



## ANALYSIS OF DA'WAH MESSAGES THROUGH CONTENT ON TIKTOK ACCOUNT @ZAHIDSAMOSIR

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**Abstrak:** Artikel ini mengulas mengenai analisis pesan dakwah pada sebuah konten pada akun Tiktok. Di Mana pada fenomena modern ini praktik dakwah dapat dilakukan di mana pun termasuk pada *platform* sosial media. Di era modernisasi ini eksistensi praktik dakwah harus semakin di tingkatkan. Penegakan ajaran agama harus tetap ada dan syiarkan. Namun, guna mendapatkan perhatian serta mampu menarik mad'u untuk dapat menyimak dakwah, maka berbagai strategi harus digunakan dengan mengikuti perkembangan zaman. Dakwah digital melalui media sosial telah menjadi strategi paling efektif untuk mencari mad'u dari berbagai kalangan. Salah satu media sosial yang banyak digemari masyarakat yakni TikTok. Merupakan platform media sosial yang bisa berbagi video membuat banyak para da'i yang memanfaatkannya sebagai media dakwah. Zahid Samosir dengan nama akun TikTok @zahidsamosir memanfaatkan *platform* TikTok sebagai media kreativitas dakwah yang dikemas melalui konten sehingga zahid kini telah memiliki banyak pengikut dan penggemar serta memiliki jumlah *views* yang banyak pada setiap kontennya. Melalui *platform* TikTok miliknya Zahid mensyiarkan pesan dakwah melalui sebuah konten video pendek dengan gaya bahasa yang milenial dan mudah difahami.

**Kata kunci :** *Dakwah Digital, TikTok, Pesan Dakwah*

**Abstract:** This research reviewed the analysis of da'wah messages on content on a Tiktok account. Where in this modern phenomenon the practice of preaching can be done anywhere, including on social media platforms. In this era of modernization, the existence of da'wah practices must be increasingly improved. The enforcement of religious teachings must still exist and be broadcast. However, in order to get attention and be able to attract mad'u to be able to listen to da'wah, various strategies must be used to keep up with the times. Digital da'wah through social media has become the most effective strategy for seeking mad'u from various circles. One of the most popular social media is TikTok. It is a social media platform that can share videos, making many da'is use it as a medium for preaching. Zahid Samosir with the account name TikTok @zahidsamosir utilizes the TikTok platform as a media for da'wah creativity that is packaged through content so that Zahid now has many followers and fans and has a large number of views on each of his content. Through his TikTok platform, Zahid broadcasts da'wah messages through short video content in a millennial and easy-to-understand language style.



**Keywords:** *digital da'wah, TikTok, da'wah messages*

## INTRODUCTION

Da'wah is an obligation for every Muslim. In da'wah activities, initially it was believed only as a duty or obligation to convey what was received by Rasulullah SAW. This is in accordance with the word from Rasulullah SAW narrated by Al-Imam Ahmad bin Hambal, Al-Imam Al-Bukhari dan Al-Imam At-Tirmidzi rahimahumullah from Abdullah bin Amr bin Al-Ash radhiyallahu anhuma: "*Ballighu anni walau ayah*". Tell me even one verse. This statement then became the basis or call for Muslims to carry out da'wah activities to spread Islamic values. Da'wah activities must indeed depart from the idea or awareness of individuals with minimal abilities from anyone who can do da'wah. From this definition, it is understood that da'wah is an effort to move people from negative situations to positive ones. As from the situation of kufr to faith, from destitution to prosperity, from division to unity, from obedience to obedience to achieve the pleasure of Allah, all of these are included in the definition of da'wah.<sup>1</sup> In essence, da'wah is to invite, guide and lead people who do not understand or pervert the way of true religion, to be diverted to the path of obedience to Allah, faith in Him and prevent from what is the opposite of these two things, disobedience and kufr.<sup>2</sup>

Da'wah can be conveyed effectively and efficiently, for example there are questions, which is interesting between da'wah using media or without media, da'wah without mic or using a mic, without using an LCD or using an LCD is more interesting if someone preaches using the media. In the phenomenon of da'wah in the modern era like today, a da'i must be smart and creative in conveying da'wah messages so that mad'u can be interested in listening and receiving these da'wah messages with full guidance and awareness. The strategy of Islamic da'wah is the planning, delivery of activities and operations of Islamic da'wah that are made rationally to achieve Islamic goals which cover all human dimensions..<sup>3</sup> Of the many changes that have occurred, it seems that technological sophistication in the field of

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<sup>1</sup> Muhammad Qadaruddin Abdullah, "*Pengantar Ilmu Dakwah*", (Parepare : Qiara Media , 2019), 3.

<sup>2</sup> Wahidin Saputra, "*Pengantar Ilmu Dakwah*", (Jakarta : Rajagrafindo Persada, 2011), 2.

