

Persuasive Communication Strategies of The Dakwah Account @Haidaralfadhil_ in Spreading The Message in The Digital Era

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Abstract

The digital era brings significant changes in various aspects of life, including in the activities of preaching. As it evolves, the challenges of preaching in new media such as social media become increasingly complex. The ability to communicate persuasively often becomes a problem for Da'i in delivering their sermons effectively. This research aims to identify the persuasive communication strategies employed by the Instagram account @haidaralfadhil_ in delivering its da'wah content. The researchers used the theory of Melvin L. DeFleur and Sandra J. Ball-Rokeach to examine the persuasive communication practices carried out by @haidaralfadhil_ in his preaching activities. The method used is descriptive qualitative by observing the Instagram account @haidaralfadhil_ and interviewing the owner of the da'wah account. The results of this study found that Haidar Alfadhil applies three persuasive communication approaches in his preaching, namely the psychodynamic, sociocultural, and the meaning of construction approaches. In the psychodynamic strategy, it was found that the conveyed religious message contained content that touched the audience's emotions. The use of everyday language in its delivery and the utilization of audio-visual elements. In the sociocultural strategy, Haidar expands the audience reach by adapting to social trends, collaborating with relevant parties, and utilizing the broadcast channel feature. The message of da'wah is conveyed with a simple understanding as an implementation of the strategy of the meaning of construction. With the implementation of that persuasive communication strategy, it can serve as a reference for the community to practice Islamic values in their lives.

Keywords: Digital Da'wah; Persuasive Communication; Strategy; Da'wah Content

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INTRODUCTION

The presence of new technology and media has successfully influenced the order of global cultural life. Almost all groups in society depend on the media, especially new media such as social media, which provides easy access to information without the limitations of space, distance, and time. (Mardiana, 2020). The change in the way society interacts has also undergone significant changes; interactions are no longer required to be direct but have evolved into virtual online interactions. This behavioral change also manifests the presence of digital communities, including in religious social life. (Effendi, dkk. 2022).

Media in conveying da'wah messages in the global era is synonymous with technological involvement; therefore, the acceptance of technology as a medium for da'wah plays a very important role. (Iqbal & Asman, 2021). Social media accounts such as YouTube, Instagram, and other social media platforms have become digital spaces that present spiritual messages packaged attractively for their followers as a form of da'wah activities in the new media. The online community is currently the target of da'wah. (Zakiah, dkk., 2022). The da'wah message posted on social media is presented in the form of contemporary posts, utilizing audio-visual elements, graphic design, and images that are characteristic of the youth style. (Yuliarti, dkk., 2022).

However, as the propagation of the faith develops in the digital era, the challenges of propagation also become increasingly complex. A Da'i has an important role in conveying the message of da'wah in an engaging manner. The more complex the da'wah issues, the more important it is for the Da'i to design the right da'wah strategy. (Suci, dkk., 2024). The challenges of limited access and skills can also affect the use of social media in preaching (Ummah, 2022). The rapid development of technology demands adjustments in conveying religious messages. (Lestari, 2024). Careful planning and preparation are necessary by understanding the strategic steps that need to be considered. This is due to the complex and multidimensional nature of da'wah, so da'wah practitioners need to have keen observation before implementing da'wah strategies that are appropriate for the conditions and characteristics of the target audience. (Pratama, 2023).

Today's society is a pluralistic society that develops with various practical needs, so the sophistication of technology will inevitably become a desire in people's lives. A da'i occupies a very important position in determining the success or failure of a da'wah activity. For that reason, a preacher must understand the characteristics of social media, the language used must be relatively short and easy to understand, and the selection of Maddah (preaching material) must be given careful attention. (Syukur & Hermanto, 2021). Communication activities on social media generally aim to convey information to the audience. They will choose posts according to needs and make an impact on followers. (Silvia, dkk., 2019). However, the reality is that the public space on social media is currently filled with negative content cloaked in "normalization," which we can easily find on various social media platforms (Perwirawati, 2023). Positive content, such as content containing elements of preaching, is needed as an effort to counter negative content. (Hayat & Riam, 2022). According to him, da'wah-themed content needs to be produced more massively to dominate the digital space so that the community has more opportunities to access more da'wah content.

