

The Da'wah Approach of Ustadzah Halimah Alaydrus on Instagram

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Abstract: This study aims to analyze the da'wah method of Ustadzah Halimah Alaydrus on Instagram social media, which is a unique phenomenon due to the high public interest in her da'wah, both online and offline, even though she never shows her face and only uses her voice. This uniqueness creates a research gap, namely the lack of in-depth studies on the effectiveness and strategies of da'wah without facial visualization on social media platforms. This study uses a descriptive qualitative approach, with a data collection method through analysis of Ustadzah Halimah's da'wah content on Instagram, and is supported by relevant literature studies. The da'wah method used by Ustadzah Halimah is bil hikmah and mauidzatil hasanah, which means conveying messages wisely and with good advice. The results of the study show how Ustadzah Halimah utilizes social media platforms to convey religious messages effectively without involving visual appearance. Live content presented with a clear voice and a simple but attractive Instagram feed visual design, such as the use of pastel colors and a neat layout, helps maintain the audience's attention. The combination of live preaching content through live videos and aesthetic posts on Instagram feeds allows his preaching messages to be well received by followers. The positive reception of the audience towards this method shows that non-visual preaching can be an effective strategy in spreading religious messages in the digital era.

Abstrak: Penelitian ini bertujuan untuk menganalisis metode dakwah Ustadzah Halimah Alaydrus di media sosial Instagram, yang menjadi fenomena unik karena tingginya minat masyarakat terhadap dakwahnya, baik secara online maupun offline, meskipun ia tidak pernah menampilkan wajahnya dan hanya menggunakan suara. Keunikan ini menciptakan kesenjangan penelitian, yaitu kurangnya kajian mendalam mengenai efektivitas dan strategi dakwah tanpa visualisasi wajah di platform media sosial. Penelitian ini menggunakan pendekatan kualitatif deskriptif, dengan metode pengumpulan data melalui analisis konten dakwah Ustadzah Halimah di Instagram, serta didukung oleh studi literatur yang relevan. Metode dakwah yang digunakan oleh Ustadzah Halimah adalah bil hikmah dan mauidzatil hasanah, yang berarti menyampaikan pesan dengan bijaksana dan nasihat yang baik. Hasil penelitian menunjukkan bagaimana Ustadzah Halimah memanfaatkan platform media sosial untuk menyampaikan pesan-pesan keagamaan secara efektif tanpa melibatkan penampilan visual. Konten live yang disajikan dengan suara yang jelas dan desain visual feed Instagram yang sederhana namun menarik, seperti penggunaan warna pastel dan tata letak yang rapi, membantu menjaga perhatian audiens. Kombinasi antara konten dakwah secara langsung melalui video live dan postingan yang estetis dalam feed Instagram memungkinkan pesan-pesan dakwahnya diterima dengan baik oleh pengikut. Penerimaan positif audiens terhadap metode ini menunjukkan bahwa dakwah non-visual dapat menjadi strategi efektif dalam menyebarkan pesan keagamaan di era digital.

INTRODUCTION

Since the era of Walisongo, da'wah in Indonesia has continued to develop every year. During the period after Indonesian independence from 1945 to the 1960s, da'wah broadcasts concentrated on integrating Islamic philosophy into the newly born government to meet the needs of the Muslim majority in Indonesia. (Mutiawati & Ramadhani, 2023). This greatly influenced the development of Islam and the implementation of the lives of independent and sovereign citizens. Along with technological advances, da'wah can be carried out through several methods and various media channels. Currently, da'wah is carried out continuously and is not limited to certain events, such as Islamic studies or holidays. Da'wah is not limited to certain locations such as mosques, majlis ta'lim, or other Islamic places of worship. The advancement of media that is not limited by location and time allows da'wah to be carried out universally and at any time. The evolution of da'wah media in Indonesia has been going on for several years. (Burhanudin et al., 2019).

