



## Delivery of Islamic Da'wah Through Instagram Reels on the @Adihidayatofficial Account Towards Teenagers' Awareness in Reading the Quran

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### ABSTRACT

Many teenagers suffer losses because they are reluctant to read the Quran and are more immersed in the world. This research was carried out to determine the delivery of Islamic da'wah through Instagram reels on the @adihidayatofficial account regarding teenagers' awareness of reading the Quran. The method used in this research is a qualitative method with a descriptive approach. The data sources for this research are documents, video reels posted by Ustadz Adi Hidayat's Instagram account (@adihidayatofficial). Data analysis in this research is connected to relevant theories and is related to dawah media, da'wah messages, and also new media. The results of this research are that there are three pieces of evidence that Islamic da'wah through Instagram reels on the @adihidayatofficial account are able to provide awareness to teenagers in reading the Quran, namely the urgency of Islamic da'wah on Instagram social media, the existence of naqli and aqli arguments, and Ustadz Adi Hidayat's Instagram reels.

Keywords: Islamic Da'wah, Instagram Reels, preaching content, Ustadz Adi Hidayat

### ABSTRAK

Banyak remaja yang rugi karena enggan membaca al Quran dan lebih terlarut dalam dunia. Penelitian ini dilakukan untuk mengetahui penyampaian da'wah islam melalui reels Instagram pada akun @adihidayatofficial terhadap kesadaran remaja dalam membaca al Quran. Metode yang digunakan pada penelitian ini adalah metode kualitatif dengan pendekatan deskriptif. Sumber data penelitian ini berupa dokumen, video reels postingan akun Instagram Ustadz Adi Hidayat (@adihidayatofficial). Analisis data dalam penelitian ini dihubungkan dengan teori yang relevan dan berkaitan dengan media da'wah, pesan da'wah, dan juga media baru. Hasil dari penelitian ini yaitu terdapat tiga bukti bahwa da'wah islam melalui reels Instagram pada akun @adihidayatofficial mampu memberikan kesadaran pada remaja dalam membaca al Quran yaitu adanya urgensi da'wah islam di media sosial Instagram, adanya dalil naqli dan aqli, serta reels Instagram Ustadz Adi Hidayat.

Kata Kunci : Da'wah Islam, Reels Instagram, konten da'wah, Ustadz Adi Hidayat

## INTRODUCTION

Technological developments have in fact greatly influenced aspects of life, including in the social, political, cultural and educational domains <sup>1</sup>. Technological developments in the current era of Society 5.0 are very rapid, as evidenced by the emergence of sophisticated applications called social media such as Instagram, Tik Tok, Facebook, Twitter, and so on <sup>2</sup>. Social media is a means of conveying information that can be heard and received directly by people all over the world <sup>3</sup>. As a generation that grew up with the convenience of technology like now, it certainly makes it easier to find the information and knowledge you want <sup>4</sup>. Technological advances have colored all human activities, one of which is Islamic da'wah activities which previously were only carried out on indoor pulpits, now their scope can be wider and even spread throughout the world with the existence of social media <sup>5</sup>.

Utilizing social media as a means for preaching is the best choice in facing developments in this sophisticated era <sup>6</sup>. Currently, social media is the largest web-based platform that uses technology to turn communication into interactive dialogue <sup>7</sup>. Social media makes it easier for people to be creative and communicate with other people around the world <sup>8</sup>. This social media can be used as an option for preaching quickly and precisely with a diverse and wider target audience <sup>9</sup>. Various social media that are widely used are Instagram, Facebook, TikTok, YouTube and Twitter. The existence of social media makes it easier for preachers to spread Islamic da'wah and people are also more interested in listening, especially teenagers who basically cannot stay away from social media <sup>10</sup>.

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<sup>1</sup> Yohannes Marryono Jamun, 'Dampak Teknologi Terhadap Pendidikan', *Jurnal Pendidikan Dan Kebudayaan Missio*, 10.1 (2018), 1–136.

<sup>2</sup> Yulia Nafa Fitri Randani and others, 'Strategi Pemanfaatan Aplikasi Tik Tok Sebagai Media Dakwah Untuk Kaum Milenial', *At-Thullab : Jurnal Mahasiswa Studi Islam*, 3.1 (2021), 587–601 <<https://doi.org/10.20885/tullab.vol3.iss1.art4>>.

