


Communication Strategy for Islamic Propagation on Social Media: Case Study of the Use of YouTube by Religious Figures

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Article Info	ABSTRACT
<p>Keywords: Communication Strategy, Da'wah, Social Media, YouTube, Religious Figures</p>	<p>This study aims to analyze the da'wah communication strategies used by religious figures in delivering Islamic messages through the YouTube platform. In the digital era, social media has become a primary means for spreading da'wah more broadly, quickly, and interactively. YouTube, as a video-based medium, enables preachers or religious figures to reach audiences across different ages, regions, and social backgrounds. This research adopts a qualitative approach using a case study method by observing and analyzing the da'wah content of several religious figures: Ustadz Abdul Somad, Ustadz Adi Hidayat, and Ustadz Khalid Basalamah. The results indicate that da'wah in the digital era, particularly through platforms like YouTube, has evolved rapidly, allowing preachers to reach wider audiences with creative and relevant content. Ustadz Abdul Somad (UAS) utilizes social media with a communicative approach involving humor and simple language, adapting his messages to the social and cultural context of the audience, making it accessible to various groups. Ustadz Adi Hidayat combines a systematic educational approach with an academic style that is easy to grasp, leveraging platform features to broaden his reach and build a dynamic learning community. Meanwhile, Ustadz Khalid Basalamah adopts a heartfelt preaching method, such as Mau'izhoh Hasanah, and engages in real actions through social and educational activities, actively interacting with his audience through comments to strengthen two-way communication. These three figures have successfully utilized technology to spread Islamic values effectively and innovatively.</p>
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INTRODUCTION

In the traditional context, da'wah is often associated with the activity of a religious figure delivering sermons from a pulpit to a large congregation. However, in reality, not everyone has the ability to deliver speeches or speak in public (Richting & Maulana, 2022). Therefore, da'wah can be carried out through various alternative methods as long as it remains based on the teachings of the Qur'an and Hadith. For example, a Muslim who works as a producer may not have the capacity to preach verbally in public, but can convey Islamic messages through audiovisual works such as films or soap operas that are rich in da'wah values (Prianto, 2023). Similarly, a writer can channel da'wah messages through written media such as short stories, novels, articles, scientific journals, and other forms of writing. This demonstrates that

da'wah is not limited to one form of delivery but can be carried out through various creative media that align with the times and the individual's abilities (Fabriar et al., 2022).

The development of communication and information technology today has advanced significantly, giving rise to various forms of information and communication technologies that are now present in society (Faldiansyah & Musa, 2020). These innovations have emerged in response to the growing public demand for services that are fast, efficient, and accurate across various aspects of life. In line with the demands of the times that emphasize speed and accuracy of information, online mass media now play a highly dominant role. Compared to conventional mass media, online media occupy a superior position in terms of accessibility, speed of information delivery, and the breadth of audience reach (Saefulloh, 2012).

The rapid development of communication and information technology has also influenced the way da'wah is delivered. Da'wah is no longer limited to conventional methods such as direct sermons in mosques or face-to-face religious gatherings but has transformed in line with the digitalization occurring in society (Muhtadi, 2016). This shows that da'wah, as a process of conveying Islamic teachings, is dynamic and adaptive to changing times, as long as it remains grounded in the Qur'an and Hadith. Preachers can now utilize various digital media to reach broader audiences, unrestricted by space and time, making religious messages more accessible to people from various walks of life (Purwanto et al., 2017).

In the digital era, da'wah is expanding through various social media platforms such as YouTube, Instagram, TikTok, as well as podcasts and personal websites. YouTube in particular has become a highly potential alternative medium for visual da'wah because it combines audio, visual, and interactive elements (Husna, 2021). Religious figures and younger preachers are starting to build their own da'wah channels with more communicative, creative, and relevant styles suited to the digital generation. With diverse content such as Islamic studies, Q&A sessions on religion, and educational and inspirational content based on Islamic values, digital da'wah has become a strategic tool in spreading the message of Islam amid globalization and modernization (Burhanudin et al., 2019).

