COUNTERING THE BACKLASH

READING ISLAM IN ISLAMIC MOVIES:

FROM *AYAT AYAT CINTA* TO *99 CAHAYA DI LANGIT EROPA*

Movie Title	Year of Production	Number of Viewers
Ayat Ayat Cinta	2008	3.581.947
Ketika Cinta Bertasbih 1	2009	3.100.906
Ketika Cinta Bertasbih 2	2009	2.003.121
Perempuan Berkalung Sorban	2009	792.337
Sang Pencerah	2010	1.206.000
Dalam Mihrab Cinta	2010	623.105
Di Bawah Lindungan Ka'bah	2011	520.267
Negeri 5 Menara	2012	772.397
99 Cahaya Di Langit Eropa 1	2013	1.003.988
99 Cahaya Di Langit Eropa 2	2014	587.042
Assalamualaikum Beijing	2014	560.465
Hijrah Cinta	2014	711.205
Bulan Terbelah Di Langit Amerika	2015	917.865
Surga Yang Tak Dirindukan	2015	1.523.617

THE PORTRAIT OF ISLAM

Dichotomy of Islam and West

The portrait of Islam according to western media and intellectual: oppressive, ancient, anti-science, restrictive, extremist, retarded, conflict ignition, and dangerous

(Said, 1997)

The Trends of Islamic Movies in Indonesia

- The booming of Islamic-themed films was started when a phenomenal film, *Ayat-ayat Cinta,* released in 2008.
- The vehicle to give the true understanding of Islam
- To build image of Islam as tolerance, peaceful and respect to diversity.

AYAT AYAT CINTA (2008)

1. The pious person talked about democracy

Modern Islam in *Ayat Ayat Cinta*

2. The display of modern product
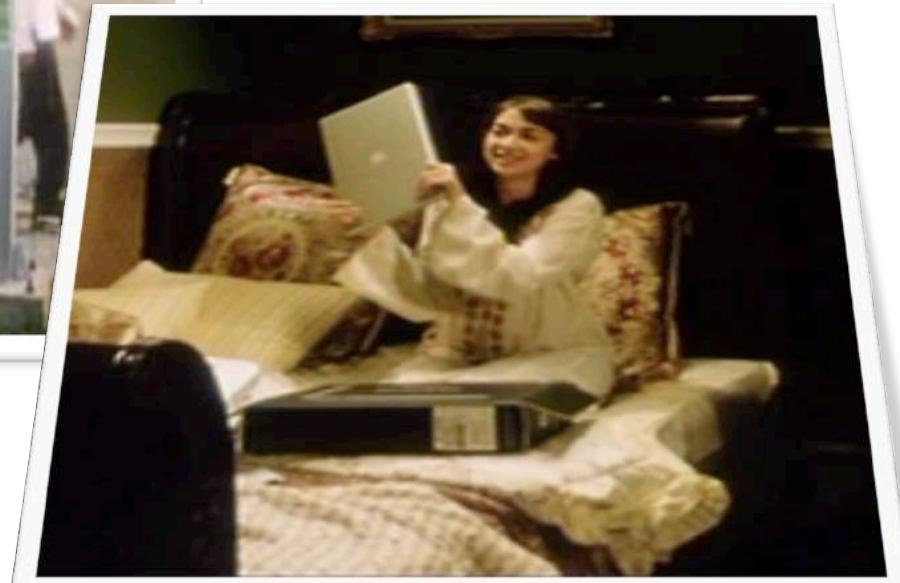
Modern Islam in *Ayat Ayat Cinta*

3. The construction of muslim identity

99 CAHAYA DI LANGIT EROPA 1&2 (2013, 2014)
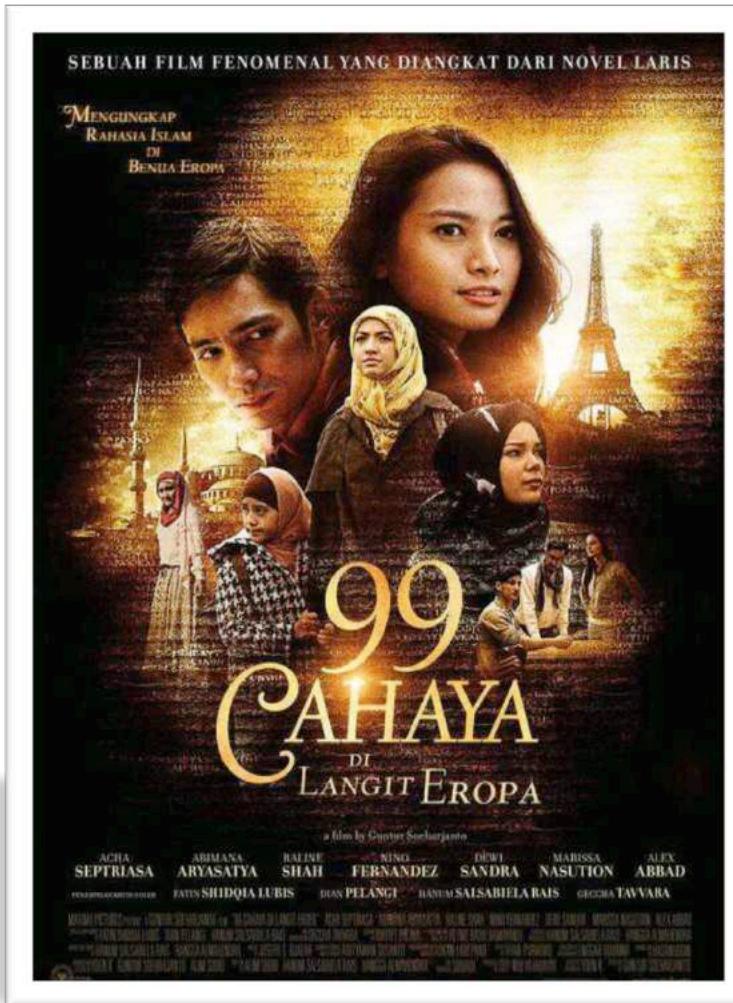
# Glorious Islam in *99 Cahaya di Langit Eropa*

