



# Utilization of the TikTok application as da'wah media by the Islamic Communication and Broadcasting students of IAIN Bone

Qudratullah<sup>1</sup> & Muliati<sup>2</sup>

<sup>1,2</sup>Institut Agama Islam Negeri Bone

Correspondence Email: [qudratullah@iain-bone.ac.id](mailto:qudratullah@iain-bone.ac.id)

## ABSTRACT

The purpose of this study was to find out the production of da'wah content, the concepts and methods of da'wah, and the constraints of Islamic Communication and Broadcasting students in conveying da'wah messages on the TikTok application. This study uses a qualitative descriptive research type, using a field approach and a communication science approach. Furthermore, the data sources used are primary data and secondary data. Collecting data through interviews, observation, and documentation. The data obtained were then analyzed using a data analysis model which consisted of three stages, namely data reduction, data presentation, and conclusion. The study found that students from IAIN Bone, who are studying Islamic Communications and Broadcasting, use TikTok to share da'wah messages. They create various types of da'wah content like photos and videos, which they post on their TikTok accounts along with catchy captions. To be effective, they need to stay updated with technology and come up with creative and innovative ways to convey da'wah so it doesn't seem outdated. However, these students face challenges such as poor internet connections, struggling to find interesting ideas, and being inconsistent with uploading videos.

**Keywords:** TikTok; Islamic communication and broadcasting; media; da'wah; message

## 1. INTRODUCTION

Advances in technology today can not be separated from people's lives. Various information that occurs in various parts of the world now we can immediately know thanks to technological advances (globalization). Because of the fast access to information in various parts of the world, it makes this world seem smaller because we can see what is happening in America, for example, even though we are in Indonesia. At

present, in Indonesia we can see that the influence of technological advances has greatly influenced the cultural values adopted by society, both urban and rural communities (modernization). Advances in technology such as television, telephones and mobile handphones, even the internet have not only hit urban communities, but have also been enjoyed by people in remote villages.<sup>1</sup>

As a result, all information, both positive and negative, can be easily accessed by the public. This is slowly starting to change the lifestyle and mindset of the community, especially rural communities with all the images that are characteristic of them.<sup>2</sup>The development of information technology brings a change impact in people's lives. The birth of social media makes people's behavior patterns experience a shift both in terms of culture, ethics and existing norms.

Over time, technological advances coexist with the development of social media that humans use to communicate or exchange information. Specifically for millennials and future generations to be used as a tool for communication and innovation, as well as social media (social media) which is easily accessible via the internet network. Especially millennials and future generations who are starting to create many technological innovations to facilitate access to information and communication. Reflecting on globalization, it actually has a close relationship with the growth of a new society by having an important element in the form of information either directly or indirectly through social media or other platforms.<sup>3</sup>

Social media has become an increasingly global and entrenched phenomenon. Its existence is almost inseparable from human life. As a form of application in virtual communication, social media is the result of advances in information and communication technology. TikTok is the most popular application in Indonesia and even ranks second after WhatsApp which is popular with social media users. According to a report from Sensor Tower, TikTok was downloaded 87 million times and made TikTok the most downloaded application, beating the Zoom application which was popular during the Covid-19 pandemic.<sup>4</sup>

The tiktok application is an example of media used in preaching, because it can include da'wah messages that can be learned from anywhere, anytime as long as they are connected to the network. Therefore, it will make it easier for anyone to carry out da'wah as part of the obligation of Muslims. In life, we as humans are perfect creatures created by Allah SWT. but humans are not perfect if they have not lived in harmony side by side

---

<sup>1</sup>Hendro Setyo Wahyudi, Mita Puspita Sukmasari, Technology and Community Life, Journal of Sociological Analysis, Vol. 5, No. 2, (2014), p. 14.

<sup>2</sup>Benny A. Personal, Media & Technology in Learning, (Prenada Media, 2017), h. 13-14.

<sup>3</sup>Palupi, Rismaka, Umi Istiqomah, Fella Vidia Fravisdha, Nur Lail Septiana, and Ailyn Maharung Sarapil, Analysis of the Use of the Tiktok Application as a Da'wah Media in the Modern Era, *Academica: Journal of Multidisciplinary Studies*, Vol.6, No.1, (2021), h. 90.

