the Bekasi City Government. Moving away from the hustle and bustle of the city, the government structure in the village is apparently not much different. A village head in Aceh Besar Regency with the initials A was proven to have corrupted village funds that cost the state Rp 400 million (Zulkarnaini, 2023).

The behavior of officials who are corrupt, hedonistic, and abuse power does not reflect the modest attitude of the Apostle of God. although the Apostle was a leader of Muslims and his position exceeded that of a king, but his life was very simple. In fact, as the number one figure in Islam it is very easy for the Apostle to accumulate wealth. However, the Apostle chose to live with simplicity.

Starting from the Prophet's residence which was only made of brick walls with a roof of dried date palm leaves. The Apostle's mattress

and pillow were made of leather filled with fibers. And the walls of his house did not appear to be a single decoration because it was considered a waste. The Prophet's simple personality is further demonstrated through clothing. The color of clothes that The Prophet liked the most was white clothes that were not made of fine fabrics and not expensive ones. The Prophet's way of eating was very simple, he never ate meat or bread until his stomach was full. And The Prophet never smeared meat and bread with honey when eating, except when entertaining guests (Maharani, 2023).

Looking at the current reality, it is so inversely proportional to what The Prophet Saw taught. Many people are competing to show off the wealth they have. Whereas The Prophet himself was a very *zuhud* figure by modeling a simple way of life that we can apply, as the hadith below:

ما ترك النبي صلى الله عليه وسلم إلا سلاحه وغلته البيضاء ، وأرضًا تركها صدقةً. رواه البخاري (٨٩٠٣)

"The Prophet Muhammad (peace be upon him) left nothing behind except his weapons and his mount, which was a white horse and donkey, and a piece of land which he left as charity."
(Bukhari, 2019).

It can be seen that the above Hadith explains the Prophet's legacy which is only in the form of weapons, simple vehicles, and a plot of land that was also donated for *sabilillah*. This implies that during his lifetime the Prophet needed wealth only to the extent of basic needs not luxury let alone to show off. Whereas he was not only the banner of Islamic propagation, but as the leader of all mankind who should get more facilities than others.

There are many writings similar to this one. However, all of these writings do not illustrate the relevance of the *sunnah* to Joko Widodo's life. It is like in a book entitled "Jokowi Leads With Heart" written by

(Achroni, 2017). In his book, Jokowi is described as a leader who has a sense of empathy for the little people, populist, and understands the conditions of the lower classes. All of that thanks to valuable lessons in his childhood life. In addition, the book entitled "Jokowi Towards Light" by (Endah, 2018). Explaining that Jokowi as Mayor of Solo was able to immerse himself with the people, know the hopes of the people, and hear the groans of the people. Jokowi understands that being a leader cannot be successful only by working alone with his staff. The importance of flowing positive energy and understanding the people that all are on the way to progress.

This writing is considered important, because researchers are interested in finding out how Jokowi's lifestyle as a President implements and is in line with the *zuhud* traditions of the Apostle Allah. This is an example for the people of Indonesia of the simplicity that has been displayed by the leader of the country, so that the reflection will be more quickly followed by the people of Indonesia rather than having to display hedonism and spend money to have momentary pleasure. The hedonistic nature of a person is more likely to lead to cases of ownership of other people's rights by any means.

In this research, the author found the fact that President Jokowi is one of thousands of leaders who have a simple appearance in his life. Of course, this research has special features compared to other similar studies. In this paper the author includes the traditions of The Prophet's simplicity that are implemented in Jokowi's life, while other studies only discuss Jokowi's simple side without linking it to Islamic arguments.

The research method used in this paper is a descriptive qualitative method with a library research approach. The analysis is found by reading and comparing a number of references related to the research on the relevance of the hadith of simplicity to President Jokowi's lifestyle.

Library research-based data collection can be collected from books, books of hadith, scientific journals, news sources, and similar previous research. The reason for choosing descriptive qualitative methods is that researchers want to describe or describe completely the subject under study in depth and transparently.

Simple Life

Simple living consists of two main words (Mauluddin & Habibah, 2022). The first word “lifestyle” explained in KBBI is the daily behavior of humans in society that becomes a habit. The second word “simple” according to KBBI is *bersahaja* (not excessive). Simple teaches not to live in excess and deprivation, but also does not teach to live in poverty.