In facing increasingly critical da'wah targets and the ever more complex challenges of the global world today, it is necessary to be able to compete in the increasingly competitive information market. Therefore, a da'wah work plan is needed to address various contemporary issues faced by the community. (Suriati & Samsinar S., 2021). One of the appropriate strategies to use is an effective persuasive communication strategy applied in preaching. Communication becomes one of the important elements in conveying the message of da'wah so that it can be delivered well through the planning of persuasive communication strategies. (Rosidi, 2023).

According to Hovland, persuasive communication is a key element in delivering messages aimed at influencing the attitudes and behaviors of the audience. (Mirawati, 2021). This is related to the value of dakwah, which means inviting. Islam as a missionary religion in the sense of enjoining good and forbidding wrong, which means inviting to goodness and preventing wrongdoing. (Supriatna, 2021). Because preaching is not coercion, preaching cannot be done forcibly. The type of dakwah that can be accepted is dakwah delivered with wisdom, peace, and using soothing language. This is also explained in the Quran, Surah An-Nahl, verse 125. (Suci, dkk., 2024).

In the book by Soleh Soemirat (2007) titled *Persuasive Communication*, he explains that persuasive communication strategies are a combination of persuasive communication planning and communication management aimed at influencing a person's attitudes, opinions, and behavior. According to Melvin L. DeFleur and Sandra J. Ball-Rokeach (1989), persuasive communication strategies are divided into three categories: Psychodynamic, Sociocultural, and Meaning Construction (Hajar & Anshori, 2021)

The researcher observed many studies analyzing da'wah accounts on the Instagram social media platform conducted by previous researchers, but there have not been many studies focusing on da'wah content management strategies using a persuasive approach. Researchers observe that the preacher Haidar Alfadhil has a unique style when sharing insights that connect spiritual content with everyday life realities. The account @haidaralfadhil_ conducts persuasive preaching through the shared preaching content. Based on that background, the researcher feels it is important to conduct this study to see how significant the "Persuasive Communication Strategy of the @haidaralfadhil_ Da'wah Account in Spreading Da'wah in the Digital Era" is in producing da'wah content that impacts its followers.

METHOD

This research uses a descriptive qualitative method. The purpose of descriptive research is to create detailed, factual, and accurate descriptions of the facts, characteristics, and relationships between the phenomena being investigated. (Nasution, 2023). The subject of this research is Haidar Alfadhil, an Islamic preacher on Instagram. The theory used is the Persuasive Communication Strategy Theory by Melvin L. De Fleur and Sandra J. Ball Rokeach, which includes the psychodynamic, the sociocultural, and the meaning construction. This research was conducted to understand the persuasive communication strategies employed by Haidar Alfadhil in delivering sermons in the digital era.

In this research, data collection techniques were carried out through observation, interviews, and documentation. In the observation, data were obtained through direct observation of an object by conducting non-participant observation, specifically by observing the religious content posts on the Instagram account @haidaralfadhil_. Interviews were conducted in-depth with Haidar Alfadhil, the owner and manager of his personal Instagram account, and documentation was carried out through Haidar Alfadhil's social media posts.

RESULT AND DISCUSSION

The findings of this study aim to analyze how the persuasive communication strategies used by the Instagram account @haidaralfadhil_ refer to the persuasive communication theory proposed by Melvin L. DeFleur and Sandra J. Ball-Roceach, namely psychodynamic strategies, sociocultural strategies, and the meaning of construction strategies. From the three approaches, the researcher has conducted interviews and observations of the Instagram account @haidaralfadhil_ with the following findings:

1. Psychodynamic Strategy

In conveying the message of da'wah in the digital era, Haidar Alfadhil utilizes Instagram as a platform for preaching. Haidar employs persuasive strategies with his followers by creating da'wah content through a psychological approach that focuses on individual emotions. Among the strategies employed by Haidar Alfadhil are as follows:

a. Emotionally Touching Posts

Haidar Alfadhil creates posts on Instagram based on emotional aspects. He stated that the audience's emotions are the primary measure in creating his da'wah video content. Then he combines it with the knowledge he gained from books and lectures. From the interview results, the researcher observed Haidar Alfadhil's efforts in

employing a psychological approach through emotionally touching posts. "When creating content, I often start by understanding the audience's emotions first, then combine it with the content material I have and also insights from books or lectures I have received." (Interview with Haidar Alfadhil).