<sup>3</sup> Shafa Tasya Kamilah and others, 'Analisis Konten Dakwah Dalam Aplikasi Tik Tok Di Kalangan Remaja', *ALADALAH: Jurnal Politik, Sosial, Hukum Dan Humaniora*, 1.1 (2023), 50–62 <<https://doi.org/10.59246/aladalah.v1i1.148>>.

<sup>4</sup> Ade Eko Setiawan, Raudhoh Musyifah, and Heni Noviarita, 'The Effect of Financial Literacy, Risk Preference and Religiosity on Generation Z's Investment Interest in the Islamic Capital Market', *Journal of Islamic Business and Economic Review*, 4.2 (2021), 57–65 <<http://journal.stebilampung.ac.id/index.php/jiber/article/view/206%0Ahttp://journal.stebilampung.ac.id/index.php/jiber/article/download/206/121>>.

<sup>5</sup> Reny Masyitoh, 'DAKWAH MELALUI MEDIA SOSIAL ( Studi Dakwah Gus Iqdam Pada Majelis Ta' Lim Sabilu Taubah )', *Mukammil: Jurnal Kajian Keislaman*, VI.1 Maret (2023), 1–17.

<sup>6</sup> ANANG SUGENG CAHYONO, 'PENGARUH MEDIA SOSIAL TERHADAP PERUBAHAN SOSIAL MASYARAKAT DI INDONESIA', *PUBLICIANA*, 5.2 (2020), 140–57 <<https://doi.org/10.32923/asy.v5i2.1586>>.

<sup>7</sup> Marwah Rahmawati, 'EFEKTIVITAS DAKWAH AKUN TIKTOK @DINDA\_IBRAHIIM BAGI GENERASI Z DI MASA PANDEMI COVID-19' (UNIVERSITAS ISLAM NEGERI SYARIF HIDAYATULLAH JAKARTA, 2020).

<sup>8</sup> Lisa Oktariani, 'Analisis Pesan Dakwah Husain Basyaiban Pada Media Aplikasi Tiktok', *JURNAL MAUIZOH*, 7.2 (2022), 91–108 <<https://doi.org/10.30631/mauizoh.v7i2.65>>.

<sup>9</sup> Dian Nur Utami, 'METODE DAKWAH HUSAIN BASYAIBANMELALUI TIKTOK' (UNIVERSITAS ISLAMNEGERI SYARIF HIDAYATULLAH JAKARTA, 2022).

<sup>10</sup> Mochamad Renaldi, Suhendra, and Muhammad Fahri, 'ANALISIS PESAN DAKWAH PADA AKUN INSTAGRAM @ Si \_ Bedil "', *KOLONI:Jurnal Multidisiplin Ilmu*, 1.3 (2022), 181–92.

The Instagram application is a platform that is in great demand by Indonesians, especially among teenagers<sup>11</sup>. On Instagram, there are features that support the creation of content about Islamic da'wah both in the form of photos and videos via Instagram stories, reels, feeds and so on<sup>12</sup>. Da'wah content through short videos delivered via Instagram reels can be better understood because the content conveyed is straight to the core of the message the preacher wants to convey<sup>13</sup>. According to research institutions in the UK, in Indonesia as many as 59% of Instagram users are teenagers with an average age of 18-24 years. As many as 97% of users use the search feature to deepen the information they need. This makes it possible for users to also search for information related to Islam via Instagram<sup>14</sup>.

Ustadz Adi Hidayat is one of those who uses social media as a means of preaching<sup>15</sup>. He is a cleric who is very popular with the wider community, including children, teenagers, the elderly, and even among Indonesian artists. Many congregants attend every time he preaches, and videos of his preaching have been watched hundreds of thousands of times<sup>16</sup>. He has his own characteristics when preaching, namely his style is polite, relaxed, and very direct so that those who listen to his lectures listen faithfully and do not feel bored<sup>17</sup>. Academically, he has scientific qualifications so that the da'wah activities he carries out can be used as a source of material development because he studies many issues such as fiqh, hadith and so on<sup>18</sup>.

