

Navigating Digital Frontiers: Analyzing the Strategies and Impact of Islamic Da'wah on Instagram

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ABSTRACT

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In the wake of the digital revolution, online platforms have become pivotal arenas for religious discourse, reshaping traditional preaching methodologies. This study delves into the dynamic landscape of Islamic da'wah on Instagram, focusing on two prominent accounts, @abuazzamtv and @salaf.alumamah. Leveraging a qualitative research approach, this research integrates SWOT analysis and Business Model Canvas (BMC) examination to unravel the intricacies of these accounts. The analysis unveils the strengths, weaknesses, opportunities, and threats these platforms face, shedding light on their unique strategies and challenges. @abuazzamtv, renowned for its extensive outreach, faces challenges in reciprocal engagement, while @salaf.alumamah grapples with content format limitations. Despite these challenges, both accounts exhibit innovative approaches, including diverse content creation and active collaborations. Through strategic recommendations emphasizing interactive engagements and diverse content formats, this study offers valuable insights for enhancing the impact of online religious discourse on Instagram, fostering enduring connections in the digital age.

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INTRODUCTION

In religious discourse, the evolution of media for preaching has intricately woven itself into the fabric of societal progressions. A distinct paradigm shift becomes apparent as traditional preaching methods give way to the vast expanse of the internet. This platform has redefined the landscape of religious communication and profoundly shaped how religious messages are disseminated (Muthohirin, 2021). This transformation finds its roots in the emergence of social media, a medium characterized by heightened interactivity and connectivity, allowing preaching efforts to transcend spatial and temporal constraints. Unlike their predecessors, contemporary preaching endeavors have become cost-effective and accessible to the public, marking a departure from conventional patterns.

The global prevalence of the COVID-19 virus over the past years has significantly influenced the dynamics of preaching methodologies, compelling a shift towards online platforms due to the constraints imposed on face-to-face interactions aimed at containing the virus (Salim et al., 2023). Concurrently, individuals experiencing social restrictions have turned to smartphones and the internet to engage with social media, thus amplifying its role as a vital information source, knowledge enhancer, and entertainment platform (Bolanle et al., 2021; Prabowo et al.,



2022). This transition mirrors broader sociological constructs, notably elucidated by Anthony Giddens, wherein social movements emerge as collective efforts to address societal challenges while impeding the trajectory of inappropriate orientations and views through active conflict resolution and organizational efforts (Sztompka, 2007).

The emergence of social movements often follows societal upheavals, marking a response to prevailing challenges. These movements exhibit varying trajectories, with periods of heightened activity followed by a decline, occasionally leading to the formation of organized entities or, in some cases, dissolution without formal notice (Marta et al., 2023). The digital era, characterized by unparalleled ease of access and rapid technological advancements, has substantially reshaped social movements. Enabled by the pervasive reach of the internet, this era has ushered in transformative possibilities, allowing individuals to connect globally, self-organize, and disseminate information effortlessly (Kumar, 2019). As an integral component of the online landscape, blogs are pivotal tools within these social movements, amplifying their impact and outreach (Salim et al., 2021). Notably, in countries like Indonesia, where most of the populace is internet-literate, the digital era's influence on social movements has become particularly pronounced (Safitra et al., 2022).

Social movements have found a powerful ally in social media platforms in the rapidly evolving digital communication landscape. The prevalence of internet usage, especially in countries like Indonesia, has soared, with a notable surge attributed to the global impact of the COVID-19 pandemic (Mayangsari & Salim, 2021). This surge underscores the profound influence of digital spaces, offering diverse and cost-effective avenues for public expression and engagement. The popularity of platforms like Instagram is particularly striking, with a significant majority of users falling within the age group of 18-24 and substantial engagement rates, emphasizing its relevance in contemporary societal discourse (Rizaty, 2022).

