



DA'WAH STRATEGY USTADZ SYAMSUDDIN NUR MAKKA IN TIK TOK ACCOUNT @SYAM_ELMARUSY

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Abstrak: Tik Tok menjadi salah satu media sosial yang digandrungi oleh masyarakat, dan dimanfaatkan oleh sebagian *da'i* dalam menyampaikan dakwahnya. Ustadz Syamsuddin Nur Makka menjadi salah satu *da'i* yang menggunakan Tik Tok sebagai media dakwah. Penelitian ini bertujuan untuk menganalisa strategi dakwah yang digunakan oleh ustadz Syam dalam menyampaikan dakwah melalui Tik Tok dan untuk mengetahui efektivitas dakwah ustadz Syam melalui media Tik Tok terhadap masyarakat. Metode yang digunakan adalah metode kualitatif deskriptif dengan teknik pengumpulan data berupa observasi dan dokumentasi. Adapun hasil penelitian menunjukkan bahwa strategi dakwah yang digunakan ustadz Syam yaitu dakwah bil lisan, dakwah bil qalam, dan dakwah bil hal. Akun @syam_elmarusy membawakan konten dengan bahasa gaul dan mudah dipahami oleh khalayak, membawakan tema yang menarik, serta diselingi dengan humor dan gaya berpakaian yang modern seperti generasi muda saat ini berhasil menarik penonton untuk terus menonton konten akun @syam_elmarusy. Faktor-faktor yang membuktikan efektivitas dakwah pada akun @syam_elmarusy yakni *pertama*, dapat dilihat dari tingginya *viewers* pada akun @syam_elmarusy, hal ini menunjukkan bahwa dakwah yang disampaikan oleh ustadz Syam menarik minat khalayak. *Kedua*, banyaknya jumlah komentar pada akun @syam_elmarusy juga dapat membuktikan, jika terdapat *feedback* dari *mad'u* pada proses dakwah yang dilakukan oleh ustadz Syam.

Kata Kunci: Media, Strategi Dakwah, Tik Tok

Abstract: Tik Tok has become one of the social media that is widely used by the community, and is used by some *da'is* in delivering their *da'wah*. Ustadz Syamsuddin Nur Makka became one of the *preachers* who used Tik Tok as a medium for *da'wah*. This study aims to analyze the *da'wah* strategy used by the Sham ustad in delivering *da'wah* through Tik Tok and to determine the effectiveness of the Sham ustad *da'wah* through Tik Tok media to the community. The method used is a descriptive qualitative method with data collection techniques in the form of observation and documentation. The results showed that the *da'wah* strategy used by the Sham ustadz was *da'wah* bil oral, *da'wah* bil qalam, and *da'wah* bil hal. The @syam_elmarusy account brings content with slang and is easy to understand by the audience, brings interesting themes, and interspersed with humor and modern dressing styles like the younger generation today has succeeded in attracting viewers to continue watching @syam_elmarusy account content. Factors that prove the effectiveness of *da'wah* on @syam_elmarusy account are: *first*, can be seen from the high *viewers* on @syam_elmarusy account, this shows that the *da'wah* delivered by the Sham ustadz attracts the interest of the public. *Second*, the large number of comments on @syam_elmarusy account can also prove, if there is *feedback* from *mad'u* on the *da'wah* process carried out by the ustadz Sham.

Keywords: Media, Da'wah Strategy, Tik Tok



INTRODUCTION

Islamic da'wah means a complete conception that includes all kinds of methods and techniques and science in order to convey, explain, and explain all instructions about life and the life of mankind. Da'wah also includes communication efforts in explaining the teachings of Islam, which means inviting and calling mankind to embrace the teachings of Islam and provide information about Amar Makruf and Nahi Munkar in order to achieve happiness in the world and in the Hereafter.¹

In each da'wah activity, several components are related. This component is called the da'wah element. The elements of da'wah are da'i or people who carry out da'wah both orally, in writing, and actions carried out either individually, in groups, or organizations. Madhu (da'wah partner) is a human being who is the target of da'wah or the recipient of da'wah. Maddah (da'wah material) is the content of the message or material the da'i delivers to men. Tariqah (da'wah strategy) is a way that can be taken or a way that is determined to achieve and complete a goal. Atsar (da'wah effect) in carrying out da'wah will cause a response or reaction.²

