

Visual strategy for da'wah on Instagram through infographics on the @Limproduction account

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Abstract

This study analyzes visual strategies for da'wah through infographics on the Instagram account @Limproduction, with the aim of exploring the effectiveness of using graphic design elements in conveying religious messages to digital audiences. The method used in this study is a qualitative approach with content analysis according to Klaus Krippendorff, which allows researchers to identify patterns of da'wah communication in infographics. The results of the study indicate that visual elements such as images, colors, typography, and layout play an important role in increasing audience engagement and facilitating understanding of religious messages. Infographics designed with attractive designs can strengthen religious messages, make it easier for audiences to accept complex information, and build emotional closeness between the message sender and the audience. This study also found that the use of appropriate colors, relevant images, and clear typography can increase the appeal and understanding of da'wah messages. The implication of these findings is the importance of da'wah account managers on social media to understand audience dynamics and utilize graphic design that suits the preferences of digital audiences. Further research is recommended to explore the influence of other design elements, such as video or animation, in visual da'wah strategies on social media.

Kata-kata Kunci: Visual da'wah; Infographics; Instagram; Graphic design; Digital communication

Strategi visual dakwah di Instagram melalui infografis di akun @Limproduction

Abstrak

Penelitian ini menganalisis strategi visual dakwah melalui infografis pada akun Instagram @Limproduction, dengan tujuan mengeksplorasi efektivitas penggunaan elemen desain grafis dalam menyampaikan pesan-pesan keagamaan kepada khalayak digital. Metode yang digunakan dalam penelitian ini adalah pendekatan kualitatif dengan analisis konten menurut Klaus Krippendorff, yang memungkinkan peneliti mengidentifikasi pola komunikasi dakwah dalam infografis. Hasil penelitian menunjukkan bahwa elemen-elemen visual seperti gambar, warna, tipografi, dan tata letak berperan penting dalam meningkatkan keterlibatan khalayak dan memudahkan pemahaman pesan-pesan keagamaan. Infografis yang dirancang dengan desain yang menarik dapat memperkuat pesan-pesan keagamaan, memudahkan khalayak menerima informasi yang kompleks, dan membangun kedekatan emosional antara pengirim pesan dan khalayak. Penelitian ini juga menemukan bahwa penggunaan warna yang tepat, gambar yang relevan, dan tipografi yang jelas dapat meningkatkan

daya tarik dan pemahaman pesan dakwah. Implikasi dari temuan ini adalah pentingnya pengelola akun dakwah di media sosial untuk memahami dinamika khalayak dan memanfaatkan desain grafis yang sesuai dengan preferensi khalayak digital. Penelitian lebih lanjut disarankan untuk mengeksplorasi pengaruh elemen desain lain, seperti video atau animasi, dalam strategi dakwah visual di media sosial.

Kata Kunci: *Dakwah visual; Infografis; Instagram; Desain grafis; Komunikasi digital*

INTRODUCTION

The development of digital technology has brought significant changes in various aspects of human life, including how individuals access information and communicate (Wang, 2023). One of the main impacts of this development is the transformation in the dissemination of information and communication, including in the context of Islamic preaching, which now increasingly utilizes digital media as the main means of delivering religious messages (Infante & Mardikaningsih, 2022).

Instagram, as one of the most popular social media platforms, has become the primary medium for disseminating various types of information, including Islamic da'wah (Nabila, 2023). With a continuously increasing number of active users, Instagram offers various features that support visual message delivery, such as images, videos, and infographics (Syatar et al., 2024). The use of Instagram in the context of Islamic da'wah enables preachers to reach a wider audience, including younger generations who are more familiar with digital technology (A'yuni & Nasrullah, 2022). This is further supported by data from Katadata.co.id, which indicates that Instagram users outperform other social media platforms such as TikTok, Facebook, and WhatsApp in 2024 with 167 million active users, as shown in the diagram below:

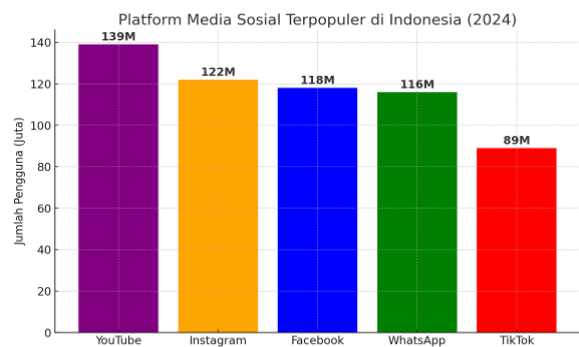


Figure 1: Diagram of social media users

In 2024, social media usage in Indonesia reached significant numbers across various platforms, with YouTube being the most popular with 139 million users (53.8%), followed by Instagram (122 million, 47.3%), Facebook (118 million, 45.9%), WhatsApp (116 million, 45.2%), and TikTok (89 million, 34.7%). The majority of users are in the 18-34 age group (54.1%), with female users (51.3%) slightly outnumbering male users (48.7%). On average, Indonesians spend 3 hours and 14 minutes per day on social media, with 81% accessing it daily to share photos/videos (81%), communicate (79%), access news/information (73%), seek entertainment (68%), and shop online (61%) (Panggabean, 2024).

