become its expert host. Having his own rubric allowed Habib Luthfi to become known as an authority of Sufism outside of his traditional tariqa circle. His answers to various questions relating to Sufism has been collected into a widely-circulated book that has been reprinted multiple times. With the increasing popularity of social media, however, the market for Islamic magazine dwindled, and AlKisah closed down. In 2010, however, several of Habib Luthfi’s disciples established the official website, facebook page, and twitter account of their spiritual master with the aim to spread his ideas. By presenting a short history of Habib Luthfi’s engagement with different media forms, this paper observes and compares the contrastive relationship of authority formed in and through different media engagement. Rather than treating media simply as channels of communication and dissemination, the paper interrogates how distinct forms of mediatization qualitatively transform a relationship of authority in contrasting ways, generating excitement on the one hand, but also anxiety.

YOUNG INDONESIAN HADHRAMIS AND THE QUEST FOR RELIGIOUS AUTHORITY
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This paper observes the activities of two young Hadhrami preachers in contemporary Indonesia. The first, Ustadzah Halimah Alaydrus (Jakarta), runs some regular meetings and majelis shalawat. The second, Ustadz Muhammad Anies Alhabsyi (Solo), leads a weekly study group (majelis taklim). The paper focuses on how the two preachers adapt their preaching strategies, styles, and themes in light of the changing public demands. Concurrently, it explores how both actors use different social media platforms to attract wider, and younger, audience. By comparing the two cases, the paper offers some grounded observations on how contemporary Hadhrami preachers reconfigure their religious authority in relation to the changing proclivities of their Indonesian Muslim audience.

Keywords: Indonesian Hadhramis, changing religious authority

FACING NEW MODELS OF ISLAMIC AUTHORITY:
ON THE (UN)POPULARITY OF HADHRAMI PREACHERS IN INDONESIA
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The paper attempts to locate Hadhrami models of Islamic authority within a changing landscape of Islamic proselytization in Indonesia that is highly informed by the utilization of a variety of media. It asks how Hadhrami models have become adapted to these developments and to which extent Hadhrami preachers had to strike new paths to secure their place in Indonesia’s increasingly diverse Islamic field. The paper is particularly interested in Hadhrami preachers who are regular users of social media, thus following in this regard the model of the media-savvy Indonesian celebrity preacher, but who have not (yet) gained a similar status of popularity. It examines their relative unpopularity by looking at their actual preaching and social media uses and by comparing them with the outreach strategies of some of Indonesia’s most popular preachers. Seeking for a better understanding of the position of Hadhrami preachers in Indonesia’s Islamic field, the paper points out how different models of Islamic authority meet different levels of popularity and attract different audiences.