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# Analysis Of Habib Jafar's Da'wah Message In Login Program At Youtube Chanel Deddy Corbuzier

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## Abstrak

In today's digital era, social media has become a popular platform to convey messages and information to audiences. One of the contents that is often encountered is da'wah delivered by religious figures or ustadz. One well-known figure is Habib Jafar, who often delivers da'wah messages through the Login program on Deddy Corbuzier's YouTube channel. In this context, it is necessary to analyze the da'wah message conveyed by Habib Jafar in the program to understand the characteristics, objectives, and effectiveness of the da'wah message conveyed. The purpose of this study was to analyze the message of da'wah conveyed by Habib Jafar in the Login program on Deddy Corbuzier's YouTube channel. This research uses a qualitative approach with content analysis methods. The data used is a video recording from the Login program featuring Habib Jafar's da'wah. Researchers will analyze the message of da'wah conveyed, including content, delivery style, and communication strategies used. The results showed that the message of da'wah conveyed by Habib Jafar in the "Login" program on Deddy Corbuzier's YouTube Channel had strong characteristics, clear goals, and effectiveness in reaching the audience. This program has succeeded in being an effective tool in conveying religious messages to the audience in an interesting and relevant way, as well as having a positive influence in motivating the audience to practice religious teachings in their daily lives.

**Keywords: Da'wah message; Habib Jafar; Youtube**

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## INTRODUCTION

In today's digital age, social media has become a very popular and effective platform in conveying messages and information to a wide audience (Sheludiakova et al., 2021). One of the contents that is often encountered is da'wah delivered by religious figures or ustadz. One of the well-known figures is Habib Jafar.

Habib Jafar was a scholar and preacher known in the world of da'wah. He has extensive knowledge of the religion of Islam and often gives lectures and lectures to the public. Habib Jafar is active in delivering da'wah messages through various platforms, including programs on YouTube such as "Login Program" on Deddy Corbuzier's channel. He used various basic materials, such as the Qur'an, hadith, opinions of scholars, scientific research, stories, and news to compile the messages of da'wah delivered to his audience. Through his da'wah efforts, Habib Jafar seeks to spread the teachings of Islam and invite people to understand and practice religious values with the aim of improving themselves and achieving happiness in the world and hereafter.

The existence of social media such as Facebook, Twitter, Instagram, and YouTube has changed the way of communication and interaction between individuals (Husna, 2018). This also has an impact on the way messages are delivered, including da'wah messages. Da'wah message refers to the content or lecture material to be delivered in da'wah activities. The preparation of da'wah messages is carried out based on objective situations obtained through observation, interviews, or study of written sources. In the study of da'wah messages, there are main messages and supporting messages. The Qur'an and hadith become the main basis in da'wah material, coupled with the opinions of scholars, the discoveries of experts in their fields, stories, and news (Fischer, 2015; Jafar & Amrullah, 2018).

Social media provides an opportunity for preachers and preachers to convey da'wah messages more easily and quickly. They can create content in the form of writing, images, audio, and video that can be uploaded to social media platforms and accessed by users around the world (Gaol et al., 2020). With features such as 'share' or 'retweet', the message can quickly spread to others, expanding the range of the message conveyed. In addition, social media also allows direct interaction between dai and audience. Social media users can respond, comment, and ask questions directly to the speakers, allowing for more interactive dialogue and discussion (Gürel & Tıǧlı, 2014). This provides an opportunity for the audience to gain a deeper understanding of the message of da'wah conveyed.

However, in conveying da'wah messages through social media, keep in mind that the use of social media also has its own challenges. Information spread on social media often does not pass an adequate verification process, so there is a possibility of inaccurate, invalid, or even hoax information (Juliswara, 2017). This requires social media users, including preachers and preachers in the context of da'wah, to be more careful in disseminating and consuming information. They need to ensure the legitimacy and correctness of the information before

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sharing it with the audience. In addition, it is necessary to disseminate da'wah messages based on accurate and reliable science.

The use of social media in da'wah also requires good communication skills to avoid misinterpretation or misunderstanding in conveying messages (Setiawati et al., 2022). The language used should be clear, easy to understand, and not cause unnecessary conflict or controversy. Speakers need to pay attention to sensitivity and social context in delivering da'wah messages so that they can be well received by the audience. Therefore, it is important for preachers and preachers to ensure the truth and accuracy of the message conveyed so as not to mislead the audience and understand the characteristics, purpose, and effectiveness of the da'wah message delivered.

### **RESEARCH METHODS**

This research uses a qualitative approach. Qualitative research is a type of research that aims to gain an in-depth understanding of the phenomena experienced by the research subject, such as behavior, perception, motivation, action, and others. This research was conducted holistically by describing the phenomenon through descriptions in the form of words and language. Qualitative research is carried out in a special natural context, utilizing various appropriate natural methods (Moleong, 2016). Data will be collected through direct observation of the video recording of the Login program involving Habib Jafar. Researchers will identify and record the da'wah messages delivered by Habib Jafar, noting the style of delivery, as well as the context and situation that emerged in the program.