Living simply, according to Sukiman (2016) is an action that is adjusted to the actual circumstances or facts in the field. Simple living behavior is more concerned with meeting primary needs which include proper clothing, shelter, and food. All of this aims to avoid extravagant behavior. This is as illustrated in the life of President Jokowi, the number one person in Indonesia, who applies a simple lifestyle even though in essence he is able to live in luxury.

Joko Widodo's Profile

Mulyono, the childhood name of a young man who is now familiarly called Jokowi. Born in Surakarta on June 21, 1961, to Notomihardjo and Sujiatmi. In the 2014 Indonesian elections Joko Widodo was elected as the seventh president of Indonesia. Born and raised in Solo with a rough life as the son of a carpenter. Often moving houses and being arbitrarily evicted by the authorities, that's what Mulyono's little family felt. It was not uncommon for little Jokowi to accompany his father to sell wood on the side of the road in Surakarta (Wibowo, 2021). Although life was

far from enough, young Jokowi spent his childhood gracefully with his parents and peers.

Little Jokowi received formal education starting from SDN 111 Tirtoyoso, when he was 7 years old with walking access to school. It was an elementary school for residents who lived around Gilingan, and most of the students were village children who lived along the river. After graduating from elementary school in 1973, Jokowi continued his education at SMP Negeri 1 Surakarta, one of the best in Solo. The school was open to all economic backgrounds and parental identities. Children from different backgrounds could mingle with each other and get the same learning opportunities. The teenage Jokowi completed his education at SMP Negeri 1 Surakarta in 1977. He had dreams of continuing to SMA Negeri 1 Surakarta, which was a favorite school in Solo at that time. With a shrinking heart, Jokowi enrolled in SMA Negeri 6 Surakarta, a newly established school that started its first year.

The limited family conditions gave Jokowi a deep impression and life lessons. Learning many things about the values of life ranging from togetherness and solidarity. In terms of leadership Jokowi inherited the character of his grandfather who became Mbah Lurah of Kragan Village from 1950 to 1983 before dying in 1986 (Mas'udi & Ramdhon, 2018). The spirit of being close to and serving the people is a trait that his grandfather passed on to Jokowi. As well as having an entrepreneurial ethos and social solidarity as exemplified by his parents.

Jokowi completed his education at SMA Negeri 6 Surakarta with satisfactory grades in 1980. Followed by taking the college entrance test at UGM, he was accepted at the Faculty of Forestry. His choice to enter the Faculty of Forestry seemed to illustrate how closely Jokowi's small life was related to wood (Aliferdian Tamtomo, 2021). After graduating from UGM, Jokowi married a beautiful, simple and ndeso girl named

Iriana, they got married in Solo on December 24, 1986 with a very simple dowry. His wedding offerings were a set of prayer tools, a Qur'an, and a ring worth IDR 24,000 that is still worn today (Yunita, 2018).

The Relevance of Hadith to Jokowi's Simplicity

One of the things that the Prophet taught his people was the nature of accepting gracefully what was given by Allah without having to feel less. This trait is called *iffah* (being content). This is in accordance with the Prophet's hadith:

وعن عبد الله بن مسعود عن النبي صلى الله عليه وسلم انه كان يقول: اللهم اني اسالك الهدى والتقى والعفاف والغنى

From Ibn Mas'ud R.A. From the Messenger of Allah SAW. Said: "O Allah, I ask You for guidance and piety, self-sufficiency and wealth of heart." (Bukhari, 2018).

Through the above hadith, in praying The Prophet teaches us to ask for 4 things to Allah (Purnama, 2015). The first is *al-huda* (guidance) or perfect guidance, 2nd *al-tuqa* means complete devotion, 3rd *al-'afaf* (guardedness) can mean guarding yourself from sin, 4th *al-ghina* (wealth), namely the wealth of the heart and soul by feeling enough of what is in humans and what is in their hands. It was with this hadith that Jokowi became a man full of contentment. Life in childhood shaped him into a person who was not hedonistic and felt sufficient both in terms of worldly life and the greatness of his heart.

