

THE DA'WA STRATEGY OF @NGAJIASIK.ID COMMUNITY

Safira Aulia Rahmah

UIN Raden Mas Said Surakarta

auliafira170@gmail.com

Abraham Zakky Zulhazmi

UIN Raden Mas Said Surakarta

abrahamzakky@gmail.com

Abstract: *In the era of advanced technology today, there are many ways to preach. One way used when today is forming a migration community. Hijrah Community @ngajiasik.id. This community carries the concept of young people, with a student who is cool and principled that the recitation is fun. Strategies can be interpreted as a method of gathering information and organizing, so that it can estimate a hypothesis. The method used for this study is a qualitative research method, using observation methods and interviews as a method of data collection in this study. The Hijrah @ ngajiasik.id community plays a role in moving the community to provide a means of improving the quality of public faith and spreading Islamic da'wah widely. The strategy used in preaching is to use a contemporary da'wah strategy. The strategy used in the dissemination of da'wah is the determination of the objectives of the da'wah, preparation of the implementation of the strategy, the preparation of plans, and the process of implementing the strategy.*

Keywords: *Da'wa, Community, Hijrah, Youth*

INTRODUCTION

In this developed era, there are many ways to preach. One of the methods used during this millennial era is to form a hijrah community. Many hijrah communities have sprung up such as Yuk Ngaji, SHIFT, Jaga Sesama Solo, and others. The target or target of this community is young people who want to migrate to something better. The method of spreading da'wah is made as attractive as possible and not boring. Like lecturing on anime, k-pop, and anti-dating themes. Or take advantage of their hobbies, such as creating a biker hijrah community for bicycle lovers, and so on.

Da'wah itself is an invitation, a call, and a call for the people to do good and avoid immorality. The definition of da'wah according to Sheikh Ali Mahfudz in his book entitled *Hidayatul Mursyidin* is an effort to encourage people to do good and follow the instructions of Allah SWT, to tell them to do good, and to prevent them from doing evil to get happiness in this world and the hereafter.¹ Da'wah is also defined as an effort to create better conditions in accordance with the teachings of Islam in every life.

¹ Mahfudz Ali, *Hidayatul Mursyidin* (Darul I'tishom, 1979).

In the spread of da'wah, of course, there must be a good strategy and planning, so that da'wah can be channeled and spread well too. Da'wah's strategy has a fairly broad scope. Da'wah strategy is defined as a method of directing, regulating, and determining ways and efforts to deal with da'wah targets under certain conditions to achieve the goals of da'wah optimally. Da'wah strategy can also be defined by tactics or tactics that are designed in a structured manner to achieve the goals of da'wah.²

The researcher traced that there were previous studies that discussed da'wah strategies. Among these researches, the research conducted by Ghassani with the theme of participatory da'wah strategies in the SHIFT community in Bandung, this study discusses the communication strategies and participatory da'wah used by the SHIFT community in spreading da'wah.³ The result of this research is that the implementation of the strategy used by the SHIFT community is quite good. Starting from problem identification to strategy evaluation.

Then there is also a research conducted by Sitty Annisaa, with the theme of the da'wah strategy of the dawn warrior community in inviting the dawn prayer in congregation in Jakarta. This study discusses the strategies of the Fajr Fighters community in inviting people in Jakarta to pray Fajr in congregation. The strategy used by the Subuh Fighters community consists of three stages, namely, the formulation of the da'wah strategy, the implementation stage of the da'wah strategy, and the strategy evaluation stage.⁴

The research conducted by Aviva Yuniar is a research on the strategy of da'wah for the Cah Hijrah community in Semarang. In planning this community da'wah requires a good and appropriate strategy in delivering the message. The appropriate da'wah strategy is Al Bayanuni's da'wah strategy. Al Bayanuni's da'wah strategy is divided into two, namely, sentimental strategy (al-manhaj al-athifi) and rational strategy (al-manhaj al-aqli).⁵

Another previous research is research conducted by Novi Maria in which this study discusses the strategy and management of da'wah in Indonesian Islamic da'wah

² Kustadi Suhandang, *Strategi Dakwah* (PT. Remaja Rosdakarya Offset, 2014).

