



## THE UTILIZATION OF INSTAGRAM AS A MEDIUM FOR DA'WAH: A STUDY OF THE @hanan\_attaki ACCOUNT (2024–2025)

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### ABSTRACT

Da'wah is an obligation inherent to Muslim men and women around the world. Therefore, da'wah approaches need to be adapted to the development of the times and presented in an engaging manner in order to reach a wider audience. Considering that many students today actively use Instagram, preachers (da'i) have utilized this platform as an effective medium for da'wah. Instagram, as a social media platform, enables da'wah messages to be delivered more easily and accessed by a broad audience. However, the challenge lies in how to motivate Instagram users to use the platform as a means of da'wah and how to convey religious messages effectively. This study employs a qualitative approach with content analysis of posts from the @hanan\_attaki account. Data were collected through direct observation of posted content and by using followers' comments as additional research subjects to strengthen the analysis and gain insights into their perspectives on the use of Instagram as a da'wah medium. The results show that the @hanan\_attaki Instagram account utilizes various Instagram features, such as photos, videos, and Instagram Stories, to deliver da'wah messages that are relevant to daily life, spiritual motivation, and current issues. This study concludes that the use of Instagram by @hanan\_attaki is effective in attracting young audiences to better understand Islamic teachings and in disseminating da'wah messages more widely.

**Keyword:** Digital Da'wah, Instagram, Religious Content, Youth



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## **INTRODUCTION**

Digital da'wah is a form of transformation in the delivery of Islamic messages through internet-based media that enables faster, wider, and more flexible interaction in reaching modern society (Sodikin & Solikhah, 2022). The use of social media in da'wah has proven effective in enhancing religious understanding among young people, especially Generation Z, through engaging and easily accessible content (Jalaluddin et al., 2024). In addition, the use of digital media in mosque environments has also become an important strategy to expand the reach of da'wah and increase congregational participation virtually (Kholifah & Hikmah, 2024). Platforms such as Instagram are also utilized as da'wah media that strengthen Islamic messaging through visual and interactive communication (Maolana et al., 2024). Meanwhile, YouTube serves as an effective medium for preachers to deliver sermons creatively and reach a broader audience (Qordofa & As'ad, 2022).

Social media has become a strategic medium for the development of contemporary da'wah, as it is capable of reaching a wider audience compared to traditional methods such as sermons in mosques or religious gatherings. Digital platforms such as Instagram, TikTok, and YouTube now play an important role as sources of spiritual content and religious motivation for the younger generation (Makhrian et al., 2026). In addition, social media also functions to strengthen religious identity and build online communities that encourage consistency in worship and spiritual practices (Sharonova & Avdeeva, 2024). On the other hand, these platforms open opportunities for interfaith dialogue and broaden perspectives on various viewpoints, although they may also create echo chamber phenomena that reinforce group boundaries (Haq & Kwok, 2024). The success of digital da'wah is largely determined by the ability to tailor content to platform characteristics and audience demographics (Aliman et al., 2025). Nevertheless, challenges such as misinformation and the erosion of traditional values require da'wah delivery to remain grounded in scholarly authority and ethical communication (Henry, 2021).

The use of social media in Islamic da'wah shows a significant transformation in how religious teachings are delivered in the digital era. Platforms such as Facebook, Instagram, WhatsApp, and YouTube allow for broader reach and high accessibility, enabling da'wah messages to reach cross-geographical audiences, including young people and international communities (Weng, 2018). Furthermore, the interactive nature of social media encourages two-way communication between preachers (da'i) and audiences, strengthening engagement and fostering online religious communities (Zaenuri, 2025). Content variations such as videos, motivational posts, and live streaming also enhance the appeal of da'wah, as seen in the Instagram account @myquranbest and the YouTube channel Al-Bahjah TV (Makhrian et al., 2026; Pusparini et al., 2021). Recent trends also include the increasing role of female preachers, the promotion of religious moderation, and the integration of psychological and motivational themes in digital da'wah, making this approach more relevant to contemporary societal needs (Sari et al., 2025; Armiah et al., 2026; Kerim et al., 2025).