<sup>4</sup>Palupi, Rismaka, Umi Istiqomah, Fella Vidia Fravisdha, Nur Lail Septiana, and Ailyn Maharung Sarapil, Analysis of the Use of the Tiktok Application as a Da'wah Media in the Modern Era, *Academica: Journal of Multidisciplinary Studies*, Vol.6, No.1, (2021), h. 91.

respecting each other and advising each other in kindness that is the best human being. As in the Word of Allah swt.:

وَلْتَكُنْ مِنْكُمْ أُمَّةٌ يَدْعُونَ إِلَى الْخَيْرِ وَيَأْمُرُونَ بِالْمَعْرُوفِ وَيَنْهَوْنَ

Translation:

*And let there be a group of people among you who call for virtue, order (do) what is good, and prevent what is wrong. And they are the lucky ones. (QS Ali Imran: 104).<sup>5</sup>*

Talking about the use of the tiktok application in the world of da'wah is certainly an interesting matter. Several countries really like the tiktok application, the country of India occupies the first position with the largest number of tiktok users with 99.8 million people, in the second position is the United States with 45.6 million people, the third position is Brazil with 34.7 million people, and Indonesia is in fourth place with 30.7 million people, for Russia there are 25 million tiktok users and for Mexico there are 24.2 million tiktok users.<sup>6</sup>The use of the tiktok application as a means of conveying da'wah by students is able to improve students' skills in preaching, especially students of Islamic Broadcasting Communications IAIN Bone.

Based on the results of previous research conducted by Ayu Febriana, stated that one of the functions of social media is to use it for preaching. One of the efforts to convey da'wah is to choose the right media that is in accordance with the conditions of the preacher and the missionary partner he is preaching for. Tiktok is an application that has the potential to be a new medium for conveying da'wah messages.<sup>7</sup>Therefore, researchers will examine more deeply regarding the use of the tiktok application as a medium in conveying da'wah messages by Islamic broadcasting communication students at IAIN Bone. This focus will be analyzed using the theory of media ecology and new media theory. The theory of media ecology is the study of how media and communication processes influence human perceptions, feelings, emotions, and technological values that affect communication through new technologies, while the theory of new media is a theory that discusses the developments that occur in the media.

## 2. METHODS

The type of research used in this thesis is a type of qualitative descriptive research, namely a research whose results are in the form of descriptive data (description/description) in the form of written and oral facts from each observed/researched person's behavior.<sup>8</sup> Researchers use a communication science

---

<sup>5</sup>Ministry of Religion of the Republic of Indonesia, Al-Qur'an and its Translation, 2016.

<sup>6</sup>Afriza Indah Fitri, Tiktok Media Effectiveness, EK&BI Journal, Vol.4, No.1, (2021). h. 346.

<sup>7</sup>Come onFebriana, Utilization of Tik-Tok as a Da'wah Media: (Case Study of Ustad Syam, on account @ syam\_elmarusy. KOMUNIDA: Media Communication and Da'wah, (2021). p. 181.

<sup>8</sup>Jalaluddin Rahmat, Qualitative Research Methods (Cet. I; Jakarta: Raja Grafindo Persada, 2000), p.15.

approach, especially with regard to media ecology and new media, and scientific literature regarding media. This theory is used to express media developments and provide an understanding to keep up with the times regarding technology. Researchers use the theory of media ecology developed by Marshall McLuhan and the theory of new media developed by Pierre Levy. The data consists of primary data and secondary data. Primary data is data obtained or collected by researchers directly from the field.<sup>9</sup> The primary data used in this study is data obtained directly from the object/subject of research either through individuals or groups with data from observations (observations), interviews (questions and answers) obtained by researchers from informants.

The criteria for informants in the research that the researchers adopted were:

- a. Islamic Broadcasting Communication Student IAIN Bone
- b. Students who have a Tiktok account
- c. Has preaching content
- d. Upload at least 3 preaching content a week

While secondary data is data obtained or collected by researchers from various existing sources.<sup>10</sup> Data sources are ready-made data such as document data and publications, data sources in the form of data related to the tiktok application and da'wah messages.

The research instrument is a tool that is selected and used by researchers in collecting data using an interview guide, which contains a list of questions that will be submitted to the research object as a resource person. Interviews are conversations between researchers (someone who hopes to get informants) and informants (someone who is assumed to have important information about an object).<sup>11</sup> The informant in question is the IAIN Bone Islamic Broadcasting Communication Student who has the tiktok application. Then assisted with documentation tools, namely prospective researchers collect data by looking at written documents of the object to be studied. Documentation is a record of past events.<sup>12</sup> Documents can be in the form of writing, pictures or monumental works of research objects.

Regarding the data collection technique, the interview process begins with the preparation of questions tailored to align with the research problem. These questions are then structured or unstructured depending on the psychological state of the informants (interviewees), with the aid of a notebook or tape recorder. The interview process includes conducting in-depth interviews on an individual basis as well as through group discussions. This documentation technique serves as a method for collecting data that yields essential records closely linked to the research problem, aiming to acquire

---

<sup>9</sup>Sandu Siyoto, *Basic Research Methodology*, (Cet. I; Yogyakarta: Literacy Media Publishing, 2015), p. 67.

<sup>10</sup>Sandu Siyoto, *Basic Research Methodology*, h. 68.

<sup>11</sup>Arthur Asa Berger, *Media and Communication Research Method* (London: Sage Publications, 2000). h. 111.