Amidst the vast digital landscape, religious discourse, particularly the da'wah movement, has found resonance on platforms like Instagram. The proliferation of da'wah accounts, such as @abuazzamtv and @salaf.alummah, showcases the dynamic nature of this movement (Ambarsari, 2021). These platforms, however, come with their own set of challenges. While they offer unparalleled reach, the one-way nature of communication limits detailed explanations, potentially leading to misinformation, primarily when disseminated by non-experts (Nurrahmi & Farabuana, 2020; Yuliasih, 2022; Setiawati et al., 2023).

This intricate digital landscape to navigate an in-depth analysis becomes imperative. This study delves into the strengths, weaknesses, opportunities, and threats (SWOT) of da'wah accounts on Instagram. Additionally, it employs the Business Model Canvas (BMC) analysis, a tool initially designed for business models, to understand the intricacies of these digital platforms in a socio-religious context (Febrian et al., 2022). This unique integration of BMC analysis into the realm of da'wah media acknowledges the distinct characteristics of Instagram's audience segment, akin to a product or service in the economic field.

The transformative potential of social media, evident in the shift from traditional social movements to cyber activism, necessitates a nuanced exploration. From altering societal behaviors to influencing political participation, social media's impact is multifaceted (Makhutla, 2021; Zaimmudin et al. et al., 2021; Zuraida, 2023; Cholifah & Adrianto, 2023). Despite its efficacy in outreach, social media, particularly Instagram, poses challenges such as truncated explanations and understanding biases (Aliyati et al., 2020; Thaib, 2021).

While previous studies have delved into the SWOT analysis of da'wah media, this research distinguishes itself by incorporating BMC analysis, typically reserved for economic contexts. This unique approach aims to unravel the complexities of da'wah on Instagram, acknowledging the platform's distinctive audience segment akin to a consumer product or service. By comprehensively examining the digital space, this study aims to shed light on the intricacies of the da'wah movement in the age of Instagram, paving the way for more informed strategies and impactful societal discourse.

The motivation behind this research stems from the critical need to understand the evolving dynamics of religious communication in the digital age. By dissecting the strengths, weaknesses, opportunities, and threats alongside the business model canvas of da'wah on Instagram, this study aims to provide valuable insights into the world of contemporary religious discourse, bridging the gap between traditional values and modern technology.

METHOD

This study employs a qualitative research approach, a methodology recognized for its in-depth exploration of research objects by providing detailed descriptions (Bungin, 2017). Given the thematic nature of this study, where data is presented in statements rather than numerical values, a qualitative approach is deemed suitable. The research delves into a case study analysis of two Instagram accounts, namely @abuazzamtv and @salaf.alummah. Data collection involves a comprehensive literature study utilizing a documentation study technique. According to Juliansyah Noor (2017), documentation study involves gathering relevant literature and books pertinent to the

research variables or themes. For this study, articles about Instagram were collected, with a focus on applying the SWOT by Kotler & Keller (2012) and the BMC theory by Osteglaur and Pigneur for the analysis of the @abuazzamtv and @salaf.alumamah accounts.

The collected research data underwent a meticulous analysis process through three stages: firstly, data reduction, which involved carefully selecting pertinent data; secondly, the presentation of data; and finally, drawing conclusive insights from the analyzed data (Moleong, 2019).

RESULTS AND DISCUSSION

A. Account Owner's Biography @abuazzamtv

Tega Prawibowo, commonly known as Abu Azzam, is a dedicated young Muslim born in Koto Baru on April 16, 1998. He pursued his education at various institutions, culminating in a degree in S.Sos from STAI As-Sunnah Medan, majoring in Islamic Communication and Broadcasting. Abu Azzam is the driving force behind the Instagram account @abuazzamtv. His journey into online preaching began during his college years when inspired by a motivating lecturer, he recognized the potential of online platforms for spreading religious knowledge. Starting with blog articles, he transitioned to Instagram, where he skillfully translates Arabic lectures into Indonesian, catering to a diverse audience. His engaging content includes studies by esteemed scholars, providing a unique perspective on contemporary Aqidah and Fiqh topics. Despite his role as a teacher of Arabic and Sharia studies, Abu Azzam dedicates time to creating impactful da'wah videos.