Ethical considerations and challenges in digital da'wah have become increasingly important alongside the growing use of social media as a means of disseminating Islamic teachings. One major challenge is the spread of religious misinformation, which can mislead audiences, particularly younger users who may lack sufficient digital literacy to assess the credibility of sources (Kadir et al., 2019; Rossanty et al., 2021). Therefore, content verification efforts and the promotion of responsible information-sharing ethics are essential. In addition, preachers face the need to balance tradition and modernity by adopting digital technologies without compromising the authenticity of Islamic values, including in responding to the use of artificial intelligence in da'wah (Al-Zaidi et al., 2025). On the

positive side, social media also contributes to religious practices, such as increasing engagement with the Qur'an through initiatives like the One Day One Juz (ODOJ) movement via WhatsApp and facilitating the rapid dissemination of fatwas to the broader public (Nisa, 2018; Rosidi et al., 2021).

The challenges of da'wah through social media are becoming increasingly complex with the rapid advancement of digital technology. One of the main issues is the low credibility of information due to the proliferation of misinformation and slander, which can undermine public trust in da'wah messages and create confusion in understanding Islamic teachings (Shompa et al., 2018). Therefore, strict content evaluation mechanisms are necessary to ensure the validity of sources and the accuracy of information before dissemination (Salih et al., 2019). Additionally, challenges arise in engaging with younger audiences who have different communication preferences, requiring da'wah approaches to be more adaptive, interactive, and educational to remain relevant (Hasanah et al., 2024). On the other hand, the phenomenon of information overload on social media can reduce the effectiveness of da'wah messages, as audiences are exposed to large volumes of content in a short time. The risk of social media addiction is also a serious concern, as it may divert focus from the primary objectives of da'wah itself (Ul Huda et al., 2025).

This study is motivated by the advancement of civilization that accelerates the dissemination of information, including the use of Instagram as an effective, creative, and far-reaching medium for da'wah. This platform enables the integration of ideas, values, and human behavior in the form of engaging content, making it widely utilized by influencers, including for delivering Islamic messages. Islamic influencers have a significant impact in shaping opinions, increasing religious awareness, and encouraging positive actions among their followers. Subjectively, this research is relevant to the field of Islamic Communication and Broadcasting studied by the authors, and it is supported by the availability of references and ease of data access. This study aims to examine the influence of Ustadz Hanan Attaki's da'wah on Instagram users and to analyze the effectiveness of Instagram as a medium for da'wah. The expected contributions of this research include both theoretical and practical benefits, namely enriching the study of digital da'wah and providing guidance for preachers in optimizing the use of social media.

## **RESEARCH METHODOLOGY**

In this study, the authors employ a qualitative research method, focusing on an in-depth understanding of the phenomenon of Instagram as a medium for da'wah, particularly in analyzing how the @hanan\_attaki account conveys religious messages and its influence on the behavior and religious understanding of its followers on social media. This research adopts a qualitative approach with data collection techniques through documentation study and literature review. The primary data consist of video content uploaded on Ustadz Hanan Attaki's Instagram account (@hanan\_attaki), while secondary data are obtained from various relevant sources such as books, journals, and previous studies discussing models and strategies of da'wah on social media. The collected data are qualitative in nature, presented in the form of descriptions, narratives, and explanations related to the phenomenon of digital da'wah. Documentation techniques are used to gather important information such as videos, images, quotations, and other references that support the research analysis. Through this method, researchers are able to obtain authentic and relevant data aligned with the study's focus.

After the data are collected, the next stage is data analysis, which is conducted systematically through the processes of organizing, categorizing, and interpreting the data. This study applies

a deductive method, starting from general theories about media and da'wah strategies, and then applying them to a specific object, namely the Instagram account @hanan\_attaki. The analytical technique used is content analysis, which aims to examine communication messages within da'wah content in depth. Through this analysis, researchers can identify patterns, trends, and meanings embedded in the da'wah content, leading to a more comprehensive understanding and forming a solid basis for drawing accurate conclusions.