³ Nur Sabrina, Ghassani, "Strategi Dakwah Partisipatif pada Komunitas SHIFT Bandung" (Universitas Islam Indonesia, 2018).

⁴ Sitty Annisa, "Strategi Dakwah Komunitas Pejuang Subuh Dalam Mengajak Shalat Subuh Berjamaah" (UIN Syarif Hidayatullah Jakarta, 2016).

⁵ Aviva Yuniar, "Strategi Dakwah Komunitas Cah Hijrah Semarang" (UIN Walisongo Semarang, 2020).

institutions,⁶ and also research on da'wah strategies in the post-pandemic new normal era conducted by Achmad Baidowi and Moh Salehuddin.⁷

The community that will be discussed by the author is the hijrah community @ngajiasik.id. This community carries the concept of youth, with a study that is not monotonous and has the principle that the Koran is not boring. Because the target is young people, when making a study, it is made to attract the attention of young people.

This community activity was carried out at the Nurul Huda Mosque, Karangasem Surakarta and Pondok Assalam Goro. The activity carried out by this study is a routine study once a week, every Tuesday night. Before the pandemic, this community held an Islamic workshop called Hi class. Hi class is an intensive training program for routine recitals in the hotel hall or ballroom. The material presented was material about faith, migration, da'wah, and history, but this activity was delayed due to the ongoing pandemic.

This community was founded by Agus Setiawan S.PDi in 2018. The philosophy of the name Ngaji Asik is because this community wants to show that reading the Koran is not always boring like recitation of fathers and so on. But reading the Koran can also be exciting and fun. The use of the name Ngaji Asik as branding is called upon to the public to attract attention, especially young people, to recite and learn about religion in an exciting and fun concept.

Researchers found a lot of previous research on da'wah and hijrah communities, including research from Abraham Zakky and Erma Priyanti with the title The Existence of the Hijrah Community and Modern Da'wah: A Study of the Community of Jaga Sesama Solo which explains the development of contemporary da'wah with the existence of various hijrah communities in Indonesia.⁸ Furthermore, research from Agnia Addini which discusses the phenomenon of the hijrah movement in which this phenomenon has become a social mode for Muslim youth in Indonesia.⁹

⁶ Novi Maria Ulfah, "Strategi Dan Manajemen Dakwah Lembaga Dakwah Islam Indonesia (Ldii) Kecamatan Tugu Kota Semarang," *Jurnal Ilmu Dakwah* 35, no. 2 (2017): 207, <https://doi.org/10.21580/jid.v35i2.1617>.

⁷ Achmad Baidowi dan Moh. Salehudin, "Strategi Dakwah di Era New Normal," *Muttaqien; Indonesian Journal of Multidiciplinary Islamic Studies* 2, no. 01 (2021): 58-74, <https://doi.org/10.52593/mtq.02.1.04>.

⁸ Abraham Zakky Zulhazmi dan Erma Priyanti, "Eksistensi Komunitas Hijrah dan Dakwah Masa Kini: Studi Komunitas Jaga Sesama Solo," *Jurnal Ilmu Dakwah* 40, no. 2 (2020).

⁹ Agnia Addini, "Fenomena Gerakan Hijrah di Kalangan Pemuda Muslim Sebagai Mode Sosial," *Journal of Islamic Civilization* 1, no. 2 (2019), <https://doi.org/http://dx.doi.org/10.33086/jic.v1i2.1313>.

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The research that discusses hijrah movements such as the research conducted by Trie et al with the discussion of the anti-dating movement that is on social media¹⁰ so next research from Paelani Setia and Rika Dilawati which discusses how the hijrah movement has become a new trend for Muslims,¹¹ and research by Irmansyah which discusses piety and lifestyle in the Yuk Ngaji hijrah community in Yogyakarta.¹²

With the research above, the researcher wants to discuss how the da'wah strategy is carried out by the @ngajiasik.id community which is a hijrah community in increasing people's faith.