<sup>3</sup> Acep Aripudin dan Syukriadi Sambas, "*Dakwah Domai: Pengantar Dakwah Antar Budaya*", (Bandung: Remaja Rsdakarya, 2007, 138.



information and communication has undergone significant changes, for example the existence of social media. Social media has dominated the existing communication tools.<sup>4</sup>

Da'wah and technology are inseparable. This is guided by the concept of contemporary da'wah which is easily accepted by today's society. Technology is not something that is prohibited, even though during the Prophet's time there was no technology that was developing rapidly at this time. The development of da'wah needs to pay attention to technological developments, so that something that is presented is easy to accept, and not out of date. Although not all developing information technology is positive, there are advantages and disadvantages for human life.

With the existence of information technology can be used as a medium for Islamic da'wah. Technological progress depends largely on and in whose hands. *Media* is a term intended to encompass the emergence of digital, computer, or networked information and communication technologies in the late 20th century. The characteristics of *new* media are that they can be changed, networked, dense, interactive and user generated Content where content or article content on the internet can be written by the general public, indicating that internet media content can no longer only be monopolized by interested parties but can be uploaded by all internet users. New media theory is a theory developed by Pierre Levy, which explains that *new* media is a theory that discusses the development of conventional media towards the development of digital media that we can currently access.<sup>5</sup> The effectiveness of the use of da'wah media must also be followed by looking at the situation and conditions where the da'wah preaches and adapting to the times. As an example of da'wah in the Wali Songo era which collaborated on customs and traditions of ancestral heritage by mixing and matching with the preaching of Islamic law, which of course was in accordance with the guidelines of the Qur'an and Hadith. Likewise with da'wah carried out in the modern era. Along with the

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<sup>4</sup> Mutrofin, "Dakwah Melalui Youtube : Tantangan Dai di Era Digital", Vol.08, No.02,2018, 355

<sup>5</sup> Widjayanti Santoso Mulyono, "Ilmu sosial: Perkembangan dan Tantangan di Indonesia", (Jakarta: Yayasan Pustaka Obor Indonesia, 2016), 348.



development of the digital media era, it has begun to dominate the world, in fact all activities can be accessed only via the internet or social media.

In the increasingly developing digital era, a da'i must be able to take the opportunity to carry out da'wah by utilizing various existing media, of course, with media that is popular and accessed every day by the community, one of which is social media. Opinion of Van Dijk (2013) who provides a definition of social media is a platform that focuses on the existence of users that facilitates them in their activities and collaborations. Because of this, social media can be seen as an online facilitator that strengthens the relationship between users as well as a bond. The cyber era is characterized by the fact that many people around the world use the internet as a medium of communication as well as a source of reference, which is a challenge and opportunity for da'i. Nowadays, many preachers have emerged who take advantage of the existence of social media as a medium of da'wah, both by uploading da'wah content on the Instagram, Youtube, Twitter, Facebook and TikTok platforms which are the platforms most popular with the public.

One of the da'i who uses TikTok as a da'wah medium is Zahid Zidane Ghozany Samosir or often known as Bang Samosir on TikTok. After being known through the media Youtube because of his murotal, now Bang Samosir is starting to take the opportunity to make TikTok a da'wah media by uploading his da'wah content which can be seen by many mad'u from various groups. Bang Samosir himself started uploading his first videos on the TikTok platform, namely in 2020 with the first video that reviews related to reading surahs when praying and is increasingly viral and actively filling out his da'wah content on the TikTok platform, namely in late 2020, at which time Zahid Samosir was with a TikTok account (@Zahidsamosir) which currently has 1.4 million followers in January 2023 and has received many positive responses from the large number of followers and netizens. Through the TikTok account page @Zahidsamosir, he uploads a lot of da'wah content which is packaged very creatively so that mad'u can easily understand and be interested in seeing a da'wah content.

With this research, it is expected to provide benefits both theoretically and practically, including theoretical benefits, it is expected to be a reference in applying the theoretical theories that have been learned in lectures. In addition, the author



also hopes that this research can provide knowledge and insight in the field of Islamic broadcasting communication, especially the study of da'wah while the practical benefits, this research is expected to provide information related to how da'wah messages are conveyed @Zahidsamosir through TikTok content. Then this research is expected to add insight and scientific to the author in conducting research using communication theory and also mass media that are relevant to the research.

Researchers try to conduct research related to the analysis of da'wah messages in a content, while there are several studies that refer to previous research that has a relationship with the research and the object of research conducted. The first is research by Asmarita Islamic Communication and Broadcasting Study Program, State Islamic Institute of Bengkulu in 2021 with the title "Analysis of the Content of Ustadz Abdul Somad's Da'wah Message on Youtube." This research uses a qualitative approach using a descriptive content analysis method that discusses the message of da'wah contained in Ustadz Abdul Somad's YouTube channel. Descriptive content analysis is a content analysis intended to describe in detail a message, or a particular text. Content analysis is solely for description, describing aspects and characteristics of a message using qualitative content analysis with descriptive methods. The similarity of this research lies in the method and outline of the theme, namely the analysis of da'wah messages, but the difference lies in the object studied and the da'wah media.

