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## **STRATEGIES AND CHALLENGES OF INSTAGRAM-BASED DIGITAL DA'WAH: Content Analysis on @nuruljadidmedia Accounts July-September 2024**

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**Abstract:** *This research discusses strategies and challenges in digital da'wah through the Instagram platform, with a focus on @nuruljadidmedia accounts. This research highlights the importance of da'wah as a command of Allah SWT and the challenges faced in conveying da'wah messages in the increasingly advanced digital era. The purpose of this study is to analyze the strategies implemented by the account and identify the challenges that arise in the context of digital da'wah. A descriptive qualitative approach with content analysis was used which included observations of da'wah content during the period from July to September 2024. Data is collected through upload documentation and systematic analysis of themes, categories, and important elements of content. The results showed that Instagram accounts @nuruljadidmedia used a persuasive communication approach both rationally and emotionally, with 74.55% of the total content analyzed applying the method. These findings indicate the effectiveness of using social media to attract young audiences and improve their understanding of Islamic teachings.*

**Keywords:** *Digital Da'wah; Social Media; Persuasive Communication; Instagram; Nurul Jadid*

## INTRODUCTION

Da'wah is one of the main commands of Allah SWT for Muslims, functioning to apply Islamic sharia in all aspects of life. This responsibility is carried by every Muslim, especially those who have reached puberty and are intellectual, regardless of gender. In this context, every Muslim individual is considered responsible for preserving and continuing the da'wah of the Prophet PBUH. Along with the times, da'wah has undergone a significant transformation, from the traditional methods used by the Prophet Muhammad PBUH to contemporary forms of da'wah that utilize modern media such as social media (Fairozi, Ahmad; Ayu A, 2020).

Traditional da'wah is now considered less effective in this era of advanced technology, as revealed by Abdullah (2018). The phenomenon of globalization and generational differences are challenges in conveying the message of da'wah effectively. Conventional da'wah using a pulpit and gathering many people is no longer as effective as it was a few decades before the third millennium. Technological developments and socio-cultural changes due to the Covid-19 pandemic are also the main reasons for the change in people's preferences for traditional da'wah using pulpit and speeches. Therefore, da'wah strategies must be adjusted to the dynamics of the times and new challenges that arise to make da'wah remain relevant and can reach the community at large (Sikumbang et al., 2024).

Previous research conducted by Kushardiyanti et al. (2021) focuses on the trend of digital da'wah content through TikTok, with the aim of analyzing the content strategies of millennial content creators in conveying da'wah messages in the era of the COVID-19 pandemic. The results of the study show that the use of social media, especially TikTok, has a significant impact on *user engagement*, measured by likes, views, and interactions. The research also identified the delivery techniques and unique characteristics of the content uploaded by each content creator, which made it easier for the audience to remember. However, while TikTok has become an important platform in digital da'wah, the study did not explore in depth the use of Instagram as an alternative platform for digital da'wah.

Similar research conducted by Aswar Tahir (2023) highlights persuasive communication in religious development for Muslim converts (*Muallaf*). This research emphasizes the importance of audience understanding in designing effective communication strategies. Techniques for delivering messages through digital media and teaching methods, such as lectures and discussions, have been proven to affect the reception of messages. These findings are relevant because they show that the selection of communication strategies and techniques that are suitable for the audience can determine the success of da'wah delivery. However, this study is limited to a specific audience, namely Muslim converts, while this study analyzes da'wah content on Instagram aimed at a wider audience.

Meanwhile, the research of Ahmad Tamrin Sikumbang et al. (2024) about Indonesia's digital da'wah discusses the method of disseminating messages carried out by figures such as Habib Husein Ja'far Al Hadar. The shift from traditional to digital methods is considered effective in reaching a wider and faster audience, despite challenges such as anonymity and lack of surveillance in cyberspace. This research emphasizes the importance of the context of delivery and da'wah methods in the digital era. The difference lies in a more specific

approach to analyzing da'wah practices through the Instagram platform, which presents unique challenges compared to other social media.

