

# Da'wah Communication Strategy on the TikTok Account "Qur'an GPT"

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## Info Artikel

## Abstract

**Keywords:** Da'wah Communication Strategy, Islamic Video Content, Social Media

**Kata kunci:** Strategi Komunikasi Dakwah, Konten Video Dakwah, Media Sosial

This study uses a qualitative research method with the theory of Da'wah Strategy which classifies into three forms of da'wah communication strategies, namely: 1) Rational Strategy, 2) Sensory Strategy, 3) Sentimental Strategy. The focus of this study is on da'wah communication strategies and supporting and inhibiting factors. From the results of the analysis of each da'wah video made by the TikTok account "Qur'an GPT", the researcher got the results, 1) Of the 141 da'wah videos made by the TikTok account "Qur'an GPT" using three forms of da'wah communication strategies, there are 80 videos with the application of Rational Strategy, 9 videos with the application of Sensory Strategy, and 52 videos with the application of Sentimental Strategy. 2) Factors that support and inhibit the da'wah activities carried out by the TikTok account "Qur'an GPT" on social media, both in terms of the da'wah communication strategy used such as the characteristics of the TikTok account "Qur'an GPT" which is a combination of the Qur'an and Artificial Intelligence, as well as from the selection of TikTok social media, so that it can be known what the problems or obstacles are and solutions can be found to these problems.

### Abstrak.

Penelitian ini menggunakan metode penelitian kualitatif dengan teori Strategi Dakwah yang mengklasifikasikan menjadi tiga bentuk strategi komunikasi dakwah, yaitu: 1) Strategi Rasional, 2) Strategi Indrawi, 3) Strategi Sentimentil. Adapun fokus penelitian ini mengenai strategi komunikasi dakwah dan faktor pendukung serta faktor penghambat. Dari hasil analisis setiap video dakwah yang dibuat oleh akun TikTok "Qur'an GPT", peneliti mendapatkan hasil, 1) Dari 141 video dakwah yang dibuat oleh akun TikTok "Qur'an GPT" menggunakan tiga bentuk strategi komunikasi dakwah, adapun 80 video dengan penerapan Strategi Rasional, 9 video dengan penerapan Strategi Indrawi, dan 52 video dengan penerapan Strategi Sentimentil. 2) Faktor-faktor yang menjadi pendukung serta penghambat dalam aktivitas dakwah yang dilakukan oleh akun TikTok "Qur'an GPT" di media sosial, baik dari segi strategi komunikasi dakwah yang digunakan seperti karakteristik akun TikTok "Qur'an GPT" yang merupakan perpaduan antara Al-Qur'an dengan *Artificial Intelligence*, serta dari pemilihan media sosial TikTok, sehingga bisa mengetahui apa yang menjadi masalah atau halangan dan dapat ditemukan solusi atas permasalahan tersebut.

## A. INTRODUCTION

Islam is a religion that invites all its followers to spread and disseminate the teachings of Islam, a mercy for all creation, to all creatures. To ensure that what we preach is in accordance with Islamic teachings and sharia, da'wah is carried out, where da'wah itself means inviting all creatures to do and compete in good deeds. Da'wah itself also has a clear and organized program structure, starting from da'wah methods, da'wah strategies, da'wah targets, da'wah materials, and also da'wah objectives. To maximize the results of da'wah, a communication strategy is needed in da'wah according to the da'wah targets. This allows a da'wah to be professional in all situations when da'wah.

Da'wah itself comes from the word **دَعَا - يَدْعُو - دَعْوَةً** which has the meaning of calling, inviting, asking for help, begging, or inviting. From several definitions, it can be interpreted as meaning to change through words, actions, or even through good deeds. Some of these meanings also come from verses in the Qur'an, such as the commandment of Allah in Surah Yunus, verse 25, which reads: **وَاللَّهُ يَدْعُو إِلَى دَارِ السَّلَامِ** which means (Allah calls people to Darussalam/heaven), which implies that da'wah can mean inviting fellow creatures to goodness. Furthermore, in the Qur'an, da'wah also means that da'wah can also invite to evil, but to avoid evil itself, as Allah says in Surah Yusuf, verse 33, which reads: **قَالَ رَبِّ السِّجْنُ أَحَبُّ إِلَيَّ مِمَّا يَدْعُونَنِي إِلَيْهِ** which has the meaning (Joseph said: O my Lord, prison is more to my liking than to fulfill their invitation to me), we can draw the conclusion from these two meanings that the definition of da'wah in the Qur'an is still general and has a meaning that needs to be explained further. (Umar Sidiq, 2022, hal. 1-2)

Some experts and specialists also have their own definitions of da'wah itself, such as Moh. Natsir who defines da'wah as a form of duty of the preachers to formulate the message received by the Prophet Muhammad SAW, the message itself means a task handed over from Allah to the Prophet Muhammad SAW to convey the revelation of Allah to all creatures, after that he said: "The message means to pioneer, while da'wah means to continue", while Thoha Yahya Oemar defines da'wah as a way to invite people wisely to the right path in accordance with God's commands for their benefit and happiness in the world and also in the hereafter, A Malik Ahmad also said that da'wah is not only tabligh or conveying, but da'wah means all efforts and attitudes that foster the desire and love to obey Allah until a society is created that truly obeys the commands of God and also his messenger, while the scholar K.H Abdul Kahar defines da'wah as a sacred duty for every Muslim to call and convey the teachings of Islam to the community while he is in the world and this obligation applies forever. (Anshari, 1993, hal. 10)

Regarding communication and da'wah strategies, we often find that da'wah is carried out by a Da'i in various public places or at a large event, where the da'wah strategy is generally carried out with various da'wah methods, such as bil hikmah, mauidhah hasanah, and mujadalah. Da'wah bil hikmah means da'wah wisely which means not antem kromo which is a Javanese term meaning not violating the etiquette of the surrounding community, as for mauidhah hasanah, which is the method we most often encounter in various regions which is usually carried out with public religious studies and continued with a lecture or tabligh akbar delivered by an expert and professional Da'i, there is also a mujadalah strategy,

where da'wah is carried out with discussion or question and answer, this strategy is generally carried out by an academic who has a fairly high scientific standard. (Umar Sidiq, 2022, hal. 10)