Data that has been analyzed using content analysis methods. Content analysis is a research method used to identify, organize, and understand the content of a particular message or material. In the context of research, content analysis is used to analyze and examine the content of text, images, or other media materials relevant to the purpose of research. This method aims to explore and interpret the meaning contained in the material (Asfar & Taufan, 2019). Researchers will identify the main themes, communication strategies used, as well as the purpose and effectiveness of the da'wah message conveyed by Habib Jafar. The results of the analysis will be interpreted to gain a deeper understanding of the message of da'wah.

### **RESULT AND DISCUSSION**

The program "Login" on Deddy Corbuzier's YouTube Channel is a program hosted by Onad and Habib Jafar. In this program, Habib Jafar delivers da'wah messages using various approaches and communication strategies that are relevant to the context of social media. The main purpose of the da'wah message conveyed in this program is to educate, inspire, and motivate the audience in carrying out the teachings of Islam. Through the da'wah content

delivered, Habib Jafar seeks to discuss various topics relevant to daily life, religious values, and practical guidelines in carrying out Islamic teachings. In this way, the "Login" program on Deddy Corbuzier's YouTube Channel becomes one of the effective means to convey the message of da'wah to a wider audience through social media. The following is a description of the content of da'wah content delivered by Habib Jafar:

### **1. Topics covered**

Habib Jafar discussed various topics related to religion and spiritual life in the "Login" program. The content of the da'wah message delivered by Habib Jafar covers a variety of topics and themes relevant to the teachings of Islam. Here are some examples of the content of da'wah messages delivered by Habib Jafar in the program:

- a. Tawhidan and faith: Habib Jafar probably discussed the importance of faith in Allah Almighty and the introduction of basic concepts in Islam. He can invite the audience to deepen their understanding of the oneness of God and strengthen their faith as the main foundation in life.
- b. Morals and morality: Habib Jafar probably conveyed messages related to noble morals and morality in everyday life. He can invite the audience to raise awareness of good behavior, avoid reprehensible acts, and practice Islamic values in relations with fellow human beings.
- c. Social justice: Habib Jafar may highlight the importance of social justice in Islam. He can discuss relevant social issues, such as poverty, social inequality, or injustice, and invite the audience to play an active role in fighting for justice and social welfare.
- d. Peace and tolerance: Habib Jafar probably stressed the importance of interfaith peace and tolerance. He can invite the audience to respect and respect each other's religious differences and work together to build harmony and harmony in society.
- e. Spirituality and worship: Habib Jafar may provide teachings and guidance regarding the performance of worship in Islam, such as prayer, fasting, zakat, and hajj. It can provide a deeper understanding of the meaning and purpose of each worship service and inspire audiences to improve their spiritual lives

### **2. Da'wah Approach**

Habib Jafar uses a da'wah approach that aims to provide a deeper understanding and appreciation of religious teachings. He can use explanatory methods, give real examples, and relate religious teachings to situations and contexts of daily life. The da'wah approach used by Habib Jafar aims to make the message of da'wah relevant and understandable to his audience.

#### **Emphasized religious values**

In his da'wah messages, Habib Jafar often emphasized religious values such as faith, piety, patience, sincerity, compassion, and justice. He invited his audience to increase their

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awareness and quality of worship, and practice religion well in daily life. Through these religious values, Habib Jafar seeks to inspire and motivate his audience to live a more meaningful life and in accordance with the teachings of Islam.

Communication style refers to the way and form of message delivery used in communicating (Juliano P, 2015). In Deddy Corbuzier's YouTube channel's "Login" program, Habib Jafar uses an effective delivery style and communication strategy to achieve his da'wah goals. The following is a description of the delivery style and communication strategy applied by Habib Jafar:

### **Straightforward and easy-to-understand delivery style**

Habib Jafar uses a straightforward delivery style that is easy for his audience to understand. He avoids using language that is too technical or complicated so that his messages can be easily understood by different walks of life. The simple delivery style helps the audience to connect with the message of da'wah delivered and respond to it better.

### **Use of real examples and stories**

Habib Jafar often illustrates his message of da'wah through the use of real examples and relevant stories. He uses daily life experiences or stories that can illustrate religious values or principles to be conveyed. The use of these examples and stories helps the audience to understand religious concepts better and feel the connection between religious teachings and their own lives.

### **Interaction with the audience**

Habib Jafar interacts with his interlocutors through the program "Login" on YouTube Chanel Deddy Corbuzier. It opens opportunities for interlocutors to ask questions, give responses, or share experiences related to the topic discussed. This interaction creates a more open atmosphere and allows the interlocutor to feel actively involved in the da'wah process. Habib Jafar also provides answers and responses that can inspire and provide deeper understanding to his audience.

Through a straightforward and easy-to-understand delivery style, the use of real examples and stories, interaction with the audience, and the use of visual media, Habib Jafar implements effective communication strategies in the Login program. It aims to achieve its da'wah goal in conveying religious messages in a closer, more relevant way, and motivating the audience to practice religious teachings in daily life.