<sup>12</sup>Wiratna Sujarweni, *Research Methodology*, (Yogyakarta: PT. Pustaka Baru, 2014). h. 32.

comprehensive information. It is employed to gather data already present in document records.<sup>13</sup>

The data processing techniques include; Reducing data, namely where researchers make summaries, determine the main things, focus on important things and support research, and look for themes and patterns. Thus, the reduced data will provide a clearer description and make it easier for researchers to collect and process further data. <sup>14</sup>In qualitative research, data presentation takes the form of concise descriptions, interrelationships between categories, charts, and similar visual aids. Presenting data in this manner facilitates researchers in comprehending the events and subsequently planning their next steps. Drawing conclusions represents the final stage in the data analysis process. In this phase, the researcher deduces insights from the collected data. The objective of this activity is to discern the significance of the data by identifying relationships, similarities, or differences. These conclusions are drawn by evaluating the alignment of statements from research subjects with the underlying concepts studied.<sup>15</sup>

### 3. RESULTS AND DISCUSSION

Production of da'wah content is an activity carried out to add value to a work or create new things that are applied by Islamic Broadcasting Communication students so that the da'wah content created can be useful and meet the needs of the audience. In presenting interesting media content, a content creator must have creative ideas and strategies to produce content that is of interest to the audience. Content production must be made in such a way that it can attract the interest of the audience by conveying da'wah with the help of modern information technology.

The development of increasingly sophisticated technology and the presence of social media has become a forum for receiving and spreading information, resulting in a shift in the way of knowing, reading and sharing stories. Of course, this is a new challenge for preachers who usually deliver da'wah traditionally, namely from one place to another. As we know before, da'wah has existed since the time of the Prophet, where the Prophet and Messenger were sent by Allah SWT. to spread the messages of Islam to his people. Da'wah at that time was delivered from one place to another, because at that time the technology was not as sophisticated as it is now. However, da'wah in the future will no longer require a direct social presence.<sup>16</sup>

As social media is developing rapidly, many of the millennial generation are starting to use their social media to spread da'wah content and call on the good values of Islam. One of the media they use as a media for preaching is the Tik Tok application. The TikTok application is a social media that has a very broad level of friendship so that it can be

---

<sup>13</sup>Mamik, *Qualitative Methodology*, h. 106.

<sup>14</sup>Sugiyono, *Understanding Qualitative Research*, (Cet. VIII; Bandung: Alfabeta, 2013), h. 92.

<sup>15</sup>Sandu Siyoto, *Basic Research Methodology* (Cet. I; Yogyakarta: Literacy Media Publishing, 2015), p. 124.

<sup>16</sup>Naili Amalia, *Creative Strategy for Content Creators in Producing Da'wah Videos*, *Journal of Sultan Syarif Kasim Riau State Islamic University*, Vol.4, No.1, (2021). h. 2.

used as a forum for preaching, it does not rule out the possibility that the TikTok application plays an important role for preachers who want to preach, with the TikTok application it can make it easier for preachers to deliver their da'wah, especially students of Broadcasting Communications Islam IAIN Bone. Besides using the tiktok application which is very easy.

With that as a preacher in conveying da'wah must first develop a concept or strategy in conveying his da'wah because everything that is done well will be beneficial if we do it well too. Seeing the media as a window that allows the audience to see what is happening out there or the media as a means of learning to know about various events, of course da'wah has a very large space to utilize the mass media as a more up-to-date means.<sup>17</sup>

Preaching on social media, especially on TikTok, is not necessarily done just like that, there are several production tips carried out by IAIN Bone Islamic Broadcasting Communication students which are divided into several sections as follows:

### **a. The Concept of Production of Da'wah Content in the TikTok Application**

The concept of content production is an effort to change the form of the script into an audio-visual form for the TikTok application by determining interesting ideas. The following is an interview conducted by the researcher. As stated by Marjuni KPI Student IAIN Bone as one of the research informants who said that:

"Dakwah is a great obligation for a Muslim so that he carries out the duties of his anbiya in conveying Allah's call to people and introducing them to the path of goodness and guidance. Da'wah is the process of teaching people to practice Islamic teachings by obeying all the commands of Allah and following the sunnah of the Prophet Muhammad which is guided by the Al-Quran and hadith. As technology develops rapidly, all forms of da'wah content are expected to be able to keep up with developments. Da'wah content on the Tik Tok application is also not just a hope for Muslims, but it is hoped that those who are non-Muslims are more open-minded, some of whom are still trapped in the word Islamophobia, get enlightened that Islam is a beautiful and peaceful religion.<sup>18</sup>

The same thing was also expressed by Muhammad Asri, a KPI student at IAIN Bone, as one of the research informants, that in determining the concept of content production, he used an interesting content strategy. As stated by Muhammad Asri:

"The strategy taken is to compile various da'wah content ranging from photos to videos which are then uploaded to the tiktok account. Not just photos and videos, but equipped with a variety of interesting and knowledgeable captions related to the invitation to cover the private parts. So it is hoped that the presence of this

---

<sup>17</sup> Qudratullah, Q. (2019). Mass Media as a Means of Contemporary Da'wah. *Al-Hikmah Journal: Journal of Dakwah*, 13(2), 217-230.