In line with the increasing role of social media, particularly Instagram, in digital life, research shows that infographics are an effective medium for conveying religious messages because attractive visuals are easier to understand and attract the audience's attention (Shiddiq,

2022). In this digital era, there has been a shift in communication trends from long texts to shorter, easier-to-understand formats, such as infographics (Fauzi et al., 2022). Infographics are an effective visual communication strategy for conveying complex messages in a concise and engaging manner (Andriani, 2022). In the context of digital da'wah, the use of infographics has become increasingly popular due to its ability to simplify Islamic concepts so that they can be easily understood by a wider audience. Digital da'wah has become relevant, interactive, visual, and easily accessible at any time.

Infographics in digital da'wah not only enhance visual appeal but also serve as a tool to simplify abstract Islamic messages into more concrete and contextual forms. Infographics have become one of the most effective forms of visual communication for conveying da'wah messages in a concise yet informative manner. The Oxford English Dictionary defines infographics as a form of presenting information or data in a visual format to facilitate understanding (Jumashova & Kuzembekova, 2023). Newsom & Haynes refer to infographics as the use of visual tools aimed at conveying complex information quickly and clearly, including charts, diagrams, graphs, tables, maps, and lists (Newsom & Haynes, 2010). According to Saptodewo (Saptodewo, 2014), the term infographic is often mistakenly interpreted as 'graphic' due to the presence of elements such as diagrams or charts, whereas infographics have a broader visual scope, encompassing various forms of data and information visualization.

According to Saptodewo (2014), the aesthetic value of infographics can be

examined through various aspects such as ornamentation, theme, pattern, data processing, composition, and illustration. Iconography is also important because it discusses the meaning of symbols or icons used in conveying messages. Infographics transform text data into visual symbols that have specific meanings. Visual representations such as illustrations or photographs play a major role in attracting immediate attention and have a high persuasive power in conveying messages effectively (Saptodewo, 2014). As a da'wah strategy, visual elements are very influential in infographics. Visualization becomes the message-attracting data of infographics. Ulfah (2021) details the elements of visual design in graphic communication, such as: lines, shapes, textures, light/dark (contrast), size, color, illustrations, and typography (Mayasari et al., 2021). Additionally, there are principles of visual communication design, namely emphasis, balance, rhythm, and unity.

Infographics as a visual da'wah strategy on Instagram have the ability to convey da'wah messages in a concise, clear, and interesting manner. In the context of digital da'wah, where audiences tend to have limited time and a preference for visual content, infographics facilitate the delivery of complex Islamic teachings in an easy-to-understand way. By utilizing attractive graphic design, infographics can capture the attention of a broader audience, particularly younger generations, and enhance their engagement and understanding of the religious messages being conveyed. From a Gestalt Theory perspective, this visual da'wah strategy relates to the visual perception of users, which is influenced not

only by visible elements but also by how these elements are arranged. Principles such as proximity, similarity, and closure explain how elements in infographics work together to create a complete and cohesive understanding. The arrangement of visual elements in infographics can form a complete and easily understood perception, where the audience's perception is formed through perceptual selection influenced by their psychological experiences and memories (Mayasari et al., 2021). Therefore, da'wah infographics must be designed by considering how each visual component can facilitate the formation of message meaning instantly and effectively.

According to Krippendorff (1993), communication messages are not only present in the form of verbal text, but also through symbolic representations such as images, graphics, colors, and other visual elements. In this context, visual messages constructed in infographics can be analyzed using content analysis methods to understand how meaning is formed and conveyed to the audience. Krippendorff emphasizes the importance of context and visual structure in conveying messages, making content analysis an appropriate approach for examining the visual communication strategies employed by the Instagram account *@Limproduction*. This phenomenon made this study possible. So that we don't only encounter da'wah in mosques or majelis taklim (Islamic study groups), but also on social media, especially Instagram.

LITERATURE REVIEW

Previous studies have shown that infographics are an effective

visual communication strategy for conveying da'wah messages on social media, particularly Instagram. A study (Miftahorrahman et al., 2024) on digital da'wah strategies and challenges on Instagram on the *@nuruljadidmedia* account during the period of July-September 2024 found that 74.55% of da'wah content used a persuasive communication approach that was both rational and emotional, which proved effective in attracting the attention of young audiences and enhancing their understanding of Islamic teachings. The findings emphasize that persuasive, rational, and emotional communication is more effective. Unfortunately, the study did not consider visual design aspects in the delivery of religious messages and did not measure the effectiveness of visual elements such as color, typography, and iconography in enhancing content appeal.