In spreading Islamic ideas, preachers continue to seek innovative ways of preaching so that they can be accepted by the mad'u (audience). With the advancement of communication technology, its sophistication has also increased, making it possible for preaching to be carried out through social media platforms such as radio, blogs, Facebook, Instagram, or YouTube. Many preachers have achieved viral status in their preaching through social media platforms such as YouTube, both because of the substance of their message and their unique way of delivering it. In spreading Islamic ideas, preachers continue to seek innovative techniques. preaching so that it is easily accepted by the mad'u (audience). As communication technology advances, it becomes increasingly complex; preaching can be done through social media platforms such as radio, blogs, Facebook, Instagram, or YouTube. Many preachers have achieved viral status in their preaching through social media platforms such as YouTube, both because of the substance of their message and their unique way of delivering it. (Pridiastuti, 2022).

Social media offers several classifications of individuals based on age, gender, profession, religion, and background. Social media serves as a platform for preachers to interact with their audiences. This facilitates engagement by conveying messages embedded in comments. The influence of da'wah on social media is always visible, providing both positive and negative impacts, and the negative impacts are the most pronounced. The main advantage of utilizing social media for da'wah is that it makes it easier for followers to access the latest religious information anywhere and anytime. On the other hand, there are disadvantages; this da'wah media is sometimes used to spread messages of anger, violence, and other negative themes. Digital media da'wah is a current trend that includes da'wah activities and da'wah research. Digital da'wah activities include the efforts of da'wah practitioners (da'i) and their audiences (mad'u) in digital media, while digital da'wah studies are related to the scientific contributions of scientists or academics who study da'wah phenomena. da'wah. (Effendy et al., 2024).

Afif Abdul Rosid's research (2020) shows that social media has a significant influence on the effectiveness of da'wah. Rosid found that social media not only serves as a means to expand the reach of da'wah but also to increase audience engagement. Social media, with its increased accessibility and engagement, facilitates efficient and responsive broadcasting of da'wah messages tailored to diverse populations. In addition, Rosid emphasized that the efficacy of

da'wah through social media is seen from the platform's capacity to convey religious messages in a more relevant and interesting way, thereby fostering increased religious awareness and understanding among users. (Rosid & Yuliar, 2020).

Users can modify photos or videos before posting them to their Instagram channels. Through photo editing, users can express interesting concepts that can captivate their followers, encouraging them to interact with images or films lasting approximately 60 seconds. Instagram is no longer just a communication and information technology platform; it has the potential to become a medium for socialization of da'wah for scholars on social media. (Nurrohmah & Nurcholis, 2021).

Visual communication serves as a powerful means to engage and persuade individuals to align their thoughts, behaviors, and actions with the intent of the message maker. In addition to the stigma, da'wah can also be done through visual communication media, which includes all forms of communication that can be seen visually, including books, advertisements, banners, billboards, posters, brochures, and the like. Visual communication media that has experienced significant growth in recent years (from 2010 to the next six years and continues to grow) are posters with an Islamic theme. (Ni, 2016). Ustadzah Halimah Alydrus uses social media for da'wah, using an Instagram account with an interesting caption to spread da'wah messages about Islam in easy-to-understand language. Her interesting content allows her to reach a variety of audiences in various locations. circles. In addition, Ustadzah Halimah Alaydrus actively interacts with her followers on social media, answering questions and offering a deeper understanding of Islam. This makes her a very influential da'i among the Muslim community, especially in Indonesia. The characteristic of Ustadzah Halimah Alaydrus's da'wah is her choice not to show her face in social media posts; instead, she shares photos or travel pictures from her many visits, accompanied by well-crafted words to keep her followers interested. (Puji, 2023).

The da'wah methodology used by the Prophet is explained through the verses of the Qur'an which is the main source of da'wah. The Qur'an presents many ways of da'wah to overcome the stratification of knowledge in society, which includes various levels of knowledge and understanding. The Qur'an presents several da'wah tactics, including al-hikmah, al-maw'idzah, al-jidal, and al-qudwah. Through these various methods of da'wah, it is hoped that the spread of Islam as rahmatan lil 'alamin can be achieved effectively. (Husna, 2021).