Second, research by Ahmad Ziaul Fitrahudin Islamic Communication and Broadcasting Study Program Syarif Hidayatullah State Islamic University Jakarta in 2015 with the title "Analysis of Da'wah Messages from the Trans7 Islamic Khazanah Program and TransTV Islamic Mosaics in the Month of Ramadan 1435 H." In this research using quantitative research methodology with content analysis. This study aims to find out how the da'wah message of the Islamic treasure and mosaic program in the month of Ramadan. The similarities in this research are found in the analysis of da'wah messages while the differences are in the research objects, research media and also the methodology used in carrying out the research.

The third research by Dinda Rizky Hayati Islamic Communication and Broadcasting Study Program, State Islamic University, Prof. KH. Saifuddin Zuhri



Purwokerto in 2021 with the title "Utilization of TikTok Media as a Media for Da'wah by Ikhwan Mukhlis." This research uses qualitative research methodology, the type of research used is content analysis. Content analysis is a research technique used to draw conclusions through efforts to find the characteristics of messages that are carried out objectively and systematically. The similarity of this research lies in the da'wah media, which is the same using the TikTok application, while the difference lies in the object of research.

Based on the previous studies above, researchers found points of similarities and differences. The similarity of the previous studies with the studies studied is that the research method used is a qualitative descriptive method. The theory used is the theory of new media. Meanwhile, the difference with previous studies lies in the research object and discussion. From these similarities and differences, it can help researchers as a guide for authorship and the validity of studies in research and as comparison material.

#### **RESEARCH METHODOLOGY**

This research used qualitative descriptive. Through this paradigm, the author tried to analyze more deeply related to da'wah messages through content on TikTok accounts @Zahidsamosir who are millennial Tiktokers who package their da'wah messages through content on their Tik Tok accounts. In this research, researchers used new media theory and da'wah theory in order to collaborate on how the development of new media can bridge da'wah messages.

The data collection technique is by collecting content samples, which are then grouped according to the content categories of da'wah messages, namely the message of da'wah aqidah, morals or shari'ah. Once grouped, it is analyzed and presented according to categories.

#### **LITERATURE REVIEW**

##### **Da'wah**



Da'wah is an invitation and call to others to believe and practice the Islamic creed and sharia, but first oneself must already believe and practice.<sup>6</sup> Da'wah is basically a process of communication. Communication between two directions, the invitee and the invited, the invited and the invited. This is reflected in the definition of da'wah which reflects an activity that involves two people (communicator as subject and communication as object) in delivering a certain message.<sup>7</sup> In the context of this research, da'wah began to develop through the medium of delivery along with the times.

To deliver da'wah by da'i so that it is right on target, it must look at the situation and condition of the mad'u. As well as the da'wah media used must be developed and interesting in order to get more attention from mad'u. In da'wah activities, da'wah must be conveyed in an interesting way without being intimidating in order to attract attention and act as a bridge to guide mad'u. Da'i figures must also be smart in collaborating on da'wah media to introduce Islamic religious teachings well and persuasively.<sup>8</sup> In order for da'wah to work, a da'wah approach and innovation are also needed, one of which is with new innovations that take advantage of media developments. A da'i must continue to make ijtihad in disseminating his messages by looking for opportunities for a da'wah message to be conveyed in various media.<sup>9</sup>

### **Social Media**

Social media is an internet-based application service, which is used by consumers to share opinions, perspectives, thoughts, and to surf in cyberspace to get new experiences. Social media is here to facilitate the long-distance communication process so that it can run easily and efficiently without meeting. Social media provides services not only in the form of information but can also be in the form of photos, videos or pictures.

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<sup>6</sup> A. Hasjmy, *"Dustur Dakwah Dalam Al-Qur'an"*, (Cet. III; Jakarta: Bulan Bintang, 1994), 17.

<sup>7</sup> Abdul Piro, *"Komunikasi dan Dakwah Islam"* (Cet. I; Yogyakarta: BUDI UTAMA, 2018), 9.

<sup>8</sup> Aminudin, A. (2018). Dakwah Zaman Now. *Al-MUNZIR*, 11(1), 13.

<sup>9</sup> Dulwahab, E. (2010). Dakwah di Era Konvergensi Media. *Ilmu Dakwah: Academic Journal for Homiletic Studies*, 5(16), 3.



