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The Role of Da'i and Influencers in Presenting Islamic Preaching Content on Social Media Case Study: The Success of Islamic Preaching in the Younger Generation

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ABSTRACT

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This study analyzes the role of preachers and influencers in presenting da'wah content on social media and its impact on the success of da'wah among the younger generation. Using a qualitative case study approach on several popular accounts, this study found that collaboration between preachers and influencers, creative content strategies, and the use of interactive social media features contributed significantly to increasing the understanding and involvement of the younger generation in religious activities. The results also show that personal branding, theme relevance, and communication style that is close to everyday life are the keys to the success of digital da'wah.

Social Media, Speaker, Influencer, Strategy for Presenting Preaching Content, The Impact of Successful Preaching.

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INTRODUCTION

The development of technology, especially social media, has brought major changes in various aspects of life, one of which is bringing changes in Islamic preaching activities. Social media is not only a means of social interaction, but also a primary platform for spreading religious messages widely and effectively, especially among the younger generation who are known to be very active in using social media.

Social media has become a new space that has great potential for preachers and influencers to convey religious messages in a more creative, innovative, and easily accessible way. The success of preaching in the younger generation is largely determined by the ability of preachers and influencers to understand the characteristics of the younger generation and find communication strategies that are relevant to current social media trends that are very popular among the younger generation.

This study aims to analyze how the role of Da'i and Influencer presents da'wah content that attracts the attention of the younger generation to watch the da'wah content presented and its impact on the success of da'wah among the younger generation. By focusing on how Da'i and Influence create da'wah content that can be an effective means of spreading Islamic values through da'wah content that is presented more attractively.

By utilizing platforms spread across social media, it is hoped that da'wah can be accessed more widely, thus facilitating successful da'wah content among the younger generation where social media is not only a place of entertainment, but can also be used as a place to form religious and moral understanding for the younger generation today. Not only that, we will also analyze the role of da'i and influencers in presenting da'wah content on social media, as well as what factors determine the success of da'wah among the younger generation through social media.

Previous studies have discussed the effectiveness of social media on da'wah, but few have discussed the role of da'i and influencers and their impact on the success of da'wah among the younger generation. In addition, not many have discussed in depth the personal branding strategy and two-way interactions carried out by Da'i and influencers in presenting da'wah content.

This study offers novelty by focusing on how da'i and influencers work together to present relevant and effective da'wah content on social media. An in-depth analysis of the role of personal branding and two-way interaction in attracting the attention of the younger generation. Practical recommendations for developing da'wah content based on trends and the psychosocial needs of the young digital generation.

RESEARCH METHOD

This study uses a qualitative approach with a case study method on several social media accounts of popular preachers and influencers in Indonesia. Data were collected through content observation and literature analysis. Online observation of social media accounts of da'i and influencers to analyze content types, posting frequency, audience interaction, and methods of delivering da'wah. Literature study by reviewing literature, journals, articles, and documents related to digital da'wah and social media communication as secondary data sources. Focus on digital da'wah activities by da'i and influencers on popular social media platforms such as Instagram, YouTube, TikTok, and Facebook. Literature studies are used to examine relevant da'wah communication and social media theories as a basis for analysis.

RESULT AND DISCUSSION

Da'i and influencers act as a bridge between religious values and the lives of the younger generation. They use social media platforms such as Instagram, TikTok, YouTube, and Telegram to present da'wah content in the form of short videos, long videos, Quotes, Educational videos, Instagram reels, video stories, podcasts, live streaming, and building online da'wah communities. Influencers such as Ust. Agam, Kadam Sidiq, and Da'i such as Ust. Felix, Habib Ja'far, Ustadzah Halimah Alaydrus, and Ustadzah Oki Setiana Dewi, are able to build closeness with the younger generation through simple language, attractive visuals, and active interaction in the comments column or live streaming features.

Content Presentation Strategy

The strategies used include:

- Determine the target focus of the da'wah content to be presented.
- Selection of themes that are relevant to current issues and the daily lives of the younger generation.
- Focus on one social media platform, so that there is no confusion in every content presented.
- Use of humor, storytelling, and interesting visualizations to increase engagement.
- Conduct revisions or re-editing before the da'wah content is presented.
- Consistency of personal branding that builds audience trust and loyalty.
- Ensure that the da'wah content presented does not conflict with Islamic laws.
- Be responsible for every content that has gone viral on social media and has authentic references to what is conveyed on social media.
- Collaborate with other influencers to expand the reach of da'wah.

