# Content Analysis of Digital-Based Da'wah Bil Hikmah on Social media on the Instagram Account @dasadlatif1212 (A Study of Surah An-Nahl Verse 125)

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| Article Info | Abstract |
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| <br><br><br><br> | This research aims to analyze the content of the Bil Hikmah da'wah delivered via Ustaz Das'ad Latif's Instagram social media on his Instagram account, namely @dasadlatif1212. Researchers focus on the interpretation of Surah An-Nahl verse 125 which is linked to the findings of each uploaded content. The research method used is content analysis. Researchers used this method to identify the categorization and themes used by @dasadlatif1212. Data was collected through observation of uploads spanning the period January-December 2023. Researchers found that various themes and categorizations helped convey interesting preaching. The subject's reaction in answering questions that sometimes become debatable is different from conditions that often occur. This is due to accuracy in choosing categorization and themes determined from uploads uploaded on Instagram. |
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## 1. INTRODUCTION

Da'wah aims to spread Islamic teachings and instill Islamic values in everyday life. This activity has also become a social responsibility in Islam. The ideal da'wah is as exemplified by the Prophet Muhammad who represents Islam rahmatan lil 'alamin(Widodo et al., 2020). In Islam, da'wah involves the process of calling or inviting people to accept and practice Islamic teachings.(Dianto, 2018)Da'wah can be carried out individually or to large groups of people through oral media, writing, or examples of real actions. One method of da'wah that is often used is da'wah bil hikmah, namely da'wah carried out in wise ways and in accordance with the conditions and needs of the mad'u (object of da'wah). This method of wisdom needs to be conveyed to people who are willing to accept the Koran, do not oppose the truth of Islam and do not reject it. This wisdom turns out to have a very rich spectrum of meaning as stated in the Al-Qur'an and the Sunnah of the Prophet(Supriyanto, 2021).

Along with the development of information technology, da'wah is no longer limited to pulpits in mosques or recitation forums, but has penetrated the digital world, including social media. Because social media has become a platform that actively conveys information and communicates with a wider and more diverse audience. According to data from We Are Social and Hootsuite, there were 185.3 million web clients in Indonesia at the beginning of 2024, with web infiltration reaching 66.5 percent. Indonesia had 139.0 million social media clients in January 2024, equivalent to 49.9 percent of the entire population.(Huda et al., 2023; KEMP, 2024).

In the digital era, da'wah methods have undergone a transformation. Da'wah is now not only based on al hikmah, mauidzah hasanah, and mujaddalah, but is also linked to the context of time and place. This allows da'wah to be more contextual and relevant to the life of modern society. Da'wah using social media has positive and negative impacts. The

positive factor is that it makes it easier for followers to access the latest preaching information, while the negative factor is that social media is often used for purposes that are not in accordance with Islamic teachings. The interaction space between the preacher and his followers allows for interaction in conveying short message contained in comments

Through the facts above, researchers are interested in finding out how social media is used. Figures published on the Meta advertising tool show that Instagram will have 100.9 million users in Indonesia by early 2024(KEMP, 2024). This figure shows the large number of Instagram social media users in Indonesia.

Researchers then looked at opportunities for preaching using social media. One of several ustaz who uses this technology is ustaz Das'ad Latif. The Ustaz has the account @dasadlatif1212 on his Instagram social media. In terms of authenticity, this account already has verification. This is marked by meta verification on his Instagram account.
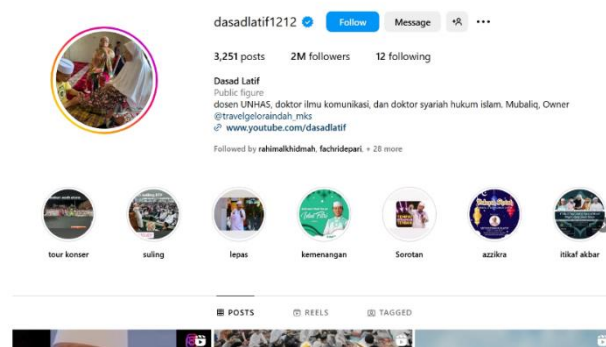


Researchers researched the Instagram account @dasadlatif1212 through the da'wah bil hikmah content used. Da'wah bil'hikmah is based on the letter An-Nahl verse 125. In the letter it is stated

اُدْعُ اِلٰى سِient كَ هُوَ اَعْلَمُ بِمَنْ ضَلَّ عَنْ سَبِيْلِهٖ وَهُوَ اَعْلَمُ بِالْمurt

"Call (people) to the path of your Lord with wisdom and good teaching and debate them in a better way. Indeed, your Lord is He who knows best who has gone astray from His path and He (also) knows best who has been guided."

