



Ustadz Muhammad Eko Marpaung's Social Media Strategy in Spreading Da'wah Content Through Saifullaah's Instagram Social Media Account

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Abstrak

Media sosial semakin akrab di tengah-tengah masyarakat Indonesia saat ini dan dimanfaatkan dalam berbagai aktivitas seperti hiburan, kreativitas, bisnis, dan sebagainya, termasuk digunakan sebagai media dakwah. Ustadz Muhammad Eko Marpaung salah satu ustadz yang memanfaatkan Instagram sebagai media dakwahnya. Penelitian ini bertujuan untuk menganalisis strategi dakwah yang dilakukan oleh ustadz Muhammad Eko Marpaung melalui akun Instagram. Pendekatan penelitian ini adalah kualitatif, dengan instrumen observasi, dokumentasi, dan wawancara. Subjek penelitian ini adalah ustadz Muhammad Eko Marpaung sebagai key informan, kemudian beberapa orang pengikutnya yang diambil secara snowball sampling, serta pengguna instagram lainnya yang dipandang dapat menambah informasi bagi kebutuhan penelitian ini. Teknik analisis data dilakukan melalui reduksi data, penyajian data, dan penarikan kesimpulan. Teknik penjamin keabsahan data dilakukan dengan uji konfirmabilitas, uji kredibilitas, dan uji dependabilitas. Hasil penelitian menunjukkan bahwa: Strategi dakwah Ustadz Mhd Eko Marpaung melalui akun Instagram @_Saifullah terbukti efektif dalam menjangkau dan mempengaruhi audiens. Dengan menggabungkan konten edukatif, relevansi isu terkini, dan interaksi aktif, strategi ini mampu meningkatkan engagement dan pertumbuhan pengikut. Untuk masa depan, diversifikasi konten dan pengelolaan feedback dapat menjadi area yang perlu diperhatikan untuk meningkatkan efektivitas dakwah lebih lanjut.

Kata Kunci: Strategi dakwah, media sosial, instagram

Abstract

Social media is increasingly familiar in Indonesia today and is used in various activities such as entertainment, creativity, business, and so on, including being used as a da'wah medium. Ustadz Muhammad Eko Marpaung is one of the ustadz who uses Instagram as his da'wah medium. This research analyzes the da'wah strategy by Ustadz Muhammad Eko Marpaung through the Instagram account. This research approach is qualitative, with instruments of observation, documentation, and interviews. The subject of this study is Ustadz Muhammad Eko Marpaung as a key informant, then several of his followers who were taken by snowball sampling, and other Instagram users who are seen as able to add information to the needs of this research. Data analysis techniques are done through data reduction, data presentation, and conclusions drawn. Confirmability, credibility, and dependability tests carry out the data validity assurance technique. The study results show that: Ustadz Mhd Eko Marpaung's da'wah strategy through @_Saifullah Instagram account has proven effective in reaching and influencing the audience. This strategy can increase engagement and follower growth by combining educational content, relevance of current issues, and active interaction. In the future, content diversification and feedback management can be areas that need to be considered to increase da'wah's effectiveness further.

Keywords: Da'wah strategy, social media, Instagram

Introduction

Information and communication technology has rapidly developed, affecting various aspects of life, including how we interact, learn, and communicate. Social media, particularly platforms like Instagram, has revolutionized how people consume and disseminate information. Instagram, launched in 2010, has quickly grown to become one of the world's most popular social media platforms, with over 2 billion monthly active users (Statista, 2023). The platform offers various features, such as feeds, Stories, Reels, and IGTV, which allow users to share content in engaging visual formats. This transformation significantly impacts da'wah communication, opening up new opportunities for preachers to reach a broader and more diverse audience.

In Islamic da'wah, social media has become an increasingly important tool for spreading religious messages. Da'wah, which comes from the Arabic word 'call' or 'invitation,' refers to efforts to spread the teachings of Islam and guide people in their religious practices. Traditionally, da'wah is carried out through direct lectures, sermons, and book publications. However, with the advent of social media, da'wah methods must adapt to harness digital potential and face new challenges that arise in modern communication. (Wahib, 2021).

As a social media platform, Instagram has advantages in terms of content visualization, which is very much in line with the needs of Da'wah in the digital era. Features such as photos and short videos provide opportunities for preachers to present da'wah materials in a more attractive and accessible way. According to (Nielsen, 2020) Visual content captures attention and influences the audience more effectively than text alone. Therefore, using Instagram in da'wah can be an effective strategy for reaching a wider audience, especially the younger generation, who are more familiar with visual media.