Social media, especially YouTube, plays a very significant role in spreading da'wah in today's digital era. As an open video-sharing platform accessible to everyone, YouTube allows preachers to deliver religious messages in a visual and engaging manner. Features such as comments, likes, subscriptions, and live streaming provide space for direct interaction between preachers and their audiences, creating more effective two-way communication compared to conventional methods (Khumaedi & Fatimah, 2019). In addition, YouTube's algorithm can recommend da'wah content to users based on their interests, broadening the reach of da'wah without the need for face-to-face interaction. Thus, YouTube not only serves as a tool for information dissemination but also as a strategic medium for da'wah, reaching a digital generation familiar with technology and relying on social media as a primary source of religious information and inspiration (Rahmawati & Zaini, 2021).

The role of communication and information technology has had a significantly positive impact on the practice of da'wah, as it facilitates the preachers in spreading Islamic messages that emphasize peace and well-being for all humanity, or rahmatan lil alamin (Karim, 2016). With this advancement, the task of the preacher becomes easier, as they can reach a broader

audience without the constraints of time and space. Digital technology, especially the YouTube platform, provides space for da'wah to grow in a more innovative and engaging way, enabling message delivery through various creative and interactive content formats. The phenomenon of digital da'wah, especially through YouTube, is increasingly relevant and compelling to study, given the growing trend of da'wah following the advancements of modern technology (Habibi, 2018).

This research focuses on analyzing the da'wah communication strategies applied by several prominent religious figures, namely Ustadz Abdul Somad, Ustadz Adi Hidayat, and Ustadz Khalid Basalamah, who actively utilize the YouTube platform to spread Islamic messages to wider audiences. These three figures are known for their preaching styles that are not only engaging and easy to understand but also highly relevant to contemporary issues faced by society. With a large number of followers on social media, they are able to reach diverse groups, from the young to the elderly, and from various social and cultural backgrounds. Through professionally packaged and engaging da'wah videos, they have successfully utilized YouTube's potential as a tool to spread profound Islamic values while fostering closer interaction with their followers.

METHOD

This research employs a qualitative approach with a case study method to analyze the communication strategies used by prominent religious figures on the YouTube platform (Sugiyono, 2016). A qualitative approach is chosen because the main objective of the study is to gain an in-depth understanding of how religious figures convey da'wah messages on social media, particularly YouTube, and their impact on audiences. The primary data sources in this research are da'wah videos uploaded by Ustadz Abdul Somad, Ustadz Adi Hidayat, and Ustadz Khalid Basalamah, who are widely recognized religious figures. Data will be collected through observations of the da'wah videos they upload, as well as documentation of audience comments and video statistics (such as number of views, likes, and shares). In addition, in-depth interviews with some followers or viewers of these videos will be conducted to understand their perceptions of the da'wah messages being delivered.

The data analysis will use content analysis to explore the main messages, delivery strategies, audience interaction, and the relevance of the da'wah content. To ensure the validity and reliability of the data, the researcher will apply source triangulation, comparing findings from video analysis, audience interviews, and statistical documentation. Data processing will be carried out descriptively and qualitatively by presenting the findings and providing a narrative of the communication strategies employed by the religious figures on YouTube. This research is expected to provide insights into the effectiveness of da'wah in the digital era and how social media platforms, particularly YouTube, can be utilized as effective tools for disseminating Islamic messages.

RESULT AND DISCUSSION

The role of da'wah communication strategies is highly important in determining the effectiveness of delivering Islamic messages to the public. In the context of da'wah,

communication strategy is not only about delivering a message, but also about how that message is received, understood, and internalized by the audience. Without the right strategy, da'wah messages may not effectively reach the audience and may even lead to misunderstandings or rejection. Therefore, a preacher must be able to choose the appropriate communication channel, use language that suits the audience, and select methods that are engaging and relevant to current times. A good communication strategy ensures that the da'wah message is well received by the public and can generate positive changes, both in attitudes and behaviors.

In addition, an effective da'wah communication strategy can also build a closer relationship between the preacher and the audience. In today's digital world, the use of social media such as YouTube, Instagram, or Facebook allows da'wah to reach a wider and more diverse audience. However, this also requires skill in crafting appropriate content, both in terms of substance and delivery style. Preachers must use technology wisely so that da'wah messages remain relevant and easily accepted by audiences across different backgrounds. With the right approach, da'wah will not only reach people but also be embraced wholeheartedly, bringing significant impact to social and religious change in society. The following are some of the da'wah communication strategies used by several well-known religious figures or ustadz in Indonesia.