In globalization era, technological developments, especially in communication and transportation, are very rapid. Starting from politics, culture, and even religion are affected by globalization. So, introducing da'wah in the era of technology and information is not separate from social media. Social media is a medium for socializing or interacting with one another by providing information in the form of writing, photos, and videos without being limited by place and time. Social media can make it easier for the public to access information about religious articles that are useful for themselves and others³.

In order for da'wah to develop more broadly, of course, it must keep up with the times, namely by utilizing social media to be the right strategy for building da'wah activities. Facebook, Twitter, Instagram, Youtube, Line, and Tik Tok are some

¹M. Masyhur Amin, *Dakwah Islam dan Pesan Moral*, (Yogyakarta: Kurnia Kalam Semesta, 2002), 11

² M. Ali Aziz, *Ilmu Dakwah*, (Jakarta: Prenadamedia Group, 2004). 75

³ Asna Istya Marwantika, "TREN KAJIAN DAKWAH DIGITAL DI INDONESIA : SYSTEMATIC LITERATURE REVIEW," *Proceeding of Conference on Strengthening Islamic Studies in The Digital Era* 1, no. 1 (2021): 249-65, <https://prosiding.iainponorogo.ac.id/index.php/ficosis/article/view/37>.



examples of social media that are widely used by people today. These various facilities are an effective alternative to developing da'wah. The aspects of benefits obtained by using social media include strengthening relationships with one another, providing information in a short time, being able to discuss religion anywhere and anytime, and developing religious knowledge and technological knowledge.

TikTok is one of the most popular and popular applications in the world. TikTok allows users to create 15-second videos with music, filters, and several other creative features. This application was launched by a company from China, China. Bytedance first launched a short-lived app called Douyin. In just 1 year, Douyin was able to have 100 million users and 1 billion video views every day. Douyin's high popularity made it expand outside of China under the name Tik Tok. According to a report from Sensor Tower, the Tik Tok application has been downloaded 700 million times throughout 2019. This allows Tik Tok to outperform some applications under the auspices of Facebook Inc. This application is ranked second after Whatsapp, which has 1.5 billion downloads.⁴

On July 3, 2018, Tik Tok was blocked in Indonesia by the Ministry of Communication and Information Technology (Kemenkominfo). The Ministry of Communication and Informatics has been monitoring this application for a month and found that there will be lots of incoming reports complaining about this application. As of July 3, the incoming reports reached 2,853 reports. According to the Minister of Communication and Information of the Republic of Indonesia, Rudiantara, there is a lot of content that is not educational for children, which of course, has a negative impact. However, with various considerations and new regulations, in August 2018, the Tik Tok application can be downloaded again. One of the regulations that are suspected is the age limit for users, which is 11 years old.⁵

In addition to the negative side, the Tik Tok application can also display and provide positive things; this is indicated by activities such as educational, health, knowledge content, and of course, religious content in the form of da'wah through

⁴ Dwi Putri Robiatul Adawiyah, "Pengaruh Pengguna Aplikasi Tik Tok Terhadap Kepercayaan Diri Remaja di Kabupaten Sampang", Jurnal Komunikasi, Volume 14 No 2 September 2020, 135-148

⁵ Wisnu Nugroho Aji, *Aplikasi Tik Tok Sebagai Media pembelajaran Bahasa Arab dan Sastra Indonesia*, 2018. 2



content. The Tik Tok application, which is very popular among teenagers, is able to attract the interest of preachers to make Tik Tok a medium for spreading da'wah messages⁶.

