

Psychology of Da'wah Messages in Public Communication: A Case Study of Da'wah Message by Ustadz Hilman Fauzi on Instagram

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Abstract

This study aims to examine the psychological aspects of da'wah messages delivered by Ustadz Hilman Fauzi through his Instagram account, with a focus on the effectiveness of his public speaking quality. The media text analysis method is employed to explore the da'wah messages shared by Ustadz Hilman Fauzi on this platform. The research focuses on the rhetoric of da'wah, specifically the strategies used by Ustadz Hilman Fauzi to effectively reach his audience via social media. Through this approach, the study seeks to provide in-depth insights into effective methods of delivering da'wah messages that captivate the audience. Ustadz Hilman Fauzi's messages are characterized by the use of kind, gentle language that emotionally resonates with the audience, making them easily comprehensible and impactful. The primary objective of this research is to reveal how da'wah messages can be conveyed persuasively and engagingly, particularly in the context of social media. Additionally, the study aims to contribute to a deeper understanding of the psychology behind da'wah messages, offering valuable insights for da'wah and communication practitioners. The findings are expected to serve as a valuable resource and pave the way for further research on the effectiveness of da'wah message delivery in the digital era.

Keywords: Psychology of Massages; Da'wah Massages; Ustadz Hilman Fauzi; Instagram

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Abstrak

Penelitian ini bertujuan untuk mengkaji aspek psikologi pesan dakwah yang disampaikan oleh Ustadz Hilman Fauzi melalui akun Instagramnya, dengan penekanan pada efektivitas kualitas public speaking. Metode analisis teks media digunakan untuk menguraikan pesan-pesan dakwah yang dibagikan oleh Ustadz Hilman Fauzi di platform tersebut. Fokus penelitian ini adalah pada retorika dakwah, yakni strategi penyampaian pesan yang digunakan oleh Ustadz Hilman Fauzi untuk menjangkau audiens secara efektif melalui media sosial. Melalui pendekatan ini, penelitian diharapkan dapat memberikan wawasan mendalam mengenai cara-cara penyampaian pesan dakwah yang menarik perhatian audiens. Pesan-pesan yang disampaikan Ustadz Hilman Fauzi ditandai

dengan penggunaan bahasa yang baik, lembut, dan mampu menggugah emosi audiens, sehingga mudah diterima dan dipahami. Tujuan utama penelitian ini adalah mengungkap bagaimana pesan-pesan dakwah dapat disampaikan secara persuasif dan memikat, khususnya dalam konteks media sosial. Selain itu, penelitian ini diharapkan dapat memberikan kontribusi pada pemahaman psikologi pesan dakwah, serta menjadi referensi berharga bagi praktisi dakwah dan komunikasi. Hasil penelitian juga diharapkan dapat membuka peluang bagi penelitian lebih lanjut mengenai efektivitas penyampaian pesan dakwah di era digital saat ini.

Kata Kunci: *Psikologi Pesan; Pesan Dakwah; Ustadz Hilman Fauzi; Instagram*

INTRODUCTION

Public communication has become one of the primary tools for disseminating important messages within society, including religious messages such as Islamic preaching. Da'wah, which literally means "invitation" or "call," lies at the core of the mission to convey religious teachings to the community. In the context of public communication, da'wah serves as an effort to educate, motivate, and influence the behavior of individuals and society at large. With the changing dynamics of technology and the evolution of communication patterns, understanding the psychology of messages has become essential for da'wah practitioners. Message psychology considers how messages are processed, accepted, and impact the behavior of message recipients. A profound understanding of these psychological aspects is key in designing effective da'wah messages and ensuring their reception by the audience.

Studies in the field of message psychology have highlighted various factors influencing communication effectiveness, including message characteristics, communication context, and audience characteristics. In the context of da'wah, a deep understanding of message psychology can assist preachers in delivering religious

messages more effectively, enhancing the likelihood of these messages being accepted and understood by the audience. The development of information technology and social media has significantly altered the landscape of public communication. While new media platforms provide broader and faster access to information, new challenges in delivering da'wah messages have also emerged. In addressing these challenges, understanding message psychology becomes increasingly important in designing relevant and effective communication strategies in this digital era.