In a religious content post on Instagram, the account @haidaralfadhil_ shares his knowledge about Islamic values from various sources, including insights from books he reads and lectures from scholars. Starting from that knowledge, Haidar Alfadhil connects Islamic values with everyday life values that relate to conditions often experienced by many people, thereby emotionally engaging followers due to the psychological closeness in the way he delivers his preaching. "I tend to convey my opinions and insights not just as material, so I always include my personal opinions or thoughts in the content." (Interview with Haidar Alfadhil).

In the post titled 'Our Problems Never Ends', Haidar Alfadhil shows an approach that resonates emotionally with the audience. The theme raised relates to the experiences of many people, triggering an emotional response from the audience who feel that their problems are also never-ending. From that emotional approach, the message conveyed becomes relevant and capable of touching the feelings of followers. Haidar Alfadhil also included relevant Quranic verses to strengthen the opinions and insights he conveyed. The approach used by Haidar in delivering his content tends to focus on a style of advice delivery that can touch the audience's feelings.

b. Language Use

In the interview, Haidar stated that he chooses to use everyday language familiar to the audience in all his content. The use of simple, easily understandable language has become his trademark, making the conveyed message more acceptable to his target audience. "When it comes to language use, I prefer the everyday language used by the audience." (Interview with Haidar Alfadhil)

The use of simple language is applied by Haidar Alfadhil in all his da'wah content on Instagram. This can be seen from one of the video contents titled "Husnudzon is Absolute". In the post, Haidar Alfadhil conveys the idea of having absolute good thoughts about Allah or husnudzon. If there is still a little doubt, then it is not fully having good thoughts because husnudzon cannot be accompanied by suudzon or bad thoughts.

Haidar Alfadhil's da'wah content is delivered with good advice and the use of simple language and communication, making it understandable and relevant to its target audience. This can be seen in the narrative of the content, which is conveyed with good advice and reminders. The delivery of this content is done with good advice and the use of simple language and communication, making it understandable and relevant to its target audience. This can be seen in the narrative of the content, which is conveyed with good advice and reminders as follows: "Relax, everything has been arranged by Allah according to His best scheme. Now, our task is to be the best actors in the scheme and script that Allah has written."

c. Utilization of Visuals and Audio

Haidar Alfadhil believes that visuals and audio play an important role in content creation, and this also presents a personal challenge for Haidar. In the process of creating da'wah content, Haidar utilizes the reels feature on Instagram by adding text elements and background audio. "So far, its utilization has only been on reels, just adding text or maybe adding background audio" (Interview with Haidar Alfadhil)

The da'wah content uploads by @haidaralfadhil_ are dominated by video reels with a monologue talk concept. Haidar delivered his message directly, speaking in front

of the camera with a simple and to-the-point style. This concept shows a more personal and informal approach, with the main focus on the message conveyed verbally.