دخلت على رسول الله صلى الله عليه وسلم وهو على حصير قال : فجلست ، فإذا عليه إزاره ، وليس عليه غيره ، وإذا الحصير قد أثر في جنبه ، وإذا أنا بقبضة من شعير نحو الصاع ، وقظ في ناحية في الغرفة ، وإذا إهاب معلق ، فابتدرت عيناى ، فقال : ما يبكيك يا بن الخطاب ؟ فقال : يا نبي الله وما لي لا أبكي ! وهذا الحصير قد أثر في جنبك وهذه خزانتك لا أرى فيها إلا ما أرى ، وذلك كسرى وقيصر في الثمار والأنهار ، وأنت نبي الله وصفوته وهذه خزانتك . قال : يا بن الخطاب أما ترضى أن تكون لنا الآخرة ولهم الدنيا

I went straight to the Messenger of Allah (blessings and peace of Allah be upon him), and he was lying on a mat, so I sat down near him, while he was adjusting his sarong, I saw the marks of the mat on his ribs, I looked in the storage area, I found nothing, except a bag of wheat about one saa' and the size of a qarazh in the corner of the room and a piece of leather hanging down, (Umar) continued; (Seeing such a situation) my tears fell, I replied; O Prophet, how can I not weep, for I see this mat imprinted on your ribs, and I do not see anything in this place of storage of your goods other than what I have seen, when the Persian palace and the Roman empire abound with fruits and rivers, while you are the Messenger of Allah (peace and blessings of Allah be upon him) and His chosen one, only this is the place where your goods are stored!" (Al-Bukhari, 2018).

The Hadith illustrates how simple the life of the Messenger of Allah was. Even though he was the Prophet and the chosen one of Allah, it did not make him live in splendor and fill his house with expensive items. On the other hand, the Roman Empire and the Persian palace were very rich and luxurious. This is used as an example of President Jokowi in his daily life as the number one person in the country, does not mean he has to live in a *wah* style. He always emphasizes simple life in everyday life to his family.

Fashion as a Characteristic of President Jokowi's Simplicity

The choice of using fashion as a medium of communication. Fashion is the clothing or attire that a person wears as cover, modesty, and attractiveness. Furthermore, fashion is a means of communication that describes the character and personality of oneself in society. *Factio* is a form of the Latin word "fashion" which means to make or do (Hasyim, 2016). While in KBBI (Maulidya, 2013) "fashion" refers to various styles

and forms, ranging from clothing styles, haircuts, to the latest patterns of a particular era.

Fashion can be a communication tool that someone can read indirectly. When we see or judge someone, the first thing we see is their outward appearance. As the Javanese say *Ajining rogo soko busono* that appearance can reflect a person's personality. A well-groomed person will easily find a place in people's hearts. Unlike people whose appearance is chaotic, of course, people will look down on them. In the 2014 Indonesian presidential election, fashion became one of the tricks to show the character and identity of each candidate.

On the occasion of the 2014 Indonesian presidential election, President Jokowi made fashion a political communication to the people. And the focus of Jokowi's political communication is the fashion of white shirts with rolled up sleeves combined with black cloth pants and brown casual shoes. The white shirt fashion is associated with a broader cultural meaning as understood by the community, which is attached to simplicity and identical to the clothes of the people. Such a style of dress has become Jokowi's trademark when he served as Governor and Mayor. In addition to wearing a white shirt, Jokowi also wore a plaid patterned shirt that seemed younger, relaxed, slang, and populist when meeting residents (Santosa, 2014). Jokowi did not hesitate to join with residents in daily activities, for example taking the time to just talk lightly with farmers who were working on the fields, and eating with residents in simple food stalls (street food).

Jokowi is a leader who has the principle of living as it is and tends to be "easy". As stated by Jokowi "Why the white shirt?" The President explained that wearing a white shirt signifies the closeness of a leader to his people. Likewise, in counseling, the President is more comfortable wearing a shirt than wearing *batik* and a neat suit. The President thinks

that simple clothes will not create distance, instead it will bring him closer to the people (Kuwado, 2014).

Jokowi's simplicity is an implementation of the *sunnah* that the apostle taught about simplicity. The apostle always taught his people to dress modestly. The existence of clothing is only to cover the *aurat*, not to show off possessions.

عن أم سلمة قالت : كان أحب الثياب إلى رسول الله صلى الله عليه وسلم يلبسه القميص.

Umm Salamah reported: "The garment that The Prophet liked best was the robe" (Tirmidzi, 1993).

The hadith above mentions that the apostle's preferred clothing was a robe. This is in line with our president who daily wears a shirt with the aim that there is no distinction between him as the leader of the people and the people he leads.

