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Prabowo Subianto's Political Da'wah through the Free Nutritious Meal Program (MBG)

Ahmad Burhan Hakim[1)], Satryo Pringgo Sejati[2)]
[1)] Universitas Sunan Drajat Lamongan, Indonesia
[2)] Universitas Papua, Indonesia

e-mail Correspondent: burhanhakim@insud.ac.id[1)]

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Abstract

This research discusses Prabowo Subianto's political da'wah through the Free Nutritious Meal (MBG) program from the perspective of da'wah science. The MBG program is one of the social policies that aims to improve the quality of nutrition of the community, especially school children, as an effort to build healthy and productive human resources. This research aims to analyze the form of political da'wah contained in the MBG program and examine the implementation of da'wah bil hal through the public policy. The research method used is qualitative research with an analytical descriptive approach. Research data was obtained through documentation studies, literature studies, and media observations on speeches, policy documents, media reports, and various relevant literature sources. The data analysis technique uses the Miles and Huberman model which includes data reduction, data presentation, and conclusion drawn.

The results of the study show that the MBG program not only functions as a social welfare policy, but also as a political communication medium used to build a leadership image that is close to the people. From the perspective of da'wah science, the program represents political da'wah through a social welfare approach and da'wah bil things that are realized through real actions in the form of public services. The MBG program contains the values of social concern, the benefit of the people, social solidarity, and the moral responsibility of leaders to the community. However, the program also has a political popularity dimension because it is used as a strategy to build legitimacy and public support. This research concludes that public policy can be an effective contemporary da'wah media in integrating social, political, and community welfare values in the life of the nation and state

Kata Kunci : Ilmu Dakwah, Dakwah Politik, Popularitas, Dakwah Komtemporer dan Efektif.

Abstrak.

Penelitian ini membahas tentang dakwah politik Prabowo Subianto melalui program Makan Bergizi Gratis (MBG) dalam perspektif ilmu dakwah. Program MBG merupakan salah satu kebijakan sosial yang bertujuan meningkatkan kualitas gizi masyarakat, khususnya anak-anak sekolah, sebagai upaya membangun sumber daya manusia yang sehat dan produktif. Penelitian ini bertujuan untuk menganalisis bentuk dakwah politik yang terkandung dalam program MBG serta mengkaji implementasi dakwah bil hal melalui kebijakan publik tersebut. Metode penelitian yang digunakan adalah penelitian kualitatif dengan pendekatan deskriptif analitis. Data penelitian diperoleh melalui studi dokumentasi, studi kepustakaan, serta observasi media terhadap pidato, dokumen kebijakan, pemberitaan media, dan berbagai sumber literatur yang relevan. Teknik analisis data menggunakan model Miles dan Huberman yang meliputi reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa program MBG tidak hanya berfungsi sebagai kebijakan kesejahteraan sosial, tetapi juga menjadi media komunikasi politik yang digunakan untuk membangun citra kepemimpinan yang dekat dengan rakyat. Dalam perspektif ilmu dakwah, program tersebut merepresentasikan dakwah politik melalui pendekatan kesejahteraan sosial dan dakwah bil hal yang diwujudkan melalui tindakan nyata dalam bentuk pelayanan publik. Program MBG mengandung nilai-nilai kepedulian sosial, kemaslahatan umat, solidaritas sosial, dan tanggung jawab moral pemimpin terhadap masyarakat. Namun demikian, program tersebut juga memiliki dimensi

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popularitas politik karena digunakan sebagai strategi membangun legitimasi dan dukungan publik. Penelitian ini menyimpulkan bahwa kebijakan publik dapat menjadi media dakwah kontemporer yang efektif dalam mengintegrasikan nilai-nilai sosial, politik, dan kesejahteraan masyarakat dalam kehidupan berbangsa dan bernegara.

