

## **Management of the Maskanul Huffadz Islamic Boarding School in Medan City in Managing Social Media as a Media for Da'wah**

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Zahrani Fadila\*)  
UIN Sumatera Utara  
E-mail: [zahrani0104213056@uinsu.ac.id](mailto:zahrani0104213056@uinsu.ac.id)

Azhar  
UIN Sumatera Utara  
E-mail: [azhar@uinsu.ac.id](mailto:azhar@uinsu.ac.id)

**Abstract:** This study aims to examine the management of social media as a medium for da'wah carried out by Pesantren Maskanul Huffadz in Medan City. The pesantren Maskanul Huffadz in Medan City has utilized social media platforms such as Instagram and TikTok to convey and disseminate Islamic messages to a broad audience. The research method used is descriptive qualitative with a case study approach. Data were collected through in-depth interviews, observations, and document studies. The research findings indicate that social media management at Pesantren Maskanul Huffadz in Medan City involves structured content planning, organized implementation, and periodic evaluation of the effectiveness of uploaded content. The da'wah strategy includes a creative approach through visual content, videos, and writings that are relevant to the audience's needs. The challenges faced include device limitations at Pesantren Maskanul Huffadz in Medan City. However, the pesantren has successfully built a positive image and expanded its da'wah reach through active interactions with social media followers.

**Abstrak:** Penelitian ini bertujuan untuk meneliti manajemen pengelolaan media sosial sebagai media dakwah yang dilakukan oleh Pesantren Maskanul Huffadz Kota Medan. Penelitian ini dilakukan karena ingin melihat bagaimana Pesantren Maskanul Huffadz kota Medan telah memanfaatkan platform media sosial seperti Instagram dan Tiktok untuk menyampaikan dan menyebarkan pesan-pesan keislaman kepada khalayak luas. Metode penelitian yang digunakan adalah kualitatif deskriptif dengan pendekatan studi kasus. Data dikumpulkan melalui wawancara, observasi, dan studi dokumentasi. Hasil penelitian menunjukkan bahwa pengelolaan media sosial di Pesantren Maskanul Huffadz Kota Medan melibatkan perencanaan materi yang terstruktur, pengorganisasian konten yang relevan, pelaksanaan yang tertata dengan baik, serta evaluasi berkala terhadap efektivitas isi yang diunggah. Strategi dakwah yang digunakan mencakup pendekatan kreatif melalui postingan visual, video, dan tulisan yang relevan dengan kebutuhan audiens. Kendala yang dihadapi meliputi keterbatasan perangkat pada ponsel Maskanul Huffadz Kota Medan. Namun, pesantren Maskanul Huffadz Kota Medan ini berhasil membangun citra positif dan memperluas jangkauan dakwah melalui interaksi aktif dengan pengikut di media sosial.

*\*) Corresponding Author*

**Keywords:** Management,  
Da'wah, Social Media,  
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## INTRODUCTION

In the digital era, social media has a very significant role as an effective means of communication. This platform allows individuals, organizations, and institutions to share information widely in a short time. Advances in information technology have influenced various aspects of life, including the way Islamic preaching messages are conveyed. Social media, as one of the rapidly developing technological innovations, has become an effective communication tool to reach a wide and diverse audience (Rizal, 2024).

According to the report (DataReportal, 2023) In Indonesia, the number of social media users has exceeded 191 million people, covering almost 70% of the total population. This data indicates that social media has great potential as a means of preaching that can reach various groups, especially the younger generation who are the majority of digital platform users. Social media is not only used for entertainment or communication, but has also developed into an effective platform for spreading religious values and preaching (Al-Faruqi, 1985).

In this case, Islamic boarding schools as Islamic educational institutions are also required to adapt to the times to utilize social media as a means of preaching. In addition, Islamic boarding schools are also faced with challenges in adapting to advances in information technology, including in optimizing the use of social media for preaching purposes.

Maskanul Huffadz Islamic Boarding School in Medan City, as a modern Al-Qur'an educational institution that focuses on learning the Al-Qur'an and forming Islamic character, has attempted to integrate preaching through social media. This Islamic boarding school is one example of an institution that utilizes social media as a means of preaching. Through digital platforms such as Instagram and TikTok. Maskanul Huffadz Islamic Boarding School in Medan City spreads Islamic messages to a wider audience, including the younger generation who are the main users of social media.