Success of Da'wah in the Young Generation

The success of da'wah is measured by:

- High interaction (likes, comments, shares) and growth in the number of followers on each social media platform.
- Increased understanding and practice of religious values among young people.
- The formation of a virtual community that is active in religious discussions and activities.
- Changes in behavior and attitudes that are in accordance with Islamic values.

The development of social media allows preachers and influencers to spread the message of Islam more widely and interactively, while providing education on the wise and responsible use of social media. Professional preachers are able to package preaching materials in an interesting, educational,

and entertaining way without eliminating religious elements. And wise influencers are the best ones who provide useful religious education content as a reference for instant religious learning and are relevant to everyday life.

The virality of da'wah content on social media is a major factor in expanding the reach of religious messages. When a da'i or influencer is able to create interesting, inspiring content, the content can spread very quickly and reach millions of people in a short time.

Dai' and influencers must have the ability to build credibility and popularity on social media. Influencers with a positive reputation, both in terms of religious knowledge and ethics, are more easily trusted and followed by young people. This is the main capital in conveying the message of da'wah that is widely accepted.

Social media offers a global reach that is not limited by geographical boundaries. Preachers and influencers can interact with audiences from various countries and backgrounds, so that the message of da'wah can be spread across cultures. The speed of spreading messages on social media allows da'wah messages to go viral in a matter of hours or even minutes. The effects of this can increase religious awareness and influence the attitudes and behavior of the younger generation in everyday life.

As influencers, preachers have a great responsibility to use social media platforms wisely. They must maintain ethics and principles in every content presented on social media. Because preachers and influencers usually become role models or examples for their followers. They not only convey religious messages, but also demonstrate behavior and attitudes that are in accordance with Islamic values in real life.

Digital era marketing strategies, such as the use of popular hashtags, collaboration with other influencers, or involvement in online communities, also greatly help increase the reach of da'wah on social media. In this way, the message of da'wah does not only stop at one layer of the audience, but can spread to various communities and social groups. Communication skills, such as the use of easy-to-understand language, strong storytelling, and mastery of visual and audio techniques, greatly determine the appeal of da'wah content. Da'i who are able to speak in a contemporary style and are relevant to the daily lives of the younger generation, tend to go viral more easily and get wide attention on social media.

Challenges for Preachers and Influencer

Negative Content and Hoaxes: Social media is vulnerable to the spread of inaccurate or potentially polarizing content. Preachers and influencers must maintain ethics and ensure that the information disseminated is correct and

useful. Credibility and Ethics: The credibility of preachers and influencers greatly determines the success of da'wah. They must consistently maintain the integrity, ethics, and quality of content so as not to cause misunderstandings or conflicts. Adaptation to Social Media Algorithms: Understanding platform algorithms such as TikTok and Instagram is important so that da'wah content can reach a wider audience effectively.

Accountability and Credibility:

Lack of accountability of sources of da'wah material on social media can reduce audience trust, especially if there are errors in conveying teachings. Influencers who do not maintain ethics and principles can lose credibility in the eyes of their followers.

Competing with Entertainment Content:

Among the younger generation, they prefer to watch entertainment content rather than da'wah content, so preachers and influencers have to compete with other popular content to get attention among the younger generation. Time and Consistency Constraints: Creating quality da'wah content consistently takes time and effort. Da'i and influencers must be able to manage time with the audience.

Lack of Involvement of Young Preachers:

There are still few young preachers who are actively preaching on social media, even though they are more easily accepted by the younger generation.

The advantages of preachers and influencers in preaching through social media among young people:

Wide Audience Reach

Allows preaching messages to be spread quickly from various regions and even countries without borders.

Two-Way Communication:

Comments, private messages, and discussion groups allow preachers and influencers to interact directly, in order to strengthen relationships and facilitate constructive dialogue and questions and answers.

Flexible and Creative Content Delivery:

Preachers can use content such as short videos, lectures, infographics, and stories that suit the characteristics and interests of the younger generation.

Time and Cost Efficiency:

Preaching through social media can be done anytime and anywhere without the need for large costs for places or travel.

Viral Potential and Rapid Message Spread:

Interesting preaching content can spread virally and reach more people in a short time.

Strengthening the Community

Social media: allows the formation of online preaching communities that support each other and share experiences.

Increasing Religious Awareness and Education:

Through educational and informative content, social media helps increase the religious understanding of young audiences to various sources of Islamic knowledge.

Becoming a Medium for Conveying Social Issues and Charity:

Da'i and influencers can use social media to rally support for social issues and charitable activities that are in line with da'wah values.

Creating interesting da'wah content

Choose the Right Platform.

