1. Aimed at the lower end of the market, *Hidayah* has been Indonesia’s top-selling magazine since at least 2004. In 2007, it had 2.1 million readers per edition. *Hidayah*’s feature stories are usually morality tales in which virtue is rewarded and dissolution punished. The cover shown here has the headline ‘Man with no faith tormented in the tomb’, and luridly portrays the horrible fate awaiting those who sin.
2. RomantiSLAM is an SMS service founded by popular Sufi preacher Arifin Ilham. It offers advice on love-related matters to subscribers, drawing on the example of the Prophet Muhammad. The caption reads: ‘Bathing with his wife was among the Prophet’s favourite pleasures, to the point where they were always racing each other to find water ... Do you want to be intimate and romantic with your wife or husband like the Prophet? Get the secrets direct from Ust. Arifin Ilham’.
3. Abdullah Gymnastiar’s MQ-Net enjoyed considerable success between 2004 and 2006 as a web-based multi-level marketing program. The imagery in this web advertisement promotes consumption, albeit with a strong Islamic overtone. In the Tausyiah (religious advice) section, Gymnastiar writes: ‘What is wrong with aspiring to be rich? Who would reject becoming a millionaire or billionaire?’ He urges Muslims to join his pyramid marketing scheme, declaring: ‘Business can become a virtuous service for this world and the next if its motivations are true and it complies with the sharia. With MQ-Net, let us develop the Islamic community’s economy’.

4. Ustadz Yusuf Mansur has enjoyed a rising profile as a preacher in recent years. In his teachings, he emphasises the spiritual and economic benefits of philanthropy and enjoins Muslims to make charitable donations (sekedah) as a means of expressing piety and seeking God’s favour. This advertisement announces a ‘Get Rich in 40 Days’ seminar at the five-star Hotel Sultan. It is common for contemporary preachers to draw a link between prosperity and Islam.
5. *Paras* is the largest-selling magazine for fashion-conscious, high-income Muslim women. The lavish outfit shown here was designed by Nuniek Mawardi. It shows the *haute couture* aspirations of the upper end of the Islamic fashion market.
6. This photograph from one of the leading up-market Muslim women’s magazines, NooR, nicely captures the diverse influences on Muslim fashion. It features a design that is both Islamic in its use of headscarf and ‘modest’ cut, but also European in its use of the beret and tie. The chic theme is reinforced by the colonial European street setting.
Bank Muamalat is Indonesia’s oldest sharia bank and also its second largest. Unlike most other sharia banks, Bank Muamalat makes overt use of Islamic themes and language in its advertising. The advertisement shown here gives the bank’s slogan, ‘The First Pure Sharia [bank]’, in both Arabic script and Indonesian. The ‘Saatnya Berhijrah’ caption above the fish has a dual meaning. On one level, it is saying ‘Time to Switch’ to sharia banking, which is described as ‘clean, transparent and more profitable’. On another level, hijrah refers to the ‘flight’ of the Prophet Muhammad from Mecca to Medina in 622 CE. Thus, the use of the Arabic term hijrah is intended to strengthen the Islamic appeal of the product.
8. BNI Syariah is one of the newer entrants to the sharia banking sector. In contrast to Bank Muamalat, its use of Islamic language is understated. This advertisement for its sharia debit card emphasises the utility of the card. Its depiction of a fashionably dressed Muslim woman in a shopping mall shows that its target audience is middle to upper-class female consumers. The main caption reads ‘Faith will definitely not hinder your actions in the wider world’, suggesting that users of the card can be observant Muslims without economic or social penalty.
9. Haji Amirulloh, the ‘war commander’ (panglima perang) of the Betawi Brotherhood Forum (FBR). A renowned expert in the martial art of pencak silat, Haji Amirulloh is in charge of the organisation’s extensive paramilitary wing. It is frequently mobilised to attack alleged ‘places of vice’ such as bars and clubs, and pressure them into paying protection money.

Photo: Ian Douglas Wilson.
10. A group of FBR members stand guard at an event in support of the 2007 election campaign of former police chief Adang Daradjatun, who was running for the governorship of Jakarta. Daradjatun lost the election to the then-incumbent vice-governor, Fauzi Bowo.

Photo: Ian Douglas Wilson.
11. Habib Rizieq Shihab, the co-founder and chair of the Islamic Defenders Front (FPI), addresses a rally of his followers in central Jakarta. Rizieq is a fiery orator who exhorts Muslims to defend their faith through resolute, sometimes militant, action. FPI members are frequently involved in vigilante actions against ‘immoral’ anti-Islamic activities.

Photo: Ian Douglas Wilson.
12. Abdullah Gymnastiar (Aa Gym) in flight suit. This is one of several photographs of Aa Gym on display for visitors to Daarut Tauhiid.

Photo: MQ Fotografi, Daarut Tauhiid.
13. Teh Rini (left), Teh Ninih (right) and Aa Gym appear publicly together for the first time. 
Photo: James B. Hoesterey.