Maskanul Huffadz Islamic Boarding School in Medan City as an Islamic educational institution that has long played a role in teaching and spreading Islamic values, is now starting to utilize social media as a means of preaching. The use of social media allows Maskanul Huffadz Islamic Boarding School in Medan City to reach a wider audience, transcend geographical boundaries, and convey religious messages in an innovative and interesting way (Rahmat, 2021). Pesantren Maskanul Huffadz Medan City, one of the pesantren known for its focus on Quran memorization education, also utilizes social media for this purpose. However, according to (admin of social media Pesantren Maskanul Huffadz Medan City, 2024) the success of da'wah through social media does not only depend on the use of the platform, but also on how the platform is managed. Da'wah through social media requires a good management strategy so that the message conveyed can be well received by the audience. Effective social media management includes various aspects, ranging from content planning that is tailored to the needs of the target audience, determining the optimal upload time, choosing the

right platform, consistency in publication, to interaction strategies with the audience. In this case, Pesantren Maskanul Huffadz Medan City needs to manage its social media professionally so that the da'wah message conveyed can be well received by the community. Without effective management, social media will only be a passive platform without having a significant impact. Therefore, it is important to examine how Pesantren Maskanul Huffadz Medan City manages its social media for da'wah purposes.

The study of social media management in the context of da'wah is also becoming increasingly relevant, considering the challenges faced by da'wah institutions in the digital era (Kaplan, A. M., & Haenlein, 2010). As an institution engaged in da'wah, Pesantren Maskanul Huffadz Medan City faces major challenges in managing social media effectively. This study will reveal how Pesantren Maskanul Huffadz Medan City utilizes social media to achieve its da'wah goals, as well as identify success factors that can be applied by other da'wah institutions. In addition, this study also provides comprehensive insight into the strategies, challenges, and solutions that can be applied by Pesantren Masakul Huffadz Medan City to optimize social media as a means of da'wah.

In addition, social media has a strategic role in shaping public perception of Islam as peaceful, inclusive, and relevant to modern life. With good management, social media can be a tool to strengthen the positive image of Islam amidst the challenges of the globalization era (Rahmat, 2021).

According to data from (Syafiq, 2024) Academically, this study also contributes theoretically in enriching the literature on digital da'wah management. The study of the use of social media in the context of Islamic da'wah is still relatively new and requires further exploration, especially in the context of Islamic boarding schools which have unique characteristics as institutions. Thus, this study is expected to be an important reference for the development of digital da'wah strategies in Indonesia.

This study applies a descriptive qualitative method with the aim of examining the management of social media as a medium of da'wah carried out by the Maskanul Huffadz Islamic Boarding School in Medan City. This study aims to see how the Maskanul Huffadz Islamic Boarding School in Medan City has utilized social media platforms such as Instagram and Tiktok to convey and spread Islamic messages to a wider audience. The research method used is descriptive qualitative with a case study approach. Data were collected through interviews, observations, and documentation studies. The location of this research is the Maskanul Huffadz Islamic Boarding School in Medan City which is located on Jl. Garu II B No. 73C, Gang Rahayu, Lingkungan XIV, Kel. Harjosari I, Kec. Medan Amplas. The selection of this location is based on the success of the Islamic boarding school in utilizing social media as a medium of da'wah that is able to reach a wider audience. The research targets include: Islamic boarding school social media managers, including the social media admin of the Maskanul Huffadz Islamic Boarding School in Medan City and Islamic boarding school social media participants, which include students and teachers of the Maskanul Huffadz Islamic Boarding School in Medan City.