Ustadz Mhd Eko Marpaung, one of the preachers active on Instagram through the @_Saifullah account, shows how social media can spread da'wah messages innovatively. This account provides a wide range of content, from short lecture videos and inspirational quotes to infographics on Islamic teachings. This approach allows for a more comprehensive delivery of messages and directly interacts with the audience through comments and personal messages. A study by Chaffey (2022) underscores the importance of interaction in social media as a tool to build closer relationships and increase audience engagement (Erwin et al., 2023).

However, although social media's potential in da'wah is enormous, several significant challenges must be overcome. One of the main challenges is ensuring the quality and accuracy of the content presented. Social media is often a platform for disseminating inaccurate or misleading information, affecting an audience's understanding of religion (Hidayatullah, 2020). Therefore, preachers must ensure that their content is engaging and by the principles of actual religious teachings.

Intense interaction with the audience also complicates Da'wah's social media management. With thousands of followers, preachers must effectively handle a wide range of feedback and questions, which requires good communication skills and careful management strategies. (Kaplan & Haenlein, 2010) These challenges include managing negative comments, handling controversial issues, and ensuring discussions remain productive and in accordance with Da'wah's goals.

In addition, audience understanding is an essential aspect of the da'wah strategy on social media. According to research by Katz et al. (1973), understanding the needs and preferences of the audience is essential in formulating an effective communication strategy (Swanson, 1992). Using Instagram's analytics data, preachers can gain insights into how audiences interact with their content and tailor their strategies to meet the needs of different audiences.

In an academic context, this research contributes to contemporary da'wah and digital communication literature. Studies on da'wah strategies on social media, particularly Instagram, are relatively new, and this research can expand the understanding of how digital technology can be used for religious purposes. This research can also provide a basis for developing more adaptive and effective da'wah theories and practices in social media.

In a social context, using social media in da'wah shows the potential to increase the reach of religious messages and participate in broader discussions on social and cultural issues. However, careful strategies are also required to address risks such as polarization and conflict in public discussion (Oser & Boulianne, 2020). This research will explore how Ustadz Mhd Eko Marpaung overcomes these challenges and implements effective da'wah strategies on Instagram.

This study explores the da'wah strategy implemented by Ustadz Mhd Eko Marpaung through the Instagram account @_Saifullah,

focusing on the effectiveness and impact of the approach in disseminating religious messages on social media platforms. In today's digital era, social media has become one of the main tools to convey various messages, including da'wah. Ustadz Mhd Eko Marpaung's Instagram account @_Saifullah is a concrete example of how Islamic da'wah can be integrated into social media to reach a broader and more diverse audience.

Method

This study uses a qualitative approach, which aims to describe a condition of the subject being studied naturally (Bungin, 2001; A. T. Hasibuan et al., 2022, 2023). In this study, research will be carried out on mass communication strategies (Pawito, 2008), which a dai did in spreading da'wah content through Instagram social media. Ustadz Muhammad Eko Marpaung is an ustadz who uses Instagram social media to spread his da'wah. Where the Instagram social media account used is @saifullah.

The sample of this study is Ustaz Muhammad Eko Marpaung as crucial information, followed by the followers of the Instagram account of Ustadz Muhammad Eko Marpaung and other Instagram users who are seen as able to provide the information or data needed in this study. The sample is taken by snowball sampling, which is a technique used by rolling from one intragenic/sample to another continuously until sufficient and convincing information is obtained (A. D. Hasibuan, 2023).

This research instrument uses observation, documentation, and interviews (A. D. Hasibuan, 2023), a data collection technique carried out by observing every event observed in the research environment or displayed by the research subject. Then, several events or data considered necessary according to the research needs are documented, and interviews with research subjects are conducted to confirm or explore each subject's emic and ethical meanings (Yusuf, 2016). The data analysis technique of this study uses data reduction, data presentation, and conclusion drawing (Moleong, 2013). Meanwhile, the data validity assurance technique is used as an independence test, credibility test, and confirmability test (Amelia, 2022).

