
Digital Da'wah: Analysis of Da'i Behavior and Social Interaction on Instagram**Diana Fithriyah**dianafithriyah13@gmail.com**Afina Athiyyatul Karima**afinaar45@gmail.com**Chilma Nada Fuadiyah**nadachilma2@gmail.com**Muhammad Rikzam Kamal**rx@uingusdur.ac.id

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Abstract

In the digital era, the diversity of audience needs and the influence of platform algorithms pose significant challenges for digital da'wah practices. These conditions require da'i (Islamic preachers) to adapt to technological developments and shifting audience preferences in order to enhance the effectiveness of religious communication. This study aims to examine the dynamics of da'wah in the digital era through the Instagram platform, with a focus on communication strategies, audience interaction, and emerging challenges. Using a qualitative descriptive approach through a literature study, this research analyzes secondary data from books, scholarly journals, articles, and digital documents to systematically describe the phenomenon of digital da'wah without direct field observation. The findings indicate that many da'i demonstrate positive attitudes in conveying religious messages and maintain constructive social interactions with their audiences. Their communication strategies vary, including the use of simple and accessible language, visually engaging content, and interactive two-way communication to foster audience engagement. These strategies have proven effective in enhancing followers' religious understanding and influencing positive behavioral changes. However, the study also identifies contextual challenges in Instagram-based da'wah, such as ethical concerns related to misinformation and hate speech driven by viral content, polarization of religious narratives that intensify interpretive divisions, and the emergence of religious consumerism through sponsored content or merchandise that may shift da'wah orientation from spiritual authenticity toward commercial interests

Keywords: Digital da'wah, Instagram, behavior, strategy, effectiveness**INTRODUCTION**

Dakwah is a term derived from Arabic, namely "*da'a-yad'u-da'watan*," which means invitation, appeal, call, encouragement, or request, etymologically, dakwah means

inviting or calling someone to do something good and right. Thus, in the context of Islam, dakwah is the process of conveying religious teachings to others with the aim of inviting them to obey, believe in Allah SWT, practice Islamic values consciously and deliberately using various specific methods to persuade someone to follow the objectives of dakwah without coercion (Adi et al., 2022). Dakwah is not just about conveying a message, but a systematic and planned effort aimed at awakening human nature's potentials so that people can live happily in this world and the hereafter.

Research in the journal entitled Instagram @Motivasii_Hijrah_ As a Media for Da'wah in Improving the Religious Experience of Youth at the Rawa Sugi Village Mosque, shows that the da'wah behavior carried out by da'wah preachers on Instagram includes not only the delivery of religious messages, but also how the preachers build their public image and interact with followers in the digital space. Research on several Instagram-based da'wah accounts shows that effective da'wah is closely related to the da'wah's ability to present themselves as knowledgeable, ethical, and relatable figures, especially to younger audiences. Da'wah preachers who use polite language, simple and easy-to-understand diction, and content based on the Qur'an and Sunnah—as found in the accounts @sister.fillah and @syahronimardani—tend to receive positive engagement and reception from followers. Other studies highlight that online da'wah requires adaptations in message packaging and interaction patterns, as demonstrated by the account @khalidbasalamahofficial, where systematic content management and responsive communication encourage active audience participation without altering core religious values. Furthermore, research on @halimahalaydrus shows that meaningful social interactions can still be established even without visual self-presentation, through consistent use of Instagram features such as live broadcasts, stories, and the comment section. Collectively, these findings illustrate that da'wah behavior on Instagram is shaped by a combination of content quality, communication style, and interaction strategies, which together contribute to building closeness, trust, and acceptance among followers in the digital environment.

Scholars and dakwah experts define dakwah as an effort to call and invite people to do good, stay away from evil, and attain happiness in this world and the hereafter. Dakwah is also seen as a process of social and spiritual transformation that moves humans from a negative condition to a positive one, such as from disbelief to faith, from disobedience to obedience, and from division to unity. Therefore, dakwah is an obligation for every Muslim to spread goodness and Islamic values according to their abilities and knowledge. Naturally, the media represents good news or information content that should encourage people to do good in accordance with Islamic teachings and how the media that claims to promote Islamic values disseminates and provides information to the public. Naturally, the media represents good news or information content that should encourage people to do good according to Islamic teachings and how the media that claims to promote Islamic values disseminates and provides information to the public (Fitriyah; Prasetya, 2023).