## **RESULTS AND DISCUSSION**

### **Social media of Maskanul Huffadz Islamic Boarding School, Medan City**

Maskanul Huffadz Islamic Boarding School, Medan City utilizes various social media platforms as a means of disseminating information, communication, and preaching. Each platform is used with a strategy that is adjusted based on the segmentation and characteristics of its users. In order to reach a wider audience, content is presented in an interesting way so that it can attract public attention. The following are some of the social media accounts used by Maskanul Huffadz Islamic Boarding School, Medan City:

#### **a. Instagram**

Currently, the Instagram account @maskanulhuffadzmedan has 19 thousand followers, with 3,606 uploads and follows 38 other accounts. Through this platform, Maskanul Huffadz Islamic Boarding School, Medan City shares educational content and Islamic literacy. The social media admin optimally utilizes Instagram features, such as uploading Instagram Stories containing study pamphlets, activity information, motivational quotes, and the daily lives of students.

Additional features that support the display of content to make it more attractive include:

- a) Caption: Short text or description that accompanies the upload of images, videos, or other content. The main function of the caption is to provide context so that the audience better understands the message being conveyed (Siregar, 2019).
- b) Hashtag: Hashtags are often called (hashtags) are a hash symbol (#) followed by words or phrases without spaces. Hashtags are used to group or categorize certain content on digital platforms, especially social media such as Instagram, Tiktok and other social media. The goal is to make it easier to search for certain topics and increase the reach of content so that it is seen more by audiences who have similar interests (Aulia, 2020).

The Instagram content programmed by the social media admin of the Pesantren Maskanul Huffadz Kota Medan, namely the strategy of preaching through social media must continue to adapt to developing trends, because information consumption patterns in the digital world always change and differ every year, following popular trends. In one year, text and image-based content may be more effective, but in the following year, the trend may shift towards short videos, live streaming, or the use of artificial intelligence in creating Islamic preaching content. Therefore, Islamic boarding schools must adopt an adaptive and creative social media management system in order to remain effective in spreading Islamic preaching amidst the dynamics of rapid change in the digital world.

## B. Tiktok

Along with the development of digital technology, social media has become a very effective tool for spreading information and messages. The Maskanul Huffadz Islamic Boarding School in Medan City utilizes various social media platforms as a means of preaching and spreading information related to Islamic boarding school activities. This opportunity provides access for anyone who wants to deepen their understanding of Islam through online services provided by the Maskanul Huffadz Islamic Boarding School in Medan City. In addition, the existence of Tiktok also allows the Maskanul Huffadz Islamic Boarding School in Medan City to receive donations or financial support online to support various programs, including in the fields of education, social activities, and preaching.

TikTok was chosen by Maskanul Huffadz Kota Medan because of its characteristics that allow the distribution of short video content that is easily accessible and attracts the attention of the audience, especially the younger generation. TikTok also has an algorithm that allows viral content to be easily spread widely, providing a greater opportunity for the message of da'wah to reach a wider audience. In it, Pesantren Maskanul Huffadz shares educational and inspirational content about Islamic teachings, teachings of the Qur'an, and activities carried out at the pesantren. The content shared by Maskanul Huffadz Kota Medan is not only limited to information about the activities of the Maskanul Huffadz Kota Medan Islamic boarding school, but also includes educational content about the Qur'an. For example, they can share videos that teach techniques for memorizing the Qur'an, interpretation of certain verses, and ways to improve religious understanding. In addition, they also share inspirational content, which aims to provide motivation to their followers, especially in terms of spiritual strengthening and the life journey of students. The use of videos with an interesting and easy-to-understand approach serves to introduce Islamic values in a way that is more modern and relevant to current developments.

As a practical step for audiences who are interested in the content shared by the Maskanul Huffadz Islamic Boarding School in Medan City, TikTok users can easily find the official Maskanul Huffadz account by searching for the name @Maskanulhuffadzmedan on the TikTok application. This shows the importance of managing a clear and structured digital identity for Islamic boarding schools, which allows audiences to find their content easily.

Social media, especially TikTok, has a significant role in the modernization of da'wah. This platform allows the spread of da'wah messages widely, with a more dynamic and creative approach. TikTok provides space for Maskanul Huffadz Medan City to introduce da'wah messages in a way that is not only limited to delivering text, but also through attractive visualizations that are easy to digest by various groups, especially young people who tend to be active on the platform (M. R. Adi, 2024).