METHOD

The method used for this research is the qualitative research method. Bogdan and Taylor define qualitative methodology as a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior. The research informant is Novan Nugroho (Co-founder of the Hijrah Community @ngajiasik.id).

The author uses this method because the problem under study is a social problem that can be explored in depth through a qualitative approach that relies on the experiences of sources. In this process, the researcher uses the method of observation, interviews, and documentation as a method of collecting data in this study.

THEORITICAL REVIEW

Da'wah Strategy

According to the perspective of psychology, strategy can be interpreted as a method of gathering information and organizing it, so that it can estimate a hypothesis. Strategy can be understood etymologically that strategy is a tactic or method that is designed in a structured manner in the implementation of organizational functions.

Understanding strategy in general is an attempt by a person or organization in making a scheme to achieve the intended target. According to Baidowi and Solahuddin,

¹⁰ Trie Yunita Sari, Fatimah Husein, dan Ratna Noviani, "Hijrah and Islamic Movement in Social Media: A Social Movement Study of Anti-Dating Movement #IndonesiaTanpaPacaran," *International Journal of Advanced Studies in Sexology* 2, no. 1 (2020), <https://doi.org/10.46388/ijass.2020.13.1>.

¹¹ Paelani Setia dan Rika Dilawati, "Tren Baru Islam melalui Gerakan Hijrah: Studi Kasus Shift Pemuda Hijrah," *Khazanah Theologia* 3, no. 3 (2021): 131-46, <https://doi.org/10.15575/kt.v3i3.12708>.

¹² Irmansyah, "Pemuda Hijrah: Antara Pietization dengan Lifestyle Pada Komunitas Hijrah Yuk Ngaji Yogyakarta," *Madania: Jurnal Ilmu-Ilmu Keislaman* 10, no. 1 (2020): 46, <https://doi.org/10.24014/jiik.v10i1.10825>.

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strategy is a method used by groups or individuals to carry out activities or work that have been planned or not previously planned.

While da'wah is a word that comes from Arabic, namely the word da'a wad'u which means, calls, calls, and invitations. And those who do da'wah are called da'i.¹³ Da'wah is an activity that brings a person or group to positive changes in humans.¹⁴

The definition of da'wah strategy itself is a method, tactics, and tactics used in da'wah activities. (Khairani, A) The da'wah strategy has a fairly broad scope. Da'wah strategy can also be interpreted as a method of directing, regulating, and determining ways and efforts to deal with da'wah targets under certain conditions to achieve the goals of da'wah optimally.¹⁵ Da'wah strategy can also be defined by tactics or tactics that are designed in a structured manner to achieve the goals of da'wah.¹⁶

Hijrah Community

Kertajaya Hermawan defined that community is a group of people who care about each other more than they should, where in a community there is a strong personal relationship between community members because of the similarity of interests and goals.¹⁷

Linguistically, hijrah means moving from one place to another, either moving from a bad place to a good place, or from a good place to a bad place. According to the Big Indonesian Dictionary (KBBI), there are two definitions, namely the displacement of the Prophet Muhammad. along with some of his followers from Mecca to Medina with the aim of saving themselves and some of them from the pressure of the Quraysh infidels, Mecca. Hijrah can also be defined as a temporary movement from one place to another.¹⁸ The word 'hijrah' has a positive or negative meaning depending on the person doing it.

¹³ Anna Afina, "Hijrah Artis Sebagai Komodifikasi Agama," *Sosisologi Reflektif* 13 No. 2, no. 333 (2019): 331-50.

¹⁴ Lina Amiliya, "K.H Anwar Zahid Dakwah Methods; Hadist Perspective," *QAULAN: Journal of Islamic Communication* 3, no. 1 (2022): 39-54, <https://doi.org/10.21154/qaulan.v3i1.3917>.

¹⁵ Khoirul Mahmudin, "Strategi Dakwah Dalam Pengelolaan Wisata Religi Masjid Jami' Al-Anwar Pesawahan Kecamatan Teluk Betung Selatan Kota Bandar Lampung" (2022).