INTRODUCTION

Da'wah is a fundamental activity in Islam that aims to invite humans to goodness, justice, and the benefits of life. In its development, da'wah is not only understood as an activity of conveying religious teachings through lectures or sermons alone, but also includes various forms of social action that have a real impact on people's lives. Social changes, technological developments, and modern political dynamics have encouraged the transformation of da'wah methods and approaches to be broader, contextual, and adaptive to the needs of contemporary society.(Faldiansyah & IAIN Syaikh Abdurrahman Siddik Bangka Belitung Indonesia, 2020a)

From the perspective of modern da'wah science, the success of da'wah is not only measured by the ability to convey religious messages verbally (da'wah bil olan), but also by the extent to which Islamic values are able to be realized in social reality through real actions (da'wah bil hal). Da'wah bills of things place aspects of social services, community empowerment, and welfare improvement as an important part of the implementation of Islamic values in the life of the nation and state. Therefore, various public policies oriented towards the welfare of the community can be analyzed as part of contemporary da'wah practices.(Faldiansyah & IAIN Syaikh Abdurrahman Siddik Bangka Belitung Indonesia, 2020b)

In the context of modern political life, da'wah has a close relationship with power and public policy. Politics in Islam is not only understood as a power struggle, but also as an instrument to realize social justice, protection of society, and the creation of the welfare of the people. Politics based on moral and humanitarian values has relevance to the concept of da'wah because both aim to create a better social life. Therefore, the emergence of social policies that favor the community can be seen as a form of political da'wah that is realized through structural actions and state policies.(Walisongo et al., 2014)

The phenomenon of political da'wah is increasingly interesting to study in contemporary Indonesian political dynamics, especially when political leaders use social programs as a medium of communication to the public. One of the programs that has attracted public attention is the Free Nutritious Meal program carried out by Prabowo Subianto. This program is one of the priority policies that aims to improve the nutritional quality of the Indonesian people, especially school-age children, as a strategic step in building healthy, intelligent, and productive human resources towards a Golden Indonesia 2045.(Yakin, n.d.)

The Free Nutritious Meal program not only has an economic and health dimension, but also contains a strong social and humanitarian message. In the condition of the Indonesian people who are still facing the problems of stunting, poverty, social inequality, and limited access to nutritious food, the policy is present as a form of state concern for the basic needs of the community. This policy shows that the state not only functions as an administrative institution, but also has a moral responsibility to ensure the welfare of its people.

From the perspective of da'wah science, the program can be understood as a form of da'wah bil hal because it is realized through real actions that directly touch the needs of the community. Da'wah is no longer only conveyed through religious rhetoric, but is realized through concrete programs that provide direct social benefits. This kind of approach shows a transformation of da'wah patterns in the modern era, where public policy has become one of the strategic media in conveying messages of humanity, social solidarity, and justice.(Yanti et al., 2023)

In addition, the Free Nutritious Meal program can also be analyzed as part of modern political communication. In contemporary political practice, political communication is not only carried out through speeches, campaigns, or mass media, but also through public policies designed to build an image of leadership and gain public legitimacy. Social programs that touch the needs of the people are often a symbol of leaders' alignment with the interests of small communities. Thus, the policy not only serves as an administrative program, but also as a means of building an emotional connection between leaders and the community.(Herniati & Hamzanwadi Pancor Lombok Timur, 2025)

Prabowo Subianto as a national political figure uses the Free Nutritious Meal program as one of the main narratives in building his political communication to the public. This program illustrates the image of leadership that places the welfare of the people as the top priority of national development. From the perspective of political da'wah, the welfare narrative built through the program reflects Islamic values on the importance of preserving life, fulfilling the basic rights of society, and creating the public good (maslahah al-ammah).(Aprillia et al., 2025a)

On the other hand, the emergence of the program also shows a change in da'wah strategies in the modern public space. Da'wah is no longer individual and limited to religious spaces, but has evolved into a structural da'wah involving power, state policies, and social development programs. This shows that da'wah values can be integrated into public policy as a form of implementation of Islamic teachings in social and political life.(Rahmah et al., 2025)