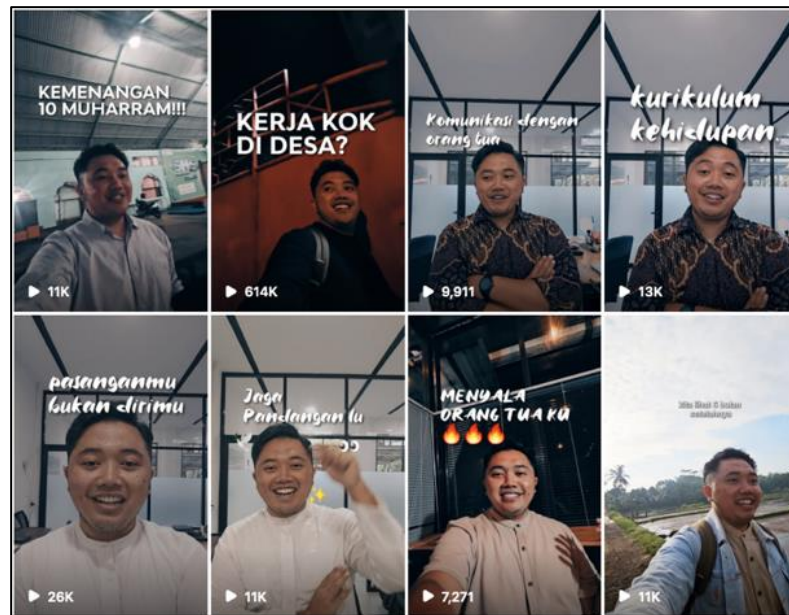


Figure 1. Dawah Video Content on Instagram Account @Haidaralfadhil_

2. Sociocultural Strategy

The findings of the sociocultural strategy are based on the assumption that human behavior is influenced by the social and cultural forces around it. Haidar Alfadhil implements sociocultural strategies into his da'wah video content posts by leveraging social context and building relationships with his audience on Instagram.

a. Adaptation of Social Trends

Haidar utilizes social trends as part of his approach to convey his preaching message. One example of social trend adaptation is the use of viral music and popular phrases among social media users. "Sometimes I like to create content using viral music or trending phrases on social media" (Interview with Haidar Alfadhil).

For Haidar, using familiar and relevant trends for the audience can make da'wah content more engaging. Haidar uses a social trend adaptation strategy to convey his message by leveraging viral social trends while remaining within Islamic boundaries. Haidar Alfadhil packages his preaching content using a viral music background with popular phrases, one of which is "Jomblo Morning Core." The use of this phrase is taken from a social trend that contains core moments depicting the atmosphere or unique moments of an event.

b. Audience Engagement

The findings show that audience engagement with Haidar Alfadhil's content is highest in content that contains life insights. This is because everyone has their own life tests, so the message conveyed by Haidar feels relevant and personal to many people. Insights like this provide space for the audience to feel understood and connected to the message conveyed, making them more actively respond to the content. "The da'wah content that usually gets the most response is about life insights." Because every condition in human life surely has its own challenges, and in those challenges, there are definitely insights that everyone can gain for their lives" (Interview with Haidar Alfadhil)

Haidar Alfadhil also utilizes the broadcast channel feature where Haidar sends short insights and advice that feel like a direct conversation with his followers. Followers can react with emojis, allowing them to engage by expressing themselves without having to leave long comments.

c. The Influence of the Social Environment

Findings from the interview indicate that Haidar Alfadhil utilizes the influence of the social environment by collaborating with influencers and da'wah communities in conveying da'wah messages. "I have collaborated with influencers and da'wah communities in spreading da'wah messages." (Interview with Haidar Alfadhil)

The implementation of these findings can be seen in several of Haidar's posts that show his collaboration with other communities. In that collaboration, the religious content uploaded by Haidar reached a wider audience by leveraging the existing social networks within the religious community.

Based on the observation results, a collaboration was found with the Instagram account @sangpenolong_id. The content was created naturally, Haidar Alfadhil started a conversation with the driver during the journey. The conversation flowed naturally, but Haidar still inserted messages of da'wah within it. The message is conveyed lightly by discussing the values of life. Starting from light conversations about the weather, family topics, to light advice related to blessed work.

3. Strategi *The meaning of Construction*

The approach to the meaning construction strategy in persuasive communication focuses on the manipulation and construction of meaning in the minds of the audience. Through this approach, Haidar Alfadhil creates content with the aim of making the audience understand the message conveyed easily using simple understanding and analogies.

a. Simple Understanding

The findings regarding Haidar Alfadhil's simple understanding of his preaching content show that he has the ability to convey complex messages in a way that is easily understood by the audience. By using simple language, real examples, and analogies that are close to everyday life, Haidar is able to explain concepts that may be difficult for some people.

One of the preaching videos entitled "Don't grumble, be a servant of Allah" shows Haidar Alfadhil's way of creating a narrative in his video content. Haidar avoids complicated terms and prefers expressions that are more familiar and easy to digest. For example, when talking about life values or religious teachings, Haidar often relates them to everyday experiences that are relevant to the listener. This makes his preaching message not only easier to understand but also easier to accept.

DISCUSSION

Based on the research findings that have been presented, it was found that Haidar Alfadhil applies persuasive communication strategies in accordance with the theoretical framework used by the researcher in chapter two in creating da'wah content on Instagram. In this case, the theory used is the persuasive communication strategy by Melvin L. DeFleur and Sandra J. Ball-Rokeach, which is divided into three: psychodynamic strategy, sociocultural strategy, and the meaning of construction strategy.