Da'wah Communication Strategy of Ustadz Abdul Somad on YouTube

Abdul Somad Batubara, better known as Ustadz Abdul Somad or UAS, is one of the prominent preachers in Indonesia, widely known for his deep understanding of Hadith and Fiqh. Born in Asahan, North Sumatra, Ustadz Abdul Somad rose to prominence due to his straightforward, insightful, and easy-to-understand preaching style, despite often addressing complex Islamic issues. UAS is a graduate of several prestigious Islamic educational institutions, both domestic and international, which strengthens his authority in conveying Islamic teachings. Additionally, his da'wah approach, which emphasizes dialogue and academic perspective, makes him well-accepted among various groups, including youth and progressive communities, as well as those outside traditional circles.

In today's digital era, Ustadz Abdul Somad also utilizes social media platforms, especially YouTube, to spread his da'wah to a broader audience. His YouTube channel, Ustadz Abdul Somad Official, has become a major source for millions of followers to access sermons, Q&A sessions, and various Islamic studies. Through accessible videos, Ustadz Abdul Somad is able to reach people across Indonesia, even globally. With his distinctive delivery style—simple, assertive, and touching on daily life aspects—UAS effectively communicates Islamic values that are relevant to contemporary developments, making him one of the most influential religious figures in the digital da'wah landscape (Nurul Muzayyana, 2020).

The researcher identified several da'wah communication strategies used by Ustadz Abdul Somad on YouTube. These strategies include:

1. Building Communicator Credibility

Ustadz Abdul Somad demonstrates communicator strength through a combination of academic competence, spirituality, and public communication skills. He holds a formal education in religious studies, both nationally and internationally, which legitimizes the Islamic

teachings he delivers. This profound knowledge allows him to respond to various public inquiries with strong evidence from the Qur'an, Hadith, and classical Islamic references. Moreover, his command of Arabic, Indonesian, and regional languages enhances the effectiveness of his da'wah delivery to diverse audiences.

On the other hand, Ustadz Abdul Somad also builds an image as an authentic communicator who is close to the people. This is evident in his modest appearance, humble demeanor, and quick responses to current social issues. He maintains an open yet authoritative communication ethos, fostering both respect and emotional closeness from the audience. This credibility and charisma enhance his influence, ensuring that his messages are not only heard but internalized by his followers.

2. Target Audience Identification

In identifying his target audience, Ustadz Abdul Somad demonstrates high sensitivity to social dynamics and current public issues. He does not deliver his da'wah rigidly or uniformly, but instead adjusts to the social, cultural, and psychological context of the audience. This approach aligns with communication strategy theories emphasizing the importance of audience analysis as the basis for message planning. His audience targeting involves direct observation of emerging issues and interactions with his listeners. This awareness helps him craft relevant and well-received da'wah narratives that address the real problems people face.

Furthermore, he considers both external and internal factors that influence audience perception and understanding of da'wah messages. External factors such as cultural background, local values, geographical conditions, income levels, and ideology affect how people receive and interpret messages. Internal factors such as education level, religious experience, and spiritual needs are also crucial. Ustadz Abdul Somad does not view the audience as passive objects, but as active subjects with their own dynamics. Therefore, before delivering a message, he often listens to public concerns and questions—whether through Q&A forums or social media—making his da'wah participatory, responsive, and contextual. This strategy allows his messages to be grounded and deeply resonate with the audience.

3. Humorous, Light, and Easy-to-Understand Communication Style

Ustadz Abdul Somad's humorous, light, and accessible communication style is a key strength in reaching various groups, especially laypeople without formal religious education. His use of humor is not merely for entertainment, but serves as a rhetorical tool to ease tension and bridge serious messages with a pleasant tone. This makes the audience feel more comfortable and open to receiving Islamic teachings without feeling lectured or pressured.

Moreover, he uses everyday language tailored to local cultures, enhancing the effectiveness of message delivery. He is unafraid to use popular terms, simple analogies, or regional jokes that make the da'wah message more grounded. This style attracts a wide range of audiences, from young to old, across different social backgrounds. Such an approach makes his da'wah more engaging, relatable, and capable of reaching a broader spectrum of people.

4. Adopting the Wasathiyah (Moderate) Approach

Ustadz Abdul Somad adopts the manhaj wasathiyah (moderate approach) as the main framework in his da'wah, promoting balance and avoiding extremism in practicing Islam. He emphasizes the importance of understanding Islam in a flexible way that can respond to

changing times without losing its essence. In his sermons, he frequently reminds Muslims to act justly and be tolerant, both towards fellow Muslims and people of other religions. This reinforces Islam's values as a rahmatan lil 'alamin (a mercy to all creation), bringing peace and solutions.