Awareness of the importance of message psychology in the context of da'wah also raises questions about how religious messages can be delivered in ways that inspire, motivate, and change the attitudes and behaviors of the audience. Through a deeper understanding of message psychology, da'wah practitioners can discover more effective communication approaches and align religious messages with the needs and characteristics of contemporary society. This research aims to further explore various aspects of message psychology in public communication, focusing on a case study of da'wah message delivery by Ustadz Hilman Fauzi through the Instagram social media platform. This study will analyze the da'wah messages

conveyed by Ustadz Hilman Fauzi using a message psychology approach to gain a deeper understanding of the influence of da'wah messages in public communication in this digital era.

By studying and analyzing the da'wah messages delivered by Ustadz Hilman Fauzi, it is hoped that the use of message psychology in public communication can reveal how audience responses and interactions are influenced, and how communication practices can be enhanced to achieve more effective da'wah goals in today's increasingly complex and diverse society.

LITERATURE REVIEW

Previous research on dakwah has generally focused on analyzing the content of messages delivered by other preachers within the context of public communication. These studies tend to concentrate on the religious messages and the strategies of delivering them through various media, without delving into the psychological impact of these messages. In this context, communication psychology becomes an essential concept to understand how dakwah messages function not only as a transfer of information but also as stimuli that can influence the emotions, cognition, and perception of the audience. Effective dakwah messages rely not only on strong content but also on the ability to evoke emotional and intellectual resonance in listeners or followers. Communication psychology helps to analyze how the audience responds to dakwah messages, how their perceptions are formed, and how these messages affect their attitudes and behavior.

Meanwhile, research on Ustadz Hilman Fauzi has already been conducted, but it mainly focuses on different aspects, such as the use of digital dakwah methods or the impact on the social behavior of his followers. However, the study of the rhetoric of dakwah he employs—the art of speaking and delivering messages persuasively to influence the audience—has not been widely explored, especially in the context of social media like Instagram. Dakwah rhetoric includes the ways Ustadz Hilman frames his messages to ensure they are well received by the audience, as well as the communication techniques used to persuade, touch emotions, and guide the audience's understanding of the religious messages being conveyed.

Therefore, this research aims to fill that gap by analyzing how Ustadz Hilman Fauzi utilizes communication psychology and dakwah rhetoric on Instagram. This study will explore how the dakwah messages delivered influence the audience's emotions, cognition, and perception within the context of public communication in the digital age.

RESEARCH METHODS

In this research, the method that employed is qualitative research utilizing a media text analysis approach. Media text research not only describes and answers how media messages are conveyed but also examines the structural construction of media language used through words, sentences, phrases, and metaphors in the messages delivered (Nurdin, 2021). The paradigm in media text research tends to lean toward critical and constructivist paradigms. Media text research or media

text analysis aims to uncover the implicit meanings hidden behind the explicit content of the text (Nurdin, 2021). In this research, the media text analysis approach is selected to enable researchers to explore and extract meanings from da'wah messages conveyed in the form of text, images, or videos posted by Ustadz Hilman Fauzi on the Instagram platform.

In this method, researchers will gather data consisting of social media posts of Ustadz Hilman Fauzi. These data will be thoroughly analyzed to identify patterns, themes, and communication strategies utilized in these da'wah messages. Media text analysis will involve a careful process of reading and interpretation of the conveyed content, taking into account social, cultural, and religious contexts.

Throughout the analysis process, researchers will search for communication patterns, language usage, the rethoric, as well as audience responses and interactions towards these da'wah messages. The discovered data will be organized and analyzed to identify findings relevant to the research objectives, such as the influence of message psychology on da'wah communication effectiveness, audience responses to these messages, and effective communication strategies within the social media context.