B. Instagram Account Profile @abuazzamtv

@abuazzamtv, an Instagram account managed by Abu Azzam, is a platform for sharing engaging da'wah video content. The account garners significant viewership with 175 thousand followers and 865 posts, often reaching tens or even hundreds of thousands. Abu Azzam's strategy of posting three videos per week ensures consistent engagement. His distinctive approach involves translating Arabic studies into Indonesian, focusing on contemporary Aqidah and Fiqh themes, aligning with current events. The account's strength lies in its expansive reach, appealing to diverse age groups and international audiences. Despite challenges such as limited reciprocity due to one-way communication, Abu Azzam's commitment to providing quality translations and content ensures a solid follower base.

C. Account Owner's Biography @salaf.alumamah

Adjie Satria, affectionately known as Aji, was born in Medan on November 10, 1998. Aji's journey into online da'wah began through his passion for editing posters and videos, which he later combined with his Arabic and Sharia knowledge acquired during his studies at STAI As-Sunnah Medan. His dedication led to the creation of the Instagram account @salaf.alumamah. Aji's da'wah content primarily focuses on translating and sharing lectures from Arabic-speaking scholars, addressing contemporary religious challenges. Balancing his role as a teacher and mentor, Aji actively contributes to Islamic education and graphic design training. He collaborates with various communities and manages other Instagram accounts, showcasing his multifaceted commitment to da'wah.

D. Instagram Account Profile @salaf.alumamah

The Instagram account @salaf.alumamah, curated by Aji, delivers impactful da'wah video content, resonating with its 38.8 thousand followers through 467 posts. Aji's unique approach involves translating Arabic lectures into Indonesian, addressing Aqidah and contemporary Fiqh topics. Aji capitalizes on user activity by posting daily at opportune times, between 05:00-05:30, ensuring consistent engagement. Despite constraints such as limited equipment and the need for collaborations to sustain viewership, Aji's dedication shines through, enabling him to reach new followers while maintaining a solid relationship with existing ones.

E. SWOT Analysis of Instagram Accounts

Social media platforms have become powerful tools for religious outreach, enabling religious figures and organizations to connect with diverse audiences globally. This study conducted a SWOT analysis on two Instagram accounts, @abuazzamtv and @salaf.alumamah, focusing on their strengths, weaknesses, opportunities, and threats in the context of online religious preaching. The SWOT analysis offers valuable insights into formulating effective strategies for these accounts to enhance their impact and outreach.

F. SWOT Analysis of Instagram Accounts @abuazzamtv

The SWOT analysis for @abuazzamtv revealed distinct strengths: widespread reach (at least 20,000 views

per post), diverse audience engagement across ages and countries, low operational costs, and the ability to reach individuals inaccessible in real life. Challenges include maintaining active content posting to sustain reach and potential backlash from sensitive topics. Strategic alternatives include consistent content creation, meticulous post-screening, and targeted follower engagement.

1. Strengths
 - a. Expansive reach: @abuazzamtv can reach a significant audience, with at least 20 thousand views for one post.
 - b. Diverse audience: The account reaches individuals of all ages and various countries, making it a versatile platform for religious preaching.
 - c. Cost-effective: The platform requires minimal funds, relying only on gadgets and internet connectivity.
2. Weaknesses
 - a. Limited interaction: The one-way communication on the platform is limited reciprocal engagement with followers.
 - b. Content consistency: Active and regular content posting is essential to maintain reach, requiring continuous effort.
3. Opportunities
 - a. Global outreach: The platform allows access to individuals who might be unreachable through traditional means.
 - b. Financial support: Donations from followers can sustain religious preaching activities.
4. Threats
 - a. Content quality and consistency: Laziness in content creation can reduce reach, and sensitive content may lead to warnings or suspension by Instagram.
 - b. Online criticism: Netizens' disagreement with content may lead to negative feedback, challenging the account's credibility.