His moderate approach is also reflected in how he explains differences in schools of thought, religious practices, and legal perspectives among Muslims. He does not impose a single truth but encourages understanding of diversity within Islam as a form of intellectual richness. This approach helps mitigate potential conflicts between groups and strengthens Islamic brotherhood (ukhuwah Islamiyah). Thus, his da'wah message is not only normative but also promotes social harmony and humanitarian values.

Communication Strategies of Ustadz Adi Hidayat's Da'wah on YouTube (English Translation)

Ustadz Adi Hidayat is one of Indonesia's leading contemporary intellectual preachers who holds significant influence among the Muslim community, especially among the urban population and younger generations. He currently serves as the First Deputy Chairman of the Majelis Tabligh of the Central Leadership of Muhammadiyah for the 2022–2027 period, reinforcing his role in supporting a structured and modern da'wah movement under the Muhammadiyah organization. His da'wah is characterized by a rational, systematic, and argumentative approach, appealing to those seeking a deep and logical understanding of Islam. In his sermons, Ustadz Adi Hidayat combines the strength of religious texts (nash) with contextual and scientific approaches, making his da'wah relevant across various societal layers, both in terms of religious scholarship and social realities.

In 2013, Ustadz Adi Hidayat established an Islamic study center named Quantum Akhyar Institute, a platform for the development of Islamic knowledge based on the Qur'an and Hadith integrated with modern sciences. This institution serves as a center for Islamic learning that not only focuses on worship practices but also builds social, moral, and intellectual awareness among the Muslim community. Three years later, he expanded his da'wah outreach through digital media by launching the Adi Hidayat Official YouTube channel. Through this platform, he actively shares sermons, Qur'anic interpretations, and responses to current religious and national issues. His presence on digital media has allowed his da'wah to reach not only local audiences but also global communities, including the Indonesian diaspora abroad. With a combination of institutional involvement, academic approach, and technological utilization, Ustadz Adi Hidayat exemplifies a modern preacher who bridges Islamic values with contemporary challenges (Latifah, 2024).

Below are some of the key da'wah communication strategies used by Ustadz Adi Hidayat on YouTube:

1. Educational and Systematic Approach

An educational and systematic approach is a hallmark of Ustadz Adi Hidayat's da'wah strategy on YouTube. Rather than delivering spontaneous speeches, he organizes his content thematically and sequentially, forming a coherent and in-depth series of knowledge. This reflects that his da'wah is well-planned and structured, resembling academic teaching. When conveying Islamic messages, Ustadz Adi Hidayat uses strong arguments based on the Qur'an and Hadith and enriches them with supporting disciplines such as Islamic history, logic, and

linguistics. This strategy ensures that his lectures are not merely rhetorical but also promote logical and rational understanding of Islamic teachings.

His delivery style is distinctive—calm, organized, and intellectual. He avoids emotional or provocative tones and instead fosters a meaningful and conducive learning environment. Additionally, he often uses visual aids like infographics, diagrams, or simple illustrations drawn on a whiteboard or shown on a presentation screen. These visuals help audiences grasp abstract religious concepts in a more concrete and accessible way. This educational approach not only enhances spiritual understanding but also broadens the scientific and intellectual insight of the Muslim audience in an enjoyable manner.

2. Academic Yet Accessible Communication Style

Using an academic yet accessible communication style is a key part of Ustadz Adi Hidayat's da'wah strategy, especially on YouTube. He consistently avoids emotional or provocative communication styles often used to stir enthusiasm but which risk misunderstanding. Instead, he adopts a calm and objective tone when presenting religious teachings, reflecting his scholarly depth and careful attention to the accuracy of the message. This strategy strengthens his image as an intellectual preacher who prioritizes education over agitation.

In explaining Islamic concepts, Ustadz Adi Hidayat employs a logical and rational approach structured according to academic principles. He often blends academic language with everyday expressions that are easy to understand, making his da'wah accessible to a wide range of audiences—from highly educated individuals to the general public. For example, when explaining Qur'anic verses or Hadith, he not only reads the texts but also discusses their historical context, linguistic meanings, and contemporary applications. This approach transforms his sermons into educational sessions that are enjoyable and build deep awareness among the Muslim community.