The development of digital technology has brought significant changes in various aspects of human life, including in religious aspects and da'wah activities. The digital era is characterized by rapid advances in information and communication technology that enable the rapid, widespread, and interactive dissemination of messages. Social media is one of the main products of the digital era that has become a new space for da'i to convey religious messages to a society that is increasingly connected virtually (Surbakti et al., 2023). This can also be seen on the YouTube account of Ustadz Abdul Somad Official, who has provided useful preaching messages for the audience (Nurhidayah et al., 2023).

Previous research on da'wah in the digital era, as discussed above, has extensively explored how social media serves as a new space for conveying religious messages, including its benefits in reaching a wider and more interactive audience. However, several aspects remain under-researched, such as the long-term impact of digital da'wah on individuals' spiritual and social transformation, particularly in the context of younger generations intensively exposed to online content. Furthermore, few studies have analyzed the ethical challenges and risks, such as the spread of religious misinformation or the potential for extremism that arise from uncontrolled virtual interactions, and how

da'i can address these with effective strategies. Research also lacks focus on cross-cultural or religious comparisons, such as how Islamic da'wah on social media interacts with da'wah practices of other religions, or quantitative evaluations of digital da'wah success metrics, such as message retention rates and tangible behavioral changes outside of online platforms. Finally, the role of technologies such as artificial intelligence in facilitating or even automating da'wah remains under-explored, opening up opportunities for further research that could provide practical insights for da'is and Muslim communities.

One of the social media platforms used for preaching is Instagram. Instagram is the most popular platform in the world, offering various interactive features such as photo and video uploads, stories, live streaming, and comment columns that can be used to build two-way communication between preachers and their audience. This platform is not only used by young people, but has also reached various levels of society, making it a strategic medium for delivering religious messages in a more interesting and effective way amid the dynamics of modern society. Thus, a deep understanding of preaching as a process of invitation and social interaction is very important in the context of digital preaching today (Kharismawati et al., 2022).

In the past, conventional dakwah was synonymous with face-to-face lectures in mosques, majelis taklim, or conventional religious forums. However, with the development of digital technology, the pattern of dakwah communication has undergone a transformation. Da'i no longer only play a role in delivering one-way messages but also as facilitators, dialoguers, motivators, and even influencers who actively build social interactions with their followers in the virtual world (Sulastri et al., 2020). These interactions can take the form of storytelling, responding to comments, live streaming, conducting Q&A sessions, and even building solid virtual communities. This change requires da'i to adapt, not only in terms of technological mastery, but also in creativity in packaging da'wah messages so that they remain interesting and easy to understand by a very heterogeneous audience. Digital da'wah content must be able to compete with various other types of content that flood Instagram timelines in terms of visuals, narrative, and communication approaches used to influence the audience (Sari et al., 2023). n

contemporary digital Islam, this evolution is exemplified by the rise of Muslim influencers on platforms like TikTok and YouTube, who blend Islamic teachings with modern trends such as lifestyle vlogs, motivational talks, and interactive challenges, fostering a more inclusive and relatable form of religious discourse that resonates with younger generations.

Instagram offers great opportunities for preachers to expand the reach of their preaching. With attractive visual features, preaching messages can certainly be packaged creatively through infographics, short videos, inspirational quotes, and collaborations with Muslim influencers to reach a wider audience. In addition, interactive features such as comments and direct messages enable two-way communication, which can strengthen the relationship between da'i and mad'u (audience). However, behind these opportunities lie various challenges that must be faced because content competition on Instagram is very fierce, so da'i must be able to create content that is not only informative but also engaging and shareable. Furthermore, the phenomena of misinformation, hoaxes, and cyberbullying pose a serious threat that can damage the credibility of da'i and disrupt the process of da'wah. It turns out that many da'i face limitations in terms of time, resources, and technological knowledge in managing their Instagram accounts effectively (Kharismawati et al., 2022).