The SWOT analysis identified several key strategies for @abuazzamtv

1. **SO (Strength-Weakness) Strategy**
 - a. Commit to creating universally appealing content suitable for all ages.
 - b. Ensure high-quality translations to cater to diverse language speakers.
 - c. Optimize funds from donations for impactful outreach.
2. **WO (Weakness-Opportunity) Strategy**
 - a. Provide detailed information in captions and videos.
 - b. Engage followers through comments and direct messages for feedback and interaction.
3. **ST (Strength-Threat) Strategy**
 - a. Maintain consistent content posting schedules to retain audience engagement.
 - b. Vet content rigorously before posting and remove hate speech to maintain a positive online environment.
4. **WT (Weakness-Threat) Strategy**
 - a. Restrict comments to followers only to mitigate negative feedback.
 - b. Formulate a team for account management and moderation to handle sensitive content issues.

G. SWOT Analysis of Instagram Accounts @salaf.alummah

The SWOT analysis for @salaf.alummah identified strengths in follower engagement and efficient content creation processes, balanced by weaknesses such as limited content variety and potential viewer decline without collaborations. Opportunities lie in effective teaching methodologies and rapid follower growth. Threats include accusations of heresy and criticisms on sensitive topics. Strategic options encompass targeted content creation, improved collaboration strategies, equipment upgrades, and careful language selection for sensitive subjects.

1. Strength
 - a. Interactive content: Followers appreciate content as answers to their questions, enhancing engagement.
 - b. Viewer base: The number of video viewers surpasses the follower count, indicating potential for increased reach.
 - c. Collaborative efforts: Partnerships with accounts like @thesunnah_path broaden the account's influence.
2. Weakness
 - a. Content format limitation: Focusing primarily on videos neglects the audience interested in da'wah posters.

- b. Device limitations: Lack of laptops hampers content creation and editing capabilities.
- 3. Opportunity
 - a. Educational potential: Addressing contemporary religious issues presents an opportunity for educational outreach.
 - b. Rapid follower growth: Achieving 1000 to 3000 monthly followers indicates a positive trend.
- 4. Threats
 - a. Online attacks: Accusations of heresy and criticism from netizens can harm the account’s reputation.
 - b. Sensitivity challenges: Addressing sensitive topics, such as LGBT issues, might attract criticism and backlash.

The SWOT analysis suggests the following strategies for @salaf.alummah

1. **SO (Strength-Weakness) Strategy**
 - a. Focus on addressing follower questions to maintain engagement.
 - b. Strengthen collaborations with renowned da’wah accounts.
 - c. Enhance video quality to captivate and retain viewers.
2. **WHERE (Weakness-Opportunity) Strategy**
 - a. Establish a consistent content posting schedule.
 - b. Integrate da’wah posters between video posts.
 - c. Improve smartphone-based editing skills for diverse content creation.
3. **ST (Strength-Threat) Strategy**
 - a. Vet content rigorously before posting to avoid backlash.
 - b. Limit comments to followers to create a safer online space.
4. **WT (Weakness-Threat) Strategy**
 - e. Invest in editing equipment gradually to enhance content quality.
 - f. Form a dedicated account management team for efficient moderation.
 - g. Choose language carefully when addressing sensitive topics to minimize negative feedback.

H. Business Model Canvas Analysis

Business Model Canvas Analysis of Instagram Account @abuazzamtv

@abuazzamtv utilizes a robust business model, targeting a broad user base (Instagram users, teenagers, students, and the general population aged 18 to 30). The value proposition lies in Islamic knowledge dissemination, facilitated by content variety and quality translations. Channels include Instagram, Telegram, Facebook, and YouTube. Revenue streams are generated through donations, paid promotions, and endorsements. Key partnerships and activities involve collaborations and regular content creation, supported by essential resources like human input, the internet, smartphones, and laptops.