1. The Psychodynamic Strategy of the Instagram Account @haidaralfadhil_ in Delivering Da'wah in the Digital Era

The essence of the psychodynamic strategy is that effective persuasive messages can influence the psychological functions of each individual in different ways. That also affects the audience's response desired by the persuader in the form of behavior. Haidar Alfadhil uses a persuasive communication strategy with a psychodynamic approach in his da'wah content on

Instagram. The approach taken by Haidar Alfadhil focuses on the emotional and cognitive aspects of creating bonds with his followers.

a. Emotional Touching Da’wah Content

The psychodynamic strategy employed by Haidar Alfadhil in his da'wah content involves engaging the individual's psychological aspects to create emotional resonance. According to Melvin DeFleur and J. Ball Roceach, the intervention of interacting psychological factors can produce specific effects that vary between individuals.

The message conveyed does not only stem from his personal experience but is also reinforced by insights gained from the books or lectures he studied. Haidar Alfadhil combines those insights with real experiences from his followers, making each message relevant and relatable to everyday life. Haidar Alfadhil also incorporates verses from the Quran delivered in a way that invites the audience as if they are having a direct conversation with the words of Allah. This approach creates an intimate and personal atmosphere, allowing the audience to feel more connected to the message being conveyed. In this way, Haidar not only conveys information but also invites the audience to reflect on the meaning and implications of those verses in the context of their daily lives. This is in line with the cognitive effects of psychodynamic influences related to thoughts or reasoning to affect an audience that initially did not know, gaining knowledge and understanding clearly (Rusliana & Lestari, 2023).

b. Language Use

Language use is one of the important aspects in da'wah communication that can have a significant impact on the effectiveness of the message conveyed. This is in line with the theory of Melvin DeFleur and J. Ball Roceach that word choice can evoke certain feelings, thereby increasing the effectiveness of persuasive messages. In the context of the Instagram account @haidaralfadhil_, which adopts the concept of preaching through video content, the everyday language used greatly supports interaction with its followers. The use of casual and familiar language creates a more comfortable atmosphere and invites active participation from its followers.

c. Utilization of Visual and Audio

Haidar utilizes the Reels feature on Instagram in creating his da'wah content with a monologue talk concept captured in a single take video. The monologue talk concept that Haidar applies in his da'wah content has become a unique and distinctive characteristic. By using this approach, Haidar delivers the message of da'wah personally as if he is speaking directly to his audience. He also added audio that supports the narration to enrich the atmosphere and enhance the emotional impact of the conveyed message. The use of audio elements itself can enhance the emotional engagement of the audience and increase the appeal of the content (Juslin & Västfjäll, 2008).

Table 1. Result and Discussion of Psychodynamic Strategy

Strategy	Result	Discussion
Psychodynamic Strategi	Emosional Touching Content	Haidar Alfadhil packages his da'wah message through an emotional approach to the audience with heartfelt posts. The message conveyed includes insights and advice that relate to life's issues.
	Language Use	The language used by Haidar Alfadhil is everyday language, so the da'wah message conveyed can be well understood by his followers.
	Utilization of Visual and Audio	Haidar Alfadhil utilizes visual and audio aspects in packaging his da'wah content with the concept of monologue talk video reels, supplemented by audio to support the narrative and enhance the emotional impact of the message conveyed.

2. Sociocultural Strategy of the Instagram Account @haidaralfadhil_ in Delivering Da'wah in the Digital Era

The sociocultural strategy is based on the assumption that human behavior is influenced by forces outside the individual. In the context of preaching on the Instagram account @haidaralfadhil_, this strategy is used to influence the behavior and thoughts of followers through an approach that considers social and cultural aspects. Melvin DeFleur and J. Ball Roceach stated that external factors or forces are considered to have a significant influence in shaping understanding in society. The social environment can influence an individual's behavior. Therefore, Haidar Alfadhil uses sociocultural strategies to expand the scope of his preaching on Instagram.