## **Social Media Management as a Media for Da'wah at the Maskanul Huffadz Islamic Boarding School in Medan**

The Maskanul Huffadz Islamic Boarding School implements various creative and innovative da'wah management strategies, in accordance with the principles of da'wah mentioned in QS. An-Nahl: 125.

أَدْخِ إِلَى سَبِيلِ رَبِّكَ بِالْحِكْمَةِ وَالْمَوْعِظَةِ الْحَسَنَةِ وَجَادِلْهُمْ بِالَّتِي هِيَ أَحْسَنُ إِنَّ رَبَّكَ هُوَ  
أَعْلَمُ بِمَنْ ضَلَّ عَنْ سَبِيلِهِ وَهُوَ أَعْلَمُ بِالْمُهْتَدِينَ

Meaning: "Call (humans) to the path of your Lord with wisdom and good teaching, and argue with them in a good way. Indeed, it is your Lord who knows better who goes astray from His path and He who knows better who is guided" (Q.S. An-Nahl: 125) (Alwi, 2020).

Surah An-Nahl verse 125 provides basic principles in preaching, which are very relevant to preaching via social media. Here's the connection:

1. Da'wah with Hikmah (Wisdom) on Social Media: Using strategies that suit social media platforms (Instagram, Tiktok, etc.). Understand the audience so that the da'wah message can be well received. Present content that is interesting, educative and inspiring, not just reprimanding or judging.
2. Using Mau'izah Hasanah (Good Advice): Creating content that contains motivation, inspirational stories, or calming lectures, Delivering messages in polite language, not inciting hatred or division, Using attractive visual designs, videos, or writing so that they are easy to accept.
3. Debating in a Good Way (mujadalah): If there are differences of opinion in the comments or discussion column, respond wisely and with good arguments. Do not be provoked by negative comments or useless debates. Make social media a means of education, not division.

These strategies include:

- a. Use of Visual and Audio-Visual Media: Content such as short videos, lectures, Al-Quran quotes, and hadiths packaged in attractive designs are used to attract the attention of the audience. For example, short video uploads on Instagram Reels and Tiktok are able to reach more users because the platform algorithm supports the distribution of short content.
- b. Direct interaction with the Audience: The social media admin of the Maskanul Huffadz Islamic Boarding School in Medan City actively responds to comments, questions, and messages from followers on social media. This interaction not only increases audience engagement but also strengthens the relationship between the Maskanul Huffadz Islamic Boarding School in Medan City and the digital community.
- c. Implementation of Virtual Programs: In addition to regular content, the Maskanul Huffadz Islamic Boarding School in Medan City also utilizes social media to implement virtual

da'wah programs such as religious events such as muhadharah. This allows the Maskanul Huffadz Islamic Boarding School in Medan City to reach a wider audience without geographical limitations.

Despite showing success, the Maskanul Huffadz Islamic Boarding School in Medan City faces several obstacles in managing social media, including the condition of the cellphone devices owned by Maskanul Huffadz in Medan City no longer optimally supporting. The camera on the device has inadequate quality, storage is often full, and cellphone performance becomes slow. In addition, several content editing applications that were previously free now require a subscription fee, so the content editing process is constrained.

The impact of managing the Maskanul Huffadz Islamic Boarding School in Medan City has had a significant positive impact, both internally and externally.

- a. Strengthening the Branding of the Maskanul Huffadz Islamic Boarding School in Medan City: Active presence on social media has strengthened the image of the Maskanul Huffadz Islamic Boarding School in Medan City as a modern and adaptive Islamic preaching institution to the development of the times.
- b. Increasing Audience Engagement: Through inspiring content, the Maskanul Huffadz Islamic Boarding School in Medan City has succeeded in increasing audience engagement, such as the number of followers and interactions on uploads.
- c. Increasing Islamic Awareness: The Islamic preaching content delivered is able to increase Islamic awareness among the social media followers of the Maskanul Huffadz Islamic Boarding School in Medan City, especially the younger generation.

Social media management at the Maskanul Huffadz Islamic Boarding School in Medan City includes the main functions in management: planning, organizing, implementing and evaluating. This stage is in line with the main functions of management put forward by George R. Terry, namely planning, organizing, actuating, and controlling (Terry, 1972).