Table 1. Business Model Canvas (BMC) Instagram account @abuazzamtv

Key Partner business accounts who wish to sponsor	Key Activities Edit videos Create content every day	Value Proposition Content of Islamic religious knowledge	Customer Relationship Say hi through story Q & A	Customer Segment Instagram user Teenagers
The Follower who helps by providing equipment assistance for the needs of editing	Post story Q & A	Fatwas from scholars	Reply to messages followers via DM (Direct Message).	Student
	Key Resource Human resources as content creators	Answer contemporary religious problems from followers	Channels Instagram Telegram Facebook Youtube	The General population is aged 18 to 30 years.
Cost Structure Internet packages		Revenue Streams Donation PP (paid to promote), Endorse		

Business Model Canvas Analysis of Instagram Account @salaf.alummah

Focused solely on Instagram, @salaf.alummah's model targets Instagram users, new learners, and those opposing Salaf's preaching. The value proposition centers on high-quality, translated Arabic content addressing contemporary religious issues. Revenue streams stem from personal funds, and key partnerships with @thesunnahpath enhance reach. Key activities involve daily content creation, live streaming, and maintaining follower relationships, supported by human resources and essential tools like smartphones and the internet.

Table 2. Business Model Canvas (BMC) Instagram account @salaf.alummah

Key Partner Dakwah account @ thesunnahpath	Key Activities Edit videos Create content every day Post story Live streaming	Value Proposition Pack Islamic religious knowledge content Fatwas from the preacher answer contemporary religious problems from follower	Customer Relationship Say hi through a <i>story</i> Q & A Reply to messages <i>followers</i> via DM (<i>Direct Message</i>).	Customer Segment Instagram user people who are new to the study as well as people who oppose the preaching of the Salaf
	Key Resource human resources as content creators, The Internet Smartphone		Channels Instagram	
Cost Structure Internet packages			Revenue Streams Personal Funds	

CONCLUSION

In the ever-evolving landscape of online religious outreach, Instagram accounts @abuazzamtv and @salaf.alummah have emerged as pivotal platforms, employing innovative strategies to engage diverse audiences in meaningful da'wah experiences. These accounts have been scrutinized through meticulous SWOT analyses and comprehensive examinations of their Business Model Canvas (BMC) to identify their strengths, weaknesses, opportunities, and threats. This scrutiny has yielded critical insights illuminating the path forward for practical online religious discourse in the digital age.

The SWOT analysis of @abuazzamtv underscores its ability to reach a vast audience, transcending geographical and cultural boundaries. However, challenges persist, including the inability to gauge the reciprocity of engagement, which is inherent to social media interactions. Opportunities lie in the platform's potential to reach diverse demographics, while threats emerge from potential content creator complacency. The corresponding BMC analysis reveals a holistic approach, focusing on Islamic knowledge dissemination. With a diverse channel presence and revenue streams derived from donations, paid promotions, and endorsements, @abuazzamtv stands poised for sustained growth. Strategic engagement with followers and continuous content creation is recommended, ensuring a robust and responsive online presence.

The SWOT analysis of @salaf.alummah highlights its unique strengths, such as content interactivity and collaborations with other accounts. However, limitations arise from a video-centric approach, overlooking the appeal of da'wah posters. Opportunities lie in the ease of imparting Syariah knowledge, yet threats emerge from potential slander and criticism, reflecting the sensitive nature of religious discourse. The corresponding BMC analysis underscores a focused approach to content creation and outreach. Leveraging partnerships, active customer relationships, and personalized content creation, @salaf.alummah relies on personal funds as a revenue stream. Integrating diverse content formats and cautiously navigating sensitive topics are recommended to enhance impact.

This study advocates for continued da'wah efforts on Instagram, emphasizing the significance of interactive engagements. Preachers are encouraged to interact actively with their audience, understanding the religious knowledge gained post-engagement. The evolution of da'wah videos, incorporating varied content formats, and maintaining consistent, high-quality interactions are essential to sustained impact. By embracing adaptability and strategic planning, Instagram accounts can foster enduring connections, bridging the gap between traditional religious discourse and the digital world.

In conclusion, the insights gleaned from the SWOT analyses and BMC examinations not only shed light on the current status of @abuazzamtv and @salaf.alummah but also provide a roadmap for future endeavors in online da'wah. As the digital landscape transforms, these findings serve as a guiding beacon, enabling religious advocates to navigate social media's complexities and enrich countless individuals' spiritual journeys.

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