Research Article

Analysis Of Islamic Communication Strategies In The Cyber Society Era: A Case Study Of Ustadz Syafiq Riza Basalamah's Da'Wah Quote Content

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Abstract: This qualitative descriptive study, based on literature review and discourse analysis, aims to understand Islamic communication strategies in the era of cyber society through a case study of Ustadz Syafiq Riza Basalamah's da'wah quote content on Instagram. This study analyzes five da'wah quote contents, namely "Expressions of Love," "Self-Reflection through Dhikr," "Marriage Is Not About Sweet Love in the Beginning," "Proof of True Love," and "Stuck Like a Stamp." The results indicate that Ustadz Syafiq employs da'wah communication strategies that adapt to the characteristics of digital society, using simple language, a reflective delivery style, and visually appealing and easily comprehensible media. The bil hikmah approach serves as the primary foundation in each da'wah message, emphasizing a balance between spiritual values and modern social contexts. Overall, the content demonstrates that Islamic da'wah on new media can be effective if delivered contextually, communicatively, and grounded in the Qur'an and Hadith. Therefore, digital media-based Islamic communication strategies are considered relevant and necessary for sustaining da'wah in the cyber society era

Keywords: Communication; Cyber; Da'wah; Instagram; Society

1. Introduction

The development of information technology and the internet has brought significant changes in shaping digital society. The digitalization of the economy has transformed traditional economic models into digital economies, where consumption through digital platforms enables society to access services more easily and quickly. Moreover, digital culture has emerged as a new phenomenon; digital technology affects how culture is consumed and created, while also fostering the growth of a creative industry ecosystem that integrates historical heritage and modern innovation (Lv et al., 2023). These changes also impact work and education, as knowledge becomes rapidly obsolete, creating a need for continuous learning to enable individuals to adapt to the increasingly flexible and technology-based labor market (Omarova & Amina, 2024).

Beyond economic and cultural aspects, social interaction and communication within digital society have also transformed. The internet allows faster and broader communication, facilitating the formation of virtual communities that strengthen social integration, particularly for migrant groups requiring access to information and services (Condruz-Bacescu, 2020; Zhu & Xia, 2025). Digital or cyber identities emerge as new forms of individual identity influenced by online interactions (Fedorova & Rotanova, 2020). However, these developments also present challenges, such as cybersecurity threats and cybercrime (Christou, 2016; Dumitrache et al., 2024). In education, information technology introduces interactive and flexible learning methods via e-learning platforms, while digital literacy

becomes essential to ensure equitable participation in digital society (Condruz-Bacescu, 2019; Duche-Pérez et al., 2024).

The advancement of digital media has provided significant opportunities for disseminating Islamic values more widely and effectively. Social media platforms enable Islamic preachers to reach global audiences, enhance the visibility of religious figures, and give rise to religious influencers who can shape belief formation and religious socialization (Simamora & Farid, 2024; Kerim et al., 2025). The use of transmedia storytelling across various media formats also enhances understanding and acceptance of Sharia-compliant content, making it more attractive and accessible (Rasit et al., 2025). Platforms such as YouTube and Facebook are utilized to convey Islamic values effectively, leveraging the credibility of opinion leaders, while faith-based educational content, such as Islamic YouTube series, is considered beneficial by parents as it supports moral development and provides a safer alternative to secular content (Saleh et al., 2024; Waheed et al., 2025). Nevertheless, challenges such as the spread of fake news and unethical content necessitate the development of ethical communication models in accordance with Islamic principles (Mohamad & Yusoff, 2025).

In addition to reaching broad audiences, disseminating Islamic values through digital media also faces cultural and linguistic barriers, which must be addressed with localized and contextually adapted content (Bunt, 2022). The social and ethical impacts of digital media, such as social isolation, the spread of immoral content, and the risk of Islamophobia, highlight the importance of responsible media use and the promotion of meaningful content (Evolvi, 2019; Al-Momani, 2025). Therefore, developing Sharia standards for digital content, creatively utilizing technology, and educating the public about responsible social media use are crucial strategies to ensure that Islamic communication in the digital era is not only wide-reaching but also ethically and positively oriented (Abu Al Houl et al., 2024).