The advantage of this media text analysis approach lies in its ability to deeply investigate the meanings and contexts of messages conveyed on social media, providing a comprehensive understanding of the communication methods used by Ustadz Hilman Fauzi to disseminate da'wah messages to his audience. However, it is important to note that this method also

has limitations, such as the subjectivity of interpretation and constraints in eliciting direct audience responses and reactions. Therefore, caution and meticulousness are required in conducting media text analysis to ensure the validity and reliability of research findings.

RESULT AND DISCUSSION

Overview of Psychology in Communication

The interconnection between communication and psychology is profound. When discussing communication, it invariably refers to human communication. The discourse on human communication never strays far from the psychological aspects of human beings. Psychology is the scientific study of behavior and mental processes (Papalia, 1985). The term "psychology" originates from the Latin word *psyche*, meaning soul, and *logos*, meaning word or discourse. In its initial definition, psychology was conceived as discourse concerning the soul (later evolving into discourse concerning the mind). Behavior is broadly defined as observable actions, such as physical activities and speech. However, psychology also focuses on mental processes that occur, albeit not directly observable, such as perception, thinking, memory, and feeling.

One of the key functions of communication is self-understanding and understanding others. If we wish to understand others, we inevitably learn about ourselves, and if we aim to understand ourselves, we learn how others influence us. In other words, we rely on communication to build self-awareness (Armando, 2015). Communication expert Jalaluddin Rakhmat asserts that communication holds broad

significance within psychology. The term "communication" itself is used as a process, as a message, as influence, or specifically as the patient's message in psychotherapy. George A. Miller defines psychology in communication as "the science that seeks to describe, predict, and control mental and behavioral events in communication" (Armando, 2015).

Based on Miller's definition above, it is evident that utilizing communication psychology allows us to describe, predict, and control mental and behavioral events. In the context of communication, these abilities are invaluable contributions to achieving effective communication (successful and purposeful). In discussing the functions of communication, it is evident that there are three criteria to determine that communication is effective: (1) self-understanding and understanding others, (2) meaningful social relationships, and (3) attitude and behavior change.

The Psychology of Message Delivery in the Context of Da'wah Messages

The power of words is the strength of language, the power of words. The holy book of the Qur'an mentions the creation of humans by saying "He created human, taught to speech." Speaking, in speaking using language, language in turn is a message in the form of words and sentences called linguistic messages. Linguistic messages are messages packaged using language, or language as its primary tool. In communication, this is called verbal communication because it uses verbal symbols, namely language.

Functionally, language is defined as a "tool" used to express ideas. Whereas

formally, language is all sentences made according to the rules of grammar (subject, predicate, object, and adjunct). In addition, language also has several components, namely: (1) Speaker; (2) Receiver; (3) The channel of communication; (4) The linguistic message itself; and (5) Subject matter. If viewed from an Islamic or preaching approach, the words or language used by a da'wah must be better and more meaningful because it will be used as guidance for the audiences. The use of language by someone is a reflection of that person's personality, because language is a form of expression of a person. The Qur'an has provided principles for delivering preaching messages for anyone, including da'wah to speak such as; (1) True words (*Qaulan sadidan*); (2) Appropriate words (*Qaulan balighan*); (3) Good words (*Qaulan ma'rufan*); (4) Noble words (*Qaulan kariman*); (5) Gentle words (*Qaulan layyin*); and (6) Easily understood words (*Qaulan maysuran*) (Irfan, 2019).

On the other hand, another form of communication to convey messages from the perspective of message psychology is nonverbal communication. Nonverbal communication is communication that uses nonverbal messages. The term nonverbal is usually used to describe communication events outside spoken and written words. Theoretically, verbal communication and nonverbal communication can be separated. However, in practice, these two types of communication are intertwined in the communication we do every day. As for some functions of nonverbal communication, namely: (1) Repetition, which is repeating ideas that have been presented verbally; (2) Substitution, which replaces verbal

symbols; (3) Contradiction, rejecting verbal messages or giving different meanings to verbal messages; (4) Complement, which complements and enriches the meaning of messages conveyed nonverbally; (5) Accentuation, which emphasizes verbal messages (Kusumawati, 2016).