Result and Discussion

Muhammad Eko Marpaung, a young man born on June 21, 1999, Kisaran. He is a UINSU student of the Ushuluddin and Islamic Studies

faculty majoring in Qur'an and Tafsir and using social media, Instagram, as a medium for da'wah and conveying the message of da'wah firmly and clearly so that it is easy for the listeners to receive and understand. In several da'wah videos uploaded by Ustad Muhammad Eko Marpaung, he can be seen wearing clothes that are very popular among young people, such as hoodies or jackets.

Ustadz Muhammad Eko Marpaung's Instagram account is @_saifullah, with 5,946 followers, 129 followers, and 78 posts. The account also displays the letter Adz-Dzariyat verse 55:

وَذَكِّرْ فَإِنَّ الذِّكْرَ تَنْفَعُ الْمُؤْمِنِينَ

"And remember, indeed, the warning is beneficial to those who believe." (QS. Adh-Dhariyat [51]:55).

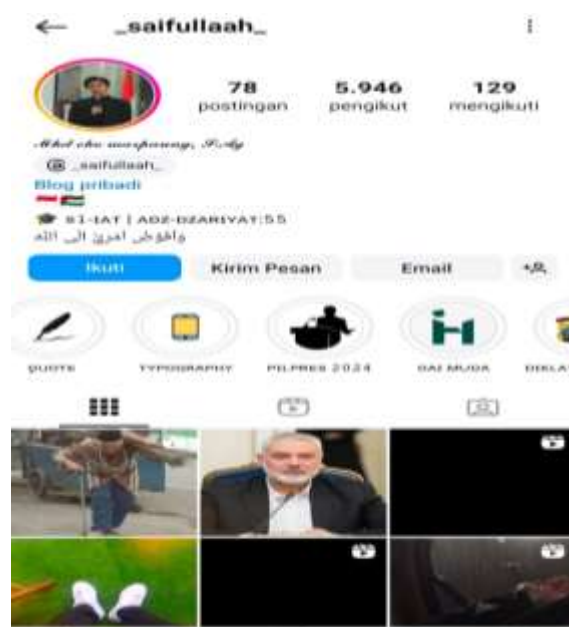


Figure 1: Profile Display of Ustadz Mhd. Eko Marpaung Instagram Account

Then, the account also shared reels containing various da'wah activities, motivation, hadith studies, dhikr, and questions and answers, as described below:

1. Palestine, totaling 14 reels containing information about the current condition of Palestine in response to the attacks carried out by Israel;
2. Self Reminder, totaling 80 reels containing life motivations quoted from various opinions of significant figures, inspiring activities and events, and so on;
3. Day in My II, totaling 93 reels containing da'wah activities and daily life with family, friends, and colleagues;

4. Free Palestine has 83 reels, containing the current condition of Palestine in response to the attacks carried out by Israel, as well as in reel number 1;
5. Turkey, totaling 11 reels, which contains the ustad's journey to Turkey and presents motivations in the meaning of life;
6. Quotes, totaling 64 reels, which contain quotes quoted from several ustadz, great people, verses of the Qur'an, Hadith, and those made by the account owner himself;
7. Typography, totaling 26 reels containing various things about the life of the ustadz and his assessment of his activities;
8. The 2024 Presidential Election consists of 39 reels that are about preaching their da'wah to the public in addressing differences in choices in the 2024 Presidential Election;
9. Dai Muda, totaling 23 reels containing information on youth cadres, youth activities, and other activities related to youth development;
10. Poldasu Training, totaling 12 reels containing ustadz activities participating in Dai Training with the North Sumatra Police;
11. Q&A II, 22 reels, contains questions and answers about the daily life of the ustadz and not particular study problems;
12. Morning Zikir, totaling 23 reels containing dhikr that afdhol is read in the morning;
13. Evening dhikr, totaling 18 reels containing dhikr that afdhol is recited in the evening;
14. Night dhikr, totaling ten reels containing dhikr that afdhol reads at night;
15. Hadith study, totaling 11 reels containing information on scheduled hadith studies, hadith study activities carried out through Zoom Meet;
16. Reels about the Medan museum and the 2022 North Sumatra MTQ activities.

Then, we need to share some of aurat. the posts that we saw getting more likes and many responses from Instagram users, including:

This post has been liked 4,596 times, has 22 comments, and has 693 shares. This video was posted on 10 May 2024. It contains righteousness and pleasure in accepting Allah SWT destiny.