حدثنا احمد بن منيع، قال: حدثنا ابو احمد، قال: حدثنا سفيان، عن السدي، قال: حدثني من سمع عمرو بن حريث، يقول: رايت رسول الله صلى الله عليه وسلم، يصلي في نعلين مخصوصتين

Narrated Ahmad ibn Mani', who said: Abu Ahmad told us, he said: Sufyan narrated to us from Suddi, who said: He narrated to me who heard Amr bin Hurait's say: I once saw the Messenger of Allah (peace and blessings be upon him) praying with a pair of sandals that had holes or patches in them (Tirmidzi, 2021).

Based on the meaning of the above hadith, it gives an idea of the person of a Messenger. Where the companions once saw the Prophet using a pair of sandals with patches and holes when praying. To buy better sandals, of course the apostle was very capable but the apostle chose to use what was already owned as long as the item could still function properly. Likewise, President Jokowi wears plain black shoes on various occasions.

. عن قتادة قال: قلت لأنس مالك: كيف كان نعل رسول الله صلى الله عليه وسلم؟ قال: لهما قبلان

I asked Anas bin Malik: "What were the characteristics of the Apostle's sandals?" he replied: Both of his sandals have clasps" (Bukhari, 2018).

The above Hadith is in accordance with the explanation in the book of al-Tirmidzi (2021) regarding the form of the Prophet Muhammad's sandals. The first is to have a clamp between the toes and two straps like sandals in general, the second is that the apostle's sandals are only plain, the third is that the apostle's sandals are made from tanned animal skin until all the fur falls off. Here the apostle avoided excessive behavior or *tabarruk*, so he used sandals according to his needs. Apparently this is also done by President Jokowi who in his daily life wears plain black shoes without additional accessories and special designs.

President Jokowi's simplicity was also seen in the National Santri Day (Saturday, 10/20/2018) in Solo, which was attended by 48 thousand students from various regions. Fort Vastenburg Solo became the venue for the event to commemorate the National Santri Day, considering that the city represents a multicultural area. The event organized by RMI NU was attended by the President of the Republic of Indonesia accompanied by First Lady Iriana. Jokowi came in a gray suit combined with a sarong and did not miss wearing a cap (Hantoro, 2018).

President Jokowi spent the night at the zero point of IKN (Capital City of the Archipelago), Sepaku District, Penajam Paser Utara, East Kalimantan wearing a sarong, on March 14, 2022. President Jokowi camped in the cool night air with clear weather and full moon, accompanied by a number of cabinet ministers and five governors. The President was wearing a red jacket with the G20 inscription combined with a green sarong with a plaid pattern and black sneakers. The tent where the ministers spent the night was equipped with a number of

facilities such as beds, folding tables, chairs, electricity, and snacks. In contrast to the contents of President Jokowi's tent where there is only a sleeping mattress without air conditioning (Egeham, 2022).

Simplicity was seen again on New Year's Eve 2019 when President Jokowi wore a sarong. The President, who appeared in a relaxed style, wore a black sarong with a plaid pattern combined with a white t-shirt wrapped in a black jacket, while entertaining the Paspampres and Bogor Palace employees for dinner. President Jokowi and his family deliberately did not celebrate the New Year's Eve in a special way. The President entertained the guests with dishes such as chicken satay, goat satay, and beef satay. After dinner, the President was able to interact with traders, police, Paspampres, and Bogor Palace employees (Komarudin, 2019).

Jokowi's simplicity refers to The Prophet's attitude in dress. Jokowi uses simple clothes in the form of sarongs when other officials prefer to use batik clothes and neat suits. This is like the attitude of The Prophet in a sarong even though he is the leader of all nature.

حدثنا احمد بن منيع، قال: حدثنا اسماعيل بن ابراهيم، قال: حدثنا ايوب عن حميد بن هلال، عن ابي بردة، قال: اخرجت الينا عائشة، كساءً ملبدًا، وازارًا غليظًا، فقالت: قبض روح رسول الله صلى الله عليه وسلم، في هذين

Meaning: Ahmad ibn Mali' narrated to us, he said: Isma'il bin Ibrahim told us, he said: Ayub reported from Humaid ibn Hilal reported from Abi Burdah from his father who said: "Ā'ishah showed us a tattered garment and a rough sarong and said: The Messenger of Allah (peace and blessings of Allaah be upon him) had his soul taken away while wearing these two garments." (Tirmidzi, 2021).