In this modern era, social media is a tool in the form of digital access that is most widely used by society, so that da'wah activities can be carried out efficiently anywhere and anytime. One da'wah activity dominated by Gen Z in this modern era is da'wah bil-khitabah, which is delivered through social media such as YouTube, Facebook, Instagram, TikTok, and others. Da'wah bil-khitabah, which uses social media as a medium for da'wah, is a very efficient da'wah strategy, so that the da'wah target is quite broad. The increasingly rapid development of technology has made interactions between individuals develop into virtual communities, where groups of individuals interact using social media. Almost half of the day, individuals spend time interacting with each other using social media, this has become an opportunity for Da'i (preachers) to carry out da'wah through virtual communities, so that the da'wah target is very broad and almost unlimited, because anyone can access virtual communities, from small to large, from young to old. One thing that a preacher or da'wah creator must pay attention to when spreading Islam in a virtual community is understanding the characteristics of the mad'u within the virtual community, so that the da'wah material delivered is on target. Understanding the characteristics of the mad'u within a virtual community can enable a preacher or da'wah creator to implement a da'wah communication strategy that is appropriate and aligned with these individuals. (Imron Baihaqi, 2018, hal. 13-15)

Da'wah activities in this modern era are numerous and often encountered by us as social media users, in fact it is not uncommon for these uploads to become top trending in several social media, so that they often become topics of conversation on a social media platform, which will also be widely spread through the internet network. The author himself wants to research one of the da'wah creators from the TikTok social media with the account name "Qur'an GPT", where the creator uploaded several contents contained in the creator's account, where the content contains a more detailed discussion and explanation of the sciences contained in the Qur'an which are still general in nature. The da'wah creator describes several objects of discussion contained in the Qur'an such as the continuity between verses and the number of pages in the Qur'an, the continuity of the Qur'anic verses on milk and honey, and many more. The author himself was intrigued by the content posted by this creator, as among the many TikTok creators, there is one who is able to explain the implicit meaning of the Quran in as much detail as possible. In fact, some of the content posted by this creator can often be proven with facts and reality, not just based on instinct.

## **B. RESEARCH METHODS**

This study uses a qualitative research method. Qualitative research is a research method that analyzes and examines data in the form of written or spoken words, resulting in descriptive data in the form of written or spoken words about the observed problem. Qualitative research was chosen as the type of research used in this study. The choice of qualitative research is due to several factors that are prioritized in terms of describing and explaining a phenomenon to be studied. Qualitative research is a type of research whose findings are not obtained through statistical processes or calculations with

formulas, but rather as a form of research that aims to explain phenomena contextually, using the researcher as a natural part of the research. Qualitative research prioritizes processes and meanings based on the perspective or assessment of the subject. (Masduki, 2011, hal. 46) This study, using a descriptive qualitative approach, where it is done to describe and identify several da'wah communication strategies carried out by the TikTok account "Qur'an GPT" in every content that has been created in detail and clearly. This research is found in every da'wah video made by the TikTok account "Qur'an GPT". From every da'wah video made by the TikTok account "Qur'an GPT", the da'wah communication strategy applied in every video made by the TikTok account "Qur'an GPT" is the focus of the study, because in every da'wah video made by the TikTok account "Qur'an GPT" uses three forms of da'wah communication strategies, namely rational strategies, sensory strategies, and sentimental strategies and has its own characteristics that distinguish it from other da'wah videos, namely combining the contents implied in the Qur'an with an AI (Artificial Intelligence) based search engine. Researchers collect data through observation and documentation. In analyzing data in the field, analysis can be carried out in an interactive and continuous manner until complete or until the required data is found, so that the data is saturated. The data analysis carried out in this study, namely: data reduction, data display, and conclusion drawing (verification).

### **C. RESULTS AND DISCUSSION**

#### **1. Results**

In this modern era, we often encounter content on various social media platforms about sermons, religious teachings, and so on, but most of us often don't realize that this content is also a form of da'wah (Islamic outreach). Many Gen-Z youth in this modern era are da'wah through social media, such as YouTube, TikTok, Facebook, Instagram, and many more. One of them is through social media, namely TikTok, where TikTok itself is one of the most booming social media platforms in this modern era. The majority of Indonesians often spend time on this social media, from teenagers to tens of years old. TikTok itself has a wide reach in reaching the target content of each creator and has its own algorithm for displaying content to each user.

TikTok is a popular social media platform among young people, offering everything from entertainment to educational videos. One account, with the username "Qur'an GPT," shares videos about the Quran's implied meaning and relevance to life on earth. This TikTok account has unique characteristics compared to other accounts that share Islamic preaching videos..

The profile logo of the TikTok account "Qur'an GPT" is a rebranding of the word Qur'an where the letter "Q" is replaced with the Chat GPT logo which has the same similarity, the logo has its own meaning, where in some videos or content it creates is a combination of Artificial Intelligence (AI) with the contents of the Qur'an, where the use of Artificial Intelligence (AI) is used to reveal the implied meanings in the Qur'an, so that the logo is a combination of the times of the Qur'an but the letter "Q" is replaced with the logo of the Artificial Intelligence (AI) application which is very famous at this time, namely the ChatGPT application. The TikTok account "Qur'an GPT" itself first uploaded its video on

July 11, 2024 and the last time on September 30, 2024, the TikTok account "Qur’an GPT" itself was created by an anonymous creator whose identity is unknown, but researchers tried to contact via the available E-mail address, but it turned out that the creator no longer existed or had possibly died. As of May 19, 2025, the TikTok account “Qur’an GPT” had 37,100 followers and 497,000 likes.