Nevertheless, the phenomenon of political da'wah through public policy is still a relatively limited study in the discipline of da'wah. Most da'wah research tends to focus on digital da'wah media, religious communication, lecture methods, and other conventional da'wah activities. The

study of state policy as a medium of political and social da'wah still requires deeper development, especially in the context of modern Indonesian politics which is increasingly dynamic.(Agustini, 2025)

Therefore, research on Prabowo Subianto's Political Da'wah through the Free Nutritious Meal Program is important to be carried out. This research not only aims to understand the political communication strategy of a leader, but also analyzes how public policies can be a means of social da'wah in building community welfare. In addition, this research is expected to be able to make a theoretical contribution to the development of da'wah science, especially in the study of political da'wah, da'wah bil hal, and the relationship between religion and public policy in the contemporary era.(Ritonga & Sazali, 2025)

Thus, this study will examine how the Free Nutritious Meal program is represented as a form of political da'wah of Prabowo Subianto, how the values of social da'wah are contained in it, and how public policy can function as a medium of da'wah in the life of modern society. This research is expected to be able to enrich the scientific treasures of da'wah while providing a new understanding of da'wah practices through structural approaches and state policies.

RESEARCH METHODS

This study uses a qualitative research method with an analytical descriptive approach. This approach is used to understand and analyze the phenomenon of Prabowo Subianto's political da'wah through the Free Nutritious Meal program as a form of political communication that contains social da'wah values. Qualitative research was chosen because it is able to explain the meaning, message, and social construction contained in public policy in depth. In this study, the focus of the study is directed to the form of political da'wah, the implementation of da'wah bil hal, and the representation of social welfare values in the Free Nutritious Meal program(Rita Fiantika et al., n.d.).

The data sources in this study consist of primary data and secondary data. Primary data was obtained from Prabowo Subianto's speech, government policy documents, official social media content, and various news related to the Free Nutritious Meal program. Meanwhile, secondary data was obtained through books, scientific journals, academic articles, and previous research relevant to the themes of political da'wah, political communication, and social da'wah. Data collection techniques are carried out through documentation studies, library research, and media observation to obtain comprehensive data on research objects.(Dan, n.d.)

The data analysis technique in this study uses the Miles and Huberman interactive analysis model which includes data reduction, data presentation, and conclusion drawing. (Arditya Prayogi et al., 2024) The data that has been obtained is then analyzed to find the relationship between the

Free Nutritious Eating policy and the concept of political da'wah and da'wah bil hal from the perspective of da'wah science. The validity of the data is carried out through the source triangulation technique by comparing data from various documents, media, and academic literature so that the research results have a good level of validity and credibility.(Pendekatan Kuantitatif dengan Pendekatan Kualitatif dalam Metode Penelitian Jurusan Ekonomi Manajemen et al., n.d.)

RESULTS AND DISCUSSION

Political Da'wah and the Importance of Popularity in the Free Nutritious Meal (MBG) Program

Political da'wah is basically an activity of conveying social, moral, and humanitarian values through the space of power and public policy. In the context of modern politics, da'wah is no longer only carried out through religious lectures, but can also be realized through social programs that directly touch the needs of the community. One form of political da'wah that has developed in contemporary Indonesian political dynamics is the use of welfare policies as a medium of communication between leaders and the public. The Free Nutritious Meal (MBG) program promoted by Prabowo Subianto is one example of how public policy can function not only as an administrative instrument of the state, but also as a means of building a leadership image that is close to the people.(Faldiansyah & IAIN Syaikh Abdurrahman Siddik Bangka Belitung Indonesia, 2020a)