The effectiveness of the da'wah message conveyed by Habib Jafar in achieving his da'wah goals can be observed through the impact it has on understanding, attitudes, high number of viewers, interactions that occur and audience actions in carrying out religious teachings. First, the message of da'wah conveyed in the "Login" program managed to reach the audience well. This can be seen from the high number of viewers and interactions that occur, such as positive

comments and sharing videos with others. Habib Jafar's message managed to attract attention and inspire the audience, as well as provide a deeper understanding of religion and life practices that are in accordance with these religious value. Second, in terms of understanding, Habib Jafar's message of da'wah has effectiveness in conveying religious concepts clearly and comprehensively. He is able to decompose complex understandings into simpler language and relevant to everyday life, so that the audience can easily understand the teachings of Islam conveyed. Third, Habib Jafar's message of da'wah also influenced the attitude of the audience. Through authoritative and inspirational delivery, he can influence changes in audience attitudes towards religious teachings. The message of da'wah delivered by Habib Jafar emphasized the importance of moral values, ethics, and spirituality in everyday life. This encourages the audience to adopt better attitudes, such as increasing self-awareness, sincerity, and devotion to Allah. Thus, Habib Jafar's message of da'wah has a positive impact on the attitude of the audience in carrying out religious teachings. Fourth, Habib Jafar's message of da'wah also plays a role in driving positive action from the audience. He encouraged the audience to apply religious teachings in their daily lives and take concrete steps in improving their quality of life. The message of da'wah conveyed by Habib Jafar not only stops at the level of understanding and attitude, but also encourages the audience to change their actions tangibly. This can be seen in changes in behavior that are more obedient to religious teachings, obedience in worship, and concern for others.

Overall, the effectiveness of Habib Jafar's da'wah message is seen in its impact on the audience's understanding, attitudes, and actions in carrying out religious teachings. Da'wah messages that are conveyed clearly, relevantly, and inspire are able to influence the audience to gain a better understanding, change attitudes to be more positive, and encourage concrete actions in everyday life. Thus, Habib Jafar's message of da'wah has effectiveness in achieving the purpose of his da'wah in inspiring and motivating the audience to live according to religious teachings.

When delivering da'wah messages through social media, there are challenges and opportunities that need to be considered. The main challenge is the spread of inaccurate information or hoaxes that can be easily spread through social media. This requires extra vigilance to ensure the truth and accuracy of the information submitted (Juditha, 2018). In addition, the use of language that is in accordance with the character limitations and formats of social media is also a challenge in conveying da'wah messages effectively (Ridwan, 2022). However, behind these challenges lies a significant opportunity. Social media has a wide reach, allowing da'wah messages to reach geographically diverse audiences quickly and efficiently (Rizqy et al., 2023). This opportunity can be used to spread the message of da'wah to people in various parts of the world. In addition, social media also allows active engagement from the audience through comments, likes, and shares. This opens up opportunities to interact directly

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with audiences, build mutually supportive communities, and expand the reach of da'wah messages.

The influence of the social media context on the perception and reception of da'wah messages also needs attention. The credibility of information sources becomes an important factor, because social media introduces various sources of information that come from various people or entities. The audience's perception of the credibility of the information source can affect the acceptance of da'wah messages (Siagian, 2012). So it can be concluded that in conveying the message of da'wah through social media offers challenges and opportunities that need attention. By understanding these challenges, such as the dissemination of inaccurate information and language limitations, and taking advantage of existing opportunities, such as broad reach and active audience engagement, the message of da'wah can be conveyed more effectively. With a good understanding of these challenges and opportunities, proselytizing through social media can be an effective means of conveying religious messages to a wider audience.

### **CONCLUSION**

Based on the analysis of Habib Jafar's da'wah message in the "Login" program on Deddy Corbuzier's YouTube Channel, it can be concluded that the da'wah message has strong characteristics, clear goals, and effectiveness in reaching the intended audience. The characteristics of da'wah messages are characterized by clarity of message content, the use of simple and easy-to-understand language, and approaches that are relevant to the context of the audience's life. The message of da'wah has the aim of conveying religious teachings in an interesting way and motivating the audience to practice them in everyday life. In terms of effectiveness, the da'wah message conveyed in the "Login" program managed to reach the audience well. This can be seen from the high number of viewers and interactions that occur, such as positive comments and sharing videos with others. Habib Jafar's message of da'wah managed to attract attention and inspire the audience, as well as provide a deeper understanding of religion and life practices that are in accordance with these religious values. Thus, this study indicates that the message of da'wah conveyed by Habib Jafar in the "Login" program on Deddy Corbuzier's YouTube Channel has strong characteristics, clear goals, and effectiveness in reaching the audience. This program has succeeded in being an effective tool in conveying religious messages to the audience in an interesting and relevant way, as well as having a positive influence in motivating the audience to practice religious teachings in their daily lives.

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