The use of TikTok as a medium for da'wah is a form of integration between Islam and information technology. If da'wah's activities using modern technology are successful, then the whole world will know about the true teachings of Islam. Using a da'wah strategy like this is a form of business for Muslims, who are considered to be lagging behind in technological and scientific developments.⁷

In da'wah, the subject of da'wah or Da'i is one of the most important elements. One of the most popular da'i today is Ustadz Syamsudin Nur Makka or commonly known as Ustadz Syam El Marusy, who also doesn't want to waste the opportunity to innovate by utilizing social media Tik Tok as a medium for delivering da'wah. Through his personal account @Syam_elmarusy, which has 3.5 million followers, 101 million likes, and 522 videos, Ustadz Syam have shared da'wah studies that can attract a large audience. Interestingly, many of the da'wah posts that were uploaded were questions or problems that were being experienced by someone who then asked the account @Syam_elmarusy and answered according to Islamic law.

The innovation of the @Syam_elmarusy account in utilizing Tik Tok social media as a medium for da'wah is interesting to study because proselytizing using Tik Tok social media is the newest alternative. Basically, da'wah is inviting to good things in accordance with the teachings of Islam. This can be done without meeting face-to-face with the object of the da'wah. Through the Tik Tok social media, da'wah can be presented in an interesting way that people can see without limitations of place and time. Not only see the object of the da'wah, but they can also ask questions directly to the subject of the da'wah. With the phenomenon of da'wah through Tik Tok social media as carried out by the @Syam_elmarusy account, researchers want to know the

⁶ Fitri Maghfirah, Fitria Andriani, dan Husnul Mirzal, "Social Media as a Medium of Da'wah: Religious Transformation among Online Da'wah Audience on TikTok Platform," *LENTERA*, 2021.

⁷ Nur Hafifah Rochmah, "EFFECTIVENESS OF USING THE TIKTOK APPLICATION AS A DIGITAL DAKWAH MEDIA FOR GENERATION Z (STUDY OF TIKTOK ACCOUNTS@Basyasman00)," *QAULAN: Journal of Islamic Communication* 3, no. 1 (2022): 55-73.



da'wah strategies and the effectiveness of the da'wah messages contained in the da'wah videos uploaded by the @syam_elmarusy account.

RESEARCH METHODOLOGY

This research used the type of library research, namely research in which the object of study uses library data in the form of books as a data source.⁸ This research was conducted by reading and analyzing various existing literature in the form of books, research journals, and da'wah content on the Tiktok account @syam_elmarusy. While the research method The researcher uses a qualitative descriptive research method as research method. The researcher seeks and explores the phenomenon of a case in time and activities and collects structured and in-depth information, and uses various data collection procedures at certain times. The researcher seeks to analyze Ustadz Syam's da'wah strategy through Tik Tok media and the effectiveness of da'wah delivered via Tik Tok to the community and which will later be linked to various sources that researchers obtained beforehand so that the data obtained is more efficient and accurate for conducting this research. Data analysis techniques in this study used three analytical processes, namely data codification, data presentation stage, and data verification stage. Meanwhile, to test the validity of the data using observation extension techniques, increasing persistence, and using reference materials.

LITERATURE REVIEW

Dakwah comes from the Arabic language (da'a-yad'u-da'watan), which means inviting, calling, calling, hosting, praying, or begging. Dakwah in terminology is inviting individuals or groups of people to goodness or the way of God and preventing evil.⁹ In order for the definition of Islamic da'wah to reach three phases At-Tablighiyah (conveying the message), At-Takwiniyah (the process of forming), and At-Tanfidziyah (implementation). Abu Al-fath Al-Bayanuni defines Islamic da'wah specifically, namely conveying and teaching Islam to humans in the reality of life and

⁸ Sutrisno Hadi, *Metodelogi Research*, (Yogyakarta: Andi Offset, 2022) p. 9

⁹ M. Rasyid Ridho dan Afif Rifai dan Suisyanto, *Pengantar Ilmu Dakwah: Sejarah, Perspektif, dan Ruang Lingkup* (Yogyakarta: Penerbit Samudra Biru, 2017), hal. 14



explaining the three elements contained therein in more than one place in the Qur'an.¹⁰

Generally, experts make a definition of da'wah departing from the notion of da'wah according to language. The words exclamation, invitation, and summons are always in the definition of da'wah. This shows that da'wah is persuasive, not repressive, informative and not manipulative¹¹. It cannot be called da'wah if there is an act of forcing others to choose to live as Muslims or be killed, nor is it da'wah if an invitation to Islam is done by twisting the message of Islam for the worldly interests of a person or group.