3. Responsive and Interactive with the Audience

Another characteristic of Ustadz Adi Hidayat's da'wah communication strategy is his responsiveness and interactivity with his audience, particularly through YouTube and social media. He actively provides Q&A sessions, both live during lectures and through scheduled Q&A videos. In these sessions, various questions from viewers or congregants—gathered beforehand—are answered clearly, thoroughly, and based on authoritative Islamic sources. This shows that his da'wah is not one-directional but fosters healthy and constructive dialogue between preacher and audience.

Moreover, Ustadz Adi Hidayat demonstrates genuine concern for the aspirations of the Muslim community by responding to comments or questions via social media, directly or indirectly. He positions his audience not as passive listeners but as active participants in the da'wah process itself. This approach fosters a more personal and close communicative relationship, making the audience feel heard, respected, and engaged. Such interactivity not only enhances the effectiveness of da'wah delivery but also strengthens audience loyalty and creates a dynamic online learning community.

4. Optimization of YouTube Features and Algorithm

Ustadz Adi Hidayat effectively utilizes YouTube's features and algorithms to reach a broader audience and ensure that his da'wah videos are easily discoverable. One of the strategies he uses is crafting informative and engaging (click-worthy) titles that spark curiosity without misleading or compromising content accuracy. These titles not only attract attention but also accurately reflect the content, allowing viewers interested in specific topics to find the most relevant videos easily. In addition, he carefully curates video descriptions and selects appropriate tags, making the videos more searchable on YouTube and boosting visibility through proper SEO (Search Engine Optimization) techniques.

Furthermore, Ustadz Adi Hidayat maintains a consistent upload schedule and optimal video duration for each lecture. Consistency in uploading helps build audience expectations, as they know when to expect new content and continue their religious learning. An ideal video duration—neither too long nor too short—ensures that the audience remains engaged without feeling overwhelmed. Through these efforts, Ustadz Adi Hidayat successfully builds audience loyalty that keeps returning to his YouTube channel, fostering a strong connection between preacher and community through regularly updated and accessible content.

Communication Strategy of Ustadz Khalid Basalamah in Da'wah on YouTube

Khalid Zeed Abdullah Basalamah is one of the well-known Islamic preachers and thinkers in Indonesia, particularly associated with the Salafi movement. As a preacher, he plays a significant role in delivering Islamic messages that focus on purifying religious teachings based on the understanding upheld within the Salafi tradition. In addition to his active preaching activities, he is also involved in various social and educational endeavors. One of his notable roles is serving as a sharia advisor at Rahmatan Lil 'Alamin Boarding School located in Solok Regency, West Sumatra. This school is recognized as an educational institution that integrates Islamic teachings with formal education, and Khalid Zeed Basalamah contributes to the development of a curriculum rooted in pure Islamic teachings.

Besides preaching, Khalid Zeed Abdullah Basalamah is also engaged in business. As an entrepreneur, he upholds sharia principles in running his businesses, emphasizing integrity and ethics in every aspect of professional life. In his view, da'wah is not limited to sermons or teaching religion but can also be done through the application of Islamic values in daily life, including in the business world. This makes Khalid Zeed Basalamah a key figure in educating Muslims about the importance of living in accordance with sharia principles across spiritual, social, and economic domains (Nasution et al., 2024).

Ustadz Khalid Basalamah applies various da'wah strategies through social media, particularly YouTube. He employs the method of "Mau'izhoh Hasanah", which emphasizes giving heartfelt advice, along with da'wah bi al-Lisan (verbal preaching) and bi al-Hal (preaching through actions). He is also active in social initiatives and da'wah through the Khalid Basalamah Foundation and Gazwah Enterprise. His main da'wah strategies on YouTube include:

1. Mau'izhoh Hasanah (Heartfelt Advice)

The Mau'izhoh Hasanah strategy utilized by Ustadz Khalid Basalamah on YouTube focuses on delivering advice that touches the hearts and emotions of the audience. This

approach aims to convey religious messages in a gentle and compassionate way, avoiding a judgmental tone. For instance, in the video “Dakwah Tanpa Harus Memvonis” (“Da'wah Without Judging”), Ustadz Khalid reminds Muslims to uphold good manners and refrain from hastily judging others. This method encourages self-reflection and self-improvement without creating a sense of fear or guilt.

