

## Da'wah Communication Strategy of Ustadz Ucay in Enhancing Religious Awareness and Understanding

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### ABSTRACT

**Purpose** – This study aims to analyze the da'wah communication strategies used by Ustadz Ucay in increasing religious awareness and understanding among the community. Da'wah as a process of religious communication requires effective communication strategies so that the conveyed messages can be well understood and accepted by the audience.

**Method** – This research uses a qualitative approach with a library research method by examining various scientific literatures related to da'wah communication, persuasive approaches, and the use of media in da'wah activities. The data analysis technique was conducted through content analysis of various literature sources to identify patterns and effective strategies of da'wah communication.

**Findings** – The results of the study indicate that there are three main strategies that play an important role in improving public religious awareness and understanding. First, the strategy of delivering da'wah messages in an easily understandable manner through the use of simple, systematic, and contextual language so that religious messages can be received clearly by the audience. Second, the use of persuasive and humanistic approaches that emphasize empathetic, dialogical, and respectful communication toward the social conditions of the audience, thereby creating a harmonious relationship between the preacher and the congregation. Third, the utilization of media and interaction with the congregation, which allows the da'wah process to reach a wider audience, become more participatory, and adapt to technological developments. Therefore, communicative and contextual da'wah communication strategies can enhance the effectiveness of da'wah in building religious awareness and understanding within society.

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## INTRODUCTION

The increasing development of technology and changes in the lifestyle of urban communities in the modern era have also influenced the level of religious awareness and understanding within social life (Lestari and Achdiani, 2024). Some members of society, particularly in urban environments, tend to focus more on economic activities, digital entertainment, and social media interactions, causing attention to religious values to decline. This condition can be seen in the decreasing participation of communities in religious activities, the low understanding of Islamic teachings, and the emergence of social behaviors that do not reflect religious values. This phenomenon indicates that efforts to improve religious awareness and understanding require approaches that are more communicative and relevant to current societal conditions. Therefore, da'wah communication strategies are highly important in delivering religious messages so they can be effectively accepted, understood, and implemented by society.

Da'wah is an activity that plays a strategic role in conveying and instilling the values of Islamic teachings within society (Abdillah, 2024). In the development of modern society, which is marked by advances in information technology and rapid social change, da'wah is no longer carried out solely through conventional methods such as sermons in mosques or Islamic study assemblies, but has evolved into a more complex and strategic communication process (Prawira, 2025). This demands an effective communication approach so that religious messages can be optimally received, understood, and implemented by society.

From the perspective of communication studies, da'wah is viewed as a process of message delivery aimed at influencing the attitudes, understanding, and behavior of individuals or groups in accordance with Islamic teachings (Irawan, 2025). Therefore, the success of da'wah is determined not only by the substance of the material delivered, but is also greatly influenced by the communication strategies employed by a preacher (da'i). These strategies include the selection of language, delivery approaches, and the use of media that are relevant to the characteristics of the audience.

Along with the development of digital technology, patterns of societal communication have also undergone significant changes. People can now access information more easily through various social media platforms and other communication technologies (Agustina, 2024). This condition presents both opportunities and challenges for preachers to adapt their da'wah methods so that they remain relevant to societal needs. Da'wah that is monotonous and less communicative tends to be difficult to accept; therefore, more innovative, persuasive, and humanistic communication strategies are needed so that da'wah messages can be conveyed more effectively.

A dialogical and participatory communication approach has also become an important aspect of modern da'wah (Zaida, 2025). This approach allows interaction between the preacher and the congregation, thereby creating a more open two-way communication process. Through such interaction, congregants do not merely become passive recipients of messages, but can also play an active role in understanding and internalizing religious values.

One preacher who is particularly interesting to study in this context is Ustadz Ucay, who is known for his simple, communicative, and socially relatable style of da'wah communication. Ustadz Ucay is worthy of being the object of research because of his ability to convey religious messages in language that is easily understood by various groups in society, especially young people and urban communities. The da'wah approach he employs is not merely a one-way sermon, but also

emphasizes communicative and persuasive interaction, enabling congregants to become more active in understanding the religious material being delivered. In addition, Ustadz Ucay actively utilizes social media and digital platforms as tools for da'wah, allowing religious messages to reach wider audiences and remain relevant to the development of modern communication technology. These characteristics indicate that the da'wah communication strategies implemented by Ustadz Ucay possess academic value worthy of study, particularly in understanding the effectiveness of da'wah communication in improving public religious awareness and understanding in the digital era. In his da'wah practices, Ustadz Ucay not only delivers religious material normatively, but also employs contextual and easily understandable approaches for various groups. This makes the da'wah more relevant to the needs of society.