One noteworthy phenomenon in contemporary da'wah is the growing dissemination of Islamic messages through social media platforms by popular religious figures. Ustadz Dr. Syafiq Riza Basalamah, M.A., a doctoral graduate from the Islamic University of Madinah and an active lecturer at STDI Imam Syafi'i Jember, exemplifies a preacher who actively utilizes Instagram. His official account, @syafiqrizabasalamah_official, has approximately 2 million followers and thousands of posts. This account frequently shares "wisdom quotes" of da'wah—short excerpts of Islamic advice derived from his lectures or studies. For instance, guidance on the importance of family, sincerity of intention, or social media ethics is presented in concise formats that are easy to read and share. These digital da'wah quotes are valuable for analysis as they represent the digital packaging of Islamic values amid the challenges of cyber society. Ustadz Syafiq's phenomenon on Instagram illustrates how an authoritative religious figure attempts to maintain the substance of da'wah while adapting to the communication style of social media.

This study aims to fill the gap regarding Islamic da'wah communication strategies in the cyber society era, where the shift from face-to-face preaching to digital media presents new challenges, including rapid, instant, and potentially sensationalized information. The novelty of this research lies in the focus on the content analysis of Ustadz Syafiq Riza Basalamah's Instagram da'wah quotes, highlighting how da'wah messages are packaged in an educational, polite, and Islamically principled manner, despite the pressures for short and popular content. The study aims to understand the digital packaging of da'wah values and formulate effective digital da'wah communication strategies to ensure messages remain ethical, educational, and relevant to digital society. The study's impact is expected to contribute academically to the study of Islamic communication and broadcasting, enhance public digital da'wah literacy, serve as guidance for preachers, and provide insights for religious institutions to be more active and innovative in disseminating credible da'wah on digital platforms

2. Research Method

This study employs a qualitative approach with a case study design to understand Islamic da'wah communication strategies in the cyber society era through da'wah quotes published on Ustadz Syafiq Riza Basalamah's Instagram account. A qualitative approach was chosen as it allows the researcher to explore the meaning of da'wah content, the context of communication, and message delivery strategies in depth, thereby capturing the phenomenon

holistically and contextually. The focus of this study is the content analysis of da'wah messages, examining how Islamic values are packaged in an educational, polite, and relevant manner for digital society. Data collection was conducted through documentation and observation of digital content, specifically selecting da'wah quote posts on Instagram during the period of September to October 2025. Each content piece was analyzed to identify communication patterns, word choice, message visualization, and delivery strategies used to reach the cyber society audience. The collected data were processed using thematic content analysis, categorizing da'wah messages based on themes, educational value, ethics, and communication strategies. Data reduction was performed by filtering relevant information, and the data were then presented in descriptive narrative form to facilitate understanding, interpretation, and conclusions. Data validation was carried out through source and context triangulation, ensuring the credibility and reliability of the findings.

3. Results and Discussion

Recent studies have highlighted the utilization of digital platforms, including YouTube, TikTok, Instagram, and Islamic applications, as effective means for da'wah in the digital era. Content analysis of da'wah on YouTube shows that messages are conveyed through symbols, visual signs, personal narratives, engaging visuals, and easy-to-understand language, thereby fostering viewers' understanding of Islamic values interactively and promoting engagement among millennials (Sari & Khotimah, 2022; Sobar et al., 2023). A humanistic da'wah approach that is inclusive and empathetic has also been shown to increase social awareness and active participation in religious life (Karimullah, 2023). Furthermore, the effectiveness of digital media such as Instagram emphasizes adherence to Islamic ethics, the use of interactive visuals, and communication strategies that encourage followers to understand and practice religious values (Maolana et al., 2024). Interactive, contextual, and visually appealing digital content strategies have been proven to strengthen the internalization of Islamic values among Generation Z and influence religious behavior through narrative and religious moderation (Kholifah & Hikmah, 2024; Muharrifah & Sikumbang, 2025; Sodikin & Solikhah, 2022).

Semantic Analysis of the Content "Expressions of Love"

The "Expressions of Love" content uploaded by Ustadz Syafiq emphasizes the importance of affection within the family as a reflection of the Prophet's ﷺ character. The core meaning of this content is not merely to emphasize romantic love but how love is expressed through tangible attitudes and actions toward one's spouse, particularly the wife. The choice of the word "stingy" in the main sentence serves as a tool for introspection, inviting husbands to evaluate how they express their affection. Implicitly, this content reminds audiences that love is an act of worship that strengthens faith, rather than just an emotional expression. This message is particularly relevant in the social media era, where couples often display public affection. Ustadz Syafiq emphasizes that true affection arises from gentleness and attention, not digital posturing. Using a casual language style, the content conveys Islamic morals warmly and accessibly for modern audiences.