Shiddiq (2022), in his research on the *@islamidotco* account, concluded that infographics can increase audience understanding and engagement with religious content. Meanwhile, Fazira Ulfah (2021) analyzed the infographic design of the *@aisyiyahpusat* account and found that attractive visuals play a role in raising public awareness of social issues, such as violence against women. Research by Kahfi (2021) on the *@lemonmove* account also confirms that simple and user-friendly design elements support the effectiveness of visual da'wah. Additionally, Saputri and Jumino (2023) demonstrated that infographics play a role in increasing information dissemination on the educational account *@literatif.id*. Another study by Zulhafiz and Bahri (2024) showed that digital da'wah through the Instagram account *@ahilmanfauzi*

significantly enhances religious knowledge and audience participation.

However, there has not been much research specifically examining visual da'wah strategies through infographics with a focus on the @Limproduction account. Unlike some large Islamic boarding schools in East Java—such as Tebuireng, Nurul Jadid, Sidogiri, Al Falah Ploso, and Syaichona Moh. Chollil—which present da'wah content mixed with internal boarding school information and daily activities of the students, the @Limproduction account of Pondok Pesantren Lirboyo consistently presents content focused solely on da'wah. This consistency makes the @Limproduction account further examination in the context of visual da'wah strategies through infographics in the digital da'wah era.

RESEARCH METHODS

This study uses a qualitative approach with content analysis according to Klaus Krippendorff to examine the visual and textual elements in infographics on the Instagram account @Limproduction. Content analysis allows researchers to identify patterns of message delivery through infographic design, including color, typography, layout, and iconography that influence audience attention and message comprehension. Krippendorff's Content Analysis Theory focuses on identifying text characteristics, such as words, phrases, symbols, and images, to reveal deeper meanings objectively and systematically, without bias (Krippendorff, 1993).

The data collection techniques in this study include observation of infographic content uploaded by the Instagram account

@Limproduction during the period of October to December 2024. In addition, documentation of audience responses in the form of likes, comments, and shares was used to measure the level of interaction and impact of the content on the audience. To select the sample, this study used purposive sampling by selecting 10 posts from 50 pieces of content with high interaction (such as a significant number of comments, likes, and shares). The selection of this sample aims to identify the most relevant and impactful content, as well as content with high audience engagement in the context of visual da'wah.

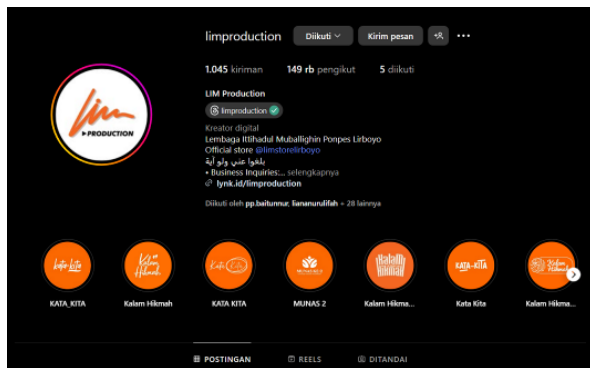
Content analysis was applied to explore the hidden dimensions of communication in the text, paying attention to the context and elements supporting the message. The data analysis approach followed the technique proposed by Krippendorff, which emphasizes the systematic identification and interpretation of text elements. To ensure data credibility, this study employs source triangulation by comparing observation results, documentation, and visual analysis to gain a more comprehensive understanding of the visual communication strategies employed by the @Limproduction account.

RESULTS AND DISCUSSION

Instagram has become one of the most effective social media platforms for disseminating da'wah messages. In Indonesia, @Limproduction, which is managed by Pondok Lirboyo Kediri, uses Instagram to spread da'wah messages, focusing on educational and inspirational content. One of their main strategies is

creating infographics, a highly effective form of visual content for conveying messages (Asih et al., 2020).

Figure 1 Instagram Profile @limproduction



The Instagram account @Limproduction functions as a digital da'wah platform, or religious outreach, managed by Pondok Lirboyo Kediri. This account is dedicated to the dissemination of pure da'wah messages, meticulously separated from the content specific to internal pesantren. The content disseminated on this account is predominantly centered on religious education, Islamic values, and reflections on daily life from an Islamic perspective. The account incorporates not only sermons and religious texts but also visually appealing graphic designs, including infographics that are easily comprehensible and serve to educate followers visually. This is an example of a visual da'wah strategy that aims to reach a broader audience, particularly the younger generation, who are more accustomed to consuming information visually.

Visual Narrative Structure

Narrative text in visual da'wah plays a crucial role in conveying religious

messages through social media such as Instagram (Qian, 2023). Visual narratives in da'wah infographics play an important role in effectively conveying messages to the audience. According to Pithaloka and Ali (2024), effective visual narratives are able to combine text and images to form stories that are easily understood by the audience. In the context of da'wah, narrative texts must be written in language that is easily understood by the audience, especially millennials and Gen Z, who are the main users of Instagram (Agata & Saifullah, 2022). The messages conveyed through narrative text must consider spiritual aspects, emphasizing religious values that are relevant and close to their daily lives. Narrative text has the ability to enhance the depth of religious messages, strengthen the purpose of information dissemination, and reinforce the spiritual connection between the audience and religious teachings.