Numerous studies on da'wah communication have been conducted with diverse focuses. Fauzi and Indah (2021) discussed the contribution of communication studies to the development of Islamic da'wah, particularly in the aspect of delivering religious messages to society. In addition, research by Randani et al. (2021) focused more on the use of the TikTok application as a medium for da'wah among millennials in the digital era. Another study conducted by Hasanah (2024) examined the integration of technology and social media in da'wah strategies to improve the accessibility of religious messages to the wider community. Meanwhile, Rofiq (2024) investigated da'wah communication strategies through a preacher's public speaking abilities in building the effectiveness of religious message delivery.

Although these studies have contributed significantly to the field of da'wah communication, most research still focuses on the use of digital media, public speaking, or da'wah strategies in general. Studies that specifically examine the communication strategies of a local preacher in fostering religious awareness and understanding in a communicative, persuasive, and humanistic manner remain relatively limited. In fact, the da'wah approaches used by local preachers are often closer to the social conditions and needs of local communities. Therefore, research on Ustadz Ucay's da'wah communication strategy is important to fill this gap, particularly in understanding how simple, communicative, and contextual da'wah communication strategies can enhance public religious awareness and understanding in the modern era.

Based on the background above, this study aims to analyze the da'wah communication strategies employed by Ustadz Ucay in improving religious awareness and understanding among congregants. Specifically, this research will examine three main aspects of the da'wah communication strategy: strategies for delivering da'wah in an easily understandable manner, the use of persuasive and humanistic approaches in da'wah interactions, and the utilization of media and interaction with congregants in the process of delivering religious messages. Through this study, it is expected that a more comprehensive understanding of effective da'wah communication

practices and their contribution to improving the quality of public religious understanding can be obtained.

## **METHOD**

This study employs a qualitative approach with a library research design (Wahidah, 2020). The qualitative approach was chosen because this research aims to gain an in-depth understanding of the phenomenon of da'wah communication and the strategies used in the process of delivering religious messages. Through this approach, the researcher is able to analyze various concepts, theories, and findings from previous studies relevant to the topic under discussion.

From the perspective of communication studies, da'wah can be understood as a process of delivering religious messages aimed at influencing the attitudes, understanding, and behavior of individuals or groups in accordance with the values of Islamic teachings (Hasibuan and Jaya, 2025). A preacher (da'i) not only acts as a messenger but also as a communicator who must be capable of understanding audience characteristics, selecting appropriate delivery methods, and utilizing various available communication media. An appropriate da'wah communication strategy will facilitate society in understanding religious teachings and encourage the formation of stronger religious awareness. Conversely, da'wah delivery that lacks communicative effectiveness may result in religious messages not being conveyed effectively to society.

The library research method was conducted by examining various literature sources such as books, scientific journals, research articles, and other documents related to da'wah communication, communication strategies, persuasive approaches, and the use of media in da'wah (Rani, 2023). These sources were selected based on their relevance and credibility in supporting the research analysis.

The data collection technique in this study was carried out through documentation studies by collecting and reviewing various documents related to the da'wah activities of Ustadz Ucay. These documents include sermon videos uploaded on social media, recordings of religious studies, digital da'wah content, as well as articles and scientific literature discussing da'wah communication and strategies for delivering religious messages. The documentation was used to analyze communication style, language usage, persuasive approaches, and forms of interaction employed by Ustadz Ucay in conveying da'wah messages to the public. The documentation data were then analyzed systematically to identify patterns of da'wah communication strategies relevant to the focus of the study.

Data analysis in this research employed content analysis techniques. This technique was conducted by examining the contents of various literature sources to identify major themes related to da'wah communication strategies. The analysis process was carried out systematically through the stages of data reduction, data presentation, and conclusion drawing. Thus, the analysis results are expected to provide a clear description of effective da'wah communication strategies.

To ensure data validity, this study used source triangulation techniques by comparing various data obtained from scientific literature, documentation of Ustadz Ucay's da'wah videos, and social media posts related to his da'wah activities. This triangulation technique was applied in the results and discussion process by matching findings from da'wah communication theories with the communication practices carried out by Ustadz Ucay in sermons and interactions with congregants. Through this comparison, the researcher was able to identify the compatibility between the concepts of persuasive, humanistic, and communicative da'wah communication and the da'wah practices implemented in the field. Therefore, the use of source triangulation not only functions to enhance data validity, but also strengthens the research analysis of Ustadz Ucay's da'wah communication

strategies in improving public religious awareness and understanding. Through this research method, it is expected that a comprehensive understanding can be obtained regarding the da'wah communication strategies employed by Ustadz Ucay, as well as their contribution to enhancing public religious awareness and understanding.

## **RESULTS AND DISCUSSION**

### **Da'wah Delivery Strategies That Are Easy to Understand**

In his da'wah practices, Ustadz Ucay employs persuasive and humanistic approaches by delivering religious messages in a gentle, communicative manner that is closely related to people's daily lives. Based on documentation from sermon videos and da'wah posts on social media, Ustadz Ucay frequently uses simple language, light humor, and examples related to social issues and the lives of younger generations, making it easier for congregants to understand the material being delivered. In addition, Ustadz Ucay provides opportunities for interaction through question-and-answer sessions and responses to religious issues faced by the community. This approach demonstrates that his da'wah is not judgmental in nature, but rather emphasizes invitation, motivation, and humanistic guidance. Through such persuasive and empathetic communication strategies, congregants become more open to receiving da'wah messages and are better able to develop awareness in understanding and practicing religious teachings in their daily lives.