From a syntactic perspective, Ustadz Syafiq employs simple and logical sentences, making the da'wah message easy to understand. Light imperative sentences, such as "Do not be stingy in expressing love to your wife," are followed by explanations of consequences, namely the growth of affection through kind words, warm smiles, and small gestures. This sentence structure establishes a clear cause-and-effect relationship. Additionally, the repetition of phrases like "kind words, warm smiles, and small gestures" adds rhythm and balance. The inclusion of a hadith at the end of the message reinforces the authority of the content, balancing moral guidance and religious foundation. The orderly sentence structure and gentle diction make the content feel light, warm, and persuasive. This strategy aligns with the principle of da'wah bil hikmah, which emphasizes inviting goodness with gentleness. Such syntax also facilitates more effective absorption by digital audiences who prioritize simplicity and clarity.

The "Expressions of Love" content demonstrates that Ustadz Syafiq successfully combines moral and religious messages effectively. Love in this content is not merely a feeling but concrete actions reflecting the Prophet's ﷺ character. Through simple, structured, and gentle sentences, the da'wah feels warm and accessible to digital society. Including hadith provides a strong spiritual foundation, while casual language makes the message more

relatable. Overall, this content illustrates a da'wah strategy that is relevant to modern conditions: concise, clear, emotionally engaging, and grounded in Islamic teachings. Ustadz Syafiq effectively encourages strengthening marital relationships through affection and communication without compromising spiritual values. This approach emphasizes that love in Islam is an act of responsibility, a means of strengthening faith, and not solely romantic expression.

Semantic Analysis of the Content "Self-Reflection through Dhikr"

The content "Self-Reflection through Dhikr" emphasizes the importance of dhikr (remembrance of Allah) as a means of introspection and inner peace. The main message is that when individuals feel tired, anxious, or lost, the best solution is to remember Allah. The term "self-reflection" invites the audience to look inward, recognize personal weaknesses, and strengthen their spiritual connection. Dhikr is not merely a verbal ritual but a tool to calm the mind and reinforce faith. In the fast-paced, high-pressure digital era, this message is highly relevant, as social media often induces stress. Ustadz Syafiq employs gentle language and soothing visuals to create content that promotes spiritual calmness. The content integrates Qur'anic verses and hadith to provide religious grounding, making the message authentic and touching. Overall, it conveys strong religious meaning that is relevant for modern audiences seeking spiritual tranquility.

Syntactically, this content uses simple, gentle, and logical sentences. Light imperative sentences such as "Take time to remember Allah and perform self-reflection" are followed by explanations of the effects, namely calming the mind and strengthening faith. The repetition of phrases like "remember Allah" emphasizes the core message, while subsequent sentences highlight the practical benefits of dhikr. Inclusion of Qur'anic verses and hadith at the end provides authoritative support, ensuring the message is not merely personal opinion. The coherent sentence structure and soothing diction make the content easy to understand and comforting. This syntactic strategy aligns with da'wah bil hikmah, as it conveys spiritual invitation persuasively and gently. The balance between practical advice and religious evidence makes this content effective for modern audiences who need spiritual inspiration amid digital distractions.

This content successfully delivers a calming and relevant spiritual message. Dhikr is portrayed as a means of self-reflection and strengthening faith, rather than a mere ritual. Simple, gentle language and soothing visuals make the content accessible to digital audiences. Incorporating Qur'anic verses and hadith strengthens the religious foundation, enhancing authenticity. Ustadz Syafiq's da'wah strategy emphasizes bil hikmah, inviting followers with wisdom and gentle expression. The content also offers a positive alternative amid the stress-inducing digital culture, reminding audiences to seek tranquility through spirituality. Consequently, this content not only educates but also provides practical solutions for modern audiences seeking inner peace through religion.

Semantic Analysis of the Content "Marriage Is Not Just About Sweet Love at the Beginning"

This content emphasizes marriage as a long-term journey requiring patience, learning, and commitment, rather than just early romantic emotions. The core message is to foster a realistic understanding of family life, where true love grows from spiritual sincerity and responsibility. The phrase "not just about sweet love at the beginning" serves as a critique of modern thinking that evaluates marriage based solely on initial pleasure. The enumeration "patience, learning, and long-term commitment" highlights the spiritual journey that couples must undertake. The visuals and ring symbols reinforce the sacredness of marital commitment before Allah. This content is highly relevant in the social media era, which often showcases instant displays of affection. Ustadz Syafiq raises awareness that household happiness depends on sincere intention rather than digital posturing. The moral message invites audiences to reassess marriage expectations realistically.