The phenomenon of digital preaching on Instagram has attracted the attention of many researchers and practitioners of Islamic communication. Analysis of the behavior and social interactions of da'i on Instagram is very important to understand the communication strategies, interaction patterns, and social dynamics that are formed between da'i and their audience. Previous studies show that the success of da'wah on social media is greatly influenced by the da'i's ability to build personal branding, manage feeds, choose effective communication styles, and respond to current issues developing in society. In this regard, Erving Goffman's theory of self-presentation provides a valuable framework for examining how da'i strategically curate their online personas, such as through carefully selected posts, stories, and interactions, to project authenticity and relatability while maintaining religious authority. This theory highlights the performative

aspects of digital da'wah, where da'i act as "performers" in a virtual "stage" (Instagram), adapting their presentations to engage followers and navigate the challenges of online visibility. Additionally, incorporating theories of online social interaction, such as those emphasizing reciprocity and community-building in digital spaces, underscores how da'i foster two-way dialogues, respond to comments, and create virtual communities that enhance engagement and inclusivity. In addition, analyzing the behavior of da'i on Instagram can also provide an overview of ethical challenges, professionalism, and efforts to maintain the substance of da'wah messages amid the rapid flow of digital information. In this context, research on digital da'wah on Instagram is not only academically relevant but also has practical implications for the development of da'wah strategies that are more effective, inclusive, and adaptive to changing times.

This study, entitled "Digital Da'wah: Analysis of Da'i Behavior and Social Interaction on Instagram," aims to provide an understanding of the dynamics of da'wah in the digital age, particularly on the Instagram platform. By analyzing the behavior and social interactions of da'i, this study hopes to identify the behavior of da'i on Instagram, both in terms of content and interactions with audiences or followers, the effective strategies used by da'i in building social interactions with audiences on Instagram, and the effectiveness of social interactions built by da'i on Instagram in shaping the religious understanding and behavior of audiences or followers.

RESEARCH METHOD

This study uses a literature review research method, which is a study conducted by reviewing and analyzing various sources such as books, journals/articles, and digital data documents (Melfianora, 2019). This study uses a qualitative descriptive approach with a focus on literature study, which aims to explain the actual state of digital da'wah carried out by da'i through Instagram systematically (Munir et al., 2022). Thus, this study does not use direct research objects, but rather collects and analyzes secondary data from scientific articles, books, journals, and other digital documents. Thus, this study does not use direct research objects, but rather collects and analyzes secondary data from scientific articles, books, journals, and other digital documents. Specifically, the analysis focused

on 15 prominent da'i accounts on Instagram, selected based on criteria such as having at least 100,000 followers, active posting frequency (at least weekly), and content relevance to Islamic preaching, including a mix of traditional and modern themes to represent diverse digital da'wah styles.

Literature studies aim to explore and reveal various theories and previous research results relevant to the issues being studied. This is used as reference material in discussing the research results. In a study, there must also be important elements, such as the formulation of the problem. In this study, the researcher focuses on: How is the preaching behavior carried out by preachers on Instagram, both in the form of content and interaction with followers? What strategies do preachers use in building social interaction with audiences on Instagram? How effective is the social interaction built by preachers on Instagram in shaping the religious understanding and behavior of followers? Therefore, this study aims to find data results that correspond to the problem formulation using a literature study method. The researcher collected data by analyzing data sourced from books, journals, or previous articles relevant to this study starting from the 2021 period (Munib & Wulandari, 2021).

In this literature review, a total of 10 da'i Instagram accounts were analyzed, selected based on criteria such as popularity among younger audiences (e.g., high follower counts exceeding 100,000), relevance to digital da'wah themes (e.g., content focused on faith, sharia, and morals), and representation of diverse preaching styles (e.g., casual, humorous, or ethical approaches).

The accounts include @sister.fillah, @syahronimardani, @khalidbasalamahofficial, @halimahalaydrus, @abhizar.albiru, @basyasman, @nunuzoo, @husein_hadar, and @ahilmanfauzi, among others mentioned in the reviewed literature. Account identities are published in the analysis to maintain transparency and allow for verification, as they are publicly available and cited in the original studies; however, no personal data beyond usernames and public content was used to ensure ethical considerations. This selection ensures a comprehensive overview

of da'wah behaviors and strategies on Instagram without direct observation of live accounts.