In this verse is Allah SWT's call to invite Muslims to preach with wisdom and in a good way. When there is a difference of opinion, the call is allowed by arguing but using good words and actions. Furthermore, this verse implies the importance of wisdom as the nature of a da'wah strategy and the need to take every step that has wisdom value.(Alhidayatillah, 2019).

This research aims to reveal how the @dasadlatif1212 account translates and applies the values of this verse in preaching content uploaded on Instagram social media. Because Instagram social media has a lot of influence in the current era. And this study is certainly able to increase understanding of the role of da'wah bil hikmah in the current era.

## 2. RESEARCH METHOD

Researchers in this study used content analysis as a step to find findings from the Instagram account @dasadlatif1212. Researchers took this step because content analysis can be carried out through qualitative methods in contextual situations and then provide descriptive explanations(Monggillo, 2020; Usman et al., 2023).

Content analysis is a research method used to examine and analyze the meaning of various types of text, both written and spoken. The main goal of content analysis is to

understand the hidden meaning behind the message conveyed, as well as identify patterns and themes that appear in the text.(Rozali, 2022).

The stages that researchers carry out through content analysis include:
1) Data Collection: Data is collected from posts on the @dasadlatif1212 account within a certain specified period.
2) Content Analysis: Relevant posts will be analyzed in depth to identify the main themes, language style used, and Da'wah strategies carried out by Ustaz Das'ad Latif through the videos uploaded by him.
3) Interpretation: The final stage is the content analysis process. The data that has been obtained is then interpreted by researchers to explore how the values contained in Surah An-Nahl verse 125 are in line with the da'wah message conveyed through uploads on social media.

## 3. RESEARCH RESULTS AND DISCUSSION

Based on content analysis conducted by researchers. Researchers conducted an analysis of 60 contents of Ustadz Das'ad Latif's preaching on the Instagram account @dasadlatif1212. The content was uploaded by @dasadlatif1212 during the period January to December 2023.

Researchers then identified the 60 contents which were divided into several things which included themes, categories and elements of da'wah contained in each content. The results of content analysis show that Ustadz Das'ad Latif conveys his preaching using various themes, categories and elements of da'wah in accordance with the preaching guidelines in Surah An Nahl verse 125.

The da'wah themes most often conveyed by Ustadz Das'ad Latif on his Instagram account are:
a) Theme about morals. Ustadz Das'ad Latif emphasized the importance of noble morals in everyday life, such as honesty, patience and compassion.
b) The theme of worship. Ustadz Das'ad Latif gave an explanation of various types of worship, such as prayer, fasting and zakat.
c) Theme about family life. Ustadz Das'ad Latif gives advice on how to build a harmonious and happy family.
d) Theme about motivation. Ustadz Das'ad Latif motivates his followers to become better individuals and be useful to others.

The da'wah categories most often used by Ustadz Das'ad Latif on his Instagram account are:
a) Enlightenment. In this case, Ustadz Das'ad Latif provides explanations about various matters related to the Islamic religion in a way that is easy to understand.
b) Motivation. In this case, Ustadz Das'ad Latif provides motivation to his followers to become better individuals and be useful to others.
c) Inspirational story. In this case, Ustadz Das'ad Latif tells inspiring stories from Prophets, friends and pious people.
d) Humor. In this case. Ustadz Das'ad Latif often uses humor in his preaching to make the atmosphere more relaxed and interesting.

## 4. CONCLUSION

Ustadz Das'ad Latif chooses the topic for each of his lectures in a very effective and strategic way. The uploads made by the @dasadlatif1212 account consistently apply the principles of Bil Hikmah da'wah. Based on uploads from January to December 2023, there are 60 pieces of content that are in accordance with the instructions in Surah An-Nahl verse 125. Every piece of content that @dasadlatif1212 shares invites goodness.

The communication strategy used succeeded in conveying religious messages clearly and inspiringly. The strength of the da'wah conveyed by @dasadlatif1212 is the closeness of the community on social media to the chosen themes and categories. Because these two things attract people to always follow the account. This is marked by the verification of the Instagram account and the large number of followers @dasadlatif1212.

Nevertheless, the challenge of building deeper interactions with followers remains a focus for future improvements. Because, social media sometimes becomes a space for people's expectations regarding every show they see. People can also take lessons and apply them in everyday life.

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