The post dated 16 February 2020 contains her advice to Muslim women who use TikTok without shame because of the aurat. He also advised Muslim men to keep their eyes off and not to watch videos that flaunt the aurat. This video has been viewed 1,844 times, with 226 Likes and comments seven times.

The research showed that Ustadz Mhd Eko Marpaung implemented several main strategies in

da'wah through his Instagram account. First, this strategy primarily focuses on presenting educational and motivational content. The uploaded content explains Islamic teachings and provides followers with spiritual motivation and practical learning. This content is often presented in short videos, inspirational quotes, and infographics designed with an attractive, easy-to-understand interface. The presentation of this visual and interactive content makes it easier for the audience to absorb the message of da'wah in a fun and not tedious way.

Furthermore, Ustadz Mhd Eko Marpaung related his da'wah message to current social and political issues, which is an essential strategy in maintaining the relevance of the content to the daily lives of his followers. By adapting Islamic teachings to the actual situation, he was able to attract the attention of a wider audience and make his da'wah more applicable in the modern context. This approach not only provides added value for followers but also shows that the teachings of Islam can be applied to various aspects of life that are going on today.

The active interaction strategy is also essential in Ustadz Mhd Eko Marpaung's da'wah approach. He regularly interacts with his followers through comments and direct messages on his Instagram account. This interaction creates a more personal relationship between the preacher and the audience, increasing follower engagement and loyalty. By responding to followers' questions, comments, and feedback, Ustadz Mhd Eko Marpaung can build a more solid community and strengthen the impact of his da'wah.

The use of popular hashtags and collaboration with other influencers in the field of da'wah are also essential strategies that have been implemented. Relevant hashtags help a wider audience find its da'wah content more efficiently, while collaborations with influential figures in the community expand the message's reach. Through this method, Ustadz Mhd Eko Marpaung can reach audiences who may not be directly connected to his Instagram account and increase his visibility and authority as a preacher.

In terms of effectiveness, the analysis shows that the strategy implemented by Ustadz Mhd Eko Marpaung has succeeded in increasing engagement on his Instagram account. The uploaded content gets a high rate of likes, comments, and shares, indicating that the audience responds positively to the material presented. This shows that the da'wah strategy attracts attention and encourages the audience to interact with the content actively.

The growth of the number of followers is also an essential indicator of the effectiveness of this strategy. During the study period, @_Saifullah Instagram account experienced significant growth in followers. This shows that the da'wah strategy implemented attracts the attention of many people and that the message conveyed resonates with the needs and interests of the audience. This growth indicates that the content presented is relevant and valuable to many people.

The social impact of the uploaded content is also apparent. Interviews with some followers showed that the message of da'wah conveyed has influenced their mindset and behavior in daily life. Many report that motivational and educational content has helped them understand Islam's teachings better and apply them in their lives. This signifies that through social media, da'wah reaches a broad audience and profoundly impacts their religious understanding and practice.

However, not all aspects of this da'wah strategy run without challenges. One of the weaknesses identified is the difficulty in maintaining consistency in content quality along with audience growth. With increased followers, consistently producing relevant and high-quality content has become increasingly complex. Additionally, while personal interactions can increase engagement, there are limits to how much interaction can be done individually, especially if the following continues to grow.

To overcome this challenge, it is recommended that Ustadz Mhd Eko Marpaung consider diversifying content types. Adding different content formats, such as webinars or live-streaming sessions, can help increase variety and attract audiences in different ways. This diversification will enrich the audience experience and open new opportunities for deeper, more personalized interactions.

Managing feedback from the audience is also an important area that needs to be considered. Ustadz Mhd Eko Marpaung can better understand his audience's needs and preferences by implementing a more systematic mechanism to collect and analyze feedback. This will allow for better da'wah strategies and more alignment with followers' expectations.

This study shows that Ustadz Mhd Eko Marpaung's da'wah strategy through the @_Saifullah Instagram account has successfully reached and influenced the audience significantly. He has positively impacted his community through educational and motivational content, relevance to

current issues, active interaction, and sophisticated social media techniques. Although several challenges must be overcome, the approach already provides a clear picture of how da'wah can be adapted in social media to achieve effective and impactful results.

The da'wah strategy implemented by Ustadz Mhd Eko Marpaung through the @_Saifullah Instagram account shows an innovative and adaptive approach to the challenges of modern communication. By analyzing the content and interactions, it can be understood how social media in the context of da'wah not only functions as a means of conveying messages but also as an interaction platform that deepens the relationship between preachers and audiences.