RESULTS AND DISCUSSION

1. Dakwah Behavior Performed by Da'i on Instagram Both in the Form of Content and Interaction with Followers

Dakwah Every preacher must have a strong public image, especially in terms of their character and knowledge, which can convince and encourage their followers to become better people (Oktaviani, 2019). Preachers must also be able to understand their followers, so a preacher must have the ability to understand his followers by behaving well in order to easily win their hearts. One of the successes of preaching also lies in how the preacher behaves towards his followers and how he delivers his preaching (Indah Siti Romadhonah & Malik Ibrahim, 2023).

According to a journal entitled “Dakwah Through Instagram Social Media: Analysis of the Content of Dakwah Messages on the @sister.fillah Account” (Sari et al., 2023), this study focuses on dakwah through Instagram social media by analyzing the content of dakwah messages on the @sister.fillah account. The research method used in this study was library research, with a descriptive qualitative analysis approach. According to this study, Ustadzah Putri Ramadhona is a young preacher, with the target audience being young people and millennials, most of whom consume social media. Seeing this condition, Ustadzah Putri Ramadhona took advantage of it as a means of preaching through Instagram on the @sister.fillah account. The messages conveyed by Ustadzah Putri Ramadhona cover three types of preaching messages, namely preaching messages about morals, which include messages of faith and belief in Allah SWT's qodo and qodar, messages about Sharia law, including prayers, supplications, and remembrance of Allah SWT, and finally, messages about moral values towards oneself, parents, and others. As a da'i, Putri Ramadhona, who preaches through her Instagram account @sister.fillah, uses a polite manner of delivery, does not use overly heavy

language, and is easy to understand and accepted by all circles, especially her target audience, which is young people and the millennial generation.

The behavior of da'wah is important for every da'i so that da'wah can be accepted by the mad'u. According to a journal entitled *Analysis of the Content of Aqidah Da'wah Propagation in the Instagram Account of Ustadz @Syahronimardani* (Azmi Maulida & Sutisna, 2023). The message of da'wah in the videos uploaded by Ustadz Syhroni Mardani's Instagram account aims to encourage people to do good and stay on the path of Allah SWT, make it easier for people to learn religious knowledge, and contribute to goodness in their daily lives. Several da'wah messages on the @syaronimardani account cover faith or belief in the control of Allah SWT. Based on this research, the da'wah written in the captions or videos by the Instagram account @syaronimardani also comes from the Qur'an and Sunnah. Meanwhile, the method used to deliver da'wah is through short videos uploaded to the Instagram account of ustadz @syahronimardani, where ustadz Syahroni Mardani's account uses simple, clear, wise, and convincing language that guides listeners to do good. One of L's responses to the preaching conveyed through the videos uploaded by Ustadz Syhroni on his Instagram account @syahronimardani:

“The communication used by the ustadz is not too heavy and sometimes includes a little humor, so that people who hear it do not get bored.”

The journal titled “Online Da'wah Practices on Social Media (Case Study on the Instagram Account @Khalidbasalamahofficial)” (Kulsum et al., 2021). According to the journal, this research uses a qualitative approach with virtual ethnography and a cyber media analysis model, a method often used to describe how speech and actions occur between communicators. Therefore, according to the journal entitled “Online Da'wah Practices on Social Media (Case Study on the Instagram Account @Khalidbasalamahofficial),” it states that in the implementation of online da'wah, there is a process of adjustment to the implementation of da'wah, which is the same as in the real world in general. Da'i do not simply place da'wah or transfer it from the real world to the virtual space, but also modify the way they package messages and invite congregations. In the application of online da'wah, there is a systematic and well-organized approach in the selection of content, delivery, and in responding to

congregations that is more interactive than in the practice of da'wah in the real world, which is limited. The presence of technology is limited to being a new method, without changing the core values inherent in Salafi teachings.

Not only that, according to a journal entitled “Online Da'wah Practices on Social Media (Case Study on the Instagram Account @Khalidbasalamahofficial),” it also states that cyberspace has expanded the space and freedom for congregations to respond openly and directly to the content presented by the Instagram account @khalidbasalamahofficial. In his preaching, Khalid Basalamah uses words that are easy to understand and acceptable to all segments of society. Khalid Basalamah uses a preaching style that embraces and invites his congregation through language and word choice that is appropriate for all segments of his congregation. Khalid Basalamah's relaxed and memorable preaching technique attracts listeners or viewers to faithfully consume content from his account.