The content of the da'wah (lectures) that Ustadz Adi Hidayat delivers always mentions the Quran and Hadith as well as their position, location and page, he also provides a detailed interpretation of the study of the Quran<sup>19</sup>. Among young people today, da'wah needs to be carried out in a logical and proven manner, one of which is the da'wah method carried out by Ustadz Adi Hidayat, considering that today's young people have a high curiosity<sup>20</sup>. One of Ustadz Adi Hidayat's preaching content

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<sup>11</sup> Alifya Aisyah Ilham, 'Analisis Isi Komunikasi Dakwah Pada Akun Instagram Xkwavers' (UNIVERSITAS ISLAM INDONESIA, 2021).

<sup>12</sup> Irene Mardiatul Laily, Anita Puji Astutik, and Budi Haryanto, 'Instagram Sebagai Media Pembelajaran Digital Agama Islam Di Era 4.0', *Munaddhomah: Jurnal Manajemen Pendidikan Islam*, 3.2 (2022), 160–74 <<https://doi.org/10.31538/munaddhomah.v3i2.250>>.

<sup>13</sup> Aurel Claudia Ghaezani, 'Analisis Isi Pesan Dakwah Di Akun Instagram @Hawaariyyun' (UIN SYARIF HIDAYATULLAH JAKARTA, 2023).

<sup>14</sup> Phuja Lail Aty Sha Banna, 'PESAN DAKWAH PADA POSTINGAN AKUN INSTAGRAM @XKWAVERS Skripsi' (Universitas Islam Negeri Sunan Ampel Surabaya, 2023).

<sup>15</sup> Luthfi Luthfi and others, 'Gaya Bahasa Repetisi Ustaz Adi Hidayat Tentang Penyelenggaraan Ibadah Dalam Wabah Covid-19', *Bahastra*, 40.1 (2020), 39 <<https://doi.org/10.26555/bahastra.v40i1.15306>>.

<sup>16</sup> Monica Indriya Pramesti and Assyifa Qolbi Sanjaya, 'Analisis Gaya Komunikasi Ustadz Adi Hidayat Dalam Berdakwah', *HIKMAH*, 17.1 (2023), 99–116.

<sup>17</sup> Ahmad Midani, 'Analisi Tindak Tutur Ceramah Ustadz Adi Hidayat Pada Channel Youtube Audio Dakwah', *Jurnal Pendidikan Tambusai*, 6.1 (2022), 53–58.

<sup>18</sup> Guntur Cahyono, 'Pemanfaatan Media Youtube Dakwah Ustadz Adi Hidayat Dalam Pengembangan Materi Fikih Madrasah Ibtidaiyah', *At-Tarbawi: Jurnal Kajian Kependidikan Islam*, 4.1 (2019), 63–78 <<https://doi.org/10.22515/attarbawi.v4i1.1474>>.

<sup>19</sup> Ana Syelviana, 'AL-QUR'AN SEBAGAI SHIFA<' DALAM CERAMAH USTADZ ADI HIDAYAT DI MEDIA SOSIAL (Kajian Analisis Wacana Kritis Teun A. Van Dijk)' (ISLAM NEGERI KIAI HAJI ACHMAD SIDDIQ JEMBER FAKULTAS, 2023).

<sup>20</sup> Hanjany Indy Mutiarawati and Dinil Abrar Sulthani, 'Pengaruh Intensitas Membaca Al-Qur'an Terhadap Sikap Religius Pada Siswa Di Smk Negeri 7 Jakarta Timur', *Jurnal Ilmiah Mandala Education*, 9.3 (2023), 1814–24 <<https://doi.org/10.58258/jime.v9i3.5717>>.

contained in the Instagram account @adihisayatofficial is about the expensive gift of reading the Quran.