The primary data collection methods in this study may include interviews, observations, and questionnaires. Interviews are conducted through direct interaction between the researcher and informants using a question-and-answer format to obtain in-depth information relevant to the research focus. Observations are carried out by directly examining and recording phenomena or events related to the research object, allowing researchers to gain a real-world perspective. In addition, questionnaires are used to distribute a set of questions to respondents in order to collect quantitative data. Examples of primary data include interview results with business actors regarding marketing strategies, observational data on consumer behavior in a store, and respondents' answers in questionnaires related to customer satisfaction. Meanwhile, secondary data refer to data obtained from other parties or existing sources, such as reports, publications, records, documents, or other written materials relevant to the research and not directly collected by the researchers themselves.

## RESULT AND DISCUSSION

### Instagram Reels Video @hanan\_attaki titled "Sharia Investment and Stocks"



Figure 1. Screenshot of @hanan\_attaki Instagram Reels Video

The da'wah delivered by Ustadz Hanan Attaki, posted on September 3, 2024, on his Instagram Reels, carries the theme "Sharia Investment and Stocks." The post received 9,120 likes, 49 comments, and was shared 78 times. On December 3, 2024, the same content was reposted on Instagram Reels with the caption "*It turns out that sharia investment and stocks are permissible as long as they comply with Islamic principles,*" which generated significant responses from followers.

These responses included expressions of gratitude, appreciation, agreement, heightened awareness, and seriousness in selecting investments aligned with sharia principles. In Islamic jurisprudence, stocks fall under *fiqh muamalah*, particularly *fiqh tijarah* (business law). The ruling on stocks is generally permissible, provided they meet sharia principles such as fair contracts, halal business activities, and delivering benefits to society. Financial instruments such as *mudharabah*

(profit-sharing), *musyarakah* (partnership), and *wadiah* (safekeeping) form the foundation of sharia-compliant investment practices. The classification of sharia stocks is not based on their name but on their actual business practices. Therefore, selecting appropriate stocks requires an understanding of *fiqh muamalah*, stock market mechanisms, and the presence of a Sharia Supervisory Board. Investment is also considered a form of gratitude to Allah, as wealth is managed productively rather than left idle, thereby gaining both material and spiritual value.

Several comments from followers on the Reels post with the theme "sharia investment and stocks" reflect generally positive and reflective responses. First, the account @tri\_bundanorish expressed gratitude and appreciation for the explanation, noting that the content addressed their questions. Second, @anidarsaludin emphasized support for Islamic law and demonstrated awareness of religious identity and commitment to practicing Islamic teachings in daily life. Third, @mindsetduit agreed on the importance of ensuring investments comply with sharia principles, reflecting responsibility and prudence in economic practices. Fourth, @abang\_azum raised a question regarding the permissibility of banking stocks, indicating curiosity, critical thinking, and openness to learning. Overall, these responses highlight enthusiasm, religious awareness, and a growing need for deeper literacy in Islamic finance.

Sharia stocks have key characteristics that emphasize compliance with Islamic principles, ethical investment, and sustainable risk management. Sharia compliance is fundamental, as stocks are screened based on specific criteria, such as avoiding non-halal sectors and companies with high levels of debt (Irfan, 2025). Furthermore, sharia investment aligns with ethical and sustainability principles, supporting global goals such as responsible consumption, clean energy, and financial inclusion (Soualhi & Obaid Hasan Saleh, 2026). In terms of risk management, models such as the Shariah-compliant CAPM and fuzzy-based portfolio optimization are developed to balance profitability with ethical values (El Kharrim, 2024). From a return perspective, sharia stocks offer portfolio diversification with relatively lower volatility (Saiti et al., 2020) and competitive performance potential in certain sectors (Narayan et al., 2016). Technological advancements, including artificial intelligence, also assist investors in making more accurate and informed decisions (Irfan & Kismawadi, 2024).