¹⁶ Wawan Kurniawan, "Strategi Dakwah NU Menangkal Berita Hoax Dalam Meningkatkan Ukhuwah Islamiyah di Kota Bandar Lampung" (UIN Raden Intan Lampung, 2021).

¹⁷ Mochamad Ramdani, "Peran Scooterist Hijrah di Komunitas Vespa Dalam Pemberdayaan Masyarakat" (UIN Sunan Gunung Djati Bandung, 2019).

¹⁸ Lilis Meilia Yulinda, "Resolusi Hijrah Komunitas KAHF Surabaya Perspektif Filsafat Moral Immanuel Kant" (UIN Sunan Ampel Surabaya, 2020).

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RESULT AND DISCUSSION

The @ngajiasik.id community is a hijrah community that focuses on fostering, conducting studies and also making intensive recitation mentoring starting from aqidah, qadha qadar, hijrah to improve da'wah skills and also coaching tahsin and tahfizh. Young people are the target of this community's da'wah. They carry the concept of contemporary da'wah which is fun and enjoyable which is the hallmark of young people.

The hijrah community @ngajiasik.id plays a role in mobilizing the community to provide a means of improving the quality of people's faith and spreading Islamic da'wah widely. As a means of improving the quality of faith, this community holds regular Tuesday night studies. And to attract the attention of the congregation, they invited young clerics, so that the message conveyed was easily understood by the congregation.



Fig1. Example Picture of Hijrah Community's @ngajiasik.id Activity
(Source: Instagram @ngajiasik.id)



Fig2. Youtube Account Hijrah Community @ngajiasik.id

The message of da'wah delivered by members of the @ngajiasik.id Community is divided into two forms, namely verbal and non-verbal forms. Verbal da'wah messages carried out by members of this community are teachings conveyed during routine studies with the delivery of light language so that it is easy for young people or teenagers to understand. Meanwhile, non-verbal da'wah messages are conveyed when holding discussions outside the mosque, such as in cafes or in a relaxed place.

Named @ngajiasik.id, this community wants to show that reading the Qur'an is something that is fun and not boring. Recitation can be done while playing, while having fun and does not seem stiff and bland.

““Because most of the recitations out there are boring, like recitations in general, the material is very standard, and so on. Ngaji Asik itself means this, the Koran is not always boring, you know, the Koran is not only serious but can also be fun, we can enjoy it, feel comfortable there, we can find comfort in the knowledge assembly. So Ngaji Asik is a branding fruit to be broadcast to young people, especially those who like to play, like have fun, hang out, and don't seem stiff, not bland, because young people have characters that have to be playful, there must be fun.” (Interview with Novan, Hijrah Community mentor @ngajiasik.id, March 30, 2022)

This community activity was carried out at the Nurul Huda Mosque, Karangasem, Surakarta, and Pondok Goro Assalam. The activity carried out by this study is a routine study once a week, every Tuesday night. Before the pandemic, this community held an Islamic workshop called Hi class. Hi class is an intensive training program for routine recitals in the hotel hall or ballroom. The material presented was material about faith, migration, da'wah, and history, but this activity was delayed due to the ongoing pandemic.

Studies conducted by this community are not only in the mosque, but outside the mosque such as in cafes, and so on. when the members are relaxing outside the mosque, such as in cafes and so on, they talk about Islamic sciences, the problems of the people, to the history of Islam.

The media for spreading da'wah messages used by this community is their social media. The platforms used by this community are Instagram and Youtube. They upload study schedules and events that are carried out when community activities take place on their Instagram account with the name @ngajiasik.id. Islamic posts that are useful for the Muslim community are also uploaded on the platform. For the Youtube platform, it is filled with videos of routine studies filled by ustadz and professors with full duration

With this social media platform, it can help the community or Muslims for those who are unable to attend or who want to explore the material presented, can listen carefully to videos from posts on these platforms. This social media platform also helps the public to provide information about the study, such as the place of study, presenters, and materials presented about the application.

