

## DISCOURSE ANALYSIS OF THE REPRESENTATION OF DA'WAH VALUES IN THE INSTAGRAM CONTENT OF @hanan\_attaki

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**Abstract :** The development of digital technology has transformed the patterns of da'wah communication in the modern era, particularly through the use of social media as a medium for disseminating Islamic messages. This study aims to analyze the da'wah communication strategies employed by Ustaz Hanan Attaki through the Instagram platform. Using a qualitative approach and content analysis method, this research examines the form, style, and effectiveness of the da'wah messages conveyed through both visual and narrative content on the @hanan\_attaki account. The findings reveal that Ustaz Hanan Attaki utilizes simple and relatable language, engaging visual elements, and contemporary themes that resonate with the lives of younger generations. His communication strategies include a personal approach, storytelling techniques, and the integration of religious symbols with modern lifestyle elements. These findings suggest that the integration of da'wah and digital media can enhance the reach and appeal of religious messages, particularly among millennial and Gen Z audiences. This research is expected to contribute to the development of Islamic preaching strategies that are relevant to the dynamics of new media.

**Keywords:** communication strategy, digital da'wah, Ustaz Hanan Attaki, social media, da'wah content.

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## Introduction

The advancement of information and communication technology, particularly social media, has created a new space for Islamic da'wah activities. Platforms such as Instagram, originally designed as photo and video sharing media, have now become effective tools for delivering religious messages to a broad audience. This phenomenon has given rise to new forms of da'wah communication that are more visual, concise, and contextual suiting the characteristics of social media users, especially millennials and Generation Z.

One prominent figure who actively utilizes Instagram as a medium for da'wah is Ustaz Hanan Attaki, a young preacher known for his relaxed, communicative style that resonates with the language of youth. Through his personal Instagram account, @hanan\_attaki, he consistently shares religiously themed content such as Qur'anic verses, hadiths, Islamic motivational quotes, and short sermons. These contents do not merely convey religious teachings but also represent da'wah values such as compassion, honesty, patience, and calls for righteousness delivered in an engaging and accessible communication style for the audience.

In this context, it is essential to examine how the representation of da'wah values is constructed through the discourse presented in @hanan\_attaki's Instagram content. Discourse analysis becomes a relevant approach to uncover how da'wah messages are constructed, conveyed, and received by the audience. Through this analysis, the forms of Islamic value representation, the communication style used, and the impact on shaping young people's religious understanding in the digital age can be understood.

Thus, this study aims to analyze the discourse representation of da'wah values in @hanan\_attaki's Instagram content and to identify the da'wah communication strategies employed to reach a broader audience, particularly Muslim adolescents and youth.

The development of information and communication technology has brought significant changes in various aspects of life, including how Muslims deliver and receive religious messages. In this digital era, da'wah is no longer limited to mosque pulpits or traditional sermons; it has extended into the dynamic and interactive realm of social media. Platforms such as Instagram, YouTube, and TikTok have become new arenas for preachers to reach wider audiences, especially younger generations familiar with digital technology.

Ustaz Hanan Attaki is among the prominent figures who actively leverage social media in his da'wah activities. With a preaching style that is relaxed, contemporary, and relatable to youth life, he has successfully established a reputation as a millennial preacher capable of bridging Islamic values with the spiritual needs of the digital generation. His Instagram account, @hanan\_attaki, serves as a concrete example of how social media can be strategically utilized to deliver da'wah messages in a visual, narrative, and emotional format. This phenomenon is worth exploring further in the context of da'wah communication strategies in the digital era.

This study aims to analyze the da'wah communication strategies employed by Ustaz Hanan Attaki through the content he uploads on Instagram. The focus of the study is directed at how Islamic messages are packaged, the communication style used, and how the content interacts with the audience. Using a qualitative approach and content analysis method, this study is expected to provide both theoretical and practical contributions to the development of Islamic da'wah strategies that are

relevant to technological advancements and the characteristics of today's digital generation.

### **Research Methodology**

This study employs a qualitative approach with a content analysis method to examine the da'wah communication strategies used by Ustaz Hanan Attaki on the social media platform Instagram. The qualitative approach was chosen as it enables the researcher to deeply understand the meaning, context, and messages embedded within the da'wah content.

The primary data in this research consists of visual content (photos and videos) and captions published on the Instagram account @hanan\_attaki within the last six months. Data collection techniques involved documentation and non-participant observation of the Instagram account. The researcher identified and classified the content based on da'wah themes, language style, use of visuals, and audience responses (such as the number of likes, comments, and other interactions).

Data analysis was conducted in three stages: data reduction, data display, and conclusion drawing. The validity of the data was reinforced through source triangulation and the use of relevant literature. Through this method, the study aims to comprehensively portray the da'wah communication strategies implemented by Ustaz Hanan Attaki in reaching the digital society, particularly the younger generation.

### **Results and Discussion**

The da'wah content presented by Ustaz Hanan Attaki on Instagram reflects a distinctive and youth-relevant approach. Based on an analysis of posts over the past six months, it is evident that Ustaz Hanan frequently adopts thematic approaches closely related to the daily lives of his audience, such as love, friendship, patience, spiritual motivation, and the concept of hijrah (spiritual migration). These themes are conveyed using simple and relatable language, without appearing patronizing.

Ustaz Hanan's communication style can be categorized as communicative, persuasive, and emotional. He not only delivers informative religious messages but also builds emotional connections with his followers. Many of his posts utilize storytelling techniques that depict real-life situations or everyday experiences, making the da'wah messages feel more alive and contextual.