**2. Communication Strategy for Da'wah on the TikTok Account "Qur'an GPT"**

Several videos created by the TikTok account "Qur'an GPT" clearly employ several strategies, all of which have a significant impact on attracting audiences on social media. This is in accordance with the theory used by the researcher, namely the theory of da'wah strategies according to Muslim scholar Al-Bayanuni, who divides da'wah strategies into three distinct strategies: rational, sensory, and sentimental.

Of the 141 videos created by the TikTok account "Qur'an GPT," the majority use rational strategies. However, there are also several videos that use sensory and sentimental strategies, but packaged in a rational form, which will be explained in detail in this discussion. There are three strategies used by the TikTok account "Qur'an GPT" in creating da'wah videos uploaded to social media, so that the videos created have quality da'wah value not only in terms of visuals, but also in terms of benefits or impacts..

**Table 1 TikTok Preaching Video "Quran GPT" with the Application of Rational Strategies**

No	Topic or Theme video	Number of video
1	Keajaiban Al-Qur’an tentang jumlah hari dan bulan	1 video
2	Keajaiban Al-Qur’an tentang kromosom laki-laki dan perempuan	1 video
3	Keajaiban matematika dalam Al-Qur’an	5 videos
4	Kebenaran Al-Qur’an tentang waktu ibu menyusui bayi	1 video
5	Keajaiban Al-Qur’an tentang kromosom pada hewan-hewan dan tumbuhan	6 videos
6	Keajaiban perhitungan angka dalam beberapa Surah di Al-Qur’an	10 videos
7	Rahasia penyebutan nama “Muhammad SAW” dalam Al-Qur’an	5 videos
8	Keajaiban pengulangan kata dalam Al-Qur’an	1 video
9	Interaksi angka-angka yang saling terhubung dalam Al-Qur’an	3 videos
10	Keajaiban Al-Qur’an mengenai besi dan perak	2 videos
11	Keajaiban Al-Qur’an tentang kecepatan cahaya	3 videos
12	Keajaiban Al-Qur’an mengenai luas daratan dan lautan	2 videos
13	Keajaiban nilai numerik gematria pada ayat dalam beberapa Surah-Surah di Al-Qur’an	15 videos
14	Keajaiban Al-Qur’an mengenai perhitungan massa neutron terhadap massa elektron	2 videos

15	Nabi Isa A.S dalam Al-Qur'an	1 video
16	Enkripsi tuhan dalam Al-Qur'an	1 video
17	Keajaiban Al-Qur'an tentang proses janin	1 video
18	<i>Golden Ratio</i> dalam Al-Qur'an	1 video
19	Kebenaran Al-Qur'an mengenai hari kiamat	2 videos
20	Kebenaran Al-Qur'an tentang ekspansi alam semesta dan sejarah fisika	1 video
21	Keajaiban Al-Qur'an tentang perang Mu'tah	1 video
22	Hubungan konstanta lingkaran pi ( $\pi$ ) dengan Surah Al-Hajj dan huruf hijaiyah (ط)	2 videos
23	Keajaiban retorika dalam Al-Qur'an	1 video
24	Kebenaran jumlah ayat dan halaman dalam Al-Qur'an	3 videos
25	Keajaiban kata pertama dan terakhir dari kata "Al-Qur'an" dalam Al-Qur'an	1 video
26	Rasio giromagnetik dalam Al-Qur'an	1 video
27	Keajaiban Al-Qur'an dengan ilmu sains	2 videos
28	Keajaiban Al-Qur'an dengan fisika warna	1 video
29	Keajaiban warna di dalam Al-Qur'an	1 video
30	Keselarasan antara air dengan Al-Qur'an	1 video
31	Keajaiban Al-Qur'an mengenai gravitasi	2 videos

From the table above, it can be seen that of the 141 videos created by the "Qur'an GPT" TikTok account, there are 80 videos that use a rational strategy, which is the strategy of the TikTok content creator "Qur'an GPT" to invite the audience (mad'u) to think logically or rationally about the preaching message of the video, where the preaching message of the video and the content implied in the Al-Qur'an have a strong connection, so that indirectly the audience (mad'u) can prove the truth. implied in the Al-Qur'an which has been contained in it since the time of the prophet and can be proven today with highly developed science and sophisticated technology.

As in one of the da'wah videos made by the TikTok account "Qur'an GPT" with the application of rational strategies, namely a da'wah video that discusses the relationship between the Qur'an and color physics, where in the video explains the relationship between the Qur'an and physics, which has an interesting relationship between the two. Where in the video image it is explained between the relationship between the Qur'an and color physics, in the video image it is explained why color physics can have a relationship with the Qur'an, in the video image the TikTok creator "Qur'an GPT" provides one verse in the Qur'an, namely verse 64 of the Ar-Rahman letter, namely "مُذْهَبَاتَانِ", which has the meaning "the two heavens (look) dark green in color", where in the verse if we add up the gematria value of the alphabet in each letter will total 541, the number 541 is the wavelength of the dark green color which is 520 to 570 nanometers, where the result of 541 is a number that is in that range, and the result of the number is in accordance with the meaning of the verse which is the wavelength of the dark green

color or dark green. Data from the color wave was obtained from an Artificial Intelligence (AI) based search engine. From the video image we can draw the conclusion that the Qur'an which has been since the time of the prophet, where the sophistication of technology is not as sophisticated as it is today has been able to determine a wavelength of a color that can only be identified in a very sophisticated period very far from the time of the prophet.