1. The glory of Islam Romanticism

2. Reinterpretation of Europe history
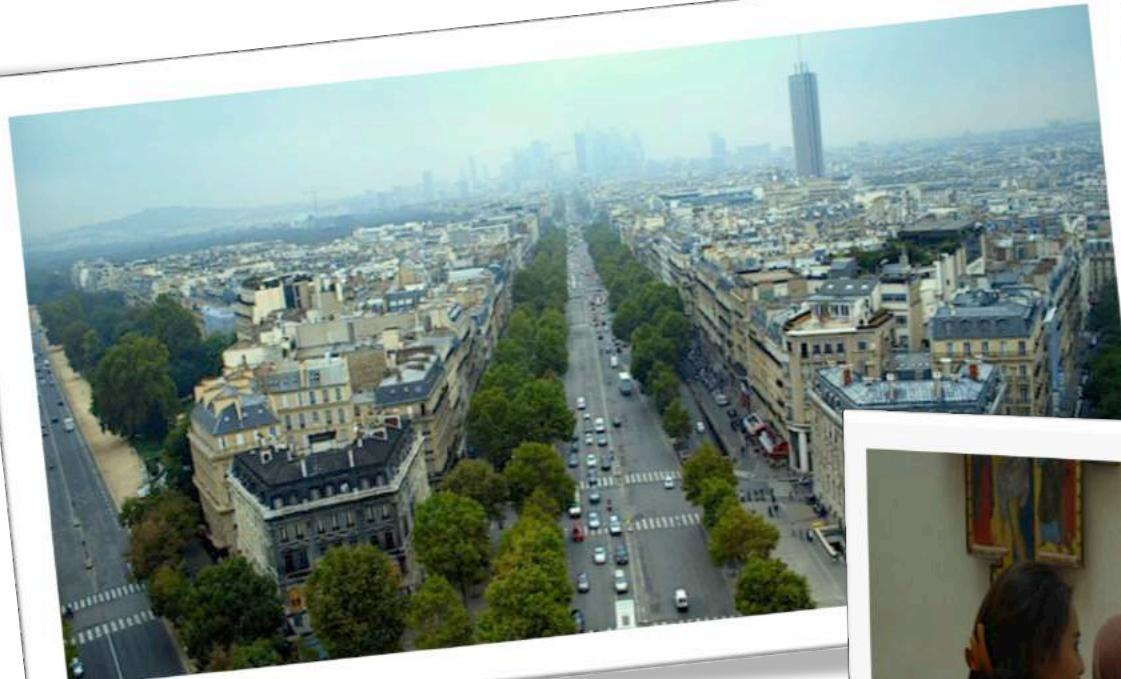
3.a. The pride of Islam : Following Western Lifestyle
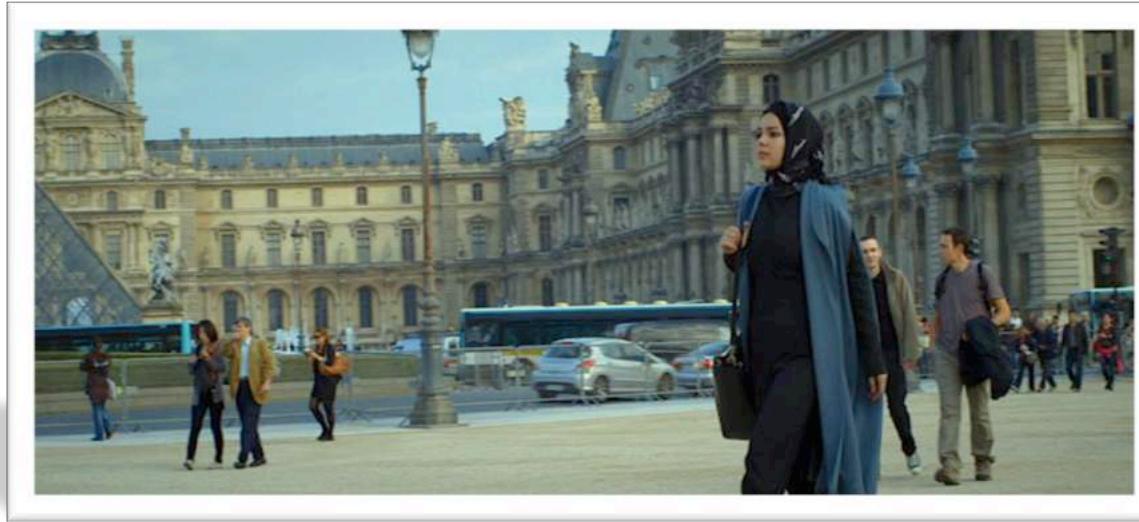
3.b. The pride of Islam : Conquering The West

Tapi juga untuk membangun semangat
persatuan di dalam keberagaman

Displaying The Irony

1. Presenting the plurality with standardized visual aesthetic

Displaying The Irony

2. Reversing The Actors

3. Underscoring Inferiority

Conclusion

- The mission of Islamic movies in countering the western perspective of Islam become problematic.

- Rather than doing resistance, Islamic movies actually reinforce the dominance of the west.