The visual narrative structure in infographics for da'wah refers to the way visual elements are arranged to form a coherent, informative, and persuasive communication flow (Saptodewo, 2014). In the context of digital da'wah on Instagram, visual narratives do not only depend on text, but on a combination of elements such as color, images, icons, and layout. The @Limproduction account, as the research subject, demonstrates how an effective visual narrative structure can convey religious messages concisely yet meaningfully. The deeper nuances and attention-grabbing elements make the da'wah message more effectively conveyed (LA ODE, 2023).

The Gestalt approach was used in shaping this narrative, which is a principle

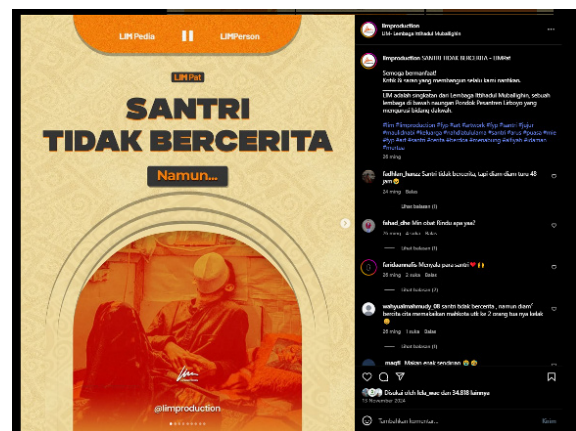
of perception psychology that states that humans understand visual information as a whole. Principles such as proximity, similarity, and closure guide how elements such as text and icons are arranged to be easily captured by the audience's eyes (Fauzi et al., 2022). With a well-structured narrative, infographics can create a flow of understanding from the title, main content, to the conclusion or call to action.

The narrative structure in visual da'wah through Instagram generally has a systematic pattern, beginning with an introduction that presents the context or problem to be solved, such as social or spiritual issues that are currently trending (Pokhan, 2022). This section aims to attract the audience's attention so that they become interested in the issue being raised. The middle section of the narrative contains more in-depth arguments, which may include quotes from hadith, verses from the Quran, or inspirational stories that support the message of the da'wah. The conclusion of the narrative serves to provide a call to action, encouraging the audience to make positive changes or share the message with others, a step that strengthens the impact of the da'wah.

The visual narrative structure in Instagram da'wah does not only rely on narrative text, but also uses graphic design elements that support the message to be conveyed. Infographics, which are often used in visual da'wah, utilize design elements such as images, colors, and typography to clarify the message. Effective visual design is able to combine images and text well so that the audience can immediately understand the message to be conveyed (Yang, 2023). The use of

images or icons relevant to the theme of the da'wah can enrich understanding and reinforce the religious message being conveyed. Additionally, the selection of appropriate and contrasting colors can clarify information and attract the audience's attention, making the da'wah message easier to remember.

Figure 2: Content structure of the narrative about the life of santri



Source: https://www.instagram.com/p/DCSoMMZzbCC/?img_index=1

Figure 2 presents the narrative structure created by @limproduction about the life of students at an Islamic boarding school, revealing that behind their silence lies a mission that must be completed, such as "Students do not speak, but silently memorize the Alfiyah 1002 verses." This narrative structure is highly relatable to life in a boarding school. As a result, this post received high engagement compared to other content during the period of October to December 2025.

The use of narrative in infographics on the Instagram account @Limproduction is a clear example of how visual preaching can be conveyed in an interesting and easy-to-understand way. The infographics

often include visual illustrations that depict moral actions, such as giving alms or sharing with others. The narrative text accompanying these images provides explanations about the meaning behind these actions, making them relevant to a young audience. Setiawan et al. (2024) note that this approach not only conveys a message but also invites the audience to actively engage in charitable and good deeds.

Infographics, as a form of visual media, have great power in conveying religious messages. This medium enables complex information to be simplified and made more appealing to the audience. The use of strong visual design in infographics can capture the audience's attention and increase their level of engagement, thereby enabling religious messages to spread more quickly. Arika Sari (2023) explains that the visual elements used in infographics can reinforce the message and facilitate understanding, ultimately enhancing the effectiveness of religious communication through Instagram.

A good infographic structure is one of the main keys to creating effective infographics for da'wah. An effective infographic must pay attention to clarity and consistency in its design. Usually, infographics begin with an attention-grabbing title, followed by a subtitle that explains the core message of the da'wah. The main points explained in the infographic should be placed in a logical and easy-to-understand order. Data visualization is also an important part of visual da'wah through Instagram (Huang, 2022). Infographics can be used to present data related to religious teachings, such as statistics on charity or

calls to share. Presenting data in the form of easy-to-understand graphs or diagrams can be a very effective way to educate the audience about the importance of charity and kindness in religious teachings.

In addition to visual elements, the use of relevant hashtags and appropriate captions is also very important in increasing the reach of da'wah messages on Instagram. Appropriate hashtags will help audiences interested in specific topics find da'wah content easily. Captions accompanying infographics also provide an opportunity to further develop da'wah messages, providing context or invitations that enrich the audience's understanding (Traboco et al., 2022). Interactivity with the audience is also very important in strengthening da'wah messages on Instagram. The Instagram account @Limproduction can increase interaction with the audience through features such as polls, question and answer (Q&A) sessions, and story sharing. More intense interaction with the audience allows account managers to better understand the needs and desires of the audience and increase the relevance of da'wah messages.