The history of social media began in the 70s, namely the discovery of a bulletin board system that made it possible to connect with other people using electronic mail or upload and download software. Social media is also now a tool or digital marketing activity, such as social media maintenance, social media endorsement and social media activation.<sup>10</sup> Through social media, the continuity of da'wah practices can be facilitated because social media is the most popular media and is accessed by various groups. Through the existence of social media, it can facilitate the delivery of da'wah messages either through text, video or pictures.

Da'wah on social media besides having a high level of efficiency because it is easy to spread da'wah messages in it also contains a hidden danger, that the loss of control of sincerity.<sup>11</sup> As mad'u must also be careful and pay attention to clear sanad when obtaining information related to religious law so as not to fall into wrong and misleading information.

### **TikTok**

TikTok is a social media platform used to upload video creations, the TikTok application is also an application that provides unique and interesting special effects that can be used by users, so that they can upload interesting and cool short video content so that many people are interested in seeing.<sup>12</sup> TikTok is loved by all circles, da'i is also required to package da'wah messages creatively through content.<sup>13</sup> With so much da'wah content spread on the TikTok *platform*, it is hoped that mad'u will be easier and more helpful in terms of obtaining information related to Islamic law. Various studies around TikTok social media studies on religious learning and the world of education, this communication experience can affect patterns of religious behavior or studies that are being consumed. Since the existence of TikTok has accelerated, many sectors have taken advantage of this opportunity. As a wise user

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<sup>10</sup> Sari, Astari Clara, et al. "Komunikasi dan media sosial", Jurnal The Messenger Vol.3, No.2, (2018): 5.

<sup>11</sup> Mastori, "Menggagas Etika Dakwah di Ruang Media Sosial", Journal of Islamic Communication & Broadcasting, Vol. 1, No.1 (2021), 12

<sup>12</sup> Riska Amelia, "Pesan Dakwah Husain Basyaiban Dalam Konten TikTok". Skripsi Sarjana Jambi: UIN Sulthan Thaha Saifuddin, 2021

<sup>13</sup> Hikmawati, S. A., & Farida, L. "Pemanfaatan Media TikTok Sebagai Media Dakwah Bagi Dosen IAI Sunan Kalijogo Malang", AL-ITTISHOL: Jurnal Komunikasi dan Penyiaran Islam, Vol.2, No.1, (2021), 4





of social media, using TikTok media as a da'wah medium is a wise and effective step.<sup>14</sup>

## RESULT AND DISCUSSION

### Profile of Zahid Samosir (account owner)

TikTok account with the *username* @zahidsamosir is a TikTok account with a da'wah content genre owned by Zahid Zidane Ghazany Samosir, often known as Zahid Samosir or Bang Samosir's nickname. Zahid is an alumnus of the Imam Bukhari Islamic boarding school, Karanganyar, Central Java. Zahid himself is a TikTok platform Content Creator who was previously widely known on Youtube because of his various murotal uploads not only that, at a very young age Zahid also pursued various businesses, one of which is related to the fashion world. The man who was born in Jakarta, July 19, 2000, has broadcast a lot of da'wah through various content that is packaged attractively and very millennial.<sup>15</sup> @zahidsamosir account is account belonging to Zahid Zidane Ghazany Samosir, the account has 1.4 million followers, 857 following others and 40.4 million likes and a total of 207 videos uploaded as of January 2023. The account uses a profile photo of Zahid himself smiling and turning his head. In the appearance of his TikTok account bio it reads "I tell people's stories. In Egypt I Study. All Collabs? click the link." And he also includes his milkshake affiliate link, which is a collection of products that work together to carry out an affiliate program with Zahid, namely <https://msha.ke/zahidsamosir> and below it is a Qna column or a question and answer column. On the profile of his TikTok account @zahidsamosir there is also a description of Account Descriptive Data @zahidsamosir.

Ali Aziz explained that the message of da'wah is broadly divided into two, namely the main message (Al-Qur'an and Hadith) and additional or supporting messages (besides the Qur'an and Hadith). In the video content on the TikTok account

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<sup>14</sup> Luluk Makrifatul M, Indah Nur Bella S, and Nurul Ikhsan S, "The Impact of TikTok Social Media Use on Islamic Behavior of Students in Yogyakarta" At-Thullab Journal of Islamic Studies Students, Vol. 03, No.01, (2021). 629.

<sup>15</sup> Kuyou. *Fakta dan Profil Zahid Samosir*, <https://kuyou.id/homepage/read/19215/fakta-dan-profil-zahid-samosir-tiktoker-dakwah-asal-depok-yang-kharismatik-abis>, diakses 15 Januari 2023 Pukul : 08.00 WIB

@zahidsamosir, in this research it can be grouped into 3 categories of da'wah messages. Messages of faith, morals and sharia.