The elements of da'wah are important things that must be understood in preaching. The elements of da'wah are components that are always there in da'wah activities.¹² The elements of da'wah are as follows; First, the perpetrator of da'wah (da'i) is the one who performs da'wah. In communication science, a preacher is a communicator, that is, a person who conveys messages (message) to others. Da'i is the most important element in the implementation of da'wah. The success or failure of the da'wah business depends on the personality of the preacher concerned. If the da'i has an attractive personality, it is very likely that his da'wah will succeed well, and conversely if the da'i does not have a good personality or does not have attractiveness, then the effort will fail.

Secondly, a da'wah partner (mad'u) is anyone who is targeted for da'wah. Meanwhile, in the perspective of mad'u or communicant communication, it is the party to whom the communication message is sent or the party receiving the communication message as a communication target for a specific purpose. In this case the recipient of the communication message is everyone who is targeted by the communicator.¹³ Third, the message of da'wah (maddah) is all Islamic teachings which are often referred to as Islamic shari'a and all Islamic teachings are conveyed by the subject of da'wah to the object of da'wah.¹⁴ Da'wah messages can be in the form

¹⁰ M. Abu Al-fath Al-Bayanuni, *Pengantar Studi Ilmu Dakwah*, (Jakarta Timur: Pustaka Al-Kautsar, 2021), 11.

¹¹ Asna Istya Marwantika, "Potret dan Segmentasi Mad'u Dalam Perkembangan Media di Indonesia," *Al-Adabiya: Jurnal Kebudayaan dan Keagamaan* 14, no. 01 (2019): 1-14, doi:10.37680/adabiya.v14i01.100.

¹² Ali Aziz, *Ilmu Dakwah* (Jakarta: Prenada Media, 2004), 75.

¹³ Kustadi Suhandang, *Ilmu Dakwah Perspektif Komunikasi* (Bandung: PT Remaja Rosdakarya, 2013), 22

¹⁴ Enjang Aliyudin, *Dasar-dasar Ilmu Dakwah*, (Bandung: Tim Widya Padjajaran, 2009) 32



of speech, writing, and pictures. Da'wah material basically comes from two main Islamic teachings, namely the Al-Qur'an and Al-Hadith. Based on the theme, the message of da'wah is no different from the main teachings of Islam. Many classifications proposed by the scholars in mapping Islam. Endang Saifuddin Anshari divides the main points of Islamic teachings into three, namely da'wah messages according to aqidah, sharia, and morals.¹⁵

Fourth, the method of da'wah (thoriqoh) is derived from the Greek origin of the word *methodos* meaning way. In terms of da'wah methods are all ways of enforcing Islamic sharia to achieve the predetermined goal of da'wah, namely the creation of life both in the world and in the hereafter by living Islamic sharia purely and consequently. Samsul Munir Amin divided the method of da'wah into three types, namely the method of da'wah bil lisan, bil qalam and bil hal. Fifth, the da'wah media (wasilah) are the tools used to convey Islamic teachings. Media in preaching is an important element in preaching because it really supports da'wah activities. Da'wah media is a means or tool that connects preachers and da'wah recipients in an effort to convey da'wah material. Hamza Ya'qub divides the da'wah media into five, namely oral, writing, painting, audio-visual, and morals.¹⁶

Sixth, the da'wah effect (atsar) is feedback from the da'wah process. Atsar is often referred to as feedback from the da'wah process, which is often forgotten or does not receive much attention from the preachers. Actually, the desired result of da'wah is the realization of people who walk on the path of Allah SWT in an Islamic direction. However, due to the influence of time and place, as well as the strategies used by the preachers, it is not certain that this goal can be achieved. In fact, atsar is very significant in determining the steps of the next da'wah.