The hadith provides information about the clothes that the Messenger of Allah wore until the end of his life. The apostle used a shabby sarong with rough material when he was deprived of his soul.

There was no luxury that the apostle brought even at the end of his remaining life in the world. In addition to The Prophet, who likes to wear sarongs. President Jokowi often wears sarongs at various state events. Unlike the officials who use pants from well-known brands, the President prefers to wear sarongs.

Bagas Gumilang, the owner of a barber shop in Jalan Salak, Bogor City, admitted that he was surprised when the president's security forces came to his workplace. To his surprise, he was asked to cut the hair of President Joko Widodo who came with his youngest son, Kaesang Pangarep. The President requested that his hair be tidied up, there was no request for a special haircut (Permana, 2023).

Jokowi's simplicity is apparent to the small people, such as Pardi, a barber from Solo. He believes Jokowi is a leader who really works for the benefit of the general public. No wonder many people in rural areas really want Jokowi to be three periods. The simple nature of President Jokowi is so favored by the community, including Pardi the Barber, they highlight the results of Jokowi's successful work. Starting from infrastructure development in various regions of the country, the construction of toll roads from West Java to East Java, and building a large number of reservoirs (Anhari, 2022). On that basis, the people support with full confidence that President Jokowi can run again in the next presidential election.

Jokowi's haircuts tend not to be strange and neat. This is in line with the style of The Prophet's hairstyle as in the following hadith:

حدثنا يوسف بن عيسى، قال: حدثنا وكيع، قال: حدثنا الربيع بن صبيح، عن يزيد بن ابان هو الرقاشي، عن انس بن مالك، قال: كان رسول الله صلى الله عليه وسلم يكثر دهن راسه وتسريح لحيته ويكثر القناع حتى كان ثوبه ثوب زيات.

Meaning: Yusuf ibn 'Isa told us, he said: He told us: Waki', he said: Rabi' bin Sabih narrated from Yazid bin Abban i.e. Ruqashi from

Anas bin Malik, who said: "The Messenger of Allah (peace and blessings of Allaah be upon him) used to oil his hair and comb his beard, and he used to cover his shoulders with a cloth, as if it were an oiler's cloth".

The hadith gives a description of the hairstyle of the Messenger of Allah, peace and blessings be upon him, which is mentioned in the book of *Syamil Muhammadiyyah* (Tirmidzi, 2021). Prophet Muhammad's hair was oiled and combed in half, half to the right and half to the left and the length did not pass the earlobe. The same thing was done by President Jokowi when he came to the barber only asking for his hair to be trimmed neatly by combing the hair sideways (split edge) without any special cuts.

Favorite Food of the Number One Person in Indonesia

Food is the basic need of every human being that can be obtained through animals and plants. The human body needs food that contains complete nutrition in it, ranging from minerals, vitamins, carbohydrates, fats, and proteins (Silvia & Fajar, 2023). The concept of 4S5S (4 healthy 5 perfect) includes staple foods, vegetables, fruits, side dishes, which are refined with milk as a complementary nutrient. A fancy restaurant does not necessarily serve healthy food and a street food stall does not mean it has poor quality food. We can see this from President Jokowi who likes to eat at simple stalls rather than eating at 5-star luxury restaurants.

Having the opportunity to visit other parts of the country and taste every culinary there is. It does not make Jokowi forget the taste of home cooking which is his favorite. The President is very fond of home-style food preparations, it was confirmed by Tri Supriharjo the presidential palace cook. Tri Supriharjo has been since 2013 serving President Jokowi, he claimed to be happy to serve home-cooked meals

every day (Henry, 2024).

Here's a list of President Jokowi's favorite foods and drinks at the palace revealed by the cook; *soto ayam* in the form of soup served with pieces of potatoes, carrots, cabbage, bean sprouts and shredded chicken is the president's food menu at the palace, the next dish that the president likes is clear spinach vegetables, not to forget the mandatory menu at *warteg*, namely *orek tempe* is also favored by the president, *oseng pepaya muda* is not only delicious, this one is also healthy and favored by the president, *lentog* made from grated cassava mixed with coconut and fried is a specialty of East Java, *bakwan* corn is the president's favorite fried food which is not difficult to find, *tempe* is a variety of delicious side dishes that the president likes, the former Major of Solo also likes to eat boiled corn and fried cassava, herbal medicine is routinely drunk by the president to maintain his endurance, Tri Supriharjo provides a special herbal concoction made from ginger, *temulawak*, and turmeric, the next favorite drink is usually drunk in the morning and evening, namely fresh fruit juice, *mondong* fruit is the president's favorite fruit juice (Meta Novia, 2023).