The sentence structure is simple, effective, and memorable. The contrastive declarative sentence, "Marriage is not just about sweet love at the beginning," is followed by an enumerative emphasis, "patience, learning, and long-term commitment." This pattern guides the audience from an emotional perspective toward rational spiritual understanding. Repetition through key words creates rhythm and message continuity. The diction is gentle, persuasive, and motivating without appearing forceful. Coherence between the first and

second sentences forms a logical flow from problem introduction to moral solution. This structure aligns well with social media's demand for concise, meaningful content. The syntax emphasizes a balance between reflective invitation and spiritual guidance, making the message accessible to young audiences.

This content reinforces that marriage is not merely romantic emotion but a spiritual journey requiring patience and commitment. Simple language and structured sentences make the message easily understood and effective for social media. Visuals and symbols strengthen the meaning of sacred commitment in Islam. Semantically, the content shifts societal perception from instant romance toward long-term responsibility. Syntactically, concise, clear, and rhythmic sentences support persuasive delivery. This strategy exemplifies Ustadz Syafiq's digital da'wah approach, adaptive to modern communication styles. The content touches the audience's hearts, reminding them that true love grows through perseverance, reinforcing moral and spiritual values in marriage.

Semantic Analysis of the Content "Proof of True Love"

This content emphasizes that love for the Prophet ﷺ must be demonstrated through concrete actions, not merely words. The main message is to deepen religious practice through obedience, following the Sunnah, increasing salutations (salawat), and emulating the Prophet's character. The phrase "proof of true love" underscores that symbolic expressions on social media are insufficient if not reflected in daily behavior. The message implies the importance of balance between faith, speech, and action. Visuals, such as lanterns, symbolize the guiding light of divine guidance. This content is relevant in the digital era, where people tend to display symbolic expressions of love online. Ustadz Syafiq encourages audiences to assess their love through the extent of religious practice. The strong moral message reminds that practicing the Prophet's teachings is the manifestation of true love in daily life.

Syntactically, the content employs firm yet gentle declarative sentences, followed by three parallel imperatives: "Follow his Sunnah," "Increase salutations," and "Emulate his character." This pattern forms a logical flow from personal action to verbal worship to moral practice, reflecting the interconnection between faith, speech, and behavior. Parallel and rhythmic sentence structures facilitate retention of the core message. Diction such as "proof," "real," and "obedience" emphasizes action as an expression of love. The closing hadith strengthens the religious basis, ensuring authenticity. The simple, educational, and harmonious sentence structure makes the content effective for social media. This strategy aligns with da'wah bil hikmah, inviting goodness with gentleness and realism rather than rhetoric. The syntax enables clear delivery without losing emotional or spiritual impact.

The content emphasizes that love for the Prophet ﷺ must be proven through obedience and practice. Simple language, structured sentences, and a persuasive style make the message accessible to digital audiences. Visuals and symbols reinforce spiritual meaning, while hadith provides religious grounding. Ustadz Syafiq's strategy balances verbal expressions of love with concrete actions, making it relevant for the social media era. This content educates and inspires audiences to emulate the Prophet's character in daily life. The moral and spiritual message emphasizes that true love for the Prophet manifests in tangible deeds, not just words. It serves as an example of concise, meaningful, and persuasive digital da'wah that resonates with modern audiences seeking spiritual growth.

Semantic Analysis of the Content "Sticky Like a Stamp"

The content "Sticky Like a Stamp" warns about the dangers of premarital sexual relations and casual intimacy among youth. The main message emphasizes maintaining purity before marriage. The metaphor "sticky like a stamp" illustrates couples being physically too close before halal marriage, risking sinful behavior. The phrase "the wedding night will become the burial of love" implies the consequences of relationships that violate Sharia. This content is relevant in the digital era, where dating and physical closeness are normalized. The message emphasizes that true love is measured not by physical closeness but by halal intention and commitment. The strategy employs light language, creative metaphors, and visually appealing elements for young audiences, making religious messages easy to understand and impactful. Ustadz Syafiq successfully delivers moral warnings without sounding preachy, making the da'wah relevant and persuasive.