<sup>18</sup> Marjuni, KPI Student, interview by the author at IAIN Bone on 28 April 2022.

da'wah content can shift content that is considered not to bring benefit to many people. But this is not easy, especially for young content creators who preach. Because there are so many groups that they have to face, both the old and the young, in conveying da'wah messages on the TikTok application.<sup>19</sup>

In line with what was conveyed by Syamelda KPI Student IAIN Bone as one of the research informants who said that:

"Of all the existing platforms, Tik Tok is one of the media that attracts the attention of many people, from young people to the elderly, the majority use applications as entertainment media. Not long ago, a lot of da'wah content began to be uploaded to the application, lots of da'wah activists, ranging from the elderly to the birth of young preachers to preach. The birth of these young preachers then attracted a large number of viewers and also received good responses from various groups."<sup>20</sup>

The same thing was also expressed by Uci Ramadani, a KPI student at IAIN Bone, as one of the research informants, that in determining the concept of content production, he adapted the content to the world of young people. As revealed by Uci Ramadani:

"Adjustment of da'wah content to the world of young people. In this case, in terms of language and the pattern of delivery, it is delivered in language that is easier to understand, inserts a few jokes (jokes) in the da'wah process, and is inseparable from Islamic law. Prepare da'wah material briefly and clearly. TikTok is an application that makes it easy for everyone to create videos that are short and not long-winded. Therefore, the da'wah content conveyed by the content creator even though it is of a short duration, the clarity of the knowledge must be ensured to be true. This is certainly inseparable from the Al-Qur'an and Hadith. Because many complain about the clarity of the source of da'wah. For the elderly, the pattern of delivery or the choice of words to be conveyed must contain elements of politeness and gentleness. so as not to seem patronizing older people. Da'wah delivered through the TikTok application is designed with an even more interesting method so as not to cause boredom. Like mixing it with a film or adding instruments that invite curiosity."<sup>21</sup>

The same thing was also expressed by Nurmuafia Septiana, a KPI student at IAIN Bone, as one of the research informants, that in determining the concept of content production, she was based on the Al-Qur'an and Hadith. As expressed by Nurmuafia Septiana:

"All da'wah materials are sourced from two main sources of Islamic teachings, namely the Al-Qur'an and Hadith. missionary message. While al-hadith is the second

---

<sup>19</sup>Muhammad Asri, KPI Student, interview by the author at IAIN Bone on April 25 2022.

<sup>20</sup>Syamelda, KPI Student, interview by the author at IAIN Bone on April 23, 2022.

<sup>21</sup>Uci Ramadani, KPI Student, interview by the author at IAIN Bone on April 27 2022.

source of Islam, hadith are explanations from the prophet Muhammad saw in realizing life based on the Qur'an by mastering the material.<sup>22</sup>

From the several opinions above, it can be concluded that the concept of producing da'wah content for IAIN Bone Islamic Broadcasting Communication students in the TikTok application is by following technological developments and implementing interesting strategies by looking at the situations and conditions needed by the audience and also sourced from the Al-Qur'an and Hadith.

As stated by Hamka that in carrying out da'wah one should use a method or method by taking into account the situation and condition of the community before determining the theme to be conveyed.<sup>23</sup>In line with that, the concept applied by IAIN Bone Islamic Broadcasting Communication students in the production of da'wah content in the TikTok application is by looking at the situations and conditions that occur and accompanied by following existing technological developments.

## **b. Da'wah Content Production Model in the TikTok Application**

The content production model is a process or ideas that content creators make as attractive as possible in order to attract audience interest in the TikTok application. The following is an interview conducted by the researcher. As expressed by Muhammad Asri, a KPI student at IAIN Bone, as one of the research informants, who said that:

"Al-Qur'an and Al-Hadith, Al-Qur'an is a source of guidance as the foundation of Islam, because of that Al-Qur'an is used as the main material in preaching and becomes the basis for conveying da'wah messages."<sup>24</sup>

In line with what was conveyed by Marjuni KPI Student IAIN Bone as one of the research informants who said that:

"The da'wah conveyed by content creators, even though it is of a short duration, but the clarity of the knowledge must be ensured to be true. This is certainly inseparable from the Al-Qur'an and Hadith. Because many complain about the clarity of the source of da'wah. For the elderly, the pattern of delivery or the choice of words to be conveyed must contain elements of politeness and gentleness, so as not to give the impression of patronizing older people."<sup>25</sup>

The same thing is also said by Uci Ramadani KPI student IAIN Bone as one of the research informants that the model of da'wah content production that he uses is a collaborative design model. As expressed by Uci Ramadani:

---

<sup>22</sup>Nurmuafia Septiana, KPI Student, interview by the author at IAIN Bone on April 23, 2022.