Nonverbal communication is considered to be a significant form of message because nonverbal factors greatly determine meaning in interpersonal communication. In addition, feelings and emotions are more accurately conveyed through nonverbal messages than verbal messages. Nonverbal messages have a metacommunicative function that is very necessary to achieve quality communication. Metacommunicative function means providing additional information that clarifies the intention and meaning of the message. Nonverbal messages become a more efficient means of communication than verbal messages, and become the most appropriate means of suggestion. This is because there are situations where communication requires us to express ideas and emotions indirectly.

In this case, preaching messages are conveyed through two forms of communication, namely verbal and nonverbal communication. Message psychology has a close relationship with the context of message delivery in the field of preaching. In preaching, religious messages are not only intended to inform, but also to inspire, motivate, and change the attitudes and behaviors of the audience. Message psychology considers how the message is processed, received, and understood by the audience, as well as how psychological factors influence the

effectiveness of communication and the influence of the message.

In the context of preaching, a deep understanding of message psychology helps preachers in designing relevant, engaging, and influential messages for their audience. For example, the use of captivating stories, friendly language, and the creation of emotional connections with the audience can enhance their attraction and engagement with the preaching message. Furthermore, understanding message psychology also helps in identifying factors that influence the reception and response of the audience to the preaching message, allowing preachers to adjust their communication strategies according to the needs and characteristics of the audience. Thus, message psychology becomes an important foundation in designing and implementing effective and meaningful preaching communication in society.

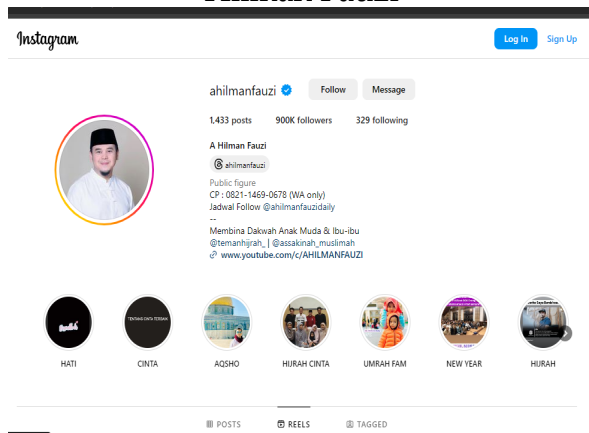
Analysis of Ustadz Hilman Fauzi's Da'wah Messages on Instagram

Ustadz Hilman Fauzi, often referred to as A. Hilman, is a young preacher popular in Indonesia for his gentle and motivational style of delivering da'wah (Islamic propagation). Known as one of the Rising Stars in the da'wah world, he was born on July 4, 1990, in Tegalpanjang Village, Garut Regency, West Java. With his gentle approach to da'wah, readily accepted by various segments of society, Ustadz Hilman Fauzi is also active as a coach and speaker in the field of Spiritual Values Improvement (SVI).

Despite being young, his reputation in public speaking, particularly in da'wah, is recognized. Due to his skill in da'wah,

Ustadz Hilman Fauzi is frequently invited to speak in various television programs, including the “Islam Itu Indah” (Islam is Beautiful) program on Trans TV. Additionally, Ustadz Hilman Fauzi actively spreads da'wah through social media, including his personal Instagram account @ahilmanfauzi.

Picture 1. Instagram Account of Ustadz Hilman Fauzi



The Instagram account @ahilmanfauzi was created in 2015. As of now, the account has amassed 900 thousand followers and has posted over a thousand posts consisting of photos and videos. Personal photos dominate the posts, while videos primarily focus on da'wah. In this study, researchers observed various content uploaded on Ustadz Hilman Fauzi's Instagram account, then highlighted several video contents from the @ahilmanfauzi Instagram account for further in-depth analysis.

