



## Social Media Communication Strategy of Al-Izzah Campus Da'wah Institute UIN North Sumatra in Optimizing the Spread of Islamic Values on Social Media

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### Abstract

*This research aims to investigate how the communication strategy of the Al-Izzah UIN North Sumatra Campus Da'wah Institute (LDK) maximises the dissemination of Islamic ideals on social media. The research employed a descriptive qualitative research method. Qualitative research methods employ scientific techniques to elucidate a phenomenon by comprehensively summarising data and facts using language, with respect to the subject of study. The data collecting methods employed were interviews and observations of dakwah content on the LDK Al-Izzah UINSU Instagram social media account. The research incorporates the theories of New media proposed by Pierre Levy, the impact of dakwah on social media, and communication methods utilising SWOT analysis. The primary findings of this study reveal the effectiveness of utilising distinctive and innovative dakwah content, such as humorous videos, to captivate and engage the audience in the dakwah message. Furthermore, the deficiency in disseminating dakwah content on social media stems from a scarcity of manpower and the utilisation of rudimentary instruments for making dakwah content, hence leading to subpar outcomes in the created dakwah video content. Furthermore, there are potential to disseminate Islamic ideals on social media platforms, particularly through the emerging trend of providing innovative and contemporary preaching content. Furthermore, the Al-Izzah Campus Da'wah Institute faces a hindrance in disseminating Islamic ideals on social media due to the removal of parts of their dakwah content on LDK Al-Izzah's social media platforms.*

## Introduction

Communication strategies involve carefully organizing and delivering messages in a way that is easily understood by the recipient, leading to acceptance and potential changes in their attitudes or behaviors. The success of communication is influenced by the message or information conveyed. Communicators will better understand if the message conveyed is relevant to them (Higgins, 2022). Arni's statement is in line with the understanding that communication strategy relates to the method or approach used to achieve communication goals, involving the sender, message, and receiver (Samsudin & Putri, 2023)

One effective way to improve the achievement of communication goals is to use the approach of utilizing social media. Social media as an online platform that allows individuals to show themselves and engage, cooperate, exchange ideas, and communicate with other users to build virtual social relationships. Within the realm of social media, three different forms that encompass the concept of being social are recognition, communication and cooperation (Siregar, 2022)

Social media is a digital platform created by developers that is useful for sharing content created by social media users as a means of digital communication. The benefits of social media

in spreading dakwah are, it can spread dakwah quickly, build community, people can get guidance and advice through videos watched, preachers and missionaries can have a larger audience (Nur Zulaecha et al., 2023).

However, there are some concerns that arise regarding the scope of the digital era, namely how its features can help resolve conflicts between religious communities. To solve this problem, it is important to consider that the phrase "digital age" is very closely related to the contemporary state of each of humanity. In reality, each individual has specific requirements and expectations related to information technology (Rustandi, 2020).

Research conducted by Dandi Prayuda in 2022, the use of social media in spreading Islamic values, both audio, visual and a combination of the two, called audio visual, will be spread massively on social media. Our perspective on dakwah content on social media determines how we behave in interpreting dakwah content (Prayuda, 2022).

The dissemination of Islamic values through social media should have unique and creative approaches but not violate Islamic law. Zafri et al. (2023) conducted research on the criteria for an interactive dakwah approach that adheres to sharia on social media. This study shows that it is perfectly justified to develop criteria for an interactive dakwah approach by using social media as a platform. It is important to ensure that individuals receive reliable, valid, and impactful religious information. There is a need to publicly review current dakwah tactics to determine whether an interactive dakwah approach using social media is appropriate, efficient, and in accordance with religious sharia. The establishment of comprehensive standards for complying with sharia is of utmost importance in order to effectively uphold the principles of religion, rationality, lineage, property, and dignity (Johansen, 2023; Zafri et al., 2023).

The problem faced by LDK Al-Izzah UINSU is that there are several dakwah content on social media that is taken down by Instagram because it discusses sensitive issues such as the Palestinian issue. Another problem faced by LDK Al-Izzah UINSU is Human Resources (HR) in quantity so that it is constrained in creating dakwah content that requires many people. Another problem faced by LDK Al-Izzah UINSU is the time management of the members of the institution so that content creation takes a long time and is inefficient.