The use of audio elements in visual preaching can also enrich the message being conveyed. Sound elements, such as music or voice narration, can have a deeper emotional impact on the audience. By combining visual and audio elements in infographics or short videos, the message of preaching can be more touching and easier to accept. This strategy will make the message of preaching more effective and memorable for the audience. Sustainable and consistent dakwah content is very important in building a loyal audience (Purnomo, 2021).

By continuously uploading relevant and educational dakwah content, Instagram accounts can build a caring and active community. Infographics that educate the audience about religious values or provide inspiration on a regular basis can strengthen engagement and foster a more active community. Rizal et al. (2025) state that consistency in posting religious content will help retain a more loyal audience.

Evaluating the content of published sermons is important to determine whether the message conveyed is effective. Instagram provides various analytical tools that can help see how audiences interact with content, such as the number of likes, comments, and shares. Based on this data, account managers can improve less effective content and optimize future da'wah strategies. Azwar & Iskandar (2024) explain that evaluating and analyzing audience data provides important insights for improving the quality of da'wah content. Overall, visual dakwah through infographics on Instagram is an effective strategy for conveying religious messages to a wider audience. By utilizing visually appealing designs, clear narrative text, and interactive elements, dakwah messages can be well-received by the audience, especially millennials. Moving forward, Instagram account managers like @Limproduction need to continue innovating in creating more creative and in-depth dakwah content.

Visual Infographic Components

Visual infographics are representations of information, data, or knowledge presented in a graphic format to facilitate understanding. In the context of preaching on Instagram, infographics are an effective

tool for conveying religious messages to audiences in a way that is easy to understand and visually appealing. Infographics not only simplify information, but also engage audiences emotionally with the message being conveyed (Muhammad Abdurrauf, 2023). Well-designed infographics can enhance visual appeal and strengthen message comprehension, especially in social media contexts like Instagram (Pertiwi et al., 2023).

Visual infographics in da'wah consist of several important components: images, text, colors, and typography. Each of these elements works together to communicate the message effectively. Images or illustrations serve as visual triggers, text provides context and more in-depth information, colors convey emotional nuances, and typography affects the readability and appeal of the message (Fauzi et al., 2022). Infographics in the context of religious outreach can enhance audience understanding and engagement, making the message easier to accept and remember (LA ODE, 2023). Thus, the use of infographics in religious outreach not only aids in information delivery but also strengthens the emotional connection between the communicator and the audience.

Images in infographics are the most dominant element in attracting the audience's attention. In preaching, the images used must be relevant to the religious message to be conveyed. In the @Limproduction account, images depicting sharia prohibitions or religious teachings are presented in accordance with the message to be conveyed, which can increase the audience's understanding of the values

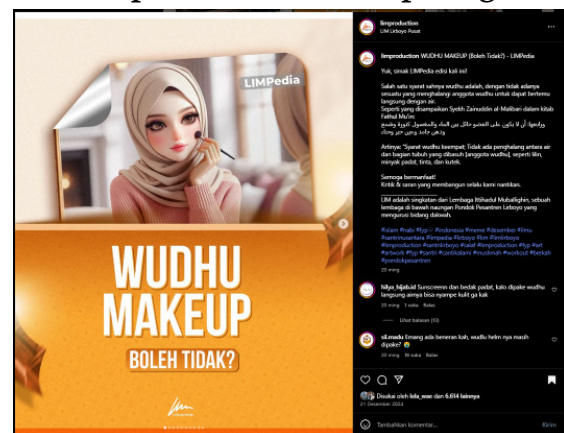
being conveyed. The use of visual media in an educational context also demonstrates improvements in children's communication skills, as observed in a study at Harapan Pulau Gadang Kindergarten (Gusniati, 2022). This means that the use of visual illustrations in conveying messages can enhance audience understanding and prevent misinterpretation.

Colors in infographics not only serve to enhance appearance, but also play an important role in conveying emotional and psychological signals to the audience. For example, warm colors such as red or orange are often used to emphasize enthusiasm or urgency, while cool colors such as blue or green tend to give a sense of calm and peace. On the other hand, the Limproduction account often chooses a combination of orange and white, which symbolizes warmth and purity. Orange itself is often associated with optimism, adventure, adaptability, and sociability. In addition, this color also represents self-confidence, which is closely related to creativity (TOKER, 2022).

Visual communication in preaching through infographics not only conveys religious messages but also evokes feelings in the audience. By using familiar symbols and images, such as mosques, the Quran, or oil lamps, infographics can make preaching messages feel closer and more relevant to the daily lives of the audience. Data relevant to religious teachings, such as facts or statistics, can be organized in infographics to provide deeper insights to the audience (Pertwi et al., 2023). For example, findings by researchers at @limproduction present the use of makeup among women, with visuals showing illustrations of women

wearing makeup. Presenting data visually helps the audience understand more complex topics in religious messages. Attractive infographics can improve audience understanding and engagement, making religious messages more effective and positively impactful in their lives (Anwari & Setiadi, 2023).