Right at the corner of North Square, Yogyakarta City, there is a legendary noodle shop owned by Mr. Pele that has been established since 1983, with a mainstay menu of Javanese noodles and fried rice. On the sidelines of his busy visit to Yogyakarta, the president, who was accompanied by his youngest son and son-in-law (Erina Gudono), accidentally stopped by Mr. Pele's shop. He served three of his specialties, namely fried rice, fried noodles, and bakmi godog. For the president's security procedures, drinking and eating plates have been prepared separately by bodyguards. The President bought 100 servings of Mr. Pele's mainstay menu and spent Rp 3 million. After eating at Pak Pele's stall, the president also distributed some basic necessities to pedicab drivers around the location (Prihartanto, 2023).

The nature of President Jokowi also reflects the simple food that the apostle always ate, namely wheat bread with a side dish of vinegar and likes to consume fruit juice as a natural drink that the apostle liked. Although he was the role model of the people, there was no luxury in his food and drink. As has been exemplified by the Prophet in his hadith:

أبا أمامة الباهلي يقول: ما كان يفضل عن أهل بيت رسول الله صلى الله عليه وسلم خبز الشعير

Abu Umamah al-Bahili said: There was never a single loaf of wheat bread left in the family of the Messenger of Allah (peace and blessings be upon him).”?

حدثنا ابن ابي عمر، قال: حدثنا سفيان، عن معمر، عن الزهير، عن عروة، عن عائشة، قالت: كان احب الشراب الى رسول الله صلى الله عليه وسلم، الحلو البارد

Ibn Abi Umair narrated to us, he said: Sufyan told us from Ma'mar told us from Zuhri told us from Urwah told us from 'Aisha, who said: "The drink that the Messenger of Allah (peace and blessings be upon him) liked the most was sweet and cold."

حدثنا قتيبة بن سعيد، عن مالك بن انس، عن اسحاق بن عبد الله بن ابي طلحة، انه سمع انس بن مالك، يقول: ان خياطاً دعا رسول الله صلى الله عليه وسلم، لطعام صنعته، قال انس: فذهبت مع رسول الله صلى الله عليه وسلم، الى ذلك الطعام، فقرب الى رسول الله صلى الله عليه وسلم حبراً من شعير، ومرقاً فيه دباء وقديد، قال انس: فرايت النبي صلى الله عليه وسلم يتتبع الدباء حوا لي القصعة فلم ازل احب الدباء من يومئ.

Meaning: Qutaibah bin Sa'id told us from Malik bin Anas from Isaac bin Abdillah bin Abu Talhah he heard Anas bin Malik say: "A tailor invited the Messenger of Allah (peace be upon him) to a meal that he had cooked himself" Then Anas continued his story: "Then I went with the Messenger of Allah (peace be upon him) to the banquet, and the master of the house served the Messenger of Allah (peace be upon him) wheat bread, pumpkin soup and meat". Then Anas continued his story "Then I saw the Messenger

of Allah (peace be upon him) looking for pumpkin in the dish. Since then, I have always loved pumpkin (Tirmidzi, 2021).

The above hadiths provide a description of the food and drink consumed by the Messenger of Allah. He ate low-quality wheat, liked pumpkin, and liked sweet and cold drinks. Likewise, President Jokowi likes to eat at street stalls and not 5-star hotels. The President also likes to drink natural drinks such as herbal medicine and fruit juice.

President Jokowi's Social Media Usage

Times have moved forward, and the development of technology and information has accelerated. The existence of new media or new media is used as an entry point for people in undergoing online communication. Media is the main need for everyone to get information, entertainment, and curiosity about information from different countries. The appearance of new media, which we know as social media, has become a communication trend that is glimpsed by all circles (Sari, 2019). Social media is an online media, where users can quickly share, participate, and create content such as web journals, forums, social networks, and virtual worlds. People around the world use social media as a tool to interact online with anyone. The number one person in Indonesia also uses social media as a tool to communicate with the people at large.