Figure 1. Dakwah Content

Figure 1 above is some examples of dakwah content on the LDK Al-Izzah UIN North Sumatra Instagram social media account in the form of words related to worship. Figure 1 above shows the number of viewers in the dakwah content has a fairly high audience. In this case, it can be concluded that the audience is more interested in such dakwah content when viewed from the number of viewers.

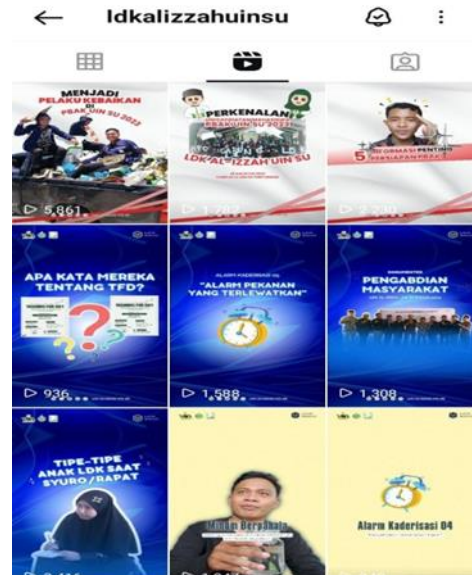


Figure 2. Dakwah Content

Figure 2 above is an example of dakwah content using funny video parodies. It aims to deliver dakwah content in a unique and creative way. Figure 2 above also shows a fairly high number of viewers. In this case, it can also be concluded that the audience is also interested in dakwah content by using funny video parodies when viewed from the number of viewers.

Dakwah content on LDK Al-Izzah UINSU's social media aims to maximize the spread of Islamic ideals on social platforms, ensuring a wider and global reach of dakwah efforts. LDK's goal is to cultivate campus dakwah activists who have Islamic character, outstanding examples of integrity, and are able to transform students who lack Islamic personality into individuals with Islamic personality. UINSU Al-Izzah Campus Da'wah Institute, as a fundamental component of UIN North Sumatra, recognizes the importance of using social media to build a good brand reputation and effectively convey dakwah messages to a wider target demographic (Siregar & Rasyid, 2023).

## Methods

This study used qualitative descriptive methodology. Qualitative research is a scientific approach that aims to reveal and describe a phenomenon by analyzing data and facts using verbal descriptions. This method provides a thorough understanding of the research problem (Hennink et al., 2023) . Data collection was conducted through interviews with Hidayat Nurazmi who serves as Chairman of the Al-Izzah Campus Da'wah Institute UIN North Sumatra. In addition, observations were also made on the content of dakfwah on the Instagram account of the Al-Izzah Campus Da'wah Institute (LDK) UIN Sumut. This form of qualitative research emphasizes on the analytical depiction of an event in order to obtain a comprehensive understanding (Mahmuddin & Nasriah, 2021).

## Results and Discussion

The Campus Da'wah Institute (LDK) UIN Al-Izzah UIN North Sumatra is a subsidiary organization of the Rectorate of UIN North Sumatra which is dedicated to spreading Islamic teachings and practices in the campus environment. The Campus Da'wah Institute (LDK) UIN Al-Izzah North Sumatra is a campus organization that specializes in dakwah activities. He actively produces dakwah content and shares it on the social media platform Instagram. The Campus Da'wah Institute (LDK) UIN Al-Izzah North Sumatra aims to maximize the spread of ideals. Islamic principles and ethics in the context of social media.



Figure 3. LDK UINSU Instagram Homepage

The Instagram page seen in Figure 3 is the main page of the Campus Da'wah Institute (LDK) UIN Al-Izzah North Sumatra with 6,250 followers and a total of 2,614 posts. The Campus Da'wah Institute (LDK) UIN Al-Izzah North Sumatra is actively producing dakwah content on social media, with a current number of followers of 6,250.

The Campus Da'wah Institute (LDK) UIN Al-Izzah North Sumatra utilizes SWOT analysis as a communication method to effectively promote Islamic ideals through social media, with the aim of maximizing its spread. In a discussion with Hidayat Nurazmi, Chairman of the Campus Da'wah Institute (LDK) UIN Al-Izzah Sumut, the SWOT analysis conducted by the institution was discussed.