Da'wah in the digital era has undergone significant changes along with the development of social media as a platform for religious communication. (Ramadhani & Tanjung, 2023). Ustadzah Halimah Alaydrus is one of the preachers who attracts attention because of her unique approach in preaching on Instagram social media. Although she never shows her face, Ustadzah Halimah's preaching is still in great demand by the public, both online and offline. Only through her voice, she managed to convey religious messages that reached a wide audience. This phenomenon raises questions about the effectiveness of the non-visual preaching method carried out by Ustadzah Halimah amidst the trend of social media that relies heavily on visual appearance. This study attempts to understand the preaching method and how the preaching messages conveyed can remain effective and well received by her followers on Instagram.

A previous study conducted by Ajeng Pridiastuti entitled "Rhetoric of Ustadzah Halimah Alaydrus' Preaching through YouTube Social Media (Analysis of the Theme of 'Household' in Ustadzah Halimah Alaydrus' Channel)" focused on the analysis of the rhetoric used by Ustadzah

Halimah in conveying preaching messages related to the theme of household. The study uses rhetorical analysis to examine how Ustadzah Halimah builds arguments, delivery style, and persuasion through her preaching videos on YouTube, especially in discussing household issues. This study emphasizes more on the aspect of persuasive communication techniques in delivering preaching material visually and audio. (Pridiastuti, 2022). The main difference with the current study lies in the platform analyzed and the analytical method approach used. The current study focuses on Instagram as Ustadzah Halimah's preaching media, especially in conveying preaching messages without showing faces. Thus, the novelty of this study is an in-depth content analysis related to visual and non-visual preaching methods on the Instagram platform, which has not been the main focus in previous studies. This study also provides new insights into how religious messages can be conveyed effectively only through sound, without involving facial visualization, something that is not discussed in Pridiastuti's study which focuses more on preaching rhetoric on YouTube with visual and audio support.

This study uses a descriptive qualitative approach that aims to understand the da'wah method of Ustadzah Halimah Alaydrus on Instagram social media, especially through live videos and visual designs of Instagram feeds that convey da'wah messages with non-visual audio. The subject of this study is Ustadzah Halimah Alaydrus' Instagram account, while the objects include da'wah messages conveyed through live videos without facial visualization and Instagram feed content. Data collection was carried out through two main methods: first, content analysis, which analyzes the content of live videos and visual designs of Instagram feeds uploaded by Ustadzah Halimah. This analysis includes elements such as overall aesthetics, use of color, typography, and layout, and how these elements strengthen the da'wah message. Second, a literature study related to da'wah on social media and non-visual communication strategies, serves as a reference for understanding the principles of "bil hikmah" and "mau'idzatil hasanah" in the context of Ustadzah Halimah's da'wah. Data analysis was carried out by filtering and categorizing data from live video content and visual feed design to identify key themes and communication patterns that emerged.

Furthermore, visual design evaluation was carried out to analyze the aesthetic elements of the video and feed, including background, color, and typography, and how these elements reinforce the message of da'wah. Analysis of message delivery was also carried out by assessing how Ustadzah Halimah applied the da'wah method through voice in live videos, including clarity, intonation, and emotion in delivery. In addition, audience interaction was observed through audience responses to live videos and Instagram feed content, including feedback, comments, and emotional connections that were formed even without facial visualization.

Data validity was maintained through source triangulation, namely by comparing data from live video content and Instagram feeds with the results of relevant literature studies, as well as through peer debriefing with colleagues to validate research findings. This study has limitations in the analysis of live video content and Instagram feeds uploaded on Instagram and does not involve direct interaction with Ustadzah Halimah or her followers physically. This research method aims to provide a deep understanding of how Ustadzah Halimah Alaydrus conveys the message of da'wah effectively through live videos and Instagram feed visual design, and how these two elements contribute to the reception of the message by the audience.

RESULT AND DISCUSSION

In this discussion, we will explain in depth the da'wah method used by Ustadzah Halimah Alaydrus on Instagram social media. The da'wah method applied by Ustadzah Halimah has its own uniqueness, where she never shows her face and only uses voice and visual design in conveying da'wah messages. This is interesting because in the era of social media which is very visual, da'wah delivered without involving facial displays is still able to attract the interest of many audiences. With the bil hikmah and mau'idzatil hasanah approaches, Ustadzah Halimah has succeeded in building effective communication through an Instagram feed containing quotes, verses of the Qur'an, and religious advice. In this discussion, we will further analyze how the combination of visual design and wise communication in her da'wah method creates audience engagement and its influence on the acceptance of da'wah messages on the Instagram platform. Ustadzah Halimah Alaydrus' Instagram account, with 2.6 million followers and 3,174 posts, reflects the great public interest in the da'wah content that she shares on social media.