Strategy of Community Da'wah @ngajiasik.id in Strengthening Community Faith

In increasing people's faith, there are several strategies for spreading da'wah that are applied by the hijrah community @ngajiasik.id. Based on the research conducted, the strategies used by the hijrah community @ngajiasik.id in increasing community faith are:

First, the determination of the purpose of da'wah. This hijrah community aims to spread Islamic da'wah to the wider community, where the main target of this community is young people. Targets are invited to participate in preaching to spread religious knowledge that is taught while in the community, so that the targets can emigrate in totality and not half-heartedly, and can practice what they get from this community.

In addition, this @ngajiasik.id hijrah community determines its goal to continue the preaching relay of the Prophet, his friends and scholars. With this, the da'wah that has been carried out by the Prophet, the companions and the scholars is not interrupted and continues to flow from generation to generation.

The second is the preparation of strategy implementation. Before carrying out the strategy, this community requires careful and planned preparation. Initially the hijrah community @ngajiasik.id planned a recitation concept such as the concept of a talk show, so that the pilgrims who came did not feel like an ordinary recitation, but a talk show that contained studies of Islamic religious knowledge. Because the main target is young people, the concept of this community is the concept of a youth community. Talkshows are usually filled with interesting speakers such as Rayhan Janitra, Gus Amin Fadhli, Ustadz Yosi Al Munzani, and many more. The materials and titles that are prepared are also very close to student concerns, and are interesting for students, so that students do not feel bored and monotonous.

The third is planning. After determining the objectives and preparing the strategy, the next step is the preparation of a plan. First, all members and administrators of the community must straighten their intentions in spreading the da'wah lillahi ta'ala, so that the time of spreading da'wah can run smoothly and preach because of Allah SWT. Then the

administrators hold monthly meetings and coordinate between sub-sectors in the management.

They also held further progress of an Islamic training called Hi Class. This training learns about Islam, such as prayer, reciting the Qur'an, preaching, and so on. Not only that, but this training also invites the congregation to trust and believe more and more that Allah SWT is our Lord, the Qur'an is our holy book and the Messenger of Allah is the messenger of Allah and a role model for us Muslims until it can be practiced. This training has existed before, but due to the Covid-19 pandemic, this training program has become a vacuum and inactive.

And the last is the strategy implementation process. Implementation of this strategy requires structuring that is directed, effective and efficient. The hijrah community @ngajiasik.id implements its strategy with regular reviews once a week every Tuesday night, and holds the Amazing Youth Nite event. The Amazing Youth Nite event is a youth recitation event where the congregation will learn Islam in a different way, not like a recitation but like a talk show with jokes and interesting games.

For the dissemination of the Amazing Youth Nite event schedule, the administrators use social media, which is currently the center of communication. Not only event schedules, but also re-recordings during the event were uploaded on social media Youtube and Instagram. Not infrequently they do live streaming via Youtube and Live IG to spread their da'wah widely.

These strategies are what they do to increase the faith of the wider community in spreading da'wah.

CONCLUSION

The @ngajiasik.id community is a hijrah community that focuses on coaching, conducting studies, conducting intensive recitation training, studying Islamic materials starting from the study of faith, qadha qadar, hijrah, bedakwah abilities and coaching tahsin and tahfizh. With a contemporary da'wah strategy, they target young people and make the recitation atmosphere fun and enjoyable, especially for young researchers.

The @ngajiasik.id community plays a role in mobilizing the community in making improvements to the quality improvement facilities for the wider community, with community activities such as weekly studies on a regular basis. And to attract the attention of the congregation they invited young clerics so that the message conveyed was easy to understand.

The strategies used in this community are as follows: determination of the objectives of da'wah, preparation of strategy implementation, planning, and implementation process. These strategies then became a reference for the @ngajiasik.id hijrah community in spreading their da'wah to the wider community.

With this strategy, the hijrah community can spread their da'wah in order to increase the faith of the wider community. By utilizing existing facilities, as well as media such as social media and so on, this community carries out its function as a hijrah community well.

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