Another study by Nur Aisyah and Sawiyatin Rofiah (2022) examines the modernization of da'wah in the era of media convergence with a focus on the Nurul Jadid Islamic Boarding School. The results of the study show that modern media, if used creatively and innovatively, is able to attract the attention of the millennial generation in the context of virtual communities. This research provides an overview of the importance of using modern media for da'wah, but does not specifically discuss the strategies or challenges that arise on the Instagram platform. The focus of the analysis on Instagram content @nuruljadidmedia provide new insights into the role of specific social media in digital da'wah.

In addition, Putri Sucianti's research (2023) analyzed the effectiveness of da'wah messages on social media on the religiosity of the Muslim community. His findings show that the intensity of social media use and the frequency of content interaction have a significant effect on the reception of da'wah messages. However, this research is still general and has not reviewed the strategies and challenges of delivering da'wah on the Instagram platform. In this case, analysis of specific content and interactions from Instagram accounts @nuruljadidmedia result in a more focused and contextual understanding.

Therefore, this study focuses on the differences in the platforms used; while previous research has highlighted TikTok, this study will examine the strategies and challenges of Instagram-based digital da'wah on @nuruljadidmedia accounts. Instagram offers different features and user demographics than TikTok, so the strategies implemented by content creators on this platform may have a different approach to conveying da'wah messages. Thus, this research will provide new insights into how Instagram can be utilized as a tool for digital da'wah and the challenges faced in the process.

The novelty of this study lies in the analysis of the content of da'wah content on Instagram, which has not been widely researched before. This research will not only expand the understanding of content strategies on social media but will also analyze user interaction as well as the effectiveness of da'wah message delivery techniques through Instagram. With a qualitative descriptive approach and content analysis, this study aims to make a significant contribution to the literature on digital da'wah and offer recommendations for da'i and content creators in maximizing the potential of Instagram as a da'wah medium (Saleh et al., 2022).

This research aims to fill the gap in understanding how social media, especially Instagram, can be optimized as an effective da'wah platform. Although many studies have been conducted on da'wah methods, there is still a lack of understanding how the use of social media can improve the effectiveness of delivering da'wah messages. This is important because modern society is more connected through digital platforms. Several studies have shown that the "*da'wah tainment*" approach—which combines elements of entertainment with message delivery—can increase the appeal of da'wah among modern society. A clear example of da'wah tainment can be seen in films such as *Ayat-Ayat Cinta*,

Kun Fayakun, Para Pencari Tuhan, and Mengaku Rasul. These films are Islamic works that aim to preach and improve the social order, both personally and socially (Ahmad, 2018). In addition to films, da'wah tainment is also widely carried out in the form of reality/talk shows such as the television program 'Mamah dan Aa Beraksi' and also through social media such as Instagram carried out by @nuruljadidmedia accounts (Hayat, 2022).

Thus, this research will focus on the analysis of @nuruljadidmedia Instagram accounts as a case study to explore the strategies applied in conveying da'wah messages. The persuasive communication method based on Mar'at thought and Al-Bayyuni's da'wah message thought, which divides da'wah messages into three aspects: Aspect of Faith, Sharia Aspect, and Moral Aspect is used as the basis for analysis of the publication of da'wah content on @nuruljadidmedia Instagram account. The objectives of this study are, 1) To analyze the da'wah strategies applied by @nuruljadidmedia accounts and, 2) To unravel the challenges faced in the current digital da'wah context. This research also aims to provide new insights into the effectiveness of using Instagram as a da'wah medium and how innovative approaches can be applied to reach a wider audience.

This research has important significance in the context of developing da'wah strategies in the digital era. By understanding how Instagram accounts can be used effectively to convey da'wah messages, this research is expected to make a positive contribution to the practice of da'wah among Muslims. In addition, the results of this research can be a reference for preachers and Islamic educational institutions in using social media as a means of disseminating values. The results of this research are expected to contribute to the development of da'wah methods that are more relevant to the needs of modern society and strengthen the preservation of Islamic values through social media.