Figure 3 : Visual infographic components on makeup usage



Source: https://www.instagram.com/p/DD0qhjcv3KQ/?img_index=1

In the example in figure 3 above, one of the uses of visual infographic components in its application on Instagram is to convey messages/information that are interesting and easy to understand by the audience/digital community. The post provides information about makeup usage, specifically that not all makeup needs to be removed when performing wudu. There are certain types of makeup that can remain on during wudu. This information is important for makeup users, especially those active on social media platforms like Instagram, where many people seek practical guidance for their daily routines.

The diversity of designs in da'wah infographics is very important to attract

the attention of different audiences (Indah Siti Nurazizah & Nia Kurniati Syam, 2022). Each audience may have different visual preferences, so da'wah accounts on Instagram need to vary the style and design of infographics to maintain the interest and engagement of a diverse audience. Infographics can be used to convey moral values and religious teachings in an easily digestible manner. For example, by using illustrations and short texts like in the post by @Limproduction, infographics can show ways to live in accordance with Islamic teachings, such as maintaining good relationships with others or performing good deeds regularly (Indah Siti Nurazizah & Nia Kurniati Syam, 2022).

Visual Strategies in Infographics for Da'wah

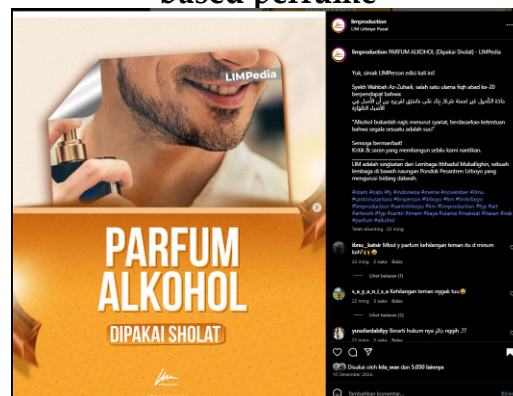
Visual strategy in communication is the use of visual elements, such as images, graphics, colors, and typography, to effectively convey messages to an audience. In the context of religious outreach, visual communication plays an important role in attracting attention, clarifying information, and creating emotional bonds with the audience. Instagram accounts such as @Limproduction utilize these visual strategies to convey religious messages in a way that is relevant and easy to understand for young audiences (Syarofi, 2023). Given that Instagram audiences are more likely to engage with visual content, this strategy is particularly important.

Visual communication in da'wah on Instagram involves conveying religious messages through images, videos, and infographics that utilize various visual elements. Infographics, as a type of visual communication, are very effective in

summarizing da'wah messages in an attractive and easy-to-understand format. The delivery of religious messages such as Islamic teachings, moral values, and calls to action can be reinforced through relevant images and well-structured text (Putra & Kamarullah, 2024). Research by Fauzi, Asy'ari, and Nurwahid (2022) also indicates that communication strategies incorporating these elements can strengthen religious messages and reach a broader audience.

Infographics are tools used by Islamic outreach accounts on Instagram to convey information visually. In the context of @Limproduction, infographics are used to introduce Islamic topics in a simple and engaging manner. These infographics typically include images, graphs, and text arranged in a way that is easy for the audience to follow. Infographics not only serve to attract attention but also to provide direct, easily understandable education (Siti et al., 2024). For example, content discussing the use of alcohol-based perfume for prayer. Here is an example of the content:

Figure 4 Visual content of religious preaching about the use of alcohol-based perfume



Source: https://www.instagram.com/p/DDY7kRhvJEw/?img_index=1

Figure 4 provides an understanding of Islamic jurisprudence, commonly referred to in Islamic boarding schools as the science of daily life. This is because everything from the moment we wake up until we go back to sleep is regulated by Islamic jurisprudence (Rizkiyah Anur Azizah, 2023). The content discusses the use of alcohol-based perfume during prayer, with some scholars permitting it on the grounds that “alcohol is not considered impure according to Islamic law, as everything is inherently pure.” This content has received a lot of positive feedback, with most of the audience feeling they gained new insights through the content shared by @limproduction.

Attractive visual design is crucial in digital da'wah, especially on social media. Design elements such as color, font, and images play a significant role in determining how well the da'wah message is received by the audience. For example, the right choice of colors can create a certain atmosphere that supports the religious message being conveyed. In da'wah, visual design aims to attract attention, clarify the message, and create an atmosphere aligned with the values being promoted (Kharishma & Haq, 2025). Additionally, @Limproduction also provides informative content by citing the sources from which opinions or narratives are derived. This approach ensures that the audience feels confident in applying the information in their daily lives.