In addition to rational strategies, the TikTok content creator “Qur’an GPT” also applies sensory strategies in the videos he makes, where out of 141 videos made, there are only 9 videos that use sensory strategies, where the sensory strategy itself is a strategy to invite the audience (mad'u) to prove the truth implied in the Qur'an with real practice, as for several da'wah videos made by the TikTok account “Qur’an GPT” that use sensory strategies, namely:

**Table 2 TikTok Preaching Video "Quran GPT" with the Application of Sensory Strategies**

No	Topic or Theme video	Number of video
1	Keajaiban Al-Qur'an tentang kadar karat emas	1 video
2	Keajaiban Al-Qur'an tentang titik didih, titik lebur, dan kepadatan besi	3 videos
3	Keajaiban Al-Qur'an tentang berat molekul komponen utama pada gigi	1 video
4	Keajaiban Al-Qur'an tentang air susu dan air madu	1 video
5	Keajaiban Al-Qur'an tentang titik lebur perak	1 video
6	Keajaiban Al-Qur'an tentang nomor atom tembaga	1 video
7	Keajaiban Al-Qur'an tentang titik didih air	1 video

From the table above, it can be seen that the sensory strategy also invites the audience (mad'u) to practice it themselves in life, where the topics or themes discussed in several videos can also be practiced independently, such as in one of the videos that discusses the relationship between the boiling point of water and the Qur'an, where the creator takes two verses that are related and have meaning about the boiling point of water, namely verse 46 of the Ad-Dukhan surah which reads “كَغَلِي الْحَمِيمِ” which means "like the boiling of very hot water" and a fragment of the 15th verse of Surah Muhammad which reads “مَاءً حَمِيمًا” which means "with boiling water". Where in both verses there is a difference between the distance of the sequence of the two verses from the beginning of the verse of the Qur'an, where in the 46th verse of the Ad-Dukhan surah is the sequence of verses 4,399 according to the Ottoman manuscripts, while in the 15th verse of the Muhammad surah is the sequence of verses 4,499, from the results of these numbers the TikTok creator "Qur'an GPT" explains that the difference between the two verses is 100, which is the result of subtracting 4,499 from 4,399, where the number 100 is the boiling point of water. These numbers are data obtained from an Artificial Intelligence (AI) based search engine. If the audience still doubts the results made by the TikTok creator "Qur'an GPT" then the audience can prove or practice it themselves, by boiling water on the stove and providing a thermometer to measure the temperature when the water boils.

In addition to the application of rational strategies and sensory strategies in every video made by the TikTok account "Qur'an GPT", it also uses a sentimental strategy, which invites the audience (mad'u) to be amazed (amazed) by the power and greatness of Allah SWT in this universe, so that they feel proud to have chosen Islam as their guide for life. Of the 141 da'wah videos made by the TikTok account "Qur'an GPT", there are 52 videos that use a sentimental strategy.

**Tabel 3 Video Dakwah TikTok “Qur’an GPT” dengan Penerapan Strategi Sentimentil**

No	Topic or Theme video	Number of Video
1	Keajaiban Al-Qur’an mengenai macam-macam dan bentuk bintang	9 videos
2	Keajaiban Al-Qur’an mengenai nebula	4 videos
3	Keajaiban Al-Qur’an mengenai terbentuknya alam semesta dan strukturnya	2 videos
4	Keajaiban Al-Qur’an mengenai lubang hitam ( <i>Black Hole</i> )	5 videos
5	Keagungan Allah SWT dalam menciptakan alam semesta	8 videos
6	Keajaiban Al-Qur’an mengenai asal usul air di bumi	1 video
7	keajaiban Al-Qur’an mengenai sifat fisik, radius, suhu, bentuk, diameter, luas permukaan, dan kecepatan rotasi bumi	8 videos
8	Keajaiban Al-Qur’an mengenai garis edar, radiasi, suhu efektif, siklus, diameter, dan misteri dua matahari	6 videos
9	Keajaiban Al-Qur’an mengenai luas permukaan bulan	1 video
10	Hubungan bumi, bulan, dan matahari di dalam Al-Qur’an	8 videos

In the table above, it can be seen that the majority of da'wah videos that use sentimental strategies discuss the greatness and power of ALLAH SWT in the universe, such as in one of the da'wah videos from the TikTok account "Qur'an GPT" which discusses the origin of water on earth, where in the da'wah video the creator of the TikTok account "Qur'an GPT" explains that the origin of water on earth comes from the collision of asteroids and comets that collide, this is in accordance with the content in the Qur'an, namely in the 18th verse of Surah Al-Mu'minun which means "And we send down water from the sky according to a measure, then we make it settle on the earth, and indeed we are truly able to remove it" the relationship between the surah and the origin of water on earth also has a connection, where according to scientists the origin of water on earth comes from the collision of asteroids and comets which at that time the earth was still dry and there was no life at all, so that the collision of the asteroid and comet produces a substance called water, in the meaning of the 18th verse of Surah Al-Mu'minun also says the same thing, where in the fragment of the meaning "And we send down water from the sky according to a measure, then we make it settle on the earth" this fragment of the verse

indicates something similar between scientists in this modern era with the content of the verses of the Qur'an that have existed for thousands of years, where the earth itself has craters from asteroids and comets that fell hundreds of millions of years ago, where this is what makes the audience (mad'u) moved to strengthen their faith and piety.

### **3. Supporting and Inhibiting Factors in the TikTok Account “Qur’an GPT” in its Preaching Activities**

From the da'wah communication strategy used by the TikTok account "Qur'an GPT" there are several supporting and inhibiting factors, where several of these factors have a significant influence on the da'wah activities carried out by the TikTok account "Qur'an GPT", both from the da'wah strategy applied in each video made, the communication strategy used, and the choice of social media as a tool to disseminate the videos made.

From the aspect of the da'wah communication strategy carried out by the TikTok account "Qur'an GPT" has several factors that are the key to the success of the TikTok account "Qur'an GPT" in carrying out its da'wah activities. The supporting factors from the aspect of the da'wah communication strategy are: 1) Having characteristics or distinctive features, where the majority of videos made by the TikTok account "Qur'an GPT" are a combination of the contents of the Qur'an with data from search engines based on Artificial Intelligence (AI), which can attract the interest of audiences on social media, 2) Communication carried out by the TikTok account "Qur'an GPT" is mass communication using social media, where the efficiency in its distribution is very effective, because individuals around the world can access social media anytime and anywhere.