<sup>23</sup>Hamka, Interpretation of Al-Azhar, Juz. XIII-XIV, (Jakarta: Panjimas Library, 2020), h. 314

<sup>24</sup>Muhammad Asri, KPI Student, interview by the author at IAIN Bone on April 25 2022.

<sup>25</sup>Marjuni, KPI Student, interview by the author at IAIN Bone on 28 April 2022.



"The da'wah content production model here we have to keep up with technological developments so that the da'wah messages that we convey are well received by the da'wah objects, the da'wah model here I add interesting quotes and then add Islamic music."<sup>26</sup>

A similar sentiment was expressed by Syamelda, a KPI student at IAIN Bone, as one of the research informants, who said that:

"The Tik Tok application is a social media that has a very broad level of friendship so that it can be used as a forum for da'wah content by uploading da'wah content online, this tiktok application is very interesting because it can be combined in various forms so that it can attract audience interest."<sup>27</sup>

In line with what was expressed by Nurmuafia Septiana, a KPI student at IAIN Bone as one of the research informants, who said that:

"The existence of da'wah content on the Tik Tok application is also not just a hope for Muslims, but it is hoped that those who are non-Muslims will be more open-minded, with that in creating content we must be smart in determining the model used because in this application we can choose various forms that can be combined into a video".<sup>28</sup>

From the several opinions above, it can be concluded that the model for producing da'wah content for Islamic Broadcasting Communications students at IAIN Bone in the TikTok application uses a model that refers to accurate sources, namely the Qur'an and Hadith and also uses a collaborative design model that can attract the interest of the audience.

As explained in contemporary da'wah that in carrying out da'wah can be anywhere and anytime. Conveying da'wah must refer to the Al-Qur'an and Hadith.<sup>29</sup>In line with that, the model for producing da'wah content for students of Islamic Broadcasting Communications IAIN Bone in the TikTok application refers to the Qur'an and Hadith so that the da'wah delivered can be well received and clear by the audience.

### **c. Forms of features that are often used in delivering da'wah in the TikTok application**

The TikTok application provides several forms of features that allow users to make short videos accompanied by songs, make lipsync videos and then upload them. It could also, users just use this application. The following is an interview conducted by the

---

<sup>26</sup>Uci Ramadani, KPI Student, interview by the author at IAIN Bone on April 27 2022.

<sup>27</sup>Syamelda, KPI Student, interview by the author at IAIN Bone on April 23, 2022.

<sup>28</sup>Nurmuafia Septiana, KPI Student, interview by the author at IAIN Bone on April 23, 2022.

<sup>29</sup>Farihah, Irzum."Pop Da'wah Media" AT-Tabsyir; Journal of Islamic Broadcasting Communication, Vol. 12, No.2, (2013), p. 34.

researcher. As stated by Marjuni KPI Student IAIN Bone as one of the research informants who said that:

"The preaching that is delivered through the TikTok application is designed with an even more interesting method so as not to cause boredom. Like mixing it with a film or adding instruments that invite curiosity."<sup>30</sup>

In line with that explained by Nurmuafia Septiana KPI Student IAIN Bone as one of the research informants who said that:

"Dakwah starts from photos to videos which are then uploaded to the tiktok account. And the tiktok application provides a variety of features, what I often use is just the music feature."<sup>31</sup>

The same thing was also expressed by Syamelda KPI IAIN Bone student as one of the research informants who said that:

"In the content that I make, the feature that I often use is only the music feature with the addition of interesting quotes."<sup>32</sup>

A similar sentiment was also conveyed by Uci Ramadani, a KPI student at IAIN Bone as one of the research informants who said that:

"TikTok is an application that is quite easy to use, in this TikTok application there are many various kinds of features that can be applied. In the da'wah content that I upload, the features that I often use are adding music and giving effects to the video."<sup>33</sup>

The same thing was said by Muhammad Asri IAIN Bone KPI student as one of the research informants that he uses the filter feature in creating content. As stated by Muhammad Asri:

"TikTok is an application that makes it easy for everyone to create videos that are short and not long-winded. The features that I often use in the TikTok application are in accordance with the content that I will create or it's just a filter that I use."<sup>34</sup>

---

<sup>30</sup>Marjuni, KPI Student, interview by the author at IAIN Bone on 28 April 2022.

<sup>31</sup>Nurmuafia Septiana, KPI Student, interview by the author at IAIN Bone on April 23, 2022.

<sup>32</sup>Syamelda, KPI Student, interview by the author at IAIN Bone on April 23, 2022.