The following is Khalid Basalamah's answer during an interview on June 22, 2020:

“Our goal is for many people to receive guidance. The objective of this preaching is for it to spread quickly. I go with the flow. This is my signature style and rhetoric. I joke at the right moments. The content is dense, so they take away knowledge. As for specific strategies, I don't think about that. I think simply.”

Based on the article titled “Beyond Visuals: Ustazah Halimah Alaydrus's Da'wah Communication on Instagram” (Yuna & Sikumbang, 2023). The purpose is to examine the process of social interaction between Ustadzah Halimah Alaydrus and her followers on the Instagram account @halimahalaydrus to identify unique phenomena that differ from other preachers, considering that the face is an important element in the process of perception during communication. The method used in this article is qualitative research with a descriptive approach. This allows for a description of social interactions through the Instagram account @halimahalaydrus without revealing Ustadzah Halimah Alaydrus herself, thereby enabling a description of the patterns of social interaction with her followers. According to the article entitled “Beyond Visuals: Ustazah Halimah Alaydrus' Preaching Communication on Instagram,” even though Ustadzah Halimah Alaydrus preaches through her Instagram account @halimahalaydrus, which never shows her face in its content, Ustadzah Halimah Alaydrus has managed to attract more than 1.3 million

followers as of April 2023. One thing that attracts the attention of her followers is her unique approach, where she does not share pictures or videos showing herself on her Instagram account @halimahalaydrus. However, this does not hinder social interaction when preaching on Instagram. To convey her messages to her followers, Ustadzah Halimah Alaydrus, who has excellent communication skills and an easygoing style of speaking that she adapts to her followers, has successfully built a positive perception that she interacts in a meaningful and high-quality way even without showing herself on her Instagram account. One form of interaction carried out by Ustadzah Halimah Alaydrus on her Instagram account @halimahalaydrus is three types of interaction: 1.) regularly conducting live broadcasts, 2.) actively using Instagram stories, and 3.) using the comments section. Therefore, the three interactions carried out by Ustadzah Halimah Alaydrus through her Instagram account can build closeness between the preacher and her audience.

2. Da'i Strategy in Building Social Interaction with Audiences on Instagram

Da'i use various approaches to effectively convey their messages on social media. They focus on creating informative and easy-to-understand content, tailoring themes to the needs of their audience, and scheduling posts according to peak user activity times. In addition, understanding algorithms and posting frequency is also important to increase reach. With this strategy, da'i can create interactive communication and strengthen relationships with mad'u digitally (Azhar & Azzahra, 2024) Da'i not only focus on delivering religious messages, but also strive to build emotional closeness and direct engagement with their audience digitally. As revealed in a study titled "Abhizar Albiru's Da'wah Communication Strategy on the Instagram Account @abhizar.albiru" (Putri et al., 2025), it was found that the young da'i Abhizar Albiru implemented effective da'wah strategies to build strong social interactions with his followers on Instagram. He used an approach that was in line with the characteristics of the younger generation. This study identified two main strategies that were implemented, namely the tilawah strategy and the tazkiyah strategy.

In the tilawah strategy, Abhizar conveys his da'wah messages both verbally and in writing. For example, he uploads photos accompanied by motivational words and captions containing religious advice. He chooses simple and easy-to-understand language, as seen in one of his posts:

“People judge you based on your sins, while your God judges you based on your repentance.”

On the other hand, Abhizar's tazkiyah strategy emphasizes spiritual cleansing. For example, in one of his posts criticizing the "velocity" trend among young people, he encourages his followers to avoid useless content and focus more on important issues, such as the condition of Muslims in Gaza. Abhizar delivers his message in a relaxed manner, yet still manages to touch the spiritual side of his audience. The religious content he shares receives a positive response from his followers, as evidenced by the number of likes, comments, and reposts. His strategy of using everyday language, a simple presentation, and emotional closeness in each post demonstrates that the social interactions here are not only informative, but also persuasive and reflective. This study reveals that social media, especially Instagram, can be a very effective tool for conveying da'wah messages and building relationships with audiences, especially the younger generation, ensuring appropriate and relevant communication strategies are implemented.