## **RESEARCH METHOD**

This research uses a descriptive qualitative approach, which aims to understand and describe the phenomenon of Instagram-based digital da'wah. This type of research was chosen because it allows researchers to explore and analyze the da'wah content conveyed by @nuruljadidmedia Instagram account in depth. The content analysis method is applied to assess the da'wah content shared by the account during the period from July to September 2024.

The design of this study involves a systematic analysis of the content uploaded on @nuruljadidmedia Instagram account. The analysis process is carried out by identifying themes, categories, and important elements in each upload. Researchers use coding to classify content into relevant categories, such as creed, sharia, and morals, based on the theory of Al-Bayanuni's da'wah message (Atabik, 2014; Muklis, 2018).

The scope of the study includes all posts posted by @nuruljadidmedia Instagram accounts during the research period. The main focus is on da'wah content that uses persuasive Mar'at communication and the application of Al-Bayanuni's da'wah message theory. Thus, this study aims to provide a clear picture of strategies and challenges in digital da'wah through the Instagram platform. The main ingredient in this study is content from

@nuruljadidmedia Instagram account, which includes text, images, and videos related to da'wah. Tools used in the analysis include coding sheets to identify and classify content elements as well as qualitative data analysis software to assist in data processing.

Data was collected through direct observation of uploads on @nuruljadidmedia Instagram account. The researcher documented each upload during the research period by recording the date, type of content, and theme raised. In addition, the researcher also conducted a literature study to support the understanding of theories relevant to this research. Data analysis was carried out using a qualitative content analysis method. This process involves several steps:

1. Coding: Identifies categories based on the main themes of the content.
2. Categorization: Grouping data into categories according to Al-Bayanuni's theory of da'wah message.
3. Interpretation: Analyzing the meaning of each category and how they contribute to the purpose of da'wah.

To maintain the validity and reliability of the data, this study applies source triangulation by comparing the results of the analysis with references from related literature and conducting discussions with other research colleagues. This aims to ensure that the interpretation of the data is objective and accountable.

## RESULT AND DISCUSSION

### Da'wah Communication

Da'wah communication refers to all forms of communication that convey da'wah messages, which include an invitation to follow the right path according to the commands of Allah SWT, as well as the encouragement to do good and abandon bad deeds (Atabik, 2014). Ulya Dinillah (2019) emphasized that the communication process is very important in da'wah as a means to convey Islamic values to mankind. In this context, da'wah is not only seen as an activity of conveying a message, but also as an interaction process that involves active participation from the audience (*mad'u*).

When analyzing the da'wah process to the stage of participation from mad'u, it can be seen that there is harmony between the communication process and da'wah itself. This is in line with the view of Ma'arif (2010) who states that da'wah is a form of communication. In his book, Ma'arif explains that a *da'i* uses verbal and nonverbal symbols to convey religious messages. Nonverbal symbols such as gestures, facial expressions, and environmental situations play an important role in reinforcing the message conveyed verbally.

Thus, da'wah communication can be defined as a process in which da'wah actors (*da'i*) convey da'wah messages and information about Islam with the aim of influencing mad'u so that they believe, practice, spread, and defend the teachings of Islam in their daily lives (Aisyah & Rofiah, 2022).

## **Persuasive Communication in Da'wah**

Persuasive communication is a type of communication that aims to change or influence a person's attitudes, beliefs, and behaviors in order to act in accordance with the communicator's expectations (Tahir, 2023; Wulandari et al., 2024). In the context of da'wah, both rational and emotional approaches can be used to achieve these goals. According to Mar'at (1982), elements that can influence beliefs include ideas and concepts that are conveyed rationally.

In contrast, emotional persuasion focuses more on the affective aspects related to an individual's emotional life. Mar'at (1982) emphasized that the process of affection can arise when the sympathy and empathy of the audience are aroused. Therefore, a da'wah communicator needs to have strong persuasive skills in order to become an effective communicator. Persuasive communication in the context of da'wah should focus on the psychological aspects of mad'u to encourage them to accept and apply Islamic teachings (Ilmiati, 2020; Mar'at, 1982).