Meanwhile, the inhibiting factors from the aspect of the da'wah communication strategy carried out by the TikTok account "Qur'an GPT" are: 1) The strategy most widely used in making da'wah videos on the TikTok account "Qur'an GPT" uses a rational strategy, where the audience reached is very wide from children to adults, where not all audiences understand and comprehend what is conveyed by the TikTok account "Qur'an GPT", 2) There are differences of opinion in responding to the videos made by the TikTok account "Qur'an GPT", so that multiple interpretations can occur, considering that each individual has different insights.

In addition to implementing the da'wah communication strategy, the creator of "Qur'an GPT" also chose TikTok social media as a distribution platform for the da'wah videos that have been made, where the choice of TikTok social media is not without reason, where TikTok social media itself is one of the most popular social media in Indonesian society, TikTok social media users in Indonesia itself are 56% of the total Indonesian population, which indicates that the majority of individuals can access social media very easily anywhere and anytime. From the choice of social media also has supporting and inhibiting factors. The supporting factors for choosing TikTok social media are: 1) having a wide audience reach, as long as the audience is connected to the internet network, 2) having a good quality social media platform and having been downloaded more than 1 billion times. While the inhibiting factors for choosing TikTok social media are: 1) increasingly developing technological developments, requiring

content creators to always be up-to-date, so that the content created follows the times, 2) the TikTok algorithm is always experiencing updates (changes), so that content creators have difficulty in reaching the FYP or For Your Page (viral) target.

Among the various supporting and inhibiting factors, both in terms of the da'wah communication strategy employed and the choice of TikTok social media platforms, TikTok content creator "Qur'an GPT" must also be aware of their followers' active hours so that their da'wah videos can appear on the homepage. Consistency and discipline are also key to the success of the "Qur'an GPT" TikTok account in carrying out its da'wah activities on social media. This success can serve as an example for other da'i who want to contribute through social media.

## **D. DISCUSSION (Pembahasan)**

### **1. Study of Da'wah**

#### **a. Meaning of Da'wah**

Da'wah itself comes from Arabic **دَعَا - يَدْعُو - دَعْوَةٌ** which has many definitions such as calling, inviting, inviting, and many more. Several quotes from scientists also have their own definitions of da'wah itself, such as Moh. Natsir defines da'wah as the task of preachers to formulate the message received from the Prophet Muhammad, Thoha Yahya Oemar argues that da'wah according to Islam is to invite people wisely to the right path and in accordance with God's commands for their benefit and happiness in this world and the hereafter, A Malik Ahmad defines the meaning of da'wah as all efforts and attitudes that foster the desire and love to obey Allah until a large society is created that obeys the commands of Allah and also the Prophet Muhammad. (Kayo, 2007, hal. 26-27) Apart from the opinions of several experts, K.H Abdul Kahar Muzakir also put forward the definition of da'wah as a sacred duty for every Muslim wherever and whenever he is in the world, which is in the form of an invitation to call and convey the Islamic religion to society and is an obligation for as long as he is in the world. (Anshari, 1993, hal. 10)

From the several definitions of the experts above, we can take the core of the definition of understanding da'wah as an effort to influence other individuals so that they behave and act according to the material conveyed by the da'i to the mad'u. As an effort or activity, da'wah is a communication event where a da'i conveys messages and da'wah material through several methods and da'wah strategies carried out by a da'i, so that the mad'u are able to receive and process the messages and da'wah material by the da'i, so that the mad'u can respond to it and then realize it in everyday life. (Basit, 2013, hal. 43-44)

#### **b. Understanding of the Message of Da'wah**

A message can be interpreted as advice, orders, requests, and mandates that we must convey and carry out to other people. Meanwhile, the definition of a message in the introductory book on communication science written by Hafied is that "A message is a series of conditions or symbols created by someone with a certain intention and hope that the delivery of the signal/symbol will be successful in creating something". (Hafied, 2004, hal. 14) Messages are a communication cycle that is included in the elements of communication. Some communication theories from experts, such as Laurence D. Kincaid, state that communication is a process in which two or more people form or exchange information with each other, which in turn will lead to deep mutual understanding. (Cangara, 2014, hal. 36)

A message itself is the meaning or advice conveyed by an individual. There are several types of messages, one of which is the message of da'wah. The message of da'wah itself is the content of the message delivered by the da'i. The message of da'wah clearly represents Islamic teachings, including creed, worship, social interactions, and morals, as taught by Allah in the Quran through His Messenger. (Suhandang, 2013, hal. 21) The message of da'wah itself is divided into three types, namely: 1) Aqidah Message, which is a message that contains faith, both faith in ALLAH SWT, faith in angels, faith in the book of Allah, faith in the Messenger of Allah, faith in the last day, as well as faith in qodo' and qadar, 2) Sharia Message, which is a message related to the provisions set by ALLAH SWT for humans in living life in the world, 3) Moral Message, which contains messages including noble morals towards ALLAH SWT, towards others, neighbors, oneself, and the universe.

### **c. Understanding of the Method of Da'wah**

The word "method" itself comes from the Greek word "methodos," a combination of the words "meta" and "hodos." "Meta" means "through," "following," and "after," while "hodos" means "path," "way," or "way." In Arabic, "method" is known as "uslub," meaning "way," "art," or "method." In Islamic preaching, "uslub" refers to a field of study that studies communication procedures and overcomes obstacles in that communication. (al-Qathani, 1994, hal. 101) From the combination of these words, the definition of method can be interpreted as a way or path that can be taken.