The MBG program comes with a big narrative about improving the quality of Indonesia's human resources through meeting the nutritional needs of the community, especially school children. Substantially, the program has a strong social orientation because it seeks to answer the problems of stunting, poverty, and inequality of access to nutritious food in Indonesia. From the perspective of da'wah science, this program can be understood as a form of da'wah bil hal, namely da'wah that is realized through real actions and social services to the community. The values of social care, people's welfare, and responsibility to the community are the main messages contained in the program.(Faldiansyah & IAIN Syaikh Abdurrahman Siddik Bangka Belitung Indonesia, 2020b)

Nevertheless, in modern political practice, social policy cannot be separated from the dimensions of popularity and political importance. The MBG program not only functions as a welfare policy, but also as part of Prabowo Subianto's political communication strategy in building legitimacy and populist image in the community. Through programs that touch the basic needs of the people, a political leader can build emotional closeness with the community while gaining broader public support. This shows that political da'wah in the context of power often goes hand in hand with the importance of political image and increasing popularity.(Walisongo et al., 2014)

In political communication theory, populist social programs are often used to shape public perceptions of a leader's concern for the small people. The MBG program is a symbol of welfare politics that is easily accepted by the public because it touches on daily problems that are very close to people's lives. This kind of strategy shows that public policy is not only positioned as a social solution, but also as an effective political communication instrument in building a humanist and pro-people leadership image.(Yakin, n.d.)

On the other hand, this phenomenon shows a transformation of da'wah patterns in the contemporary era. Political da'wah is no longer normative and verbal, but has developed into structural da'wah through state policies. In this context, popularity is not just a political goal, but also part of a strategy to expand social influence and gain public legitimacy for the policies being implemented. Political popularity is important because the success of political da'wah in the modern public sphere is greatly influenced by the ability of leaders to build public trust and acceptance.(PTDII Jakarta, 2019)

However, the relationship between political da'wah and the interests of popularity also gives rise to critical dynamics in society. Some people consider that the MBG program is a form of real concern for the welfare of the people, while others view the program as a political populism strategy to strengthen the image of leadership. These differences of views show that public policy in the modern political space always has two dimensions at once, namely the social dimension and the political dimension.(Albaburrahim et al., 2025)

From the perspective of da'wah science, this condition can be understood as part of the dynamics of contemporary political da'wah. Da'wah through public policy cannot be completely separated from political interests because state policy is basically born from the political process itself. However, as long as the policy provides real benefits to the community and contains social benefit values, the program can still be seen as part of the implementation of social da'wah and da'wah bil hal. Thus, the MBG program represents a combination of political da'wah, populist communication, and leadership image strategies in modern Indonesian politics.

Analysis of Da'wah Bill Hal in the Free Nutritious Meal Program (MBG)

Da'wah bil hal is one of the methods of da'wah in Islam which is carried out through real actions, social services, and community empowerment. Da'wah is not only understood as the verbal delivery of religious messages, but also as an effort to present Islamic values in social life through concrete actions that provide direct benefits to society. In the context of modern life, da'wah bil hal is a relevant approach because society not only needs normative advice, but also real solutions to social, economic, and welfare problems.(Andi Weyana Nurul Khatimah et al., 2025)

The Free Nutritious Meal Program (MBG) can be analyzed as a form of implementation of da'wah bills in the public policy space. The program is not only oriented to political aspects and national development, but also contains the value of social concern that is in line with the principles of Islamic da'wah. The focus of the program is directed at meeting the nutritional needs of school children shows that there is attention to the quality of life of the community, especially the young generation as an asset of the nation's future. In Islam, maintaining health and meeting basic human needs is part of the effort to maintain the benefits of life (maslahah), so that this kind of program has relevance to the values of social da'wah.(Kiftiyah et al., 2025)

Substantially, da'wah bil hal emphasizes the importance of concrete actions rather than mere rhetoric. The MBG program represents this approach because it is realized through concrete policies that can be directly benefited by the community. The policy of providing nutritious food to school children not only has an impact on improving health and quality of education, but also becomes a form of state concern for community groups that are vulnerable to nutritional problems and poverty. Thus, this program shows that da'wah can be present through welfare policies that are oriented towards public services.(Ritonga & Sazali, 2025)