By using this approach, Ustadz Khalid not only provides informative sermons but also moral and spiritual inspiration that deeply resonates with the audience. His sincere advice fosters a closer connection between the audience and the message, motivating them to apply Islamic teachings in everyday life. In this way, da'wah becomes a tool not just for education, but also for inner transformation, helping individuals embrace the message in a positive and heartfelt manner.

2. Da'wah bi al-Lisan (Verbal Preaching)

The verbal da'wah (bi al-Lisan) strategy used by Ustadz Khalid Basalamah on YouTube involves delivering Islamic teachings through speeches, lectures, and discussions that are easily understandable for a wide audience. By using clear and simple language while maintaining depth in meaning, he ensures his message is accessible to people from various educational and age backgrounds. This inclusivity broadens the reach and acceptance of his da'wah.

This method emphasizes the value of verbal interaction in enhancing understanding of Islamic teachings. His emotionally rich and thoughtful speeches invite listeners to reflect and engage more deeply with religious knowledge. Verbal da'wah not only enriches spiritual understanding but also strengthens social ties within the community through shared learning and engagement.

3. Da'wah bi al-Hal (Preaching Through Actions)

Beyond words, Ustadz Khalid Basalamah practices bi al-Hal—preaching through real actions. This is evident in his involvement in various social initiatives through his foundation and businesses. These include helping those in need, offering scholarships, and supporting youth education. His actions demonstrate that da'wah is not limited to words, but also requires practical implementation of Islamic values for the benefit of the community.

Through bi al-Hal, Ustadz Khalid emphasizes the importance of being a role model and living by Islamic principles. His charitable work not only benefits society but also reflects his commitment to Islamic teachings, particularly the importance of caring for others. This approach makes da'wah more relatable and impactful, as it is accompanied by tangible actions that improve lives.

4. Interaction with the Audience

Ustadz Khalid Basalamah's interactive strategy on YouTube reflects his commitment to building two-way communication with his followers. He actively responds to comments and questions from viewers, fostering a sense of closeness and mutual respect. This interaction goes beyond just answering questions—it creates a space for constructive dialogue and deeper exploration of Islamic teachings.

Quick and thoughtful responses from Ustadz Khalid show that he sees his audience not merely as passive listeners but as active participants in the da'wah process. This engagement

enhances trust and makes the audience feel valued. By encouraging dialogue, he creates a participatory learning environment that enriches understanding and strengthens the connection between preacher and audience.

CONCLUSION

Preaching in the digital era has rapidly evolved through platforms like YouTube, enabling preachers to reach wider audiences with creative and relevant content. The communication strategies employed by well-known religious figures such as Ustadz Abdul Somad, Ustadz Adi Hidayat, and Ustadz Khalid Basalamah demonstrate how technology can be utilized effectively and innovatively to spread Islamic values. Ustadz Abdul Somad (UAS) has successfully leveraged social media, particularly YouTube, as an effective channel for Islamic preaching. With a communicative approach that involves humor, simple language, and material tailored to the social and cultural context of his audience, UAS has managed to reach various groups—young and old alike, and people from diverse backgrounds. His communication strategy, which includes enhancing the credibility of the communicator, accurately identifying the target audience, and applying the *wasatyah* (moderate) approach, allows his messages to be well received, even among more diverse communities. Ustadz Adi Hidayat's preaching strategy on YouTube combines a systematic educational approach, an academic style that is easy to understand, responsive interaction with the audience, and optimal use of the platform's features to expand reach. With delivery that is rational, structured, and based on relevant religious texts—as well as the use of technology such as infographics and Q&A sessions—his preaching is not only deep in knowledge but also accessible to a wide audience. This approach fosters a strong connection between Ustadz Adi Hidayat and his viewers, builds a dynamic learning community, and increases audience loyalty through scheduled and easily searchable videos. Ustadz Khalid Basalamah employs various preaching strategies on YouTube to reach a broad audience and build closer connections with his followers. Through the method of *Mau'izhoh Hasanah*, his preaching touches hearts with sincere and compassionate advice. Meanwhile, *bi al-Lisan* preaching conveys religious messages verbally in language that is easy to understand. Additionally, *bi al-hal* preaching is demonstrated through real actions in social and educational activities that have a direct impact on society. Active interaction with the audience through comments and questions also strengthens two-way communication, making his preaching more engaging and relevant..

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