### **Instagram Reels Video by Ustadz Hanan Attaki: "Would You Rather Be Tested in This World or in the Hereafter?"**



Figure 2. Screenshot of @hanan\_attaki Instagram Reels Video

The da'wah delivered by Ustadz Hanan Attaki, published on November 7, 2024, through Instagram Reels with the theme "Would You Rather Be Tested in This World or in the Hereafter?",

received significant engagement from followers, with 24.9 thousand likes, 179 comments, and 2,273 shares. This indicates a high level of audience interest in the topic presented. In the content, Ustadz Hanan Attaki explains that trials are an inseparable part of human life. He conveys that when Allah intends goodness for His servants, trials are given in this world. Conversely, if Allah intends otherwise, those trials may be postponed until the Hereafter. Therefore, he emphasizes that it is better for humans to face trials in this world, as they are temporary and relatively lighter compared to the eternal trials of the Hereafter. The main message of this da'wah is to encourage Muslims to understand trials as a form of Allah's love, while also strengthening belief in the Hereafter as the ultimate purpose of human life.

Overall, followers' responses to this Instagram Reels content show a positive and constructive tendency. These responses reflect gratitude, awareness of sins and their consequences, hope for rewards in the form of Paradise, and acknowledgment of human weakness. In addition, there is a visible attitude of openness and humility, along with a strong motivation to draw closer to Allah through prayer and self-reflection. Several comments reinforce these findings: @sukmara494 demonstrated a sense of *tawakkul* (trust in Allah), while @hellokiicky reflected on personal life trials. Meanwhile, @epi\_s\_notaris\_ppat expressed hope for Paradise, and @dani.rezka provided an educational perspective through stories of the Prophet's companions and appropriate supplications. @jonit.a8 expressed gratitude and appreciation. Thus, audience responses are not only emotional but also reflective, educational, and contribute to a deeper religious understanding.

From an Islamic perspective, the proper way to face trials emphasizes the importance of patience (*sabr*), prayer (*du'a*), and faith in Allah's wisdom. Patience is regarded as a form of worship that brings individuals closer to Allah and serves as a key element in dealing with life's challenges. Prayer functions as a means of seeking strength, guidance, and help, while also reflecting complete dependence on Allah (Yaroub et al., 2019). The belief that every trial contains divine wisdom helps individuals remain steadfast, as trials are seen as a way for Allah to purify the soul and elevate one's spiritual rank. Trials also offer spiritual benefits, such as strengthening the relationship with Allah through reflection and worship, and promising great rewards in the Hereafter for those who remain patient and obedient (Hodge et al., 2025). Furthermore, trials play a role in character development, fostering qualities such as honesty, resilience, and gratitude in a Muslim (Aydogan et al., 2025).

### **Instagram Reels Video by Ustadz Hanan Attaki: "Allah Gives You Wounds Because He Is Purifying You"**



Figure 3. Screenshot of @hanan\_attaki Instagram Reels Video

The da'wah video delivered by Ustadz Hanan Attaki on December 9, 2024, through his personal Instagram account carries the theme "Allah Gives You Wounds Because He Is Purifying

You.” It presents a deeply emotional message about the meaning behind pain in a believer’s life. In the caption, it is explained that wounds are not a form of punishment, but rather a way for Allah to cleanse the heart so that it becomes soft, pure, and closer to Him. This post received significant public engagement, with approximately 153 thousand likes, 954 comments, and 15.9 thousand shares. In the lecture, the concept of *tamhis* (purification) is explained as a process of cleansing both sins and diseases of the heart, such as arrogance, doubt, excessive love of worldly matters, and overdependence on others. Pain is thus understood as a means to strengthen one’s reliance on Allah. This message serves as a source of comfort for many believers, helping them realize that every trial carries deep spiritual purpose.