For a deeper critical analysis, it is important to examine how da'is like Abhizar manage their image. He deliberately appears casual and relatable, rather than a rigid religious figure, to appeal to young people who may be allergic to formal da'wah. This could be a smart strategy to avoid the stigma of "ngaji" (reciting the Koran) being considered old-fashioned, but on the other hand, there's a risk that this image is too "light," resulting in a lack of depth in the spiritual message or even being interpreted as mere entertainment. From the audience's perspective, they might interpret the content as an easily digestible form of social empathy, but does this actually encourage long-term behavioral change? Positive responses like likes and comments may be just a fleeting emotional reaction, not a real commitment to tazkiyah (contemplation). We need to further examine the long-term impact, for example, whether followers actually reduce

their consumption of "velocity" content or remain trapped by Instagram's algorithm that encourages endless scrolling. This analysis suggests that the effectiveness of da'wah in the digital age is not just about content, but also about how the da'i's image and the audience's interpretations influence complex social dynamics.

In a study entitled "Islamic communication ethics: application in da'wah on social media on the Instagram account @basyasman (kadam sidik)" (Hanifah Shabrina, Rahadatul 'aisy, Kurnia Muhajarah, 2024), it was found that the da'wah strategy applied by the young da'i Husain Basyaiban was very effective in building social interaction with the audience, especially the younger generation, on Instagram. This study highlights the importance of applying Islamic communication ethics based on the values of the Qur'an and Hadith in delivering da'wah messages in the digital world. The study explains that the @basyasman account has attracted more than 2.1 million followers on Instagram. This success is supported by the sympathetic delivery of messages, which embrace the concerns of young people, as well as the use of simple and easy-to-understand language. The da'wah content shared is also relevant to the social and spiritual realities of today's youth, such as themes about life anxieties, the search for identity, and motivation for self-improvement. This study also emphasizes that ethics in digital communication are not only related to manners, but also about how a da'i can maintain the purity of the message, avoid hate speech, and strengthen ukhuwah (brotherhood) through the media. Husain Basyaiban's success in preaching on Instagram is also considered to be the result of good media literacy, the ability to understand social symbols, and empathy towards a young audience who are searching for meaning in their lives. With an ethical, adaptive, and empathetic approach, this study concludes that Husain Basyaiban's preaching strategy on Instagram is very effective in shaping religious understanding, increasing spiritual awareness, and building positive social relationships with his followers.

The study entitled "Semiotic Analysis of the Humorous Da'wah Strategy of the Instagram Account Nunuzo" (Abdullah & Nurhidayah, 2019), aims to examine the da'wah strategy applied by the Instagram account @nunuzoo, which uses humor as its distinctive feature. This study uses qualitative methods and Ferdinand de Saussure's

semiotic approach to analyze verbal and nonverbal signs in the da'wah video content uploaded by Nunu, the owner of the @nunuzoo account. This study found that Nunu's dakwah strategy combines three main approaches in dakwah communication, namely: the sensual strategy (al-manhaj al-hissi), the rational strategy (al-manhaj al-'aqli), and the sentimental strategy (al-manhaj al-athifi). These three approaches are presented in the form of short videos combined with elements of humor, making them more accessible to young audiences, especially teenagers. In his videos, such as “*Resolusi Omong Kosong*” (Empty Resolutions), “*Kids Zaman Now*” (Kids of Today), and “*Macam-Macam Sahabat*” (Types of Friends), Nunu uses acting, facial expressions, music, and light dialogue to attract the audience's attention. However, behind all that, there is a message of da'wah that reminds us of the importance of morals, upholding sharia law, and choosing good friends. One example is when Nunu says that it is permissible to be a cool kid, but you still have to obey religious rules and not forget about life after death. The audience's response to this content is very positive. They actively comment, like, and share the content as a form of digital social interaction that shows their connection to the religious message being conveyed. The humor inserted in each video makes the religious message feel lighter, not patronizing, but still touching the emotional and spiritual aspects of his followers. This study shows that with creative preaching strategies tailored to the characteristics of social media such as Instagram, young preachers like Nunu can build effective communication and establish close relationships with their audience, while also increasing religious awareness among the younger generation.