#### 1. Planning stage

In general, the planning process carried out by the social media admin of the Maskanul Huffadz Islamic Boarding School in Medan City includes formulating concepts, determining preaching targets, compiling materials, collecting data or references, producing, and editing materials, to the stage of publication and interaction with followers. Material planning begins by reviewing the characteristics and features of each social media platform used. The content is then designed to suit the features of the platform, making it easier for followers to find and enjoy the content they are interested in. This strategy includes creating short videos, posters, and various other formats that are relevant to the preaching needs of the Maskanul Huffadz Islamic Boarding School in Medan City. The content designed includes lecture videos, Islamic motivation, educational infographics, and information on Islamic boarding school activities depending on the trending content. This planning is carried out by considering the needs of diverse audiences,

including students, alumni, and the general public. For social media content, the social media admin of the Maskanul Huffadz Islamic Boarding School in Medan City does not have rigid provisions, because the concept is adjusted to developing trends. However, in previous years and this year, the content that is routinely published is the promotion of new student admissions and room tours. These two types of content are a permanent agenda that is uploaded every year to provide information to prospective students and parents.

## 2. Organizational stage

Organization in the management of social media management at the Maskanul Huffadz Islamic Boarding School in Medan City involves several stages to ensure the effectiveness of digital preaching and branding of the Islamic boarding school. The following are the stages:

- a. Formation of a Social Media Team: The Maskanul Huffadz Islamic Boarding School in Medan City forms a special team that is responsible for managing social media. This team consists of admins who have interests and abilities in the field of information and communication technology. The role of admins in managing social media is very significant, especially in utilizing available devices and ensuring that the content uploaded is in accordance with Islamic values.
- b. Determination of Strategy and Objectives: The social media team determines the strategy and objectives of using digital platforms. For example, using Instagram and TikTok as a means of branding to strengthen the image of the Maskanul Huffadz Islamic Boarding School in Medan City in the eyes of the public. Research shows that effective social media management can influence positive public perception of Islamic boarding schools.
- c. Team Competency Development: To maintain the quality of social media management, the Maskanul Huffadz Islamic boarding school in Medan City provides training and competency development for the social media team. This step ensures that the team is always up to date with the latest technological developments and social media trends. Competency development also includes an understanding of digital ethics and effective message delivery.

## 3. Implementation stage

In the implementation and communication stage on social media, the Maskanul Huffadz Islamic Boarding School in Medan City focuses more on implementation that is in line with the previously prepared plan. Content creation is directly related to various activities, both daily, weekly, monthly, and annually that involve students in various activities at the Islamic boarding school. The content creation process includes searching for materials, selecting talents who will fill the content according to the program that has been designed, to the editing stage. The implementation of content creation is adjusted to the schedule of activities that have been set. For daily content, it is usually only simple documentation, such as memorization activities or daily activities of students. Such as picket, congregational prayer, al-ma'surat, or tilawah jama'in. for weekly content activities, such as kultum on Monday and



Thursday before breaking the fast. and for monthly content activities such as joint exercise with the ummahat and muhadharah. as well as for annual content activities such as room tours, promotion of Islamic boarding school registration and also activities leading up to the graduation of the Maskanul Huffadz Islamic boarding school. In the process of making it, the social media admin of Pesantren Maskanul Huffadz Kota Medan will photograph or document an activity at the Pesantren Masnanul Huffadz Kota Medan. Content production is carried out by the social media admin of Pesantren Masnanul Huffadz Kota Medan. This implementation utilizes design applications such as Canva, Capcut and other video editing software to improve the quality of the content.

After the previous content is created, the editing and uploading process is carried out. Editing covers various aspects, such as adjusting colors, lighting, and adding information to the content. The social media admin of Pesantren Maskanul Huffadz Kota Medan also looks for references from the latest content trends so that they can be in line with other content. In addition, the social media admin of Pesantren Maskanul Huffadz Kota Medan uses tutorials from YouTube and TikTok to facilitate the editing process. In creating video content, the selection of background music is carried out carefully so that it is appropriate and attractive to the audience. After the editing process is deemed sufficient, the results are confirmed and consulted first with the central admin before being uploaded. With confirmation, the edited results can be evaluated to find out which parts need to be revised. After receiving approval from the central admin, the social media admin of the Maskanul Huffadz Islamic Boarding School in Medan City uploads or posts content on the social media of the Maskanul Huffadz Islamic Boarding School in Medan City.