The comments on this Instagram Reels content reflect a wide range of emotional and spiritual responses, generally leading toward self-reflection and a closer relationship with Allah. The account @jeeannayyyy expressed hope and optimism for a better future after enduring difficult times, while @bucharivien demonstrated deep awareness of Allah’s mercy and acknowledged past mistakes of blaming circumstances. Meanwhile, @evi\_sacrifice revealed an inner struggle marked by tendencies to complain and question destiny, yet accompanied by a desire for self-improvement. The comment from @suciHW reflected gratitude for a softened heart after gaining insight from the da’wah, while @iqbaalnugraha emphasized the understanding of wounds as a means of drawing closer to Allah. Overall, these responses illustrate the process of *tamhis* in practice manifested through reflection, remorse, hope, and spiritual growth showing how the da’wah content not only resonates emotionally but also fosters deeper religious awareness and personal transformation among its audience.

### Instagram Reels Video by Ustadz Hanan Attaki: “Giving Up”



Figure 4. Screenshot of @hanan\_attaki Instagram Reels Video

The da’wah delivered by Hanan Attaki through Instagram Reels on February 5, 2025, with the theme “Giving Up”, conveys a powerful message about the importance of maintaining hope and steadfast faith when facing life’s trials. In the caption, he quotes Sheikh Attustary regarding the meaning of certainty (*yaqin*) as a state of inner tranquility (*sukun*) during hardship, which arises from complete trust in Allah’s promises and understanding of His mercy an essential aspect of *tawhid ma’rifah*. The content emphasizes that a believer may feel weak, fall, or even feel broken, but is not allowed to give up, as giving up is equated with despair (*qunut*), which is prohibited in Islam. By citing the verse "*fa inna ma'al 'usri yusra*" (Indeed, with hardship comes ease), the message

highlights that every difficulty is accompanied by relief. Therefore, surrendering in despair means losing the opportunity to attain that promised ease. This message provides both emotional and spiritual strength, reinforcing that patience even when accompanied by pain and tears remains a path toward Allah's help.

The Instagram Reels post received significant engagement, with approximately 64.3 thousand likes, 299 comments, and 5,171 shares. Beyond the quantitative response, it also generated strong qualitative impact among followers. Various comments show how the message resonated deeply with the audience's emotional conditions. For instance, @mami\_ghetha shared that the video appeared during a moment of deep personal struggle, becoming a source of spiritual strength. Meanwhile, @oneziee\_ expressed gratitude for the motivation to continue enduring life while living away from home, showing how the message revived perseverance. The comment from @jly.dirma.y emphasized that the core message was easy to remember and understand, while @a9\_tia shared a real-life experience of success achieved through persistence and not giving up. In another reflection, @pinadumiatika highlighted how the da'wah touched the heart (*qalb*) and provided collective hope. Overall, these responses demonstrate that social media-based da'wah is effective in building awareness, motivation, and strengthening the psychological and spiritual resilience of its audience.

### Instagram Reels Video by Ustadz Hanan Attaki: "The Past"

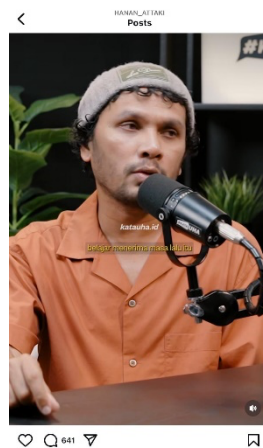


Figure 5. Screenshot of @hanan\_attaki Instagram Reels Video

The da'wah delivered by Hanan Attaki on February 17, 2025, through his personal Instagram account with the theme "The Past", received a very large response from followers. The post gained approximately 118 thousand likes, 1.5 million views, 646 comments, and was shared 11.7 thousand times. This high level of interaction indicates that the topic is highly relevant to the emotional experiences of many individuals, particularly regarding the difficulty of letting go of past experiences. In the content, the speaker emphasizes that humans do not have the ability to change what has already happened. Therefore, the appropriate response is to learn to accept the past along with the emotions attached to it, such as disappointment, anger, and pain. This acceptance is presented as the key to breaking free from endless cycles of regret and overthinking. Additionally, the responses from followers show strong emotional connection, where many feel personally represented by the message and are encouraged to become more sincere (*ikhlas*), while also praying for the preacher's well-being as a form of appreciation for his heartfelt da'wah.