Firstly, there is the “When Trials Feel Heavy” reels content. In this content, Ustadz Hilman Fauzi conveys, “*Jangan katakan kenapa ya Allah tuh ngasih ujian berat banget sama saya. Jawabannya, karena Allah percaya tubuhmu kuat untuk menghadapi ujian itu, karena Allah tau engkau mampu*

untuk menghadapi ujian itu. Jangan sibuk menceritakan kegelisahanmu kepada orang lain yang tidak mencintaimu tidak butuh itu, dan yang membencimu semakin bahagia dengan keadaan itu”.

Secondly, there is the “When Your Heart is Tested” reels content. In this video, the da'wah message conveyed by Ustadz Hilman Fauzi is, “*Ketika hatimu sakit, ketika hatimu terluka, maka di saat itulah engkau sedang mendapatkan cahaya Allah. Ketika dengan terluka itu membuatmu bisa makin dekat dan taat sama Allah, maka ucapkan ya Allah terima kasih Engkau bikin hamba sakit hati, karena dengan ini hamba jadi bisa lebih dekat denganMu. Ya Allah makasih ya, Engkau kasih fase hidup untuk ditinggal sama orang yang aku sayang. Jadi aku tahu berharap sama orang tuh sakitnya minta ampun. Gitu ya. Jadi bab-bab itu jadi keluar gitu sampai nanti tidak ada yang kita minta kecuali kasih sayang Allah. Pernah nggak teman-teman ada di fase begini, setelah teman-teman ngerasa itu susah gitu hidup cuma bilang gini, ya Allah terserah Engkau aja mana yang terbaik ya Allah*”.

Both of these da'wah contents utilize messages that are highly relevant to human experiences, namely facing trials and sadness. If analyzed using the perspective of message psychology in the field of da'wah, there are several points, including:

Use of Impactful Language and Emotional Stirring

Ustadz Hilman Fauzi in both of these contents uses language that is highly impactful and capable of stirring the audience's emotions. He connects experiences of difficulty and sadness with individuals' relationship with Allah. In the first content, he emphasizes that trials come

because Allah believes in the individual's strength to face them. This can direct the audience to view trials as a form of trust and opportunity to prove their strength, motivating them to persevere. Meanwhile, in the second content, he associates sadness with an individual's closeness to Allah, thus changing the perspective on suffering into an opportunity to draw closer to Him.

Utilization of Emotional Attachment to Stimulate Attitude and Behavior Change

Ustadz Hilman Fauzi successfully connects emotions with spirituality in both of these contents. In the context of message psychology, this is important because the emotions involved in da'wah messages can stimulate attitude and behavior change. By evoking feelings of gratitude and perseverance amidst trials, he encourages the audience to change their attitude towards trials, from complaining to being thankful. This also leads to behavioral changes in facing trials with more patience and steadfast faith.

Use of Personal Narratives and Concrete Examples

Ustadz Hilman Fauzi employs personal narratives and concrete examples in his messages. He tells personal experiences or experiences that his audience may relate to, making his message more relevant and easily understood. In the context of message psychology, the use of personal narratives can enhance audience identification and engagement with the conveyed message.

By employing these message psychology strategies, Ustadz Hilman Fauzi successfully delivers strong da'wah messages, motivating his audience to face

life's trials with a better attitude, namely with steadfast faith, gratitude, and hope in Allah SWT.

CONCLUSION

Ustadz Hilman Fauzi effectively communicates Islamic preaching through his Instagram account by employing persuasive and engaging rhetorical strategies. His approach is characterized by the use of gentle, emotionally resonant language that fosters a strong connection with his audience. By utilizing personal narratives and relatable examples, he delivers messages that are both impactful and easily comprehensible. This strategic communication enhances the acceptance of da'wah messages and motivates positive shifts in audience attitudes and behaviors. Through his effective use of social media, Ustadz Hilman Fauzi exemplifies how da'wah messages can be conveyed persuasively in the digital era, contributing to a deeper understanding of the psychology behind successful religious messaging.

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