The da'wah method itself has several different methods and can be used according to the field conditions where the da'wah activity is carried out and the type of mad'u faced by a da'i. The da'wah method itself is divided into five forms of methods, namely: 1) Da'wah Bil Hikmah, where a Da'i in delivering his da'wah contains knowledge about Islam and the scope of religion such as morals, aqidah, and sharia, 2) Da'wah Bil Mauidhotil Hasanah, a Da'i in carrying out his da'wah with a delivery method that is carried out in a good and gentle manner, generally the da'wah material delivered contains advice, advice, or words of wisdom, 3) Da'wah Bil Mujadalah, is a method that is likely to be rarely used by a da'i, unless he is a da'i as well as a leading scientist and professor in the field of Islamic sciences. In this method, the majority use verbal communication, and most of these methods often give rise to debate between the parties involved in it, 4) Dakwah Bil Hal, is a method of da'wah that is carried out through real deeds or actions, which can be in the form of general da'wah, grand tabligh, religious studies, doing good things, and many more. Da'wah bil hal sendiri can also be done anywhere and anytime, because with the sophistication of today's technology, da'wah activities can be done on various social media platforms that can be used, 5) Da'wah Bil Qolb, this method is the easiest method to do, because it is done from the heart of each individual. A da'i carries out da'wah activities must be accompanied by a strong intention from the heart, because this is the key to success in carrying out da'wah activities. (Umar Sidiq, 2022, hal. 103).

## **2. Communication Studies**

### **a. Understanding Communication**

Communication itself is a translation of the English word "communication," which means the same or the same meaning. Etymologically, the word "communication" comes from the Latin word "comunis" or "communico," proposed by Charles S. Peirce. The Roman philosopher Cicero used the term to describe the process of rhetoric. Cicero's idea was expanded to emphasize that communication is the process of conveying information from the sender to the recipient of the message, which is called the communication process. (Choirin Muhammad, 2023, hal. 2-3)

The definition of communication according to senior communication expert Onong Uchjana can be viewed from two points of view or perspectives, namely communication in the general sense and the paradigmatic sense. (Hariyanto, 2021, hal. 15-16) Communication can be defined as the process of conveying a message by one person to another individual, with the aim of informing, changing the attitudes, opinions or behavior of another individual, either directly, such as verbally and face to face, or indirectly, such as through social media.

The etymological definition of communication (the origin of the word) comes from English (communication), and is derived from the Latin word *communicare* or *communis* (same), meaning the same meaning, namely the same meaning regarding something. Therefore, communication takes place when the people involved in communication have a shared meaning regarding the matter being communicated. Clearly, if one person understands the meaning of the message conveyed by another person, then communication will take place. Likewise, if one of the communication participants does not understand the meaning of the message conveyed, then communication will not take place. Meanwhile, the terminological definition of communication is the process of conveying a question from one person to another. Therefore, those involved in communication are humans, because humans are social creatures who always need others for their survival. The context of communication here is interpersonal or human communication, which is also often referred to as social communication. From the definition above, it can be concluded that the communication discussed in this context is not communication with animals, transcendental communication, telepathic communication, or physical communication. Although specifically, such communication can be carried out and studied like communication science in general.

In a paradigmatic sense, communication here means that communication itself is carried out with a specific purpose or intention, whether verbal communication, face to face, or through media, whether from mass media such as letters, newspapers, radio, television, or others or through non-mass media such as bulletin boards, posters, banners, and others. What is meant by paradigmatic here is something that has a specific purpose or objective, therefore a message sender must do a plan first. If a plan is done optimally and prepared well in advance, then the message that will be delivered can be right on target in delivering it.

When it comes to the definition of communication, there is no single, correct definition. Each expert provides their own definition based on their expertise, which is why the definitions of

communication are so varied and numerous. The numerous definitions of communication demonstrate the breadth and diversity of its meaning, which can be viewed from various aspects. Therefore, definitions of communication have been put forward by various experts from various disciplines. More broadly, communication can be carried out by all living creatures created by God, including animals and spirits such as the jinn. Communication is broadly defined as "sharing experiences." To a certain extent, every creature can be said to communicate in the sense of sharing experiences. From this explanation, communication can be defined as the process of conveying a message from one individual to another, with the aim of informing, changing the attitudes, opinions, or behavior of the other individual, either directly, such as verbally and face-to-face, or indirectly, such as through social media.

#### **b. Types of Communication**

As social beings, humans are interdependent and connected to those around them. Communication is a means for humans to connect with each other. As a process, human communication can occur verbally and nonverbally. Communication itself is a systematic effort that goes beyond the exchange of information and can also encompass the formation of public opinions and attitudes, which play a vital role in human social life. Sociologically, human existence is a form of shared relationships that can only be realized through communication.

In the process of togetherness, there is a process of mutual influence in giving and receiving ideas in the form of certain symbols that have the same meaning. Quoting from the book of communication science: an introduction by Purba Bonaraja, the types of communication are classified as follows: 1) Intrapersonal Communication, is the process of exchanging information that occurs within an individual, talking to oneself and is personal, 2) Interpersonal Communication, is communication between two or more people face to face or through communication media that allows people involved in it to capture each other's reactions directly verbally or nonverbally, 3) Group Communication, is the implementation of humans as social beings, where since birth humans have interacted with other individuals such as family, organizations, and so on, 4) Organizational Communication, is the process of exchanging information that occurs in an organization in a structured and interrelated manner that occurs both internally and externally, 5) Public Communication is a situation where messages are created and distributed to large numbers of recipients and are general in nature such as mass religious gatherings, campaign speeches, concerts, and so on, 6) Mass Communication, is communication with institutionalized mass media and the messages presented are general in nature, 7) Verbal Communication, is a type or form of communication, where the process of delivering messages uses oral or spoken language by the communicator, then what is called verbal here means the form of behavior of a person or individual, where from this behavior or action produces a reciprocal process by other individuals, 8) Nonverbal Communication is a communication process where the message or information delivered is not directly or only limited to words and tends to use body movements. (Purba Bonaraja, 2020, hal. 27).

### **c. Communication Media**

In the KBBI (Big Indonesian Dictionary), the word "media" itself means a communication tool or means, an intermediary, or a connector. The word "media" itself comes from the Latin word "medium," which is the singular form of the word, and etymologically means intermediary, connector, or channel. Advances in communication technology have also played a significant role in creating various media that facilitate individuals in conveying and receiving messages or information.