<sup>33</sup>Uci Ramadani, KPI students, interview by the author at IAIN Bone on April 27, 2022.

<sup>34</sup>Muhammad Asri, KPI Student, interview by the author at IAIN Bone on April 25 2022.

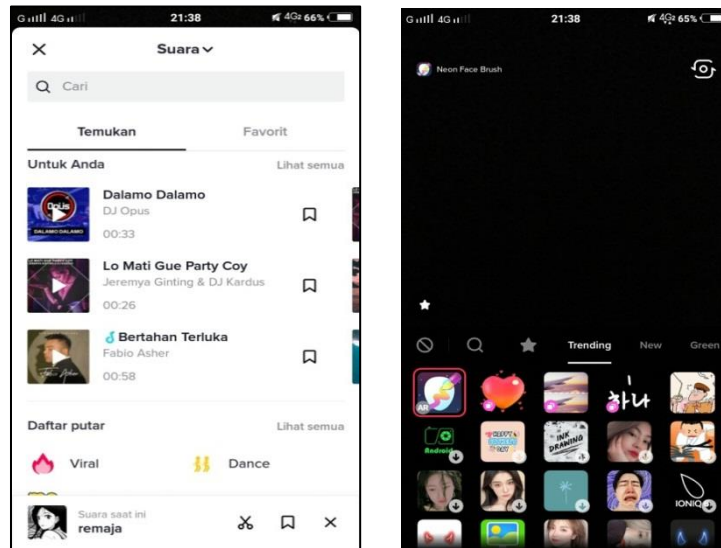


Figure 1. TikTok features

From the several opinions above, it can be concluded that the form of features that are often used in delivering da'wah by Islamic Broadcasting Communication students at IAIN Bone in the Tiktok application are in accordance with the content that will be created, some of which use music features and some only use filter features.

As explained, the user's desire to use the TikTok application is influenced by the features available on TikTok.<sup>35</sup> In the tiktok application users, Islamic Broadcasting Communication students use the music feature and the filter feature. In line with that, the TikTok application will be even more interesting because it has various types of features that will make users want to create more videos through the TikTok application compared to other social media applications.

#### **d. Themes Applied in the Delivery of Da'wah Messages in the Tik Tok Application**

The TikTok application is popular because this application is able to disseminate various types of information related to things that are happening in parts of the world (foreign countries). As a preacher in determining the theme in the delivery of da'wah must follow the times. The following is an interview conducted by the researcher. As stated by Nurmuafia Septiana, a KPI student at IAIN Bone, as one of the research informants, who said that:

---

<sup>35</sup>Wandi W, Social Media TikTok in Islamic Perspective, Palakka: Media and Islamic Communication, Vol.1, No.1, (2020), p. 34.

"As technology develops rapidly, all forms of da'wah content are expected to be able to keep up with developments. da'wah content on the TikTok application is also not just a hope for Muslims.<sup>36</sup>

The same thing delivered by Syamelda IAIN Bone KPI Student as one of the research informants who said that:

"Tik Tok is one of the media that attracts the attention of many groups, from young people to the elderly, the majority use the application as a medium of entertainment, so in determining the theme of da'wah content in the TikTok application, we must follow developments and adapt it to what is needed by the object of da'wah".<sup>37</sup>

The same opinion was also explained by Muhammad Asri, a KPI student at IAIN Bone as one of the informants who said that:

"This application has thousands to millions of users all over the world. Usually this application contains short videos with interesting content as preachers we have to see the conditions needed by the object of da'wah.<sup>38</sup>

The same is also expressed by Marjuni IAIN Bone KPI student as one of the research informants that in determining the theme he applied a religious theme in accordance with the conditions and situation. As stated by marjuni:

"This application has thousands to millions of users all over the world. Usually this application contains short videos with interesting content and has a variety of genres ranging from food content, fashion, education, to other interesting content, all of which are made for the purpose of entertainment and so that lessons can be learned in the da'wah videos that I uploaded".<sup>39</sup>

In line with what was expressed by Uci Ramadani KPI Student IAIN Bone as one of the research informants who said that:

"This application is an application that is quite in demand by the people of Indonesia, so we must take advantage of this opportunity. The themes that I raise here are various, such as the importance of covering genitalia, the obligation to read the Qur'an, and many other themes.".<sup>40</sup>

From the several opinions above, it can be concluded that the theme applied in delivering da'wah messages to IAIN Bone Islamic Broadcasting Communication students

---

<sup>36</sup>Nurmuafia Septiana, KPI Student, interview by the author at IAIN Bone on April 23, 2022.

<sup>37</sup>Syamelda, KPI Student, interview by the author at IAIN Bone on April 23, 2022.

<sup>38</sup>Muhammad Asri, KPI Student, interview by the author at IAIN Bone on April 25 2022.

<sup>39</sup>Marjuni, KPI Student, interview by the author at IAIN Bone on 28 April 2022.