Each platform has different characteristics and content formats, so the choice of platform must be adjusted to the style of young people.

Create Creative and Interactive Content.

Use other interactive features so that the audience feels actively involved. Content that contains elements of creativity and interaction tends to be more in demand.

Take Advantage of Hashtags and Trending Topics

Use hashtags and follow popular trends to expand the reach of da'wah content.

Provide Educational and Spiritual Values

Make sure the content is not only informative but also contains values that build the audience's faith.

Schedule regular posting

for example once every two days or once a week, so that the audience gets used to and looks forward to the preaching content presented.

Use Short and Concise Video Formats

Preaching content in the form of short videos (1-2 minutes) is more easily accepted by young audiences who generally have a short attention span.

Examples of Interesting Content.

1. Preaching Pieces / Short Sermons

Content in the form of short sermon pieces that are easy to understand and relevant to the daily lives of young people.

2. Al-Quran and Hadith Studies

Short content that explains the verses of the Al-Quran and hadith in a concise and applicable manner. For example, content that raises short studies from famous preachers such as Ustad Abdul Somad, Ustad Adi Hidayat, Ustad Felix, and others.

3. Al-Quran Murottal Videos

Audio-visual content that displays the reading of the Al-Quran with good tajwid and melodious voices, suitable for relaxation as well as spiritual strengthening. This content is in great demand on YouTube and Tiktok

4. Inspirational Stories of Hijrah and Muslimah

Videos that tell the experiences of hijrah and the spiritual journey of young people, such as the "Hijrah Stories" channel which features inspirational stories from Ustad Hanan Attaki and other Ustads.

Young preachers such as Agam Fachrul, Husain Basyaiban, and Ning Umi Laila who use the Tiktok platform to create da'wah content, Ustad Felix and Habib Ja'far who use Youtube in podcast content as a da'wah medium, as well as figures such as Ustadz Jefri Al Buchori, Ustad Somad, Ustad Adi Hidayat, and other young preachers, are examples of da'wah figures who have successfully utilized social media to reach and influence the younger generation in a style that is relevant, interactive, and easy to accept.

Nowadays, especially among the younger generation, da'wah has developed rapidly utilizing developments in technology and digital media to reach more audiences wide. Podcasts, YouTube videos, and social media are effective means for convey the teachings of Islam to young people. Da'wah is no longer focused on religious aspects alone, but also includes social points such as inter-religious tolerance, peace and social justice. Thus, da'wah becomes an important point in building a harmonious society based on Islamic religious values.

One of the da'wah contents that attracts a lot of attention among young people, especially among Gen Z, is the Podcast Login program which is broadcast on the Youtube Channel. The Podcast Login program is a program pioneered by Deddy Corbuzier, where Habib Husein Ja'far and Onadio Leonardo collaborate on the Podcast Login program. This podcast aims to connect differences in beliefs between various religions, in an entertaining way. In each episode, this podcast raises current topics and relevant social issues, and provides space for speakers from different religious backgrounds to share their views.

CONCLUSION

Da'i and influencers have a strategic role in presenting effective da'wah content on social media. The success of da'wah among the younger generation is greatly influenced by creativity, theme relevance, and the ability to build positive interactions. Collaboration, personal branding, and adaptation to digital trends are the main keys to building successful da'wah in the era of

social media. Preachers use social media as a platform to deliver religious sermons, studies, and advice more widely and quickly, so that religious messages can be received by a more diverse and larger audience. For example, platforms such as TikTok, Instagram, Twitter, and YouTube are used to spread interesting and easily accessible da'wah content to the wider community.

Dai plays a role in maintaining the quality and credibility of da'wah on social media by delivering correct content and not bringing down any party. This is important to avoid the spread of misinformation and maintain a positive image of da'wah. Meanwhile, the popularity of influencers helps da'wah messages go viral and reach a wider audience, including the millennial generation who are active on social media. Social media plays a role as a strategic platform that not only spreads the message of da'wah, but also strengthens social ties within the da'wah community. Through two-way interaction, the formation of digital communities, and the presentation of relevant content, social media helps build solidarity, active participation, which is close between members of the da'wah community, especially among the younger generation. However, digital da'wah also faces challenges, such as the lack of direct face-to-face communication, the risk of spreading inaccurate information, and competition with more popular entertainment content. Therefore, a combination of digital da'wah and traditional methods is still needed for optimal results. Overall, the preaching carried out by preachers and influencers on social media has proven effective in increasing religious awareness and understanding of the younger generation, as well as building active and positive communities in the digital space.

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