Visually, the @hanan\_attaki account presents a mix of personal photos, Islamic quotes, sermon clips, and short videos designed with appealing graphic layouts. The aesthetically pleasing and modern visual elements help attract attention from Instagram users, who are typically drawn to visual content. The use of color schemes, typography, and layout is also consistent with Ustaz Hanan's personal branding as a young preacher.

Audience interaction is a key strength of Ustaz Hanan's communication strategy. He frequently responds to comments, hosts Q&A sessions via Instagram Stories, and uses live streaming features to engage directly with followers. This approach creates a sense of real presence and emotional closeness between the preacher and the mad'u (da'wah target).

Moreover, Ustaz Hanan often includes reflective prompts in his captions, encouraging audiences to contemplate their spiritual condition. Rather than giving direct answers, he often invites audiences to discover the meaning behind the

messages themselves. This demonstrates a participatory and educational approach to da'wah, as opposed to a merely indoctrinative one.

Language usage is also a critical element in Ustaz Hanan's communication strategy. He tends to use informal language, slang, and even light humor to ease the atmosphere. This choice of language resonates well with young audiences and serves as an effective cultural approach to convey Islamic values in a non-restrictive and inclusive manner.

Consistency in posting content is another important part of his strategy. Ustaz Hanan regularly publishes content, such as short advice, brief videos, and spiritual reminders around key prayer times, Fridays, and during Ramadan. This pattern indicates a well-planned and systematic approach to digital da'wah management.

In terms of audience response, Ustaz Hanan's content receives high engagement rates, evidenced by the number of likes, comments, and content shares. This suggests that the messages he conveys strongly resonate with the spiritual and emotional needs of his audience, particularly urban Muslim youth.

Nevertheless, digital da'wah strategies also come with their own challenges, such as the potential for misinformation or misinterpretation due to the brevity and visual nature of the content. Therefore, it is important for preachers like Ustaz Hanan to provide spaces for clarification and deeper understanding possibly by directing followers to longer-form platforms such as YouTube or podcasts.

Overall, Ustaz Hanan Attaki's da'wah communication strategy on Instagram proves effective in reaching the digital generation. His personal approach, light-hearted language style, attractive visuals, and active audience engagement are key factors behind the success of his digital da'wah. These findings demonstrate that social media can serve not only as a tool for entertainment but also as a powerful medium for spiritual transformation when used strategically and responsibly.

Beyond visual and linguistic elements, the emotional and spiritual tones in Ustaz Hanan's content are also central to its appeal. Many posts feature brief but moving reflections on themes such as solitude, loss, and hope. Phrases like "Allah never sleeps" or "Istiqamah is hard because paradise is expensive" are examples of how spiritual messages are conveyed in concise yet meaningful language, easily reshared by followers. This creates a viral effect while reinforcing the idea that da'wah can also touch on humanistic and psychological aspects.

Interestingly, Ustaz Hanan's communication strategy also includes collaboration with other communities and public figures who share similar values. In some of his content, he interacts or shares platforms with other Muslim influencers, thereby expanding his audience reach and reinforcing the da'wah message. Such collaborations demonstrate that digital da'wah can be collective, not dependent on a single figure, and capable of building a supportive ecosystem.

Ultimately, from all these findings, it can be concluded that effective da'wah communication strategies on social media rely not only on message content but also on delivery methods, consistency, personal engagement, and adaptability to digital platform dynamics. In this context, Ustaz Hanan Attaki has successfully harmonized these elements, making his da'wah content not only educational but also inspirational and capable of forming a new spiritual community in the digital space.

## Conclusion

The da'wah communication strategy implemented by Ustaz Hanan Attaki on Instagram demonstrates success in addressing the challenges of da'wah in the digital age. Through a personal and thematic approach, Ustaz Hanan effectively conveys Islamic messages in a simple, relevant, and relatable manner, especially in the context of youth culture. The da'wah themes he presents are not merely normative but also touch the emotional and psychological aspects of his audience covering topics such as love, friendship, and the search for spiritual identity

The strength of Ustaz Hanan's da'wah communication lies in his ability to blend inspiring narratives with visually appealing content. The use of modern graphic design, motivational quotes, and short videos makes his messages easily understood, widely shared, and capable of reaching a broad audience. Furthermore, his use of informal language and storytelling proves effective in fostering emotional closeness with his followers, thereby ensuring that the da'wah message does not come across as rigid or preachy.

Two-way interaction is also a critical component of this strategy's success. By utilizing Instagram features such as comments, stories, and live streaming, Ustaz Hanan creates responsive and participatory communication with his audience. This approach not only strengthens the bond between the da'i and the mad'u (preacher and audience) but also encourages active involvement in listening to and sharing da'wah content voluntarily.

It can therefore be concluded that da'wah in the digital era requires adaptability, creativity, and a deep understanding of both media and audience characteristics. The strategy employed by Ustaz Hanan Attaki serves as an effective model for digital da'wah, particularly in engaging millennials and Gen Z. Social media-based da'wah is not merely an alternative method but has become an integral part of the transformation of Islamic communication in the 21st century.

Accordingly, it is essential for preachers and Islamic communication practitioners to design da'wah strategies that not only focus on religious content but also consider media aspects, communication design, audience segmentation, and evolving digital trends. The success of Ustaz Hanan Attaki's da'wah via Instagram indicates that creativity, empathy, and an awareness of digital culture are key elements in delivering impactful and meaningful Islamic messages. Therefore, da'wah in the digital age demands new competencies that are multidisciplinary and adaptive to the changes of the times.

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