<sup>40</sup>Uci Ramadani, KPI Student, interview by the author at IAIN Bone on April 27 2022.

in the TikTok application is by following developments and also creating content with various themes.

As explained in the development of da'wah that in preaching a preacher must be very familiar with the development of information and communication technology, so that it can be said that whoever is able to master technology is the one who can control the world.<sup>41</sup> Therefore, Islamic Broadcasting Communication students in carrying out their preaching the theme they apply is in accordance with developments with the current situation and conditions. In line with this theory that in carrying out da'wah must follow technological developments so as not to be out of date.

### **e. Process in Producing Da'wah Content in the TikTok Application**

The aesthetic element is also very influential in attracting viewers to visit the creator's content account, so that the more interesting the feed and narrative used by the creator's content is very influential in attracting more viewers and getting other users to return to the page many times.

Based on the results of an interview with Uci Ramadani, a KPI student at IAIN Bone as one of the research informants, the process of producing da'wah content uses aesthetic elements. As expressed by Uci Ramadani:

"The aesthetic element is also very influential in attracting viewers to visit content creator accounts as sample material for creating content."<sup>42</sup>

In line with what was expressed by Muhammad Asri, a KPI student at IAIN Bone, as one of the research informants, who said that:

"Da'wah content that is increasingly popping up is a good concern as well as many content creators who are involved in the world of Islamic da'wah."<sup>43</sup>

The same opinion was also conveyed by Syamelda, a KPI IAIN student as one of the research informants who said that:

"The aesthetic element is also very influential in attracting viewers to visit the creator's content account, so that the more interesting the feed and narrative used by the creator's content is very influential in attracting more viewers and making other users return to the page many times, this opens up opportunities for get more shares".<sup>44</sup>

---

<sup>41</sup>Farihah, Irzum, Pop Da'wah Media, AT-TABSYIR: Journal of Islamic Broadcasting Communication, Vol. 1, No. 2, (2013), p. 25.

<sup>42</sup>Uci Ramadani, KPI Student, interview by the author at IAIN Bone on April 27 2022.

<sup>43</sup>Muhammad Asri, KPI Student, interview by the author at IAIN Bone on April 25 2022.

<sup>44</sup>Syamelda, KPI Student, interview by the author at IAIN Bone on April 23, 2022.

The same opinion was also explained by Marjuni KPI Student IAIN Bone as one of the research informants who said that:

"Social media invites anyone who is interested to participate by providing contributions and feedback openly, making comments, and sharing information in a short time."<sup>45</sup>

The same is expressed by Nurmuafia Septiana, a KPI student at IAIN Bone, as one of the research informants, said that in the process of producing da'wah content, she edited it with the addition of music. As expressed by Nurmuafia Septiana:

"The process of producing da'wah content is by compiling words that contain da'wah messages and editing them into videos and taking aesthetic backgrounds or music so that they can attract the interest of the audience."<sup>46</sup>

From the several opinions above, it can be concluded that the process of producing da'wah content for KPI IAIN Bone students in the TikTok application is by implementing a process with aesthetic elements to make other users repeat the da'wah content and also implementing a process with the addition of music so that it can attract interest of the viewers.

Da'wah with various dynamics that surround it requires creativity and innovation that is adapted to the current developments.<sup>47</sup>In line with that, Islamic Broadcasting Communication students revealed that in the process of producing da'wah content they carried out an interesting and creative process so that the da'wah content created by other users could watch it many times.

By using tiktok, giving an interesting religious appeal in a maximum of three minutes, or simply conveying information, it can be said that it is preaching that is adjusted to the capacity of each individual. However, back to each individual, how to make the call that is made interesting for viewers who see it. Don't let this be rejected and even cause problems for mad'u.

Therefore, it takes several da'wah strategies in it before sending content:

- 1) Short but easy to understand by mad'u
- 2) Make it as interesting as possible
- 3) Show examples of people's habits to make it easier to understand
- 4) Include several arguments that strengthen the appeal.<sup>48</sup>

---

<sup>45</sup>Marjuni, KPI Student, interview by the author at IAIN Bone on 28 April 2022.

<sup>46</sup>Nurmuafia Septiana, KPI Student, interview by the author at IAIN Bone on April 23, 2022.

<sup>47</sup>Sholihatul Atik H, Utilization of TikTok Media as a Da'wah Media for Lecturers of IAI Sunan Kalijogo Malang, *Journal of Islamic Communication and Broadcasting* Vol.2, No.1, (2021), p.8.

<sup>48</sup> Qudratullah, S., Sos, M., Wandu, S., & Kom, MI (2021). *Da'wah and Communication: Concept and Development*. Lakeisha Publishers.