This significant number of followers shows how wide the reach of Ustadzah Halimah's da'wah is among Instagram users. One interesting thing is that even though we cannot watch the Instagram live broadcast in real-time, the video of the study is still available because the live broadcast is saved in her Instagram feed archive. For the mad'u (recipients of da'wah) who do not have time to follow it directly for various reasons, they can still listen and pay attention to the study in their spare time or when conditions permit. This makes it easier for followers to access religious knowledge flexibly.



Figure 1. Live Video Archive of Da'wah on Instagram @halimahalaydrus

Visual Design Communication of Instagram Account @halimahalaydrus

The use of visual communication design for da'wah is a significant advancement in the digital era. Although challenges and obstacles continue to haunt, the improvement of design through visual communication media must continue to be improved so that da'wah activities continue, so that Muslims are able to fight the temptations of globalization. Instagram is a social media platform that is widely used to spread da'wah messages through visual communication design. (Luthfi Hidayah, 2023).

Ustadzah Halimah Alaydrus' da'wah approach on Instagram is very relevant to the concept of visual design that attracts visitors at first glance, then maintains their interest through comfort and ease in absorbing information. The visual design in Ustadzah Halimah's da'wah, which consists of simple but strong typography, the use of calming colors, and a neat and easy-to-understand layout, plays an important role in conveying her da'wah messages effectively. (Toybah, 2016).

Based on the analysis of the content contained in the Instagram account @halimahalaydrus, the typography used by Ustadzah Halimah in her preaching content makes it easy for readers to be interested and understand the message quickly. The preaching messages are presented in the form of short, meaningful quotes, with a clear and easy-to-read font selection, so that readers can comfortably absorb the essence of the preaching. The use of consistent and soft colors also contributes to creating a calm atmosphere, so that the audience does not feel tired when interacting with the content. These colors help keep the audience focused on the core message being conveyed. The visual design in Ustadzah Halimah Alaydrus' Instagram feed appears with elegant simplicity. The colors used are very minimalist: the white background gives a clean and neat impression, while the black font creates an easy-to-read contrast, ensuring that the preaching messages remain the main focus. In addition, there is a slight touch of pastel pink which provides a soft and calming nuance, strengthening the peaceful atmosphere that supports the delivery of religious messages.



Figure 2. Visual Color of Instagram @halimahalaydrus

In between posts of da'wah containing quotes or verses, Ustadzah Halimah also intersperses her feed with images of natural scenery and flowers, which not only add aesthetics but also create a refreshing visual balance for her followers. The use of these images strengthens the harmonious impression and supports the spiritual messages conveyed. This visual simplicity is actually an attraction for followers, because it not only makes the feed look neat and orderly, but also provides space for the da'wah message to "speak" more clearly and strongly. The absence of excessive visual distractions makes Ustadzah Halimah's content easier to accept and internalize for her followers. This overall simple yet meaningful aesthetic creates a comfortable and profound experience for the audience, proving that in da'wah communication, simplicity can be an effective force in conveying spiritual messages.



Figure 3. Quote Layout & Nature Visualization

In addition, a well-organized layout helps the audience to understand the sequence and structure of the message being conveyed. With a neat poster and easy-to-follow layout, readers not only obtain religious information easily, but also feel comfortable in the process. This is the power of visual preaching applied by Ustadzah Halimah: a combination of charming aesthetics with easy access to information, so that the audience is not only interested in the appearance, but also feels deeply connected to the preaching message conveyed. This method is effective in reaching a generation that is accustomed to visual media and tends to choose content that is aesthetically pleasing, but still informative.