### Da'wah Message Contains Aqidah

Picture 2



Video entitled “List Amal-amal Soleh Limited Edition Ramadhan Only” contains the message of aqidah with video analysis as follows:

Audio, video entitled list amal-amal soleh limited edition ramadhan only. The audio description: “Sekarang kita udah masuk bulan Ramadan nih gua mau ngabarin temen-temen list amalan Saleh edition yang pahala atau dampaknya itu kita bisa dapatin lebih ekstra cuman di bulan Ramadan aja, dari banyak referensi amalan gue mau nyebutin di video ini 3 aja tapi sebelum itu please jangan salah fokus ke bekas bekam gua kemarin malam. Yang pertama berdoa ada tiga waktu mustajab berdoa sepanjang bulan Ramadan yang di hari-hari biasa kita nggak selalu dapatin yang pertama berdoa pas waktu sahur karena sepertiga malam terakhir itu waktu terbaik banget berdoa yang kedua doa kita mustajab sepanjang kita berpuasa apa kata Nabi SAW

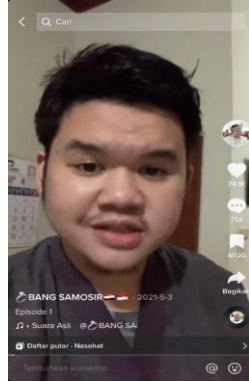
ثَلَاثَةٌ لَا تُرَدُّ دَعْوَتُهُمُ الْإِمَامُ الْعَادِلُ وَالصَّائِمُ حِينَ يُفْطِرُ وَدَعْوَةُ الْمَظْلُومِ

Ada tiga orang yang doanya tidak tertolak: pemimpin yang adil, orang yang berpuasa sampai ia berbuka, dan doa orang yang terzalimi, dan yang terakhir di waktu kita nunggu berbuka puasa menjelang maghrib Rasulullah SAW bersabda di lafadz hadist yang lain.

ثَلَاثَةٌ لَا تُرَدُّ دَعْوَتُهُمُ الْإِمَامُ الْعَادِلُ وَالصَّائِمُ حِينَ يُفْطِرُ وَدَعْوَةُ الْمَظْلُومِ

Ada tiga orang yang doanya nggak akan tertolak yang pertama imam pemimpin yang adil yang kedua orang yang berpuasa ketika ia hendak berbuka yang terakhir orang yang dizalimi. Jadi pas nunggu buka puasa jangan banyak nonton ntar tengok-tengok aurat pula, apa lagi kalau teman-teman di acara bukber, ngobrol-ngobrol hal yang nggak manfaat eh lama-lama nyempet ghibah kan jadinya sayang puasanya. Takutnya yang kita dapat selama puasa cuman lapar sama haus saja naudzubillah. Mangkanya nanti jelang buka puasa banyakin doa kalau bisa dari sekarang mulai nulis banyak permintaan teman-teman supaya setiap hari ada yang dipanjat doanya.

Picture 3



Video entitled *tips-tips mendapatkan keutamaan malam Lailatul Qadar* mengandung pesan dakwah akidah.

Audio, video entitled *tips-tips mendapatkan keutamaan malam Lailatul Qadar*. The audio descriptions: *"Sampai sekarang masih banyak yang salah paham sama Lailatul Qadar, disini gue pengen ngelurusin sekaligus ngasih tips-tips supaya kita semua dapat keutamaan Lailatul Qadar, yang mana semua amal kebaikan kita amalin malam itu Allah tulis buat kita 1000 Bulan kali lipat kebajikannya. Semoga yang nonton sampai habis Allah pilih dia dapat keutamaan di malam Lailatul Qadar aamiin. Banyak yang bilang nggak semua orang bisa ketemu Lailatul Qadar. Katanya Mereka yang dapat itu bakal ngeliat tanda-tanda keajaiban yang aneh-aneh pokoknya, entah melihat pohon kucing sujud, melihat Allah di langit, habis itu melihat langit terbelah terus yang buta bisa melihat yang lumpuh bisa jalan ini semua kabar yang nggak shahih semua kita muslim yang Allah kasih umur Sampai lebaran pasti ngelewatin Lailatul Qadar dan pernyataan salah yang tadi yang kalau orang ketemu lailatul qadar tuh tanda-tanda yang aneh-aneh yang ajaib yang padahal itu salah cuman bikin banyak kaum muslimin itu pesimis beramal. Aduh kok gua udah tahajud udah gini tapi enggak ngelihat tulisan Allah, nggak ngelihat kucing sujud, pohon sujud, karena emang nggak dari riwayat shahihnya.*

The conclusion in the video is that as devout Muslims, we must use the opportunity of Lailat al-Qadar in Ramadan to multiply ibadan and practices, so that we are included in the lucky class. In this video also warned not to be favoritism towards any night in carrying out worship to obtain the virtue of the night of Lailat al-Qadar, Zahid also gave tips to be consistent in living.