The study entitled “Habib Jafar’s Communication Style in Social Media (A Study of the Instagram Account @husein_hadar)” (Iskandar & Habibi, 2022), discusses the strategies used by da'i in creating social interaction with their audience through the communication style applied by Habib Ja'far on Instagram. In this study, the researchers used a qualitative approach by analyzing 10 posts from a total of 1,697 posts that were selected purposively. In addition, this study also explored communication styles, both verbal and nonverbal. The results of the study revealed that Habib Ja'far uses simple and easy-to-understand language, without sounding patronizing. He conveys his messages

concisely and clearly, often accompanied by relevant religious quotations. In addition, Habib Ja'far also utilizes various visual features such as short videos, illustrations, and infographics. His facial expressions and body movements in delivering his messages also play an important role, as they reinforce religious messages and make them more vivid and appealing to the audience.

In social interactions, Habib Ja'far actively responds to comments and messages from his followers, which creates an atmosphere of mutual support and builds positive relationships between the preacher and his followers. This study highlights that Habib Ja'far's communication is not only one-way, but also involves warm two-way interactions that create a sense of community. One example of very popular content is the “Pemuda Tersesat” (Lost Youth) segment, which combines da'wah with elements of humor and collaboration with famous figures such as Coki Pardede and Tretan Muslim. This content is in high demand because it successfully combines entertainment with moral messages, without sacrificing the essence of Islamic da'wah itself. This study shows that Habib Ja'far's preaching strategy, which emphasizes a humanistic, adaptive, and responsive communication style, has succeeded in creating strong and effective social relationships with young audiences on Instagram. The positive and easy-to-understand delivery also contributes to increasing religious understanding and expanding the reach of preaching to various groups

3. The Effectiveness of Social Interaction Constructed by Da'i on Instagram: Contributions to Digital Da'wah Studies

Lengger The media plays a role in conveying messages, such as in terms of effectiveness. Therefore, the media, especially Instagram, can play a role in guiding the community, facilitating the absorption of Islamic teachings, bringing about changes in a person's character or behavior, and shaping their outlook on life and Islamic character. Da'is now live to spread the word not only in conventional ways but also in modern ways, such as using the Instagram social media platform (Lestari, 2020). Every da'i who has an Instagram account and uses it to spread Islamic teachings has their own way of shaping the understanding of their audience or followers in order to create good religious

behavior. This is evident in a study entitled “The Use of Instagram as a Da'wah Strategy by Ustadzah Oki Setiana Dewi in Shaping the Akhlakul Karimah of Followers” (Kamilah & Muslikhah, 2023). Muslim preacher Ustadzah Oki Setiana Dewi touches the hearts of her followers on Instagram by delivering her da'wah messages gently and avoiding difficult language. The study proved successful in providing religious understanding to her followers. Several of her followers expressed their opinions, stating that:

“What really convinced me was that her da'wah was always based on the Qur'an, hadith, and scholars.” Said by Instagram account @azuraaa_nsy.

“Because, in my opinion, what Ustadzah Oki conveys is in accordance with His teachings by including verses from the Qur'an or hadith in her da'wah.” Shared by the Instagram account @amandaamalia670.

When preaching, Ustadzah Oki Setiana Dewi always discusses ways to cultivate good character and provides knowledge to her followers. She often discusses concepts such as tolerance, purity of heart, and patience as the foundations of good character. The content she presents provides insight into various aspects, including inspiring people to always improve themselves and fostering a better understanding of the responsibilities of each individual. This study shows that it can indeed influence the audience in terms of the religious understanding they have gained from the preaching messages on Ustadzah Oki Setiana Dewi's Instagram.

There is also the effectiveness of da'wah communication from Ustadz Hanan Attaki on his Instagram account. According to a study entitled “The Effectiveness of Communication in Da'wah by Ustadz Hanan Attaki on Instagram on the Spirituality of Generation Z” (Rejeki & Yudistira Nugraha, 2024). The study shows that da'wah communication that is packaged visually, emotionally, and relevant to the daily lives of Generation Z is very effective in increasing psychological closeness and spiritual awareness. Da'wah content that contains themes of love, anxiety, searching for identity, and motivation for worship has proven to attract the most attention and positive interaction from followers. The language style used by Ustadz Hanan Attaki is considered casual, the visual illustrations are modern, and the direct interaction through the comments section and Instagram live feature are the keys to the success of his da'wah.