The typography used in da'wah infographics is also very important to ensure that the message is easy to read and understand. Choosing the right font

can make the message clearer and more accessible to a diverse audience. Clean and simple fonts such as sans-serif are highly recommended so that the text is easy to read on mobile devices, where many audiences access Instagram, and this has become a hallmark of the @Limproduction account in all of its content. Additionally, using a sufficiently large font size helps audiences with visual impairments or those accessing content from a distance (Setiawan et al., 2025). Visual elements are a crucial component of religious infographics. Images not only serve to enhance the appearance but also to clarify and support the message being conveyed. In da'wah infographics on Instagram, the images used are often related to Islamic concepts, such as images of mosques, the Qur'an, or charitable activities. These images help the audience understand the message in a more concrete and touching way (Azwar & Iskandar, 2024).

In addition to static infographics, videos and animations are also used in visual da'wah strategies to add dimension to the delivery of messages. Videos and animations can attract the audience's attention more effectively because they combine visual and audio elements, which increase the appeal and understanding of the message. In addition to presenting carousel image content, @Limproduction also presents content in the form of animated videos packaged with comedic diction and, of course, containing da'wah. On Instagram, short videos accompanied by narration or text can convey religious messages in a more lively and dynamic way (Syarofi, 2023).

Figure 5 Engagement of video content @ Limproduction



Source : <https://www.instagram.com/limproduction/reels/>

The video post received a considerable number of views and positive comments. The visual strategy employed by @Limproduction was tailored to the preferences and characteristics of the audience. Young people tend to prefer more creative content, using bright colors and modern designs. Therefore, accounts like @Limproduction adapt their infographics and visuals to current design trends and language that resonates with a younger audience, while maintaining authentic and relevant religious messages (Pithaloka & Ali, 2024). Strong visuals can foster religious awareness among the audience. By conveying moral values and religious teachings visually, infographics can introduce ideas that inspire a sense of responsibility and care for others. Infographics that present inspirational stories or moral messages can motivate audiences to behave better in their daily lives (Putra & Kamarullah, 2024).

Design Elements and Effectiveness of Da'wah Messages

The Instagram account @Limproduction utilizes graphic design elements such

as typography, illustration, color, and visual composition to effectively convey its religious messages. These elements are arranged according to strong design principles, such as balance, contrast, and unity, to attract the audience's attention and facilitate understanding of the message. The use of harmonious colors and illustrations relevant to the religious theme enhances visual appeal and reinforces the message being conveyed (Zahro, 2023). The appropriate use of design elements can help improve the effectiveness of visual communication, ensuring that the religious message is well received by the audience. Thus, the application of graphic design elements on the Instagram account @Limproduction not only enhances the visual appeal but also serves as an effective communication tool in conveying religious messages.

The infographics uploaded by @Limproduction have proven to be effective in conveying religious messages to the audience. Research by Shiddiq (2022) shows that infographics can improve understanding of religious messages among followers, as they present information in a concise and visually appealing manner. This content not only captures attention but also makes it easier for the audience to understand and remember the religious messages being conveyed. Infographics can also serve as a tool to enhance audience interaction and engagement in the process of delivering religious messages. Therefore, the use of infographics in religious outreach can be considered an effective strategy for reaching and influencing more people.

Interpreting religious messages in a digital context through the @Limproduction

account involves understanding the audience's interpretation of the symbols, text, and images used. The digital audience's response in the form of comments on each post is an indication that the message presented is understood and accepted well by both followers and non-followers. Since religious messages conveyed through images and text can influence the audience's understanding of religious values, particularly in aspects of faith, sharia, and ethics, the use of appropriate design elements helps the audience interpret religious messages in a manner consistent with the digital context.

Audience engagement is an important factor in the effectiveness of digital da'wah. From the results of observations by researchers, it was found that the audience of @Limproduction actively interacted through comments and shared experiences, indicating a high level of engagement with the da'wah content presented. This interaction created a virtual community that supported each other in understanding and practicing Islamic teachings. The use of language that is familiar and relevant to the young audience is an effective strategy in digital da'wah. The @Limproduction account uses language that is easy to understand and in line with the audience's culture, making the da'wah messages easier to accept and internalize. This aligns with the findings by Shiddiq (2022), who stated that simple and contextually appropriate language enhances the effectiveness of da'wah messages.

The application of design principles such as balance, contrast, and unity in digital da'wah content helps to organize information in a systematic and attractive

manner. These principles are important for creating effective visual communication in conveying da'wah messages through social media. Well-structured content makes it easier for the audience to understand and remember the messages conveyed (Pertiwi et al., 2023). Evaluation and feedback from the audience are important indicators in assessing the effectiveness of digital dakwah. Researchers noted that @Limproduction received positive feedback from the audience, indicating that the dakwah content presented was well received and had a positive impact. This feedback also serves as material for evaluation to improve the quality of dakwah content in the future.

Visuals play an important role in improving the memorability of religious messages. Shiddiq (2022) in his research states that visually appealing infographics can improve audience memorability of religious messages because information is presented clearly and easily understood. The use of appropriate design elements helps reinforce the message being conveyed. Content marketing strategies for religious messages through social media platforms like Instagram require a tailored approach to reach a broader audience. Researchers suggest using relevant hashtags, posting at optimal times, and collaborating with influencers to expand the reach of religious content. This strategy helps increase the visibility and engagement of the audience with religious content. Although digital religious content has many benefits, there are challenges that need to be addressed, such as competition with other more interesting content and limited resources. The @Limproduction

account faces challenges in maintaining the consistency of content quality and audience engagement. However, with the right strategy, these challenges can be overcome to achieve the desired religious goals.