### Message of Moral Da'wah

Picture 4



Video with entitled *Kenapa Islam Melarang Pacaran* contains the following moral da'wah message:

Audio, video entitled *Kenapa Islam Melarang Pacaran*. The audio description : *"Setelah sebulan lamanya menikah sebagai pasutri Newbie baru sekarang banget gue paham inti kenapa Islam itu melarang kita pacaran itu bukan kayak apa yang sering dijelasin sama para Dai, Memang gue jelasin ini ada banget hubungannya sama banyak kasus selingkuh KDRT para artis yang baru rame kali-kali ini izin upload video agak lama sedikit tapi gue percaya banget jawabannya ada disini. Jaman gue SMP di sekolah islam SMA di pesantren para ustad-ustad guru-guru dan para Dai itu sering ngajarin kita kalau nikah itu harus secara syar'i dengan enggak pacarannya taarufnya dan lain-lain itu biasanya Alasannya karena orang yang nikah setelah pacaran itu udah nggak ngrasain asik dan indah lagi karena indahnya asiknya sudah habis di masa mereka berhubungan haram itu.*

*Memang secara garis besar ini enggak salah ya guys karena orang yang taaruf yang enggak pernah saling kenal atau dekat sebelumnya itu pas awal-awal nikah itu bakal lebih asik lebih kepo lebih penasaran karena biasanya masa PDKT mereka ya pasar ranjang itulah baru PDKT yang namanya PDKT kan masa-masa indahnya ya kan ya tapi habis nikah ginian buat pantau semua begitu pasutri mau yang dulunya pacaran terus tobat nikah mau yang dulu itu enggak sering kenal akhirnya mereka saling Allah temukan kamu pasti datang sendiri kok masanya kalau nikahan mereka tuh enggak se wah pas awal-awal hari mereka awal Nikah terus ke mana-mana mesti gandengan terus dikit-dikit gombal bucin saling hahaha mesti diperlukan dan datang Kok bahasanya saking seringnya mereka tiap hari tidur pelukan itu lama-lama juga ngerasa kok gerah juga ya kalau gua belum terus bini gua kan pada akhirnya mereka akan kembali memelukguling masing-masing lagi bukan berarti ada fase bosan antar pasangan ya enggak masih romantis cuman yang enggak berbunga-bunga lebay kayak awal nikah aja jadi kan alasan Islam itu melarang pacaran bukan karena supaya asik habis nikahnya tapi inti itulah dari diharamkan yang pacaran dalam Islam itu adalah sayton itu akan menghias apa yang saat itu haram.*

The conclusion of the video is to invite us to stay away from immoral acts, namely dating because the best relationship is good, namely the relationship for the pleasure of Allah through taaruf in accordance with the recommendations of Islamic sharia. We are also warned to stay away from anything that is close to adultery and to

be careful of a relationship with someone who is not a mahrom because it can be a way of persuading the devil to lead us into.

Picture 5



Video entitled Ngumbar Maksiat di Sosmed, have messages akhlak da'wah.

Audio, video entitled Ngumbar Maksiat di Sosmed.

The audio description is: *"Gue yakin diantara kita pasti belum siap terima fakta ini, kalau misalnya ada dari teman kita yang ngumbar maksiat di sosmed ke club atau misal yang muslimah buka hijab atau misalnya yang cowok ngepost dia lagi minum segala macam lainnya, sekedar kita like aja atau kita komen-komen yang asik yang seolah-olah kita nge iyain apa yang mereka lakuin kita bisa masuk terjerumus tanpa sengaja dalam ta'awun alal ismi wal udwan atau tolong-menolong dalam berbuat dosa."*

*Karena enggak jarang dan sering kalau misalnya orang itu dia memberi maksiat terus like-nya makin banyak komentarnya makin panas gitu kan Wih mantap lu nge-club dia gini gini gini atau keseringan yang cewek-cewek nih Kalau menurut teman-teman yang bukan hijab buka hijab dulu yang krudungan komentarnya "ih cantik banget segala macam" itu bikin hati dia makin percaya sama apa yang dia pilih dan semakin pd mereka ngelakuin dosa-dosa itu semakin pd umbar auratnya semakin pd umbar maksiatnya kita bisa dapat bagian dari dosa-dosa yang mereka lakuin karena dukungan kita tadi."*

The conclusion of the video is to invite us to be wise in using social media so that we avoid sin, even if it's just something trivial like giving a sign of liking, it can plunge us, even other people, into immorality.