## CONCLUSION

The production of da'wah content by Islamic Broadcasting Communication students at IAIN Bone for conveying da'wah messages on the TikTok application is a crucial form of da'wah content that needs to keep pace with developments. Da'wah content on TikTok is not just intended for Muslims; it also aims to foster open-mindedness among non-Muslims, especially those who may still hold negative perceptions or misconceptions, such as Islamophobia. The objective is to enlighten them about the beauty and peaceful nature of Islam, dispelling any misconceptions about terrorism.

The strategy employed involves creating a diverse range of da'wah content, including photos and videos, which are then uploaded to their respective TikTok accounts. These posts are not limited to visuals alone but are also enriched with captivating captions.

## REFERENCES

- Amalia, Naili. Strategi Kreatif Kreator Konten Dalam Memproduksi Video Dakwah, *Jurnal Universitas Islam Negeri Sultan Syarif Kasim Riau*, Vol.4, No.1, (2021).
- Ayu Febriana, *Pemanfaatan Tik-Tok Sebagai Media Dakwah:(Studi Kasus Ustad Syam, di akun@ syam\_ elmarusy*. KOMUNIDA: Media Komunikasi dan Dakwah, (2021). h. 181.
- Berger, Arthur Asa. (2000). *Media and Communication Research Method*. London: Sage Publications.
- Farihah, Irzum. *Media Dakwah Pop*, AT-TABSYIR: Jurnal Komunikasi Penyiaran Islam, Vol. 1, No. 2, (2013).
- Farihah, Irzum."Media Dakwah Pop" *AT-Tabsyir; Jurnal Komunikasi Penyiaran Islam*, Vol. 12, No.2, (2013), h. 34.
- Fitri, Afriza Indah. *Efektivitas Media Tiktok*, Jurnal *EK&BI*, Vol.4, No.1, (2021).
- H, Sholihatul Atik. *Pemanfaatan Media Tiktok Sebagai Media Dakwah Bagi Dosen IAI Sunan Kalijogo Malang*, Jurnal Komunikasi dan Penyiaran Islam Vol.2, No.1, (2021).
- Hamka. (2020). *Tafsir Al-Azhar*, Juz. XIII-XIV. Jakarta: Pustaka Panjimas.
- Hendro Setyo Wahyudi, Mita Puspita Sukmasari, *Teknologi dan Kehidupan Masyarakat*, Jurnal Analisa Sosiologi, Vol. 5, No. 2, (2014).
- Kementrian Agama RI. (2016). *Al-Qur'an dan Terjemahannya*. Semarang: PT Karya Toha Putra.
- Mamik. (2015). *Metodologi Kualitatif*. Cet. I; Sidoarjo: Zifatama Publisher.
- Marjuni, *Mahasiswa KPI*, wawancara oleh penulis di IAIN Bone pada tanggal 28 April 2022.
- Muhammad Asri, *Mahasiswa KPI*, wawancara oleh penulis di IAIN Bone pada tanggal 25 April 2022.

- Nurmuafia Septiana, *Mahasiswa KPI*, wawancara oleh penulis di IAIN Bone pada tanggal 23 April 2022.
- Palupi, Rismaka, Umi Istiqomah, Fella Vidia Fravisdha, Nur Lail Septiana, and Ailyn Maharung Sarapil, *Analisis Penggunaan Aplikasi Tiktok Sebagai Media Dakwah Di Era Modern*, *Academica: Journal of Multidisciplinary Studies*, Vol.6, No.1, (2021).
- Pribadi, Benny A. (2017). *Media & Teknologi Dalam Pembelajaran*. Prenada Media.
- Qudratullah, Q. (2019). Media Massa sebagai Sarana Dakwah Kontemporer. *Jurnal Al-Hikmah: Jurnal Dakwah*, 13(2), 217-230.
- Qudratullah, S., Sos, M., Wandu, S., & Kom, M. I. (2021). *Dakwah dan Komunikasi: Konsep dan Perkembangan*. Penerbit Lakeisha.
- Rahmat, Jalaluddin. (2000). *Metode Penelitian Kualitatif*. Cet. I; Jakarta: Raja Grafindo Persada. 2000.
- Siyoto, Sandu. (2015) *Dasar Metodologi Penelitian*. Cet. I; Yogyakarta: Literasi Media Publishing.
- Sugiyono. (2013). *Memahami Penelitian Kualitatif*. Cet. VIII; Bandung: Alfabeta.
- Sujarweni, Wiratna. (2014). *Metodologi Penelitian*. Yogyakarta: PT. Pustaka Baru.
- Syamelda, *Mahasiswa KPI*, wawancara oleh penulis di IAIN Bone pada tanggal 23 April 2022.
- Uci Ramadani, *Mahasiswa KPI*, wawancara oleh penulis di IAIN Bone pada tanggal 27 April 2022.
- Wandi. *Sosial Media TikTok in Islamic Perspective*, Palakka: Media and Islamic Communication, Vol.1, No.1, (2020).