From a psychological perspective, strategy is considered a method of gathering information and organizing it so that a hypothesis can be assessed. According to Al-Bayanuni, da'wah strategy is the process of planning, compiling, and formulating decisions to convey Islamic teachings by developing ways of implementing the da'wah system.¹⁷ Al-Bayanuni also divided the strategies that da'i

¹⁵ Samsul Munir Amin, *Ilmu Dakwah* (Jakarta: Amzah, 2009), 90

¹⁶ M. Munir dan Wahyu Ilaihi, *Manajemen Dakwah*, (Jakarta: Kencana, 2006). 3

¹⁷ Al-Bayanuni, *Pengantar Studi Ilmu Dakwah*, 45.



can use in preaching into three forms, namely, sentimental strategy (al-manhaj al-'athifi), rational strategy (al-manhaj al-aqli), and sensory strategy (al-manhaj al-hissi).

Tik Tok originally had the name Douyin until it finally became a global platform and changed its name to a more interesting one, namely Tik Tok. Tik Tok is a music video-sharing platform from China which is also today's social media. This application was launched in September 2016, and since then, the application has started going global until now. The Tik Tok application was launched by Zhang Yimin, who is also the founder of Toutiao, a news and information platform. This application also immediately entered Indonesia¹⁸.

At that time, the Tik Tok application also managed to gain attention and proved to be viral in 2018. However, its development did not last long. Right on July 3, 2018, the Minister of Communication and Information, who was then held by Mr. Rudiantara, blocked this platform. The reasons for blocking are various. One of them is the existence of negative content that is not good for children. This blocking did not last long after Tik Tok negotiated; a week after the block, Tik Tok became accessible again. The release of this block was followed by the application of an age limit on the application. In addition, the platform also created a government liaison office and removed negative content. Tik Tok is also known as a social networking application or music video platform where users can create, edit and share short video clips complete with filters and accompanied by music as support. With the Tik Tok application, users can create unique and fast 15-minute short videos. The Tik Tok application has features that help and support its users in creating creative content. The features that Tik Tok has are as follows, music enhancing features, video content filters, sticker filters and video effects, voice changer features, beautify features, auto-captions features, delete comments and user blocking features, live features, Tik Tok shop features, and Tik Tok's ad optimization features.

Ustadz Syamsuddin Nur Makka or Ustadz Syam Elmarusy comes from Maros, South Sulawesi. He was born on September 15, 1992. Ustadz Syam studied at Islamic boarding schools for 6 years because he had dreamed of becoming a preacher since childhood. After leaving the Islamic boarding school, Ustadz Syam chose to continue his master's program at the College of Al-Qur'an Studies (PTIQ). Initially, Ustadz Syam

¹⁸ Aldi fatriadi, "PERSPEKTIF DAKWAH ISLAM DALAM PENGGUNAAN APLIKASI TIKTOK DIMASA PANDEMI COVID-19" (Center for Open Science, 2020), doi:10.31219/osf.io/58g4e.



was the writer of lecture scripts for Ustadz Maulana on one of the TV programs, "Islam is Beautiful." Ustadz Syam's career journey began to develop when ustadz Maulana performed the Umrah pilgrimage. Ustadzah Oky Setiana Dewi, who was assigned as a substitute for Ustadz Maulana, asked Ustadz Syam to help give a lecture. Since then, the name of Ustadz Syam has become increasingly known to the public. Ustadz Syamsuddin Nur Makka was increasingly famous at that time, started to make new innovations by utilizing the social media Tik Tok as a medium for conveying Islamic teachings. Through his personal account @syam_elmarusy, which has 3.6 million followers, 114.1 million likes, and 522 videos, ustadz Syam shares da'wah studies that can attract a large audience.