In this study, it was found that 74.55% of the total overall content on Instagram accounts @nuruljadidmedia from July to September 2024 used a persuasive communication approach both rational and emotional. This shows its effectiveness in attracting the attention of young audiences. This discovery is in line with the theory of Mar'at (1982), which emphasizes the importance of affective aspects in da'wah communication. For example, uploads featuring inspirational stories or testimonials from students successfully arouse the audience's emotions and increase their engagement.

### **Analysis of Da'wah Content on Instagram**

Da'wah comes from the Arabic word "*da'wa*," which means to invite or ask (Abdullah, 2018). K.H. M. Isa Anshari defines da'wah as the delivery of Islam's call to invite others to accept and believe in the teachings of Islam (Rohman et al., 2024). In the Qur'an, there are two types of da'wah messages: first, messages that invite reason or the use of reason; second, a message that invites feelings or utilization of the heart (Atabik, 2014).

In the analysis of the content on @nuruljadidmedia accounts, it was found that da'wah materials were divided into three main categories: creed, sharia, and morals (Muklis, 2018). The content not only contains religious information but is also designed with a persuasive approach to attract the attention of the audience. For example, the use of interesting graphics and motivational sentences in uploads about faith has succeeded in increasing the audience's understanding and interest in Islamic teachings.

### **Digital Da'wah on Instagram Accounts @nuruljadidmedia**

According to Mar'at, persuasive communication in da'wah is divided into two types: rational, which affects the cognitive part of a person to turn thoughts or ideas into beliefs; and emotional, which affects a person's affection to touch their feelings and create emotional attachment. In this study, researchers divided the analysis into two main topics: rational and emotional persuasive communication.

Table 1. The publication of da'wah content on Instagram accounts @nuruljadidmedia that apply persuasive communication methods.

July-September 2024			
Month	Rational Persuasive	Emotional Persuasive	Total Content Per Month
July	10 Contents	9 Contents	28 Contents
August	7 Contents	5 Contents	15 Contents
September	4 Contents	6 Contents	12 Contents

### 1. Rationally Persuasive

Rational persuasive communication in da'wah is related to the people's perspective on Allah and provides comprehensive information about Islam in accordance with religious teachings, as stated in the Qur'an and as-Sunnah (Pratiwi et al., 2021). During the period from July to September 2024, as many as 21 da'wah messages were found using rational persuasive communication techniques. The content covers a wide range of religious topics from faith to muamalah, packed with effective persuasive communication techniques.



Figure 1 @nuruljadidmedia da'wah content about Dhuha Prayer.

One example of the application of rational persuasive communication is the use of the question "Why is it important?" in the post. This question not only grabs the audience's attention but also triggers critical thinking about the importance of the Dhuha Prayer, encouraging the audience to understand the context of the message being conveyed. The use of reliable sources such as Hadith Narrated Muslim, Tirmidhi, Ahmad, and Syaqiq al-Balkhi strengthens the credibility of the message.

Titles that use generic terms like "Dhuha Prayer" followed by persuasive questions create further interest. By including supporting images and well-structured information, communicators try to explain the importance of Dhuha prayer, starting from the meaning of the word 'dhuha' to its benefits and virtues. The purpose of this content is for the audience to understand, accept, and apply da'wah material in daily life.

## 2. Emotionally Persuasive

Da'wah communication also includes messages that contain advice or motivation for life according to Islamic teachings. Emotional persuasive messages are supported by interesting captions or visuals that can touch the hearts of the audience (Munawara et al., 2020). During the same period, there were twenty da'wah messages that contained content with emotional persuasive communication techniques.

The choice of themes such as love and marriage is very relevant for society, especially the younger generation who make up the majority of Instagram users. By choosing this theme, communicators succeeded in creating emotional engagement with the audience, as seen from the high level of interaction on love-themed content compared to other da'wah content on @nuruljadidmedia accounts.