### Strength

The strength of the Al-Izzah Campus Da'wah Institute (LDK) UIN North Sumatra makes content on social media using funny video parodies but has a deep dakwah message. This is the strength of LDK Al-Izzah UINSU because it is a creativity and unique thing that members do in developing institutions and optimizing Islamic values. Here are the dakwah content of LDK Al-Izzah UINSU using funny video parodies. Creative ideas like this are a strength in LDK Al-Izzah UINSU.



Figure 4. Video Adab Greetings

Picture 4 above is dakwah content on LDK Al-Izzah UINSU's social media which is a parody of funny videos, one of which is content about adab salam. The dakwah content above is delivered with funny video parodies that aim to give a message to the audience on how to make the right greetings according to an Islamic perspective but delivered in a unique and creative way through funny video parodies so as not to be monotonous. The number of impressions in the dakwah content above was 3,061 impressions with 251 likes and 22 comments. Dakwah content that is a parody of funny videos is quite popular with the public because it is easier to digest in the community and more interested in watching.



Figure 5. Video Backwards Wir

Figure 5 above is an example of dakwah content entitled "Mundur Wir". In the dakwah content, it gives a message to the audience to continue to improve themselves, such as multiplying recitations of the Qur'an, congregational prayers in mosques and other virtues, but the way of delivery carried out by LDK members who became Tallent da'wah above was delivered by using funny video parodies as audience attraction so that the audience was interested in the dakwah content. The link to post the content. The content gets a fairly high number of viewers of 5,153 viewers. The number of likes is 255 and the comments are 5 comments. In the content,

it gives a message to netizens to continue to improve themselves by reflecting on the practices of others so that we are always motivated to improve our worship practices.



Figure 6. Video of Being a Doer of Kindness at PBAK UINSU 2023

Figure 6 above is the content on the Instagram social media of the Al-Izzah Campus Da'wah Institute (LDK) entitled "Becoming a Good Doer at PBAK UINSU 2023", managed to get 5,861 impressions, 522 likes and 35 comments. In the content, the members of LDK Al-Izzah UINSU are not lecturing but are cleaning the yard full of scattered garbage. The message of dakwah contained in the content shows that dakwah can be done without oral but dakwah with deeds or dakwah bil hal. Another message in the content is to show that Muslims must be sensitive to the cleanliness of the surrounding environment because Islam is a religion that highly upholds cleanliness and purity. In the content also, LDK Al-Izzah UINSU succeeded in making other student organizations also moved to clean up the dirty page and it was initiated by LDK Al-Izzah UINSU.

### Weaknesses

Based on an interview with Brother Hidayat Nurazmi, Chairman of the Campus Da'wah Institute (LDK) UIN Al-Izzah North Sumatra, he highlighted the shortcomings of the institution as follows: (a) Inadequate Human Resources (HR). The Campus Da'wah Institute (LDK) UIN Al-Izzah North Sumatra faces shortcomings in the Human Resources (HR) section, thus hindering the creation of collaborative dakwah content. Based on the UIN North Sumatra website ([uinsu.ac.id](http://uinsu.ac.id)), the projected student acceptance of UIN North Sumatra in 2024 is 24,890 students. Currently, there are 255 students who hold the status of members of the Campus Da'wah Institute (LDK) UIN North Sumatra according to official orders. As a result, LDK Al-Izzah UIN North Sumatra only covers 1.02% of the entire student population of UIN North Sumatra. Only a small percentage of UIN North Sumatra students, namely 1.02% are able to become members of LDK Al-Izzah UIN North Sumatra (Hall & Prihananto, 2022); (b) Content Creation Tools Still Simple. One of the weaknesses of LDK UINSU Al-Izzah is that the instrument for creating dakwah content is still imperfect, causing the quality of the dakwah video content made to be less than optimal. Currently, the Campus Da'wah Institute (LDK) UIN Al-Izzah North Sumatra only relies on smartphones as a means of producing dakwah content. However, the resulting video has subpar image and video quality.