a. Adaptation to Social Trends

The sociocultural strategy employed by Haidar Alfadhil on Instagram is delivering sermons in a way that is adaptive to currently popular social trends. One of the strategies used is packaging the da'wah content with a background sound that is currently viral on social media. The use of this currently popular audio element effectively attracts the attention of an audience familiar with the trend. Additionally, Haidar also uses trending or popular words in packaging his preaching content.

b. Audience Engagement

Audience engagement on social media, particularly with the content presented by Haidar Alfadhil, reflects the effectiveness of the sociocultural persuasive communication strategies he employs. This engagement is measured through interactions such as comments, likes, and content sharing, which indicate how relevant and appealing the content is to the audience. Haidar Alfadhil also utilizes the broadcast channel feature provided by Instagram to create a channel with his followers.

c. The Influence of the Social Environment

The influence of the social environment in Haidar Alfadhil's collaboration with influencers and communities is very significant in expanding the reach of his da'wah message. By incorporating insightful knowledge into advice containing da'wah messages, Haidar is able to create relevant, engaging, and emotional content, thereby increasing audience acceptance and engagement. This collaboration not only strengthens the conveyed da'wah message but also builds important social connections in creating a mutually supportive community in the journey of da'wah.

Table 1. Result and Discussion of Psychodynamic Strategy

Strategy	Result	Discussion
Sociocultural Strategy	Adaptation to Social Trends	Adapting social trends has become one of the strategies that Haidar Alfadhil uses in preaching by packaging da'wah content with audio elements or phrases that are currently viral.
	Audience Engagement	Audience engagement in Haidar Alfadhil's da'wah content is often found in the topic of life insights. This engagement is measured through high interactions such as likes, comments, and views. Haidar Alfadhil also utilizes the Broadcast Channel feature to share preaching messages in the form of written advice.

Influenced of the Social Environment	The collaboration was carried out by Haidar Alfadhil to spread the message of da'wah and build social connections in creating a mutually supportive community in the journey of da'wah.
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3. The Meaning of Construction Strategy of the Instagram Account @haidaralfadhil_ in Delivering Da'wah in the Digital Era

The meaning construction strategy proposed by Melvin L. DeFluer and Sandra J-Ball Rokeach is based on the premise that words can be manipulated and create new meanings or an effort to provide knowledge about something to the persuaded individuals, which will influence an understanding in the minds of the community that this is what should be followed according to the persuader's desires. Haidar Alfadhil's strategy in reconstructing the meaning of his da'wah messages is carried out by providing understanding to his followers.

a. Simple Understanding

Haidar Alfadhil applies a meaning construction strategy in conveying his da'wah messages by forming a simple understanding. In each of his contents, he strives to create a clear and easily understandable narrative, so that the audience can quickly grasp the essence of the message conveyed.

This meaning construction strategy allows Haidar to convey the complexity of religious teachings in a simpler form, so that his preaching message can not only be accepted but also internalized by his followers. By prioritizing clarity in narrative and content, Haidar successfully maintained effective persuasive communication.

Table 1. Result and Discussion of Psychodynamic Strategy

Strategy	Result	Discussion
<i>Meaning of Construction Strategy</i>	Simple Understanding	Haidar Alfadhil menyampaikan pesan dakwahnya dalam bentuk pemahaman yang sederhana. Ia berusaha untuk menciptakan narasi yang jelas dan mudah dipahami, sehingga audiens dapat dengan cepat menangkap inti dari pesan yang disampaikan.

CONCLUSION

The results of this research examine three important aspects of the persuasive preaching practices carried out by the account @haidaralfadhil. First, the owner of the da'wah account applies persuasive communication through their posts using a Psychodynamic approach by presenting posts that touch the emotions cognitively to their followers. The language used includes audiovisual elements to create audience appeal. The second strategy of persuasive preaching on the @haidaralfadhil account is through a sociocultural approach to show that he utilizes social aspects to attract the audience. Dakwah content is packaged to follow social trend adaptations, engaging the audience interactively through broadcast channel features and leveraging social environment influences by collaborating with influencers and dakwah communities to expand the reach of its dakwah message. The third persuasive da'wah strategy is through the meaning of construction, which focuses on delivering the da'wah message by providing a simple understanding. So that the message conveyed can form a clearer and more relevant meaning in everyday life.

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