Figure 2 @nuruljadidmedia da'wah content that uses an emotional persuasive approach.

For example, one of the submissions uses the words of the Prophet PBUH which reads:

يَسَاءَ حَيْثُ يُصْرَفُهُ وَاجِدِ كَقَلْبِ الرَّحْمَنِ أَصَابِعِ مَنْ إصْبَعَيْنِ بَيْنَ كَلْمَا آدَمَ بَنِي قَلُوبِ إِنَّ

It means: "Indeed, the hearts of all men are between two of the fingers of Allah the Most Merciful."

This message is strengthened by the prayer of the Prophet PBUH so that the human heart is strengthened in obedience:

طَاعَتِكَ عَلَى قُلُوبِنَا صَرَفَ الْقُلُوبِ مُصْرَفَ اللَّهُمَّ

It means: "O Allah, the One who turns our hearts, turn our hearts to obedience to worship You!"

Through the use of these emotional themes and inspirational quotes, communicators seek to build a deeper connection with the audience and encourage them to reflect on the messages.

### Analysis of the Effectiveness of Persuasive Methods

An analysis of the effectiveness of persuasive methods shows that content with an emotional approach tends to produce a higher level of interaction compared to rational-based content. This is in line with Mar'at's (1982) regarding the importance of affective aspects in da'wah communication. For example, posts about love often get positive comments and more shares than posts that are informative. The persuasive



communication strategies implemented in @nuruljadidmedia accounts have the power in terms of visual appeal and the use of language that is easy for young audiences to understand. However, there is a weakness in terms of the depth of the material presented. Some posts tend to be superficial and do not provide in-depth enough information about religious concepts.

While the emotional approach is effective in capturing the attention of young audiences, it is important not to neglect the rational element in the delivery of the message. Previous research has shown that a combination of rational and emotional elements can improve understanding and receptivity of messages (Saleh et al., 2022). Therefore, @nuruljadidmedia account needs to consider integrating these two approaches in a more balanced way in its future content. The packaging of the good content not only focuses on the emotional aspect but also provides a more in-depth rational explanation of Islamic teachings (Ahyar et al., 2024). For example, further explanation of the basics of sharia law or moral values in the context of daily life can help the audience understand the relevance of the teachings.

### Da'wah Message Material

Referring to Al-Bayyuni's opinion that divides the message of da'wah into three aspects—Akidah, Sharia, and Morals—the content of this da'wah material is classified based on these three aspects (Dinillah & Kurnia SF, 2019). The following discussion will discuss the classification of da'wah messages based on these three aspects in more depth and relevance in the context of modern life.

#### 1. Creed

Faith is the core of Islamic beliefs that every Muslim must believe. It includes the pillars of faith and things related to trust in Allah and His Messenger (Shalihah & Tohet, 2020). The discussion of faith is not only limited to things that must be believed, but also includes things that are forbidden, such as shirk (condemning Allah) and denying Him (Baharun & Intania, 2020).



Figure 3 Da'wah content @nuruljadidmedia with the message of creed.

From July to September 2024, ten content related to faith was found. The details of the content include eight contents about faith in Allah SWT, one content about faith in the Messenger, and one content about Qada and Qadar. For example, one of the @nuruljadidmedia contents highlights the wisdom of the Prophet Muhammad's

Birthday commemoration. This message invites the people to understand the importance of faith in the Prophet as an example in daily life. To convey the message of faith in a more contemporary way, the use of explainer videos or infographics can be an effective method. For example, a short video explaining the concept of monotheism with visual illustrations can help the younger generation better understand and internalize the teachings.

## 2. Sharia

Sharia are laws that Allah has set to regulate human life. The sharia aspect includes all Islamic laws contained in the Qur'an and Sunnah and is applied in various aspects of life (Pratiwi et al., 2021; Suciati, 2023). Sharia is divided into two categories: worship and muamalah. From July to September 2024, 13 da'wah content related to sharia was found—five content about worship and eight content about muamalah. One interesting example is the discussion about the law of buying wives skin care products. This content managed to attract the attention of many audiences because it touched on issues relevant to daily life.