#### 4. Evaluation stage

The evaluation stage is an important step in determining the success of the strategy implemented. Therefore, the social media admin of the Maskanul Huffadz Islamic Boarding School in Medan City continues to strive to reduce various deficiencies in social media management. Evaluations are carried out both while the program is underway and after the program is completed, with the aim of measuring the effectiveness of the relationship with the audience according to the predetermined plan and finding solutions to the obstacles that arise. The evaluation carried out by the social media admin of the Maskanul Huffadz Islamic Boarding School in Medan City aims to assess whether the management strategy implemented is in accordance with the plan and to ensure that the message in the content can be conveyed properly. This can be seen from the many positive responses and comments received, which are then used to examine the types of content that get a lot of "likes" from followers.

Thus, the admin can identify errors that need to be corrected, especially in the content editing process, in order to improve the quality of the Maskanul Huffadz Islamic Boarding School in Medan City social media. This is done periodically through observation of interaction data (engagement), such as the number of views, comments, and content

sharing. This evaluation is used to assess the effectiveness of the da'wah strategy and determine future improvement steps. This evaluation activity is carried out once a week.

The evaluation is carried out with the aim of:

- a. Assessing the Effectiveness of the Da'wah Strategy, namely by determining whether the strategy implemented is successful in conveying the da'wah message to the audience. This includes observing how many audiences receive the message and how it impacts them.
- b. Evaluation allows the Maskanul Huffadz Islamic Boarding School in Medan City to understand the type of content that is most liked by the audience, so that it can improve and enhance the quality of the da'wah material produced.
- c. Optimizing Social Media Reach, namely evaluation allows the Maskanul Huffadz Islamic Boarding School in Medan City to maximize the potential of social media, such as increasing reach, engagement, and number of followers.
- d. Measuring Audience Satisfaction, namely knowing how the audience responds to the uploaded content, both through comments and direct messages.

The evaluation process at the Maskanul Huffadz Islamic Boarding School in Medan City is carried out starting from checking the absence of posts such as: Number of likes, comments, shares, and views, Growth of followers during a certain period, and how widely the content reaches users. Based on data and feedback, the Islamic boarding school reviewed the strategies that had been implemented. By adjusting the type of content to make it more interesting and relevant and adjusting the frequency of uploads to maintain consistency. The results of this evaluation have a number of positive impacts for the Maskanul Huffadz Islamic Boarding School, including:

- a. Improving the Quality and Relevance of Content: The Maskanul Huffadz Islamic Boarding School in Medan City is able to produce more interesting, interactive, and appropriate Islamic preaching content according to the needs of the audience.
- b. Increasing Interaction with Audiences: Through evaluation, the social media admin of the Maskanul Huffadz Islamic Boarding School in Medan City can better understand their audience, so that they can build more effective interactions and create better two-way communication.
- c. Strengthening the Image of the Maskanul Huffadz Islamic Boarding School in Medan City: With consistent and quality content, the Maskanul Huffadz Islamic Boarding School in Medan City is increasingly known as an Islamic boarding school that is able to adapt in the digital era.

## CONCLUSION

This study shows that Pesantren Maskanul Huffadz in Medan has effectively managed social media as a tool for Islamic preaching in the digital era. Through platforms like Instagram and TikTok, the pesantren delivers Islamic messages that are relevant and engaging for the younger generation. Social media management is carried out in a structured way, starting from content planning based on current trends, forming a dedicated team, regularly producing and sharing content, to evaluating audience responses. The shared content includes short sermons, daily student activities, and major pesantren events, all tailored to suit each platform's characteristics. Despite challenges such as limited equipment and competition from more popular non-religious content, the pesantren continues to innovate to keep its preaching content appealing and relevant. Overall, the success of this pesantren demonstrates that social media can be a powerful tool for dakwah when managed with proper strategy and creativity.

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