On the Instagram account @halimahalaydrus, Ustadzah Halimah Alaydrus not only focuses on visual preaching content containing religious quotes and messages, but also shares information posters related to offline study activities that will be carried out. These posters provide clear information about the location, time, and theme of the study that will be presented by Ustadzah Halimah. The poster design is consistent with the overall aesthetic of her feed, using a white background, black font, and touches of pastel colors that give a soft and calming feel. In the poster below, Ustadzah Halimah Alaydrus uses touches of brown, gold and green that are in harmony with the theme of the Prophet's Birthday. This color combination creates an elegant and sacred atmosphere, reflecting respect and love for the Prophet Muhammad SAW. This design is effective in conveying an important message about celebrating the Prophet's birth in an interesting and meaningful way.



Figure 4. Ustadzah Halimah Alaydrus Study Poster

With a neat and clear layout, these posters make it easy for followers to understand the details of upcoming events, so they can participate in offline studies organized by Ustadzah Halimah. Although the design color of the study posters is constantly changing, they still maintain the simple nuance that characterizes Ustadzah Halimah's Instagram feed. The combination of online da'wah delivery through content on Instagram and these offline studies allows Ustadzah Halimah to reach a wider audience, both virtually and in person. This creates a holistic da'wah experience, where followers not only gain knowledge from social media but also have the opportunity to interact directly in study activities.

Da'wah through visual design communication has a significant influence on user interest on social media. Aesthetically appealing visual designs can attract attention and convey messages more easily understood, using elements such as color, typography, and harmonious layouts. In addition, consistent visual design helps build identity and credibility, creating emotional connections that can increase user engagement. Aesthetic and relevant content encourages interaction, so that the message of da'wah can be spread more widely and more effectively in reaching the audience. (Munthe & Burhanudin, 2023).

Methods of Dakwah Bil Hikmah and Mau'idzatil Hasanah in Dakwah Content on Instagram @halimahalaydrus

The da'wah content on Ustadzah Halimah Alaydrus' Instagram account has received great attention from the Muslim community, even though it is presented only in the form of live audio without visualization. This can be seen from the high number of viewers in each of her da'wah sessions. For example, in the Instagram live session with the theme "Mother of the Faithful" in commemoration of the Prophet's Birthday, there were 243 thousand viewers. Other da'wah content such as "I'm Not Alone" was watched by 450 thousand people, and "Perfection of Love" was watched by 385 thousand people. This high level of interest reflects the effectiveness of the preaching method used by Ustadzah Halimah, where limitations of place and time in offline studies can be overcome through online preaching which is more flexible, efficient, and able to reach a wider audience.

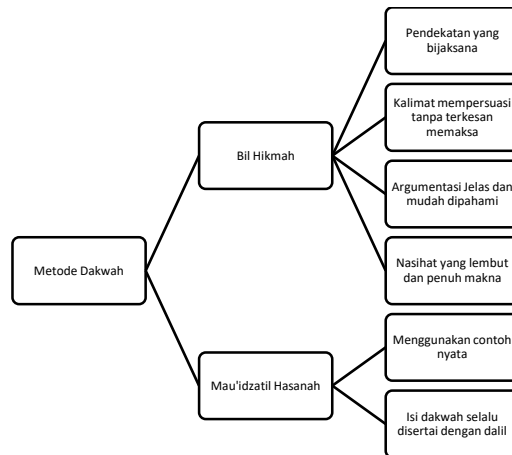


Chart 1. Ustadzah Halimah Alaydrus's Preaching Method

Based on the analysis of Ustadzah Halimah Alaydrus' preaching content, the preaching messages conveyed use the bil hikmah and mau'idzatil hasanah methods. Through the bil hikmah approach, Ustadzah Halimah conveys messages with wisdom, providing advice that is relevant and easy for the audience to understand. Meanwhile, through mau'idzatil hasanah, she provides gentle and kind advice, which is able to touch the hearts of her listeners. These two methods, which are applied in preaching content both via live audio and in Instagram feeds, create an effective approach in educating and guiding her followers spiritually. The preaching approach with the bil hikmah and mau'idzatil hasanah methods is very relevant in the era of digital communication, especially on social media such as Instagram. On this platform, preaching not only needs to pay attention to the quality of the message but also how the message can be received, absorbed, and applied by the audience. Instagram, which is based on visuals and short texts, is the right media to apply these two methods, with the power of visual narratives and touching texts.