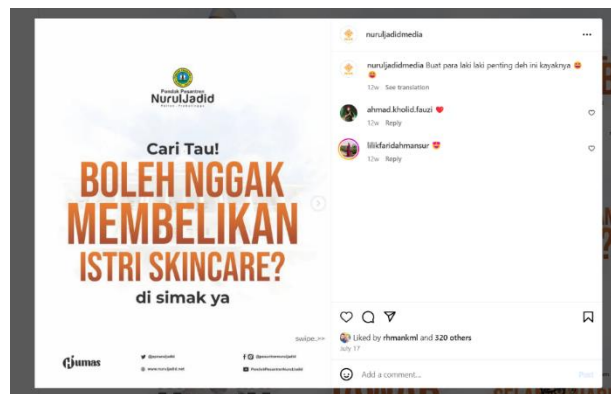


Figure 4 da'wah content @nuruljadimedia with Sharia message material.

The communicator uses the opinion of Sheikh Khotib as-Syirbini to explain the husband's obligation to provide the wife's necessities. This detailed explanation of the law helps the audience understand the context of sharia in modern life. To make it more applicable, an explanation of online business ethics or the use of technology in worship can be added to make it more relevant to today's challenges.

## 3. Moral

Morals are important moral values in Islam and are closely related to a person's faith. According to al-Imam al-Ghazali in Bahri (2022), morality is a trait embedded in a person's soul that influences their behavior. Moral material is very important to convey because it perfects the aspects of faith and Sharia as explained by Al-Bayanuni (Rima Nur Ekawati et al., 2023).

A total of 11 da'wah content about morals was found during this research period, including nine contents about commendable morals and two contents about reprehensible morals. One of the content snippets emphasizes the importance of tolerance but remains firm in the principle of aqidah.

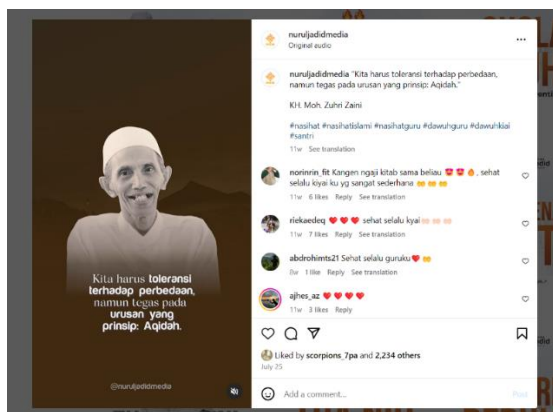


Figure 5 The content of da'wah @nuruljadidmedia with moral message material.

To increase the appeal of moral messages on social media, communicators can use real stories or inspirational stories that are relevant to the current situation. For example, how patience and honesty can be applied in online interactions, such as responding to negative comments or handling hoaxes on social media.

### Digital Da'wah: Opportunities and Challenges

Digital da'wah has become one of the increasingly popular methods of delivering religious messages in the era of social media. With platforms like Instagram, da'wah can not only reach a wider audience, but it can also be delivered in a more engaging and interactive way. One of the main advantages of digital da'wah is its ability to reach a wider audience (Mabrur & Hairul, 2022). By using Instagram, da'wah messages can be spread not only to the followers of the account, but also to people outside of direct reach through features such as reposts, tags, and hashtags. This allows messages about creed, sharia, and morals to reach various circles of society (Mutmainah, 2023).

In digital da'wah, rational and emotional techniques can be used simultaneously to increase the effectiveness of message delivery. For example:

1. Memes: Memes can convey messages in a lighthearted and humorous way, making them easier for younger audiences to understand. Memes related to moral values or religious teachings can be an effective tool for attracting attention.
2. Short Videos: Informative short videos can be used to explain sharia concepts or beliefs in a simple way. The content of this video can include direct explanations from scholars or religious leaders who explain basic principles in easy-to-understand language.
3. Articles and Infographics: Text-based content such as articles or infographics are also important in conveying in-depth information about Islamic law or fiqh. Presenting information in a visual format can help audiences better understand complex topics.