From the perspective of da'wah science, social actions that provide benefits to society are part of the implementation of Islamic teachings on helping (ta'awun), social justice, and caring for others. The MBG program reflects the value of social solidarity because it aims to reduce inequality in access to nutritious food among the community. This is in line with the principle of da'wah which places the welfare of the people as one of the main goals of social and political activities. Therefore, the MBG program can be understood as a form of structural da'wah carried out through state policy instruments.(Buku, n.d.)

In addition, the MBG program also shows a change in the paradigm of da'wah in the modern era. Da'wah is no longer limited to religious activities that are symbolic and ritualistic, but has developed into a social movement that touches on aspects of community welfare. In this context, public policy is one of the effective da'wah media because it is able to reach the community widely and have a real impact on daily life. This kind of approach shows that da'wah has a dimension of social transformation that aims to create a healthier, more prosperous, and just life of society.

On the other hand, the implementation of preaching through the MBG program also shows the relationship between religion, politics, and social development. A political leader is not only required to have administrative skills, but also moral responsibility in realizing the welfare of the people. In Islam, leadership is seen as a mandate that must be used to bring benefits to society.

Therefore, social policies such as MBG can be understood as a form of implementing a leader's social and moral responsibility to his people.(Aprillia et al., 2025b)

However, the analysis of the MBG program also needs to be carried out critically. Although this program contains the value of da'wah bil hal, the success of its implementation still depends on policy consistency, equitable distribution, and effectiveness of implementation in the field. Da'wah bil things are not only judged by the idea or narrative of the policy, but also by the extent to which the policy really has a positive impact on society. Therefore, the implementation aspect is an important factor in determining the success of the program as a form of social da'wah.(Aprillia et al., 2025a)

Thus, the Free Nutritious Meal program can be understood as a form of da'wah bil things in the context of modern politics and public policy. The program represents an effort to present the values of social concern, welfare, and community benefits through concrete actions embodied in state policies. The presence of the MBG program shows that da'wah in the contemporary era does not only take place in religious spaces, but can also be realized through social programs and public policies that are oriented towards service and community welfare.(Rahmah et al., 2025)

CONCLUSION

The Free Nutritious Meal (MBG) Program carried out by Prabowo Subianto shows that da'wah in the contemporary context has undergone a transformation that is no longer limited to verbal delivery of religious messages, but is also realized through public policies and social actions that provide real benefits to society. From the perspective of da'wah science, the MBG program can be understood as a form of political da'wah that integrates the values of welfare, social concern, and the benefit of the people into state policies. The program is a political communication medium used to build relationships between leaders and the community through a social welfare approach. Apart from being a form of political da'wah, the MBG program also represents the implementation of da'wah bil hal because it is realized through concrete actions that touch the basic needs of the community, especially the fulfillment of nutrition for school children. The values of social solidarity, the moral responsibility of leaders, and efforts to create community welfare are reflected in the orientation of the program. Da'wah is no longer understood solely as a lecture activity, but also as a social movement that aims to bring real change and benefits in people's lives. On the other hand, this study shows that political da'wah in the modern public space cannot be separated from the interests of popularity and political image. The MBG program not only functions as a social policy, but also as an instrument of political communication in building the legitimacy and image of populist leadership in society. However, as long as the policy provides real benefits and contains social benefit values, the program can still be seen as part of the practice of social da'wah

and da'wah bil hal in the context of modern Indonesian politics. Thus, this study emphasizes that public policy can be an effective da'wah medium in building community welfare while expanding the study of da'wah science in the realm of politics and state policy. The Free Nutritious Meal Program shows the close relationship between da'wah, political communication, and social development in the dynamics of contemporary leadership in Indonesia.

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