Challenges in Implementing Visual Da'wah on Instagram

The implementation of visual da'wah through Instagram faces several significant challenges that must be overcome to ensure that the da'wah message is accepted and understood by a diverse audience. One of the main challenges is selecting relevant and appropriate content. Given the wide variety of content available on Instagram, da'wah practitioners must be able to choose topics that are interesting and in line with Islamic values, while maintaining strong visual aesthetics (Agus, 2023). Content that is too technical or theoretical may be difficult for younger audiences, who are accustomed to consuming quick and simple visual content, to understand.

The limitations of space and time in an infographic can restrict the depth of the material to be conveyed. Instagram, as a platform with limited text length and video duration, requires a more concise and effective delivery of messages. This has the potential to reduce the quality of da'wah delivery, especially if the message is too complex or requires more in-depth explanation (Putra, 2024). Therefore, it is important to balance simplicity and accuracy in the message being conveyed.

Research by Fauzi, Asy'ari, and Nurwahid (2022) also shows that communication strategies involving these elements can strengthen the message of da'wah and reach a wider audience

(Pithaloka & Ali, 2024). In addition, the audience engaged on Instagram is very diverse, with varying ages, backgrounds, and levels of religious understanding. This creates a challenge in adapting visual da'wah material to be acceptable to all audience segments without losing the essence of da'wah itself. Therefore, da'wah practitioners need to understand the dynamics of the Instagram audience, especially millennials and Gen Z users, who tend to be more interested in attractive and interactive visuals (Setiawan, 2024).

Despite various challenges, Instagram also offers various opportunities for effective visual da'wah implementation. This platform enables the dissemination of da'wah messages to a wider audience, with a variety of visual formats that can be selected according to needs. Infographics, short videos, and visually appealing images are formats that can be used to convey da'wah messages in a more interactive and engaging manner (Rizal, 2024). With a large number of users, Instagram provides an opportunity to reach a global audience, encompassing various ages and social backgrounds. Another opportunity is the use of Instagram's algorithm, which allows relevant content to appear in the feeds of a wider range of users, including audiences who have not previously been exposed to religious content. This can significantly expand the reach of religious content, especially if the infographics or visual content posted have high aesthetic value and are in line with current trends (Kharishma, 2024).

Instagram also offers features such as Instagram Stories and IGTV, which allow religious content to be presented

in a more dynamic and varied format. Short stories, quizzes, and polls that can be applied to Stories can also increase audience engagement and make it more interactive (Satria, 2024). This provides an opportunity for religious content creators to not only share information but also to hear feedback or questions from the audience, which can enrich their understanding and acceptance of the religious message. Visual religious content is also easier to share on Instagram, increasing its potential for virality and expanding the influence of religious content. Every time an informative infographic or video is shared by a user, it can reach new audiences who were previously not connected to the religious account (Satria, 2024). Therefore, religious content strategies on Instagram should be designed to leverage the potential of social networks to spread messages more widely.

To address the challenges in implementing visual da'wah, da'wah practitioners need to enhance their creativity in designing content that is not only appealing but also meaningful. The key to capturing the audience's attention is to utilize strong visual elements while still conveying the da'wah message in accordance with religious principles (Fadilah, 2025). Additionally, it is important for them to understand their target audience so that the content created can be well received.

In utilizing existing opportunities, an effective strategy is to integrate religious content with developing trends on Instagram, such as using popular hashtags, utilizing interesting filters, and collaborating with religious influencers who have a large audience (Setiawan, 2025).

This will make religious messages more relevant and accessible to a wider audience.

CONCLUSION

This study reveals that the use of infographics in digital da'wah on Instagram, particularly through the @ *Limproduction* account, is an effective strategy for conveying religious messages to a wider audience. The main findings of this study indicate that visual elements such as images, colors, typography, and layout play a significant role in reinforcing religious messages and increasing audience engagement. By utilizing infographics, complex messages can be simplified, making them easier to understand for the audience, especially younger generations who are more familiar with visual media.

Theoretically, this study enriches the understanding of the application of Klaus Krippendorff's content analysis theory of visual communication in the context of digital da'wah. The theoretical implication is that effective da'wah strategies through infographics must consider how visual elements can be arranged to facilitate understanding and shape a cohesive perception for the audience. From a practical perspective, this study provides insights for social media da'wah account managers, particularly on Instagram, regarding the importance of visually appealing and relevant design to reach a larger audience and enhance understanding of religious values.

From a policy perspective, these findings highlight the importance of integrating good graphic design into da'wah strategies in the digital age, and provide recommendations for increasing

audience engagement through the use of more dynamic visual elements. Further research could delve deeper into the impact of other graphic design elements, such as animation or video, in visual da'wah strategies. Additionally, further research should explore ways to address challenges in maintaining the consistency of da'wah content quality and ensuring that messages remain authentic, relevant, and easily understood by diverse audiences.

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