Despite having a number of opportunities and advantages, digital da'wah also has its own challenges. One of the main challenges in digital da'wah is the possibility of misinterpretation of messages. In the context of social media, where information is often disseminated without a clear context, there is a risk that the message of da'wah may be

misinterpreted by the audience. Therefore, it is important for da'wah account managers to ensure that the content presented is clear and does not cause confusion (Rani, 2023).

The practice of simplifying language to accommodate the limitations of social media, such as the amount of content in one publication, the time limit of a media, or other limitations, language simplification needs to be carefully considered by the message creator. While language simplification is important for reaching a wider audience, there is a risk that this simplification may reduce the depth of meaning of religious teachings. Therefore, a balance is needed between simplifying the language and maintaining the essence of Islamic teachings. The use of analogies or everyday examples can help explain the concepts of fiqh in a way that is more relatable to the general audience (Mutmainah, 2023; Rani, 2023).

One of the real examples of the use of social media as a digital da'wah media is Ustadz Abdul Somad, a preacher and famous dai whose da'wah video can be watched by millions of people in a short time since it was published. Through social media, in addition to being able to spread religious messages to a wider realm and diverse audiences, UAS - the nickname of Ustadz Abdul Somad - can also earn income from advertisements that air on religious content that it publishes or commonly known as adsense. Uniquely, UAS regularly donates the adsense income of his YouTube account to the poor and groups in need. This action further strengthens the religious message conveyed through the media strengthened by real action through donations from YouTube adsense that he owns (Amini, 2020; Noviandi, 2024).

The above description shows that digital da'wah must also be responsive to the latest social issues. Raising themes such as tolerance, social justice, or environmental issues in the context of Islamic teachings can make da'wah feel relevant and urgent for the audience (Ahyar et al., 2024). Thus, da'wah not only serves as a delivery of religious teachings but also as a tool to encourage positive social change.

## **CONCLUSION**

In this study, @nuruljadidmedia Instagram accounts have successfully combined persuasive communication elements, both rationally and emotionally, to capture the audience's attention and convey religious values effectively. Through content analysis conducted from July to September 2024, it was identified that the communication strategies implemented not only meet the information needs of the audience, but also respond to the challenges faced by modern society.

From the results of the analysis, it can be seen that the use of rational persuasive communication focuses on delivering clear information and based on reliable sources. For example, the use of provocative questions such as "Why is it important?" in content about Dhuha Prayer successfully attracts the attention of the audience and encourages them to think more deeply about the practice of worship. This shows that a rational approach can be effective in changing perceptions and increasing understanding of Islamic teachings. On the other hand, emotional persuasive communication also plays an important role in

attracting the attention of young audiences. Content that discusses the themes of love and marriage shows a high level of interaction, proving that an emotional approach can create deeper engagement with the audience. The use of attractive visuals and heartfelt captions strengthens the message of da'wah, making it more relevant to the daily lives of its followers.

@nuruljadidmedia accounts show a high responsiveness to the needs and preferences of contemporary audiences. The content presented not only focuses on the aspects of faith and sharia, but also addresses practical issues in daily life. For example, the discussion of sharia law related to the purchase of personal care products for wives reflects an understanding of the modern challenges faced by society. Thus, this account succeeds in bridging the gap between religious teachings and the real needs of the community.

This research opens up opportunities for further exploration of the effectiveness of da'wah communication methods on other digital platforms, such as TikTok or YouTube. Future research may focus on analyzing the impact of various content formats—such as short videos or memes—on the understanding and acceptance of da'wah messages by young audiences. In addition, further studies on how elements of stories or personal experiences can be used to increase the appeal of da'wah messages are also highly recommended.

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