## **RESEARCH METHOD**

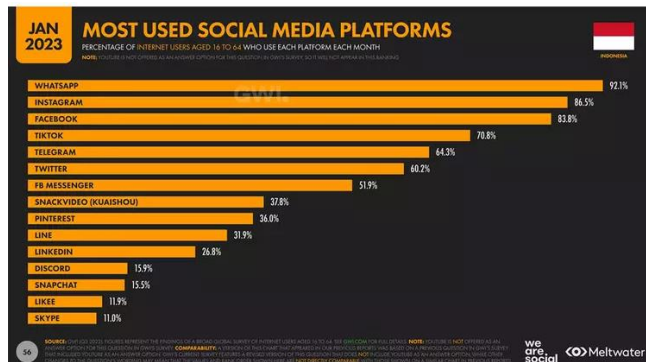
This research uses a qualitative method with a descriptive approach, namely research that uses descriptions in the form of sentences to answer the results of the research used. The data sources for this research are documents, video reels posted by Ustadz Adi Hidayat's Instagram account (@adihidayatofficial). Data analysis in this research is connected to relevant theories and is related to da'wah media, da'wah messages, and also new media. This research analyzes the potential of Instagram social media, especially reels on Instagram as a new medium for conveying da'wah messages. This research uses a qualitative method with a descriptive approach, namely research that uses descriptions in the form of sentences to answer the results of the research used. The data sources for this research are documents, video reels posted by Ustadz Adi Hidayat's Instagram account (@adihidayatofficial). Data analysis in this research is connected to relevant theories and is related to da'wah media, da'wah messages, and also new media. This research analyzes the potential of Instagram social media, especially reels on Instagram as a new medium for conveying da'wah messages.

## **RESULTS AND DISCUSSION**

The delivery of Islamic da'wah through Instagram reels on the @adihidayatofficial account on teenagers' awareness of reading the Quran can be proven by the urgency of Islamic da'wah on Instagram social media, the existence of naqli and aqli arguments, and Ustadz Adi Hidayat's Instagram reels.

### **The Urgency of Islamic Da'wah on Instagram Social Media**

Da'wah is epistemologically defined as an invitation or calling. In terms of terminology, da'wah is defined as an invitation for people to go to the right path and be blessed by Allah SWT. Da'wah is a concrete effort made to influence people to do positive and rewarding things. Da'wah can be done in many ways, especially in today's sophisticated era, the way to do this is by using social media, one of which is Instagram. Islamic da'wah must be able to keep up with the rapid development of the times, so that da'wah can continue to develop according to the times. The emergence of social media has changed the lives of many people. Especially for teenagers today, their lives cannot be far from social media, and one that is very popular among teenagers is the Instagram application.



**Figure 1. Graph of social media use in Indonesia**

Figure 1 explains that the use of the Instagram application in Indonesia is ranked second where 86.5% of people use the Instagram application. The increasingly sophisticated and complete features of the Instagram application make teenagers interested and use the application a lot. Therefore, to maximize current technological developments, da'wah through social media is the right solution considering that people tend not to be far from gadgets.

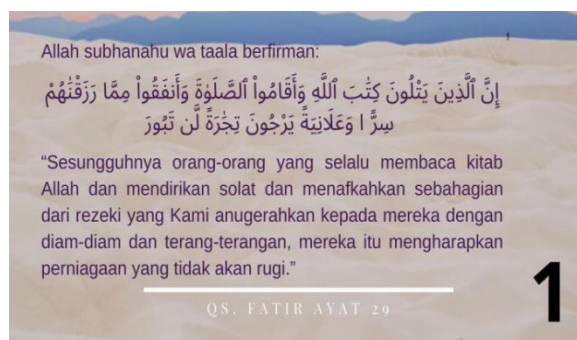
One of the newly upgraded Instagram features is reels. Reels is a video feature that initially only lasted 3 minutes, but has now become longer, up to 10 minutes, making it closer to the length of videos on TikTok and YouTube. Utilizing this reels feature as a propaganda medium is very effective, especially among today's teenagers. Teenagers who tend to get bored quickly when listening to live and long lectures pay more attention when the lecture is on Instagram with a video cut to a shorter duration and the message is conveyed.

### Proposition of Naqli and Aqli

The proof that reading the Quran is very important for Muslims is the existence of the arguments for naqli and aqli.

### Al Quran

In the Quran there are many verses that discuss the importance of reading the Quran, one of which is in the Quran Surah Fatir verse 29.



**Figure 2. Q.S. Fatir Verse 29**

In Jalalain's interpretation, it is explained that people who always read and study the Quran and practice its contents, always observe and observe prayers, and use and set aside their wealth for other people in terms of goodness, both visible and

invisible, then Allah will give you a reward that is manyfold. and forgive their righteousness and sins and reward them with greater goodness.

Reading the Quran is the greatest form of worship, and the best way to get closer and communicate directly with Allah SWT is by reading the Quran. Allah SWT also promises great rewards and rewards to people who always read the Quran.