The comments on this Instagram Reels reflect strong emotional engagement between the da'wah message and the personal experiences of the audience. Accounts such as @deltafitriani93 and @dewiipstr\_ expressed prayers and hopes for Ustadz Hanan Attaki's health, reflecting gratitude and appreciation for the meaningful message. Meanwhile, @inhrlnina\_01 shared that she had experienced a similar situation to what was described in the video, indicating the relevance of the message to real-life struggles. On the other hand, @boybos.\_ expressed gratitude for having successfully overcome a phase of being trapped in the past, while @alfi\_puji\_r highlighted the core message by emphasizing sincerity, absence of anger, and forgiveness as a path toward personal growth and success. Overall, these comments show that the da'wah not only provides understanding but also supports processes of reflection, self-acceptance, and emotional healing among its audience.

Da'wah functions as a medium for reflection, self-acceptance, and emotional recovery by integrating Islamic spiritual values in facing life challenges. In the context of emotional healing, da'wah has been used as a tool for trauma recovery in disaster-affected communities, such as in Palu, by strengthening humanitarian bonds and instilling Islamic values to reduce stress and anxiety (Khairil et al., 2020). In conflict regions such as Palestine and Syria, da'wah contributes to peace narratives that encourage reconciliation and psychological recovery (Hamid et al., 2025). Da'wah also promotes self-reflection through the concept of *tawakkul*, which helps individuals accept their circumstances and find meaning in difficult experiences (Gondal et al., 2024). Practices such as *muraqabah* and journaling further strengthen self-awareness and ethical decision-making (Naseredine, 2026). Moreover, psychologically oriented da'wah approaches have been shown to improve self-acceptance and emotional resilience (Sham et al., 2025), and continue to evolve through digital media to meet the needs of modern society (Salih et al., 2019; Bukhari et al., 2019).

## **CONCLUSION**

Instagram can be developed as an effective medium for da'wah in the future, as it aligns with the advancement of information technology and the modern communication patterns of society, which are increasingly digital. Da'wah through Instagram is highly relevant for reaching various groups, especially the younger generation. Therefore, da'i (Islamic preachers) can utilize this social media platform as a means of delivering Islamic messages more widely, quickly, and interactively. The example of Hanan Attaki on Instagram demonstrates that this platform can serve as a beneficial da'wah medium that is easily accessible and closely connected to users' daily lives. Through simple yet meaningful content, da'wah messages can be effectively conveyed without the limitations of space and time. This shows that Instagram has great potential to increase public spiritual awareness and expand the dissemination of Islamic values in a more adaptive way in the digital era.

Based on the research on the use of Instagram as a da'wah medium in the @hanan\_attaki account during 2024–2025, it can be concluded that the utilization of this platform has been effective in delivering religious messages to its followers. The analysis of content consisting of photos, videos, and comments shows that the responses are generally positive and supportive, with very few negative reactions. This confirms that da'wah through Instagram is well received by audiences and has a significant impact on spiritual awareness, behavioral change, and the strengthening of followers' character. In addition, the da'wah delivered also contributes to strengthening *ukhuwah Islamiyah* (Islamic brotherhood) among social media users. Therefore, Instagram can be considered an example of an effective modern da'wah medium for other preachers in spreading Islamic values. Thus, the use of social media is not only a means of communication but also a tool for developing the moral

and spiritual dimensions of society at large. For future researchers, it is recommended to expand the research object, compare different da'ī accounts, use interview or survey methods, and further examine variations in audience responses in a more in-depth and diverse manner.

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