1. Educational and Motivational Content

One of the main strengths of Ustadz Mhd Eko Marpaung's da'wah strategy is the presentation of educational and motivational content. This content, in the form of short videos, quotes, and infographics, is designed to provide information that is easy to understand and captures the audience's attention. According to (Shihab, 2019), in his book "Love in the Quran," effective da'wah must convey religious messages in a way that is relevant and easily accessible to the community. The presentation of content in an attractive visual format, as implemented by Ustadz Mhd Eko Marpaung, plays a vital role in attracting the attention of the audience, especially the younger generation, who are more familiar with visual media.

2. Relevance to Current Issues

Another strategy implemented is associating da'wah's message with current social and political issues. This is to the views expressed by K.H. Abdullah Gymnastiar in "The Philosophy of Da'wah" (2021), which emphasizes the importance of the relevance of da'wah to the social context so that the message can be accepted and applied in daily life. By associating Islamic teachings with hot issues, Ustadz Mhd Eko Marpaung improves the interconnectedness of da'wah messages and invites the audience to be more active in discussion and reflection (Gymnastiar, 2021).

3. Active Interaction with Followers

Active interaction is another crucial strategy. Ustadz Mhd Eko Marpaung relies on content to convey messages and directly interacts with followers through comments and direct messages. This aligns with research by Ahmad S. Ibrahim in "Contemporary Da'wah in the Digital

Era" (2022), which reveals that personal interaction can strengthen the relationship between the preacher and the audience, (Mukarom & Rosyidi, 2020; Sukayat, 2023) We are creating a more profound sense of community. By responding to comments and questions, Ustadz Mhd Eko Marpaung builds trust and increases engagement, strengthening the impact of his da'wah.

4. Use of Hashtags and Collaboration

Using popular hashtags and collaborations with other influencers are additional strategies that affect the reach and effectiveness of da'wah messages. This is in line with the findings of Risna Yuliana in "Digital Marketing Strategy on Social Media" (2020), which shows that relevant hashtags and collaborations with influencers can expand audience reach and increase message visibility (Efni et al., 2024; Jahzy & Nugroho, 2024). Ustadz Mhd Eko Marpaung can use trending hashtags to reach a wider audience while collaborating with other influencers, strengthening credibility and expanding da'wah's reach.

5. Effectiveness and Social Impact

The effectiveness of this strategy can be seen from the high level of engagement received by the uploaded content, such as likes, comments, and shares. A high engagement rate indicates that the content presented resonates with the audience and effectively captures their attention. The significant growth in followers also signifies that this strategy successfully attracts new audiences and retains their engagement.

The social impact of Ustadz Mhd Eko Marpaung's da'wah content is also clearly visible. Followers report that the content presented has influenced their mindset and behavior in their daily lives. This corresponds to the theory of behavior change expressed by Edward Rogers in "Diffusion of Innovations" (2003), which explains that social media can serve as agents of change by disseminating information that influences individual attitudes and behaviors (Herfina Amalia, 2024).

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6. Challenges and Recommendations

Although the da'wah strategy implemented has proven effective, several challenges must be overcome. One of the main challenges is maintaining consistency in content quality as the audience grows. This is in line with the findings in the study by Haris Susanto (2022), which mentions that as the scale of the audience increases, maintaining consistent content quality becomes a significant challenge (Susanto, 2022). To overcome this, it is recommended that Ustadz Mhd Eko Marpaung consider diversifying content types and utilizing various media formats to maintain variety and engagement.

In addition, the management of audience feedback needs to be improved. Implementing a more systematic mechanism for collecting and analyzing feedback can help better understand the audience's needs and preferences. This is to the guidelines from Kotler and Keller in "Marketing Management" (2016), which emphasize the importance of audience feedback in formulating more effective marketing strategies (Iswahyudi et al., 2023).

Conclusion

Ustadz Mhd Eko Marpaung's da'wah strategy through the @_Saifullah Instagram account successfully reaches and influences the audience. He can positively impact his community by leveraging educational and motivational content, relevance to current issues, active interaction, and sophisticated social media techniques. However, to further increase the effectiveness of da'wah, content diversification, and better feedback management are essential steps that need to be considered. This research provides valuable insights into how da'wah strategies can be adapted in social media and guide future development of more effective da'wah strategies.

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