### Hadith

Hadith narrated by Sahih Muslim about the virtues of reading the Quran



Figure 3. Hadith on the virtues of reading the Quran

Figure 3 explains the virtues of reading the Quran, one of which is based on the hadith narrated by Sahih Muslim Rahimullah, that in the future on the Day of Judgment the Quran will be an intercessor and helper for anyone who is always with him. Everything related to the Quran will be noble, from the noble book (the Quran), the month it was revealed to be noble, the night (Lailatul Qodar) is noble, revealed by the noble angel (Jibri) to the most noble human being, Rasulullah Muhammad SAW.

### Friend's words

Khalifa Utsman bin Affan said that the sign of a clean heart is a heart that is never full of the Quran.

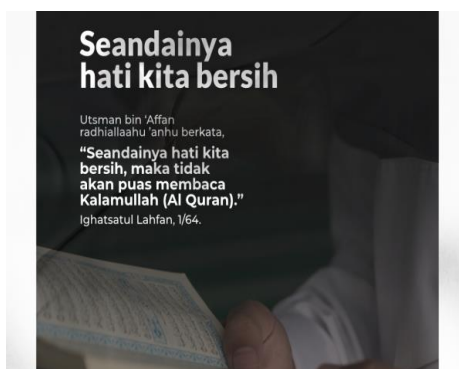


Figure 4. Words of the caliph Utsman bin Affan

Figure 4 explains that one of the signs of a person's clean heart is when someone does not feel bored while reading the Quran. Allah SWT always gives guidance and cleanses people's hearts so that they always read the Quran. The Quran is syifa' which means medicine, namely medicine for all diseases ranging from physical diseases to liver diseases. Caliph Uthman bin Affan also once said that there

were three worlds he loved, namely feeding hungry people, giving clothes to people who were poor (didn't have any), and reading the Quran.

### Ustadz Adi Hidayat's Instagram reels

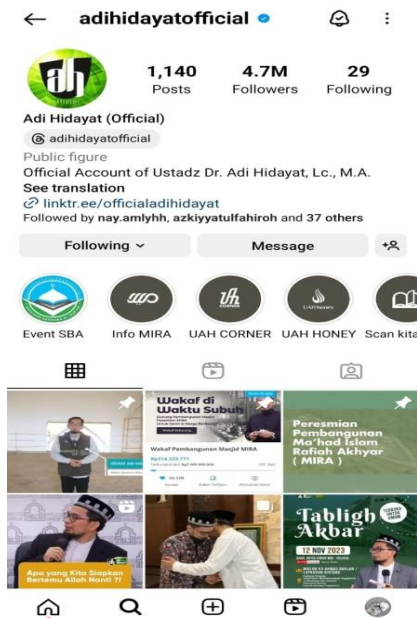


Figure 5. Ustadz Adi Hidayat's Instagram account

Ustadz Dr. Adi Hidayat, Lc., M.A. born in Pandeglang, 11 September 1984. He is a scholar who is famous for his intelligence. He mastered the knowledge of the Quran, hadith, lughah, ushul fiqh, dates, and other Islamic knowledge. He studied. Along with the development of technology, Ustadz Adi Hidayat's way of preaching is not only offline but also online through the social media accounts he has, one of which is Instagram. Ustadz Adi Hidayat's Instagram social media account is @adihidayatofficial with 4.7 million followers and 1,140 posts. The post he uploaded on his Instagram was several photos and video clips containing preaching about the Islamic religion. He also founded a foundation called the Quantum Akhyar Institute, a foundation that operates in the field of Islamic studies and da'wah development.

A new feature on Instagram that is very popular now is reels, which is a feature that contains videos that are longer than before. On Ustadz Adi Hidayat's Instagram reels there are lots of preaching posts uploaded, one of which is a post about the importance of the Quran.