In the communication media itself there are also several types of media, where the process of conveying information, news, or messages can be done through various media that are already available, so that the communication process can be done easily and minimize obstacles. Based on the characteristics of the media, Cangara divides several types of media as follows: 1) Interpersonal Media, is a media used for individual or inter-individual relationships, which are generally through media such as couriers, telephones, or letters, 2) Group media, is communication that involves several individuals or more than fifteen individuals, so it is necessary to use group media in order to coordinate several individuals involved in it such as in seminars, meetings, or member meetings, 3) Public media, is communication used in various important agendas attended by a large number of audiences and have the same interests such as political party meetings, extraordinary general meetings of shareholders (EGMS), general meetings for initial stock listings, and the like, 4) Mass Media itself has a very large definition, if narrowed down it will be two views, namely non-mass media and mass media. Non-mass media is non-mass media used in conveying information, usually through letters, posters, banners, bulletins, and so on, while mass media is a communication tool used to convey information to a wide audience, whether known or unknown, generally using newspapers, magazines, radio, television, and other. (Purba Bonaraja, 2020, hal. 155-158)

Media itself is also a means or tool for conveying a message or information in a series of communication actions. Effendy stated that communication activities are grouped into two stages, namely secondary communication activities and primary communication activities. Primary communication activities themselves mean a series of activities expressing the results of an individual's thoughts and opinions to their communicant, where in this primary communication activity generally uses symbols or symbols that will become its media such as language, signs, images, colors, and others, while secondary communication activities are a series of actions to convey information or messages from one individual to another using tools that become second media after using symbols as the first media. In primary communication activities, a communicator utilizes second media or tools such as cellphones, letters, radio, television, the internet, and so on. Where the communicant or message recipient is at a considerable distance and receives messages or information in large quantities. (Purba Bonaraja, 2020, hal. 153-154)

### **d. Understanding Communication Strategy**

Strategy comes from the Greek words "stratos" and "agein." Stratos means army and agein means leader. When these words are combined, they mean leading an army. (Cangara, 2014, hal. 64) The

meanings of these two words, when combined, become "strategos," meaning to lead troops at a high level. By definition, strategy is a military concept that can be interpreted as the art of war. Essentially, strategy generates conceptual ideas that are then developed by individuals. Communication itself is the process by which an idea or concept is transferred from a source to a recipient, with the aim of having an impact or effect on the recipient.

In the communication process, planning and strategy are very important, this is done to minimize failures that occur during the communication process. According to R. Wayne Pace and Brent D, there are three central objectives of implementing a communication strategy, namely to secure understanding, which means ensuring that the communicant understands and comprehends the message or information they receive, to establish acceptance, which means that the recipient of the message or communicant must be fostered, and to motivate action, which means that the end or activity is motivated. (Cangara, 2014, hal. 19)

Basically, communication strategy is the delivery of messages delivered by the communicator, where the communicator has an important role in the success of the communication process, if the communicator has high credibility, expertise, and can be trusted then the success rate of the communication process will have a high percentage and vice versa. Prof. Drs. Onong Uchjana Effendy, M.A. in his book entitled *Communication Theory and Practice* classifies it into several components as well as supporting and inhibiting factors in each component, namely: 1) Recognizing the target or target of communication, 2) selecting communication media, 3) assessing the purpose of the communication message, 4) the communicator's message in communication. (Cangara, 2014, hal. 20)

Before starting the communication process, of course, you must identify who the target or target of communication is, this needs to be done first so that the future communication goals are clear and directed as desired. Whatever the goal, especially for the communicant or communication target, it is necessary to pay attention to factors such as the frame of reference factor, where when conveying a message or information, it is necessary to know in advance about the frame of reference of the communicant, so that the communication process will run effectively and the communicant will provide feedback to the communicator. For example, when a communicator conveys information to individuals in their teens, the language used must be appropriate to their level, not too high, so that the communicant can understand and comprehend what is conveyed, and situational and condition factors, when the communication process takes place, it is necessary to pay attention to the surrounding situation and conditions, because the situation can also be an obstacle during the communication process, if the situation during the communication process is not supportive such as when the situation is heavy rain, the situation when the electricity goes out when the communication process is carried out online.

Essentially, communication strategy plays a significant role in the communication process to achieve specific goals. Likewise, before engaging in communication, it's crucial to plan and manage the communication process. As with any strategy, a communication strategy must be supported by several theories.

Within a communication strategy, the communicator plays a significant role, enabling the implementer to quickly make strategic changes if any influencing factors arise. These influencing factors typically relate to the media or the recipient. The communicator is the key to the success of the message or information conveyed to the recipient, ensuring the desired feedback. Therefore, a communicator must meet several specific criteria to ensure the message or information is received and understood.

First, a communicator must have credibility, where credibility is the communicant's perception of the communicator, if the communicator has good credibility then the communicant will create a positive perception and vice versa. Credibility in a communicator is very influential in the ongoing communication process, we can imagine if in the communication strategy of a leading company brings in communicators who are foreign graduates and have a good career track record and high credibility then the communicant will definitely be interested, it is different if only high school graduates are brought in to become communicators then the communicant will not feel interested in them.

Second, a communicator will be more desirable if he or she possesses characteristics and distinctive traits such as attractiveness, similarity, and ability. Audiences tend to prefer individuals who are beautiful and handsome, possess distinctive rhetoric, have similarities with the audience, and have superior communication skills. This fosters a positive relationship between the communicator and audience during the communication process, and the information conveyed is easily understood by the audience. (Cangara, 2014, hal. 24-25)

### **3. Study of Da'wah Communication Strategies**

#### **a. Understanding of Da'wah Strategy**

The strategy of preaching is often known as *Asalib Ad-Da'wah*, which means the methods used by a *Da'i* in conveying his preaching by applying several preaching methods. Often, the method and strategy of preaching are considered the same by the general public, but in reality, both have differences. We can take an example, such as getting closer to Allah SWT, the method we use is worship, while the strategy we use can be a series of worship such as prayer, zakat, hajj, and various other worship..