### Sharia Da'wah Message

Picture 6



Video entitled *Sholat gak khusyu itu sah gak sih?* Have messages dakwah syari'ah as follows:

Audio, video berjudul "*Sholat gak khusyu itu sah gak sih?*" Berikut deskripsi audionya : "*pernah nggak sih khawatir kalau sholat kita nggak ada yang keterima Atau kita udah usaha buat khusyuk banget pas sholat tapi nggak khusyu disatu video ini nggak pakai part 2 part 3 gua mau sampein beberapa tips yang semoga bisa ngebantu kita perbaiki khusyuknya Salat kita tips pertama supaya kita tenang dulu dari mikirin sah nggak ya Salat kita karena soal khusyuk tadi kita harus tahu ada hadis dari Amar bin Yasir radhiyallahu Anhu Nabi Sallallahu Alaihi Wasallam bersabda :*

إِنَّ الرَّجُلَ لَيَنْصَرِفَ وَمَا كُنِيَ لَهُ إِلَّا عَشْرُ صَلَاتِهِ تُسْعُهَا ثَمْنُهَا سُبْعُهَا سُدُسُهَا خُمْسُهَا رُبْعُهَا ثُلُثُهَا نِصْفُهَا  
*Ketika seorang selesai dari shalatnya pahala yang dia dapatkan kalau enggak 1/10 shalatnya atau 1/9 atau 1/8 atau 1/7 atau 1/6 atau 1/5 atau 1/4 atau setengah pahala shalatnya. Ibnu Abbas mengatakan:*

أَلَيْسَ لَكَ مِنْ صَلَاتِكَ إِلَّا مَا عَقَلْتَ مِنْهَا

*Kamu enggak dapat pahala dari shalatmu selain apa yang kau renungkan dari shalatmu. Jadi pahala shalat kita, tergantung level khusyuk kita pas shalat Utsman Bin Maz'un pernah berkata "Wahai Rasulullah kadang aku ketika salat suka berkhayal dan kadang aku kembali khusyu lagi" kata Nabi SAW. Itu syaiton berjulukan khinzib atau khanzab dia bertengker di sebelah kiri kuping orang yang shalat mengingatkan segala hal yang tadinya hamba ini enggak ingat sampai seseorang itu lupa bahkan tidak tahu rakaat berapa yang udah dia kerjakan di shalatnya kata Nabi Shallallahu Alaihi Wasallam kalau datang kepadamu maka ucapkan audzubillahiminasyaitonirrajim terus meludah ke kiri dengan meniupkan tipis tiga kali juh juh juh, kita praktekin nih tiap kali mulai ada khayalan atau ingatan apalah. Di hadist tadi kita lihat gimana setiap orang pasti diganggu dan Nabi Sallallahu Alaihi Wasallam enggak perintahkan sahabat tadi untuk ngulang shalatnya jumbuh ulama menyimpulkan khusyuk 100% dalam pesawat itu hukumnya enggak wajib, karena hampir enggak mungkin semua manusia bisa muncul sebelum melihat selama yang enggak keburu tadi itu enggak dominan shalatnya sah tapi makin enggak khusyu makin kurang pahalanya bahkan sampai habis.*



*The conclusion of the video is to give us 6 tips so that we can be solemn in performing prayer services, it is also explained that the reward for prayer that we get depends on the level of our solemnity in shalat or pray to god.*

### **Analysis of Da'wah Messages from the @Zahidsamosir Account on TikTok Media**

In carrying out da'wah practices, preachers must pay attention to the pillars of da'wah, and be guided by good principles, true foundations and strong principles. In the uploaded video content, Zahid Samosir has implemented the rules, principles and principles that are in accordance with Islamic law.

It can be concluded that the style of delivering da'wah messages by Zahid Samosir is very firm and loud, and with the characteristics of packaging da'wah messages delivered in language that is very easy for all people, especially millennials, to understand. In each of his content, before Zahid enters the da'wah material, he provides an introduction such as phenomena that occur a lot among the public, or the things that cause this phenomenon to occur, so that it can make it easier for mad'u to understand what is conveyed through the video. Zahid Samosir also uses the propositions from the Qur'an and Hadith as a guideline for conveying a da'wah message, so that what is conveyed to mad'u is based on Al-Qur'an and Hadith sources.

In this material, the author will discuss the analysis of data obtained from video content on the TikTok account @zahidsamosir in the form of three types of da'wah message videos, the first videos containing messages of aqidah da'wah, the second videos containing moral da'wah messages and the third videos containing messages shari'ah preaching. The data was obtained from a video on the TikTok account @zahidsamosir in the form of 2 sample videos of aqidah da'wah messages, 2 sample videos of moral preaching messages and 1 sample video of syari'ah da'wah messages. With a total of 5 sample videos from that account.

### **Messages of Da'wah Contain Aqidah**



Aqidah, which includes faith in Allah SWT, faith in Allah's angels, faith in Allah's books, faith in Allah's Messengers, and faith in qada and qadar. Faith in Allah In the video entitled "List of Soleh's Charities Limited Edition Ramadhan Only." The video conveys the message of aqidah da'wah, namely faith in Allah SWT. Where in this content Zahid Samosir outlines a list of pious practices to fill the month of Ramadan so that we always carry out our Ramadan by strengthening faith in Allah SWT with various practices including praying more at times of mustajabah, always giving alms by giving iftar to people who are fasting and third, namely performing Umrah during the month of Ramadan. Through this list of practices, it gives mad'u a message of da'wah so as not to miss the virtues of the month of Ramadan to get closer to Allah and expect his blessings and rewards.