Syntactically, the content uses a clear narrative structure: cause (temptation from Satan), effect (loss of love's meaning), and solution (avoid zina). The opening sentence, "Two

unmarried lovers will be urged by Satan to be sticky like a stamp," depicts a realistic situation, followed by the contrastive sentence, "However, on the wedding night, that night will become the burial of love," and the moral injunction, "Therefore, avoid zina!" This logical, sequential pattern is easy to understand. Metaphoric diction like "sticky like a stamp" and "burial of love" strengthens visualization and emotional engagement. Short, concise, and rhythmic sentences match social media's demand for quick, memorable messages. This syntactic strategy effectively conveys moral guidance while maintaining relatability for young audiences.

The content stresses the sanctity of relationships and the importance of avoiding zina through light language, metaphors, and appealing visuals. Semantically, it provides contextual moral warnings for youth. Syntactically, simple, coherent, and rhythmic sentences facilitate comprehension. Ustadz Syafiq successfully delivers religious values in a modern, persuasive way, emphasizing that true love is measured by halal intentions and purity of heart, not physical proximity. This approach aligns with adaptive digital da'wah strategies for youth culture, remaining relevant in the social media era while integrating morality with practical education. The content demonstrates that da'wah can be touching, educational, and relevant without diminishing spiritual values.

Overall Analysis

Across the five contents, Ustadz Syafiq employs a da'wah bil hikmah strategy: delivering moral and religious messages with casual, logical, and relevant language for digital audiences. Each content piece balances general advice, explanation of benefits, and religious evidence. Themes include love within the family, self-reflection through dhikr, marriage realities, true love for the Prophet ﷺ, and dangers of casual relationships. This approach combines spiritual education with modern life contexts. Gentle language, symbolic visuals, and concise sentences make messages easily understood, emotionally engaging, and behaviorally influential. The strategy effectively reaches younger generations who consume information rapidly through social media.

Ustadz Syafiq utilizes simple language, metaphors, and appealing visuals to reinforce messages. Use of invitations, soft imperatives, and key word repetition enhances memorability. Visuals, such as lanterns, rings, and warm colors, add depth to moral meaning. This approach helps audiences process da'wah content enjoyably, without boredom, and emotionally relevant. The strategy maximizes social media's strength: concise, clear, and visual information, ensuring effective delivery of Islamic messages. Positive impacts are seen in audiences' reflection, introspection, and application of teachings in real life.

Ustadz Syafiq's da'wah content reflects intelligent adaptation to modern social media. Moral and religious teachings are conveyed with light language, simple sentence structures, and support from Qur'anic verses and hadith. Themes address modern spiritual needs: harmonious family building, self-reflection, love for the Prophet ﷺ, and preservation of relational purity. The strategy emphasizes practical application rather than theory, making da'wah relatable to everyday life. The bil hikmah approach ensures messages are delivered effectively, emotionally engaging, and capable of influencing audience behavior, rendering Ustadz Syafiq's content inspirational, educational, and contextually relevant in the digital era

6. Conclusions

Islamic da'wah in the cyber society era has undergone significant changes in format and sources of religious authority. Findings indicate that digital da'wah content is presented concisely, illustratively, and engagingly to attract social media users, while public trust in traditional scholars partially shifts to popular digital preachers. The study also emphasizes the importance of digital literacy for both preachers and audiences to navigate information flow and maintain da'wah quality. The case study of Ustadz Syafiq Riza Basalamah's quote da'wah content demonstrates an adaptive Islamic communication strategy, using simple language, warm and communicative style, and easily understandable visual analogies, while remaining grounded in Qur'anic references and authentic hadith to preserve Islamic values.

Thus, da'wah communication in the digital era requires integration between Islamic tradition and new media creativity, focusing on informative, ethical, and relevant message delivery for modern society. Ustadz Syafiq's approach exemplifies how Islamic values can be packaged contextually and inspirationally. Based on these findings, several recommendations are proposed: digital preachers should adapt delivery methods to social media characteristics

without compromising Islamic principles; religious institutions should actively provide valid digital content references; society should improve digital literacy to discern authentic da'wah content; and future research may expand to other platforms or preachers using quantitative or mixed methods to measure the effectiveness of da'wah messages in influencing audience behavior.

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