RESULT AND DISCUSSION

In preaching, strategy is also very important. Strategies are needed so that the goals of da'wah can be achieved effectively and efficiently. Strategies are also used to reach da'wah targets. The existence of a strategy can be a reference so that the process of delivering da'wah can run well. Similarly, Ustadz Syamsuddin Nur Makka or commonly called Ustadz Syam who delivered his da'wah through Tik Tok social media with @syam_elmarusy account. In this study, in order to find out the da'wah strategy used by @syam_elmarusy accounts so that they can reach the community and survive in the midst of social media flows to continue to convey Islamic teachings, the researcher uses the da'wah strategy as expressed by Samsul Munir Amin, He divided the da'i strategy in da'wah into three forms, namely da'wah bil oral, dakwah bil qalam, and da'wah bil p. First, in preaching orally, da'i requires accuracy in choosing words for

Second, in preaching in writing (qalam), it is sometimes more difficult for mad'u to understand the material he is delivering. To anticipate this, Ustadz Syam inserted humor into his preaching. Humor itself in preaching occupies an important position. Difficult material can be easily digested by mad'u through humor. In addition to attracting attention, humor can also be used as a means of educating mad'u and can even be used as a tool for sharp criticism of the inequalities that occur in society without losing its basic character which is smooth and non-provocative.

Third, in the form of da'wah bil hal, the ustadz Sham shows from the way he dresses and his daily behavior. The style of dress of the Sham ustadz is the same as



that of young people, in the form of shirts or t-shirts and pants, combined with kopyah which further supports his style of dress. This style of dressing is able to attract the attention of viewers because their first assessment is on the physical appearance before receiving the da'wah material delivered. The style of dressing ustadz Syam with young people models will cause a sense of closeness with viewers because Tik Tok users are millennials. On the other hand, Ustadz Sham seemed to explain that Muslim clothing can also be a cool trend but still follow Islamic law. This is what will cause viewers' interest when a preacher in the midst of young people with an appearance like the object of his da'wah.

In addition to strategies in terms of da'wah, for content creators or influencers who are starting to spread their wings on Tik Tok social media, of course, they must understand how the Tik Tok algorithm works. This is because the Tik Tok algorithm has a very high influence in assessing interesting video content so that it deserves to be displayed on the FYP (For You Page) homepage. Ustadz Syam is also very concerned about this, so he follows the workflow of the Tik Tok algorithm which is divided into several points as follows, namely interaction between users, clear video information, how to set up accounts that can make it easier for viewers to find accounts, interesting video content and editing, and consistency in posting videos.

Of course, in da'wah on Tik Tok social media, it is not easy to find out the size of the results in achieving the goals of the da'wah. From the results of this study, researchers will describe the factors that prove the effectiveness of da'wah on @syam_elmarusy account, namely first, it can be seen from the high viewers on @syam_elmarusy account, this shows that da'wah delivered by the Sham ustadz attracts the interest of the public to always be listened to and able to help answer problems that are being disturbed by the community. Second, the large number of comments on each da'wah content posted by @syam_elmarusy account can also prove if there is feedback from mad'u on the da'wah process carried out by the Sham ustadz. Maintaining the relationship between content creators and viewers is very important in digital da'wah, through the comment page the way ustadz Sham maintains his relationship with mad'u.



CONCLUSION

Based on the research results, it can be concluded that; First, the implementation of Ustadz Syam's da'wah on the Tik Tok account @syam_elmarusy used the strategy of Samsul Munir Amin, namely da'wah bil lisan, da'wah bil qalam and da'wah bil hal. Da'wah verbally (oral bil lisan) Ustadz Syam uses language that is easy to understand, as well as slang and content themes that are currently trending among mad'u.

For da'wah in writing (bil qalam), Ustadz Syam inserted humor in his da'wah so that mad'u could easily understand the intent of the material presented. Meanwhile, the da'wah of Ustadz Syam is behavioral (bil hal), namely by dressing like today's youth but not violating religious rules. Apart from that, Ustadz Syam also optimized his da'wah content according to the applicable Tik Tok algorithm.

The effectiveness of Ustadz Syam's da'wah on Tik Tok media can be seen from the high number of viewers and comments that exist on each posted da'wah content. That way, it can be said that Ustadz Syam's da'wah through the Tik Tok media has feedback from viewers and shows that the da'wah delivered by Ustadz Syam attracts the public's interest to always be heard and helps answer the problems that are being worried by the community.

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