Belief in Allah's Books In the video entitled "Tips to Get the Virtue of the Night of Lailatul Qadar." The video invites us to believe in God's message in the holy book of the Qur'an, namely surah Al-Qadr. In this video content, the owner of the TikTok account @zahidsamosir describes tips on getting the virtues of the night of Lailatu Qadar, including increasing worship throughout the night in the month of Ramadan. Zahid invites the mad'u to always perform prayers that night both fardu and sunnah prayers because the reward of praying on the night of Lailatul Qadar is 1000 times over the course of 1000 months. Zahid also said that reciting the Koran on the night of Lailatul Qada is the same as reciting 1000 months. Through this content, it can give us an idea about believing in God's book, namely the holy book of the Qur'an which describes the virtues of the night of Lailatul Qadar, so that we are always diligent and practice God's commands contained in the Qur'an

### **Da'wah Messages Contains Moral**

According to Muhammad Munir and Wahyu Ilahi, morality is muru'ah (character) such as a person's behavior, character and habits. Morals themselves are divided into three, namely morals to God, morals to oneself and fellow human beings, and finally morals to the environment.<sup>16</sup>

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<sup>16</sup> Muhlis, Jasad, & Halik, "Bentuk Dakwah di Facebook". *Jurnal Diskursus Islam*, 4(1), 1-17. V, 10.





Morals to Allah in video entitled "*Kenapa Islam Melarang Pacaran*". This video invites us to stay away from something called courtship because it contains a lot of vegetable seasoning. In practicing morals towards Allah, to gain Allah's pleasure, it is better for Muslims to seek and find their soul mate by taaruf in accordance with Allah's advice and the rules stated in the holy book of the Qur'an. In this video, it is explained that in the period before marriage, Sayton would continue to tempt people with various beauties of courtship so that humans were negligent about God's commands regarding the rules for finding a mate. Morals towards Allah must always be upheld and upheld by trying as much as possible to obey and carry out what Allah commands, and always stay away from what Allah is angry with or forbids. Morals to Humans In the video entitled "*Ngumbar Dosa di Sosmed*" give warnings about morals to oneself and fellow human beings. Why is that, morality towards humans, that is, in this video the owner of the TikTok account @zahidsamosir invites us to be wise in social media so that it doesn't become a sin, this video also invites us to always not gossip about each other and be jealous of others, and we must compete about kindness. In this video @zahidsamosir gives an example regarding playing social media, we are required to be wise both in giving likes and comments so that other people are not affected by what we do, even if it's as small as giving a like sign and can change someone's behavior to be very fatal. Spawning sins on social media can also have a bad impact on many other humans and can inspire them to do the same thing because they see a post that is not wise.

### **Da'wah Messages Contain Shari'ah**

Shari'ah is the rules and arrangement of provisions that Allah has conveyed in detail and complete as a reference for rules and guidelines for how humans relate to God, human relations with brothers and sisters in religion, relations with fellow human beings and their relationship with nature and life..<sup>17</sup> Shari'ah is divided into two, namely worship and muamalah.

In the video entitled "*Sholat gak khusyu itu sah gak sih?*" contains the message of Islamic da'wah of worship, what are the rules for prayer. When we are not humble, is it still valid in the eyes of Allah, or considered illegal, in this video @zahidsamosir

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<sup>17</sup> Wahyu Illahi, *Komunikasi Dakwah* (Bandung: PT Remaja Rosdakarya,2010), 102.



explained through various 6 important tips so that we can pray with humility. It was also explained based on sources from the hadith that the reward of prayer depends on our level of devotion, through this video we can apply the da'wah message so that we can perform prayers correctly regarding our obligatory worship as Muslims, namely prayer. The procedure for focusing and returning to humility also @zahidsamosir describes in the video how the command is to spit three times when the mind is raging in prayer to expel demons.

### CONCLUSION

Based on the research entitled "Analysis of Da'wah Messages Through Content on the TikTok Account @zahdisamosir" it can be concluded that in the practice of da'wah through TikTok social media that has been carried out by Zahid Samosir in each of its contents, 3 categories of da'wah messages have been included, namely da'wah messages containing aqidah, morals, and sharia. In each of his content, Zahid also relates the latest phenomena before explaining his da'wah messages so that mad'u can easily understand what is conveyed and ordered. In his da'wah practice Zahid also uses the Al-Qur'an and Hadith as a guide in conveying da'wah. In each of his content, Zahid also packs a firm and clear character and relates a recent phenomenon as the material for his da'wah content. Zahid is also a da'i who utilizes the social media existence of TikTok as a medium for his da'wah.

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