## **Opportunities**

Based on an interview with the chairman of the Al-Izzah UIN North Sumatra Campus Da'wah Institute (LDK), Hidayat Nurazmi explained that the opportunities that exist at LDK Al-Izzah UINSU include the following: (a) The Growing Dakwah Content Trend Becomes a New Idea. The growing trend of dakwah content can be used as a new idea in creating more modern dakwah content. In this way, dakwah is not seen as rigid and monotonous. However, with the development of the growing dakwah trend provides new ideas for LDK Al-Izzah UIN North Sumatra to develop more modern and not monotonous dakwah content as an attraction for audiences to watch dakwah content on LDK Al-Izzah UIN North Sumatra social media (Ali, 2022); (b) Utilization of 8 Faculties at UIN North Sumatra. UIN North Sumatra currently consists of 8 faculties, namely the Faculty of Tarbiyah and Teacher Training (FITK), the Faculty of Da'wah and Communication (FDK), the Faculty of Sharia and Law (FSH), the Faculty of Ushuluddin and Islamic Sciences (FUSI), the Faculty of Islamic Economics and Business (FEBI), the Faculty of Science and Technology (FST), the Faculty of Social Sciences (FIS), and the Faculty of Public Health (FKM). 8 Faculties of UIN North Sumatra provide opportunities for the Campus Da'wah Institute to attract members and increase the number of LDK Al-Izzah members of UIN Sumut.

## **Threats**

According to an interview with Hidayat Nurazmi, Chairman of the Campus Da'wah Institute (LDK) UIN Al-Izzah Sumut, the danger faced by LDK UINSU Al-Izzah comes from outside parties, according to the definition of threat. The Campus Da'wah Institute (LDK) UIN Al-Izzah North Sumatra faces limitations in creating dakwah content due to external threats. Some dakwah content on LDK Al-Izzah's social media that touched on sensitive topics such as the Palestinian issue was removed. LDK Al-Izzah UIN North Sumatra is faced with threats.

The emergence of virtual preachers who spread religious teachings seems to not only answer the problems of Islam but also increasingly address problems related to nationality and political authority. These virtual preachers show a variety of ideological styles, so there are often differences of opinion on one religious issue in the online world. Within this particular framework, all religions, including Islam, are considered a real and well-defined set of principles and beliefs (Aziz, 2019)

The Campus Da'wah Institute (LDK) UIN Al-Izzah North Sumatra realizes the need to perpetuate the socialization of Islamic principles through Social Media. Based on this understanding, the Campus Da'wah Institute (LDK) UIN Al-Izzah Sumut, as an organization dedicated to the promotion of Islamic teachings, will increase awareness and responsiveness to this. Continuous efforts are being made to demonstrate that the spread of Islamic values must be done by innovative methods (Sopiyan et al., 2024).

The presence of Islamic organizations such as the Campus Da'wah Institute (LDK) is very important to promote religious and national ethos based on Islamic wasathiyah ideals. By promoting the ideology of peaceful Islam, campus dakwah institutions serve as an antidote to the emergence of radical forces in the university environment. The campus dakwah institution is a forum for students to show their capacity to become dakwah activists on campus, prioritizing virtue. The opening of membership of the Al-Izzah Campus Dakwah Institute UIN North Sumatra for those who want to collaborate in dakwah, makes this organization has members from various Islamic organization backgrounds.

## Conclusion

The social media communication approach carried out by the Campus Da'wah Institute (LDK) UIN Al-Izzah UIN North Sumatra to increase the spread of Islamic ideals on social media is outlined as follows: The Al-Izzah Campus Da'wah Institute UIN North Sumatra (LDK) effectively utilizes funny parody videos on social media to convey a deep dakwah message. The strength of LDK Al-Izzah UINSU lies in the inventiveness and innovative approach of its members in building institutions and maximizing Islamic principles. One of the shortcomings of the Campus Da'wah Institute (LDK) UIN Al-Izzah North Sumatra is the limited quantity of Human Resources (HR) that hinders the creation of collaborative dakwah content. In addition, LDK Al-Izzah UINSU also has various vulnerabilities. One of the weaknesses of LDK UINSU Al-Izzah is the limited sophistication of the tools used in creating dakwah content, causing the quality of dakwah video content to be less than optimal. Furthermore, the prospects that exist in LDK Al-Izzah UINSU are related to the growing trend of dakwah content, which is currently developing into innovative concepts for the creation of more contemporary dakwah materials. Thus, dakwah is considered dynamic and diverse, not inflexible and repetitive. Furthermore, the risks faced by LDK Al-Izzah UINSU come from external parties, in line with conventional understanding of threats. LDK Al-Izzah UINSU faced obstacles in producing dakwah content due to the removal of certain content on its social media platforms. The removal was triggered by discussions of sensitive topics, such as the Palestinian issue. LDK Al-Izzah UIN North Sumatra is currently facing threats.

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