Greeting the public through social media, that is what President Jokowi does through his three social media networks Facebook, Instagram, and Twitter. Who would have thought that on May 28, 2016, the president's Youtube account (<http://youtube.com/c/jokowi>) was officially created and can be accessed by netizens. Previously, the president first had a Facebook and Twitter account @jokowi on June 21, 2015. On December 15, 2015, it was followed by the launch of the official website www.presidentri.go.id. And the creation of an Instagram

account @jokowi on January 28, 2016. President Jokowi already has 5 social media channels that can be accessed and utilized by the general public.

According to President Jokowi, the utilization of social media networks in the digital era is very useful to be used as a means for the government to convey information and communicate with the people. Not only that, social media can also be utilized as a tool to spread the call for peace as President Jokowi said during his visit to the United States. President Jokowi's message was to abandon patterns and try new ways of conveying information. The President also advised that in spreading tolerance and peace, we must work together with social media (Humas, 2016). President Jokowi's YouTube production is managed jointly with Ari Dwipayana as the Presidential Communication Team, Media, Information of the Presidential Secretariat, and the Press Bureau of the Presidential Secretariat. The launch of President Jokowi's social media accounts aims to get closer to and recognize the people. In this sophisticated era, the President not only addresses the people through blusukan, but also through social media.

In the time of The Prophet, Muslims already had a forerunner in social media. Yes, at the time of the Apostle there was no technology, such as TV, radio, computers, or cell phones. Muslims at that time had expertise in poetry, as a form of information media today conveyed through radio and tv that produce sound sources. As the hadith of The Prophet which explains the permissibility of poetry and poetry:

عن عمرو بن الشريد عن أبيه قال ردف رسول الله صلى الله عليه وسلم يوماً فقال هل معك من شعر
أمياً بن أبي الصلت شيء قلت نعم قال هيه فأنشدته بيتاً فقال هيه ثم أنشدته بيتاً فقال هيه حتى
أنشدته مائة بيت

Amr ibn al-Sharid reported from his father that he said: "Once I was with the Messenger of Allah (peace and blessings be upon

him) and he said: "Do you know some of the verses of Umayyah b. as-Salt?", I replied: 'yes', he said: "recite it!", then I recited one verse, he said: "continue", then I recited one stanza, he said: "continue" until I recited 100 stanzas.' (an-Naisaburi, 1955).

The hadith informs us that during the time of the Messenger of Allah, Muslims were already good at poetry. Poetry was used as a medium of communication, entertainment, and capturing an event or incident. If the Muslims of old chose poetry as a medium of communication, people today are more sophisticated. There are so many ways to communicate, one of which is through social media. As President Jokowi did to get closer and get to know the people, the president chose to communicate through social media, be it Instagram, Youtube, Facebook, or Twitter.

In the past, The Prophet also taught making letters as a form of written or printed information media. Correspondence became a medium as well as a way for the Prophet to preach to convey the religion of Islam which is *rahmatan lil alamin*. The Prophet's letters addressed to the rulers were given directly through his chosen companions. For example, the Prophet's letter to the King of Habasyah (Najasyi Al-Ashshamah ibn Al-Abjar), which reads (Mubarakfuri, 2013): "This letter from Muhammad as the Prophet is addressed to King Najasyi. Salvation for those who want to follow the guidance, by believing in Allah and His Messenger. I testify that there is no God but Allah alone, no partner for Him, who has no son, and Muhammad is the messenger of Allah. The call to Islam for King Najasyi, that I am Muhammad is His Messenger. So convert to Islam will surely save you. If King Najasyi refuses, then he will bear the sins of the Christians of his people".

Conclusion

Jokowi's simple lifestyle is in line with what The Prophet taught.

As the leader of all nature, the apostle lived so simply ranging from; clothes, sandals, hairstyles, food, and drinks. The same thing is also done by Jokowi in living his daily life as President of the Republic of Indonesia. It is hoped that other leaders are also aware of their responsibilities as leaders among the people so that they will not enrich themselves with the mandate they carry. From this paper, researchers hope that readers can take the meaning behind the simplicity of life, so that it is not hedonistic. This paper certainly contains a lot of shortcomings, researchers hope that further research can complete it so that it can find the latest facts about Jokowi's simplicity other than those presented in the above article.

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