Researchers in the study conducted semi-structured interviews with 10 Generation Z informants, who revealed that the religious messages conveyed through Ustadz Hanan Attaki's personal Instagram account had a positive impact on their spiritual and religious transformation. These changes include various things, such as increasing awareness of the importance of worship, increasing understanding of Islamic values, and motivating oneself to improve spiritually, such as praying five times a day, reading the Qur'an, and being more selective in choosing friends. This study confirms the success of Ustadz Hanan Attaki's preaching in effectively influencing the religious understanding and behavior of his audience or followers, especially Generation Z, provided that the communication is adaptive, contextual, and empathetic, as seen in the content shared by Ustadz Hanan Attaki's Instagram account.

The study entitled “Semiotic of Da'wah on Instagram: A case Study of Ustadaz Taqy Malik's Videos” (Amanah et al., 2025). This study analyzes audience responses through the comments they make on each video, focusing on three main aspects, namely faith, sharia, and morals. The research method used is descriptive qualitative, collecting data through observation and documentation of video content and comments from followers. Most of the comments are positive. Ustadz Taqy Malik uses simple, easy-to-understand language that is not convoluted, delivered concisely and interestingly, combined with light humor, which makes the messages of his preaching more internalized by the audience, especially the millennial generation. The content posted by Ustadz Taqy Malik received many positive responses from followers, both through likes, shares, and comments that expressed appreciation for the simple but meaningful way of delivering religious messages. Thus, the research proved successful in reaching the audience in delivering religious messages by Ustadz Taqy Malik on his personal Instagram account. For example, one of the posts discussed the importance of prayer. It turns out that many audiences commented in the comments section, expressing their gratitude for being reminded of the importance of prayer. According to the audience, the style of preaching on Instagram is not patronizing, but rather sincere and persuasive.

The study entitled “The Effectiveness of Instagram as a Medium for Da'wah (A Study of Followers of the Instagram Account @Ahilmanfauzi)” (Nur Bahri, 2024). aims to determine the extent to which Instagram can serve as an effective medium for da'wah on the @Ahilmanfauzi account. This study uses a descriptive quantitative method, distributing questionnaires to 100 followers of the @Ahilmanfauzi account, comprising 61% women and 39% men. The results of the study found that the da'wah delivered by Ustadz Hilman Fauzi on his personal Instagram account @ahilmafauzi was very effective as a medium for da'wah because it had a high effectiveness rate of 83% and was categorized as very effective. The da'wah content presented through the @Ahilmanfauzi account was considered light, easy to understand, and in line with the religious information needs of the followers.

The positive impacts felt by followers of the @Ahilmanfauzi account include: increased understanding of Islamic teachings; easier access to religious information; and the relevance of the da'wah messages to everyday life. From this research, it appears that followers are very satisfied with the religious content shared by the @Ahilmanfauzi account, with a percentage of 84.98%, and as many as 90.96% of followers admit to having implemented the content of Ustadz @Ahilmanfauzi's religious messages in their daily lives. Thus, Instagram not only serves as a means of entertainment, but also as a medium for learning and spreading religious values that can influence the behavior and knowledge of followers. This study proves that the high percentage of followers who feel helped and inspired by the da'wah content shared shows that the use of Instagram by the @Ahilmanfauzi account is very effective in delivering da'wah messages and providing real impact and benefits for followers.

CONCLUSION

This study reveals that digital preaching through Instagram is very effective in conveying religious messages and building relationships between preachers and audiences. By using simple language, attractive visual content, and two-way interaction, preachers can reach more people, especially among the younger generation who are accustomed to technology. Digital preaching is now not just an alternative, but has

become a necessity to ensure that preachers remain relevant in the era of social media. Therefore, it is very important for preachers to continue to improve their understanding of technology and develop effective communication strategies. For future research, it is recommended to focus on the long-term impact of digital da'wah on religious behavior. In addition, da'i need to maintain communication ethics and avoid negative issues such as misinformation. Producing creative content and collaborating with influencers who share the same values can be a strategic step to expand the reach of da'wah.

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