The da'wah strategy itself also has several forms of strategy, according to the theory of da'wah strategy from Al-Bayanuni, the forms of da'wah strategy are grouped into three forms, namely: 1) Sentimental Strategy (*al-manhaj al-'athifi*), which is a da'wah strategy that prioritizes the feelings of the heart and mind of the audience (*mad'u*), 2) Rational Strategy (*al-manhaj al-'aqili*), where in this strategy a *Da'i* encourages the audience (*mad'u*) to think, reflect, and take wisdom from what has been reflected on, 3) Sensory Strategy (*al-manhaj al-al-hissi*), in the strategy that prioritizes the five human senses which adheres to the results of research and experiments. (Al-Bayanuni, hal. 16)

Some of these strategies can be applied with the advancement of technology in today's era, such as sensory strategies in films, music, and others, rational strategies in some content on social media that make people think and reflect or do self-reflection, and sentimental strategies in some online preaching broadcasts on various social media..

Da'wah communication strategies can be implemented in various ways, one of which is through online media, where the Da'i himself broadcasts his da'wah through various social media platforms such as YouTube, Facebook, Instagram, TikTok, and many more. The strategy implemented by the Da'i himself in da'wah on social media must pay attention to the object of da'wah or Mad'u within the social media community, so that the da'i's da'wah can be conveyed to the Mad'u accurately and quickly. Furthermore, this strategy is also a new breakthrough in conducting da'wah activities in the virtual world, where in this modern era, almost all individuals can access social media and spend up to half a day interacting on it.

In implementing a da'wah strategy in online media, a Da'i can also utilize many accessible things, so he can maximize the results of the da'wah itself and can be done efficiently and structured. In online media itself, a Da'i is required to be able to master technological knowledge, where this can impact the success or failure of the da'wah carried out by a Da'i. Some of the benefits of sophisticated technology that a Da'i can utilize in broadcasting his da'wah in online media include website management, where a Da'i can also broadcast his da'wah through writing and published on a blog or website. A Da'i can also broadcast his da'wah through video or live streaming directly through online media such as YouTube, Instagram, Facebook, and TikTok. The strategy of da'wah through online media itself is considered very interesting and allows for maximum results to be achieved and quickly conveyed to social media users, where almost all individuals can access various social media and interact in them. The da'wah strategy itself can be applied through three forms of strategies such as sentimental strategies (al-manhaj al-'athifi), rational strategies (al-manhaj al-'aqli, and sensory strategies (al-manhaj al-hissi), where these three strategies have different ways and objectives, so that thorough preparation is needed before determining the strategy in delivering da'wah so that the da'wah message can be conveyed to Mad'u well and clearly.

#### **b. Important Factors and Aspects in Da'wah Communication Strategy**

Strategy itself has a significant impact on various aspects. Without it, planning and management will be chaotic and disorganized, leading to communication failure. Similarly, before engaging in preaching using various methods and techniques, it's best to first plan and manage the message so that the communication strategy used will work as expected..

Before carrying out da'wah activities, it would be good for a Da'i to know several elements of da'wah which will later be arranged into a strategy before da'wah is carried out. Some of the elements of da'wah are: 1) Da'i as speaker or communicator, 2) Mad'u as communicant or listener, 3) Da'wah material delivered, 4) Da'wah media as support in carrying out da'wah activities. (Badruttamam, 2005, hal. 101-157)

In addition to several important elements in da'wah to develop a strategy, there are also several da'wah methods that can be used by Da'i so that the strategy that has been prepared can run according to expectations such as da'wah bil-hikmah, da'wah bil-mauidzah hasanah, and da'wah bil-mujadalah. Jalaluddin Rahmat stated that there are three specific strategies that can be used in da'wah activities, namely: 1) Power strategy is a social change by using strength or power, this method was used by the

saints in ancient times when spreading their Islamic da'wah in the archipelago, 2) Persuasive strategy is a strategy carried out by a Da'i by inviting the mad'u, which is by identifying social objects on beliefs or on the values of change with the hope that the mad'u can gradually understand and comprehend what is conveyed, 3) Normative Re-education strategy, where a Da'i needs to instill and replace the old paradigm and norms of society with new ones. (Ridla, 2008, hal. 155)

In implementing the strategies above, a Da'i must also pay attention to several principles in da'wah so that the strategies that have been prepared can run well and do not violate the principles of da'wah. Some of the principles of da'wah that must be paid attention to are: 1) Principle of Philosophy, 2) Principle of Da'i's ability and expertise, 3) Principle of sociology, 4) Principle of psychology, 5) Principle of effectiveness and efficiency. (Syukir, 1983, hal. 32-33) In formulating a strategy, it is also necessary to pay attention to several elements, principles and aspects that need to be considered, so that a strategy can be said to be close to the word perfect and the preaching carried out creates the desired results..

### **E. CONCLUSION**

The research conducted by researchers on each video made by the TikTok account "Qur'an GPT" uses the theory of da'wah strategy, which is divided into three forms of strategy, namely: Rational Strategy, Sensory Strategy, and Sentimental Strategy..

Of the 141 videos created by the TikTok account "Qur'an GPT", there are 80 videos with the application of Rational Strategy, 9 videos with the application of Sensory Strategy, and 52 videos with the application of Sentimental Strategy..

Several factors contribute to the success of the TikTok account "Qur'an GPT" in carrying out its da'wah activities on social media, both supporting and inhibiting factors. Supporting factors include the characteristics or distinctive features of the "Qur'an GPT" TikTok account that distinguish it from other da'wah TikTok accounts. Inhibiting factors include the TikTok social media platform's constantly updating algorithm, making it difficult for content creators to reach their FYP (For Your Page) target (go viral).

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