A. Dakwah Bil Hikmah

Dakwah bil hikmah. Al Hikmah has at least five meanings, Al Adil (justice), Al Haq (truth), Al Hilm (steadfastness), Al 'ilm (knowledge) and An Nubuwwah (prophecy). What is meant by Dakwah bil hikmah is that da'wah activities are carried out in a mature, planned manner, and in accordance with the object of da'wah. (Subakti, 2021). Al-hikmah is a system that unites theoretical and practical abilities in da'wah. (Bastomi, 2016).

This is proven by the way Ustadzah Halimah Alaydrus conveys her da'wah message using a wise approach. The sentences chosen are persuasive without seeming pushy, so that the audience feels comfortable and encouraged to reflect without pressure. The arguments presented are clear and easy to understand, inviting the audience to understand the religious message with simple logic that is close to everyday life. In addition, the advice given is gentle and meaningful, able to touch the hearts of the listeners and make the message of the da'wah deeper and more memorable.

The following is an explanation of the bil hikmah method reflected in the da'wah of Ustadzah Halimah Alaydrus through several examples of the editorial of da'wah texts that illustrate this approach:

1. wise approach

Ustadzah Halimah always adjusts her da'wah message to the conditions and needs of her audience, for example when she says: "Each of us is undergoing different tests, and Allah will not burden us beyond our capabilities. What we think is difficult today can be a path to glory tomorrow. Be patient, because every difficulty will come with ease. " This statement shows Ustadzah's wisdom in delivering a message full of empathy, adjusting to the situation that her listeners might experience, so that they feel supported and not judged.

2. Persuasive sentences without seeming pushy

Ustadzah Halimah often uses gentle expressions to touch the hearts of her listeners, such as: "My sister, let us reflect on the purpose of our lives. Every step we take is a choice, and Allah always guides us towards the path of goodness if we are willing to open our hearts". In her delivery, Ustadzah does not force, but invites with gentleness to rethink life and our relationship with Allah.

3. Clear and easy-to-understand arguments

One of the characteristics of Ustadzah Halimah's preaching is how she breaks down complex religious concepts into simple explanations. For example, when discussing patience: "Patience does not mean that we endure pain without doing anything, but patience is when we believe that every test has a meaning, and Allah knows what is best for us. When we accept sincerely, that is true patience." With this explanation, she provides a clear and direct understanding, making it easy for the audience to accept and internalize the message.

4. Gentle and meaningful advice

Ustadzah Halimah also often gives touching advice, such as: "Life is short, and in every second we go through, there is an opportunity to do good. Don't wait until we are perfect, because perfection belongs to Allah. Start from small things, from a sincere heart, and with straight intentions." This advice is delivered with gentleness, but has a deep meaning and encourages her listeners to do good without feeling burdened.

The bil hikmah method that Ustadzah Halimah uses can be seen from how she composes wise words, with arguments that are easy to understand and gentle advice, so that her preaching message is not only heard but also absorbed by her followers.

- **Wise and Relevant Captions:** Ustadzah Halimah composes messages that are simple and close to everyday reality. For example, sentences such as, "What is difficult today can be a blessing tomorrow," function as messages that are not only informative but also empathetic, building emotional closeness with the audience. By touching on aspects of real life, this message is in accordance with the digital approach that focuses on emotional engagement.
- **Content Visualization:** Through soft and simple visual content, such as landscape images or calligraphy illustrations, the bil hikmah approach is seen from the use of visual elements that are calming, not too busy, and focus on the substance of the message. This can support the audience to focus on the spiritual message conveyed without excessive visual distractions.
- **Deep Storytelling:** Bil hikmah can also be realized in the form of carousel posts or short videos with deep narratives, where each slide or video clip provides a different value of wisdom, encouraging reflection at every stage of message delivery.