**Figure 6. Reels of Ustadz Adi Hidayat's Da'wah**

Figure 6 is one of Ustadz Adi Hidayat's Instagram reels which discusses the most expensive gift given by Allah SWT, namely the desire to read the Quran. This post has been watched by 67,200 people, commented on by 328 accounts, and shared 4,378 times. In that post he said

*"So in one day there is a flash in us, which leads us to want to read the Quran, it is very expensive, it is the most expensive gift that cannot be sought, it is a gift. So if one day you think, for example, I want to read the Quran, take it quickly! Because that is God's love which is not given to every servant, because of the words of His Quran;*

ذُمَّ أَوْرَثْنَا الْكِتَابَ الَّذِينَ اصْطَفَيْنَا مِنْ عِبَادِنَ

*"I chose from among My servants certain of whom were given encouragement to want to interact with the Quran."*

*Read!, or for example, don't read but want to know the meaning. I don't know what ad-dhuha means, then we open the translation, open the light interpretation, then we read it, that's a gift, that's a gift, or I want to memorize, that's also a gift."*

Based on his post, researchers found many accounts belonging to teenagers who commented on the post. It turns out that there are still many teenagers who have just realized how important it is to read the Quran. Many are also grateful to have been reminded through these reels.

This is also reinforced by the results of interviews conducted with informant 1 who said:

*"Ustadz Adi Hidayat's discussion is very relevant now, where teenagers in their daily lives are more concerned with world affairs, if we can get the urge to read the Quran in our hearts, we can do it*



*straight away. Lucky for those who get this pull, and hopefully for those who haven't felt it, they will feel it soon. Don't let us be classified as people who have never touched and read the Quran." (AKAZ, 11/20/23)*

From the interview with informant 1, it can be seen that the video of Ustadz Adi Hidayat's preaching is very in line with what is happening now, especially among teenagers, the increasingly free social interactions of today's teenagers make teenagers immersed in their world and don't care about the Quran. His preaching video makes teenagers aware of the preciousness of the gift of wanting to read the Quran, and how lucky the chosen people who Allah has given this desire are. This opinion is supported by the opinion of informants 2 and 3 who said:

Informant 2:

*"Thank God, I often experience several things that are often mentioned by Ustadz Adi Hidayat, such as suddenly having the urge to read the Quran, but the fault is that I didn't immediately take the Quran, I always put off opening the Mushaf until I forgot. Thank God, after seeing the contents of the Ustadz's video, I got enlightenment and felt like reading and memorizing the Quran. God willing, after this, when I have the feeling of wanting to read the Quran straight away, I will immediately not delay any longer." (WM, 11/20/23)*

Informant 3:

*"From Ustadz Adi Hidayat's video, his explanation is very inspiring, and his explanation creates a sense of self-awareness in Muslims, especially teenagers. Alhamdulillah, the Ustadz appealed and reminded us teenagers now to always read the Quran and never leave the Quran, don't let a day go by without reading the Quran. At least in a day we recite 1 Juz, if not 10 pages, if not 1 page, if not It could also be 1 line, so that we don't not read the Quran in a day." (USS, 11/20/23)*

Based on the results of interviews with informants 1, 2, and 3, it can be concluded that how lucky those who receive guidance in reading the Quran are. The preaching about the importance of reading the Quran that he conveyed has had a big impact on today's teenagers, considering that many teenagers are now increasingly distant from the Quran. After seeing and watching Instagram video reels, teenagers realized that so much time was being wasted. Rasulullah SAW compared his people who did not read the Quran to a house that was collapsing. Just as a human brain that doesn't work is where Satan works, so does the heart, if it is empty and not filled with kalamullah, it will be easily influenced by Satan.

## CONCLUSION

In this modern era, da'wah can be done in many ways, one of which is by using social media, namely Instagram reels. Seeing the large number of people who use social media nowadays, especially teenagers, has made many preachers use it. One of the preachers who utilizes the sophistication of social media today is Ustadz Adi Hidayat. He uses his Instagram account to preach. In his account there are many posts about Islamic preaching, one of which is about the Quran.

Allah SWT sent down the Quran to read, study and practice its contents. There are many verses of the Quran which instruct us to always read and interpret the contents of the Quran, one of which is surah Fatir verse 29. Rasulullah SAW also in his hadith ordered Muslims to read the Quran, as well as the companions and ulama. Because the Quran is very important for life.

In the current era, the majority of people who use social media are teenagers. Teenagers who are Islam's hope for the future must always be close to the Quran. But looking at the behavior of today's teenagers who are lulled by the world, there are rarely even those who have never held the Quran. Therefore, preachers are looking for ways to approach them, namely by preaching on social media. Ustadz Adi Hidayat in his Instagram reels reminded how important and expensive the gift of reading the Quran is. Not just anyone Allah gives the desire to read the Quran. Truly lucky are the people whom Allah chooses.

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