B. Da'wah Mau'idzatil Hasanah

In terms of language, the Al-mau'izah hasanah da'wah method consists of two words, namely, mau'izah and hasanah. The word mau'izah comes from the word wa'adzaya 'idzu-wa'dzan-'idzatan which means advice, guidance, education and warning, while hasanah means goodness (Novra et al., 2023).

Da'wah bi al-mau'idzah hasanah is a theory of guidance and counseling by taking lessons or i'tibar-i'tibar from the life journey of the Prophets, Apostles and Auliya-Allah. How Allah guides and directs the way of thinking, the way of feeling, the way of behaving and overcoming various life problems. How do they build obedience, piety to Him. (Najih, 2016).

Ustadzah Halimah Alaydrus uses two main methods in delivering Mau'idzatil Hasanah:

1. Providing Examples from which Lessons Can Be Taken

Ustadzah Halimah often uses relevant stories as examples to clarify her preaching message. For example, he once said: "Just as the Prophet Yusuf was tested with various difficulties, but remained patient and surrendered. We must also believe that every test is a form of God's love to elevate our status." This message provides a real example that can be taken as a lesson in everyday life.

2. Always accompanied by evidence from the Koran

Ustadzah Halimah not only gave advice, but also strengthened it with arguments. For example, in his lecture, he quoted Surah Yusuf verse 90: "Indeed, whoever is devout and patient, then indeed Allah does not waste the reward of those who do good." With this, he connected his preaching message with strong arguments, thus providing a deeper understanding and legitimacy from a religious perspective.

The mau'idzatil hasanah method, which emphasizes advice full of kindness and gentleness, is also very effective on Instagram because of its nature which emphasizes inspiration and motivation. According to persuasive communication theory, this approach is aligned with aspirational content strategies, where audiences feel inspired to achieve better circumstances without direct pressure. The application of mau'idzatil hasanah on Instagram can be seen through the following aspects:

- **Inspirational Stories and Life Lessons:** Ustadzah Halimah often uses stories or tales that can be taken as lessons in posts or captions. For example, discussing the patience of the Prophet Yusuf in facing difficult trials, and how this can be applied in modern life. These stories create emotional connections and provide exemplary examples that are easy for the audience to remember and internalize.
- **Use of Al-Quranic Verses as Arguments:** In a digital approach, the use of Al-Quranic arguments in captions or as text on images is a form of strengthening messages that have spiritual legitimacy. By including Al-Quranic verses such as Surah Yusuf verse 90, the message of da'wah on Instagram gets a credibility boost in the eyes of Muslim audiences who are looking for advice based on arguments.

In a digital context, the use of bil hikmah and mau'idzatil hasanah on Instagram is not only about conveying messages, but also directing the audience to deep self-reflection and providing real examples that are relevant to everyday life.

CONCLUSION

This study concludes that Ustadzah Halimah Alaydrus has successfully used an effective da'wah method on Instagram, combining visual design and message content based on two main approaches, namely bil hikmah and mauidzatil hasanah. In every da'wah content presented, both through Instagram feeds and live audio, Ustadzah Halimah is able to convey religious messages in a wise and persuasive way, without seeming pushy. Through the bil hikmah method, she provides clear arguments that are easy for the audience to understand, often including real examples that can be taken as lessons (i'tibar). Each of her da'wah messages is also reinforced with relevant evidence from the Qur'an, providing a strong foundation that supports the validity of the message conveyed. The visual design on her Instagram feed, although simple, is designed with consistency and attractive aesthetics, such as the use of pastel colors and easy-to-read typography, so that it not only beautifies the content but also makes it easier for the audience to receive the message. Although Ustadzah Halimah did not show her face, the use of live audio as a means of preaching has proven effective, seen from the high number of viewers who participated in each live broadcast. This shows that messages delivered with full gentleness and meaningful advice (mauidzatil hasanah) are still able to attract the attention of a large audience, both in online and offline studies. Overall, the preaching method applied by Ustadzah Halimah Alaydrus shows how the use of social media can be utilized to spread religious messages in an efficient, effective way, and still based on religious values, without sacrificing the essence of preaching itself. Preaching without visualizing faces but with an approach full of wisdom and advice is one of the main strengths that has succeeded in reaching a wide audience.

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