Strategies for delivering da'wah in an easily understandable manner constitute one of the most important aspects of successful da'wah communication. From a communication perspective, the effectiveness of message delivery is greatly influenced by the communicator's ability to adapt language, communication style, and delivery methods to the characteristics of the audience (Hibrizi, 2024). Da'wah, as a process of religious communication, does not merely focus on conveying Islamic teachings, but also on how those messages can be received, understood, and internalized by society. Therefore, a preacher (da'i) is required to possess strong communication skills so that da'wah messages are not only informative, but also capable of providing deep understanding to congregants. Clear, systematic, and easily understandable delivery strategies become key factors in enhancing public religious awareness and understanding.

Da'wah that is easy to understand is generally delivered through the use of simple and communicative language. The language used in da'wah must be capable of bridging normative religious concepts with the realities of people's daily lives. The use of overly academic or theological terms without sufficient explanation may become an obstacle for congregants in understanding da'wah messages (Printed, 2025). Therefore, a preacher needs to adjust language style according to the audience's level of understanding so that the message can be effectively received. Simple and communicative language enables congregants to more easily understand the meaning of da'wah messages and relate them to their own life experiences.

In addition to using simple language, effective da'wah delivery also requires systematic and well-structured material organization. Material that is arranged coherently will help congregants follow the flow of discussion so that da'wah messages can be understood more comprehensively (Aceh, 2024). In the context of da'wah communication, the structure of delivery usually begins with an introduction that provides a general overview of the topic to be discussed, followed by the main explanation of the material, and concluded with a summary or moral message that can serve as

guidance for congregants. Structured delivery not only helps congregants understand the content of the sermon, but also assists them in recalling the religious messages that have been conveyed.

The use of concrete examples related to everyday life is also an important strategy in delivering understandable da'wah (Najamudin et al., 2025). Such examples function as a bridge between normative Islamic teachings and the realities of social life. By providing illustrations that are close to the audience's experiences, da'wah messages become more relevant and easier to comprehend. This approach also helps congregants see how religious values can be implemented in daily life, whether in social relationships, work, or family life. Thus, da'wah is not only understood as the delivery of religious theory, but also as practical guidance for living according to Islamic teachings.

Strategies for delivering understandable da'wah are also related to the preacher's ability to build interactive communication with congregants (Prawira et al., 2025). In the da'wah process, communication does not always have to be one-way, but can be developed into two-way communication that enables dialogue between preacher and congregation. Such interaction may take place through question-and-answer sessions, discussions, or responses to issues faced by congregants. Through this interaction, congregants have the opportunity to clarify matters they do not yet understand, while the preacher can provide deeper explanations according to audience needs. This interactive communication can also increase congregants' involvement in the da'wah process, thereby making the messages delivered more effective.

In the context of da'wah communication strategies, the preacher's ability to understand the social and cultural conditions of society is also a highly important factor. Every community possesses different social characteristics, educational levels, and cultural backgrounds; therefore, methods of da'wah delivery need to be adapted to those conditions. Da'wah delivered with consideration for the social context of society will be more easily accepted because the messages feel relevant to people's lives. Conversely, da'wah delivered without paying attention to the audience's social conditions has the potential to create communication gaps, resulting in religious messages not being optimally understood.

Strategies for delivering understandable da'wah are among the primary factors in increasing the effectiveness of da'wah communication. The use of simple language, systematic material organization, contextual examples, and the creation of interactive communication are important elements in the process of conveying religious messages. These strategies enable congregants to understand Islamic teachings more clearly and practically in everyday life. Through communicative and understandable da'wah delivery, the process of internalizing religious values within society can take place more effectively, ultimately increasing religious awareness and understanding in social life.

### **The Use of Persuasive and Humanistic Approaches**

In carrying out his da'wah, Ustadz Ucay utilizes various communication media to reach wider audiences, particularly through social media platforms such as YouTube, Facebook, and Instagram, which are used to upload sermon videos, excerpts from religious studies, and short religious messages. Based on video documentation and digital posts analyzed in this study, the use

of these media has made da'wah materials more accessible to the public, especially younger generations who actively use digital platforms. In addition to utilizing social media, Ustadz Ucay also builds direct interaction with congregants through religious gatherings, discussions, and question-and-answer sessions so that da'wah communication does not take place in a one-way manner. These interactions provide opportunities for congregants to express the religious issues they face and obtain more contextual and easily understandable explanations. The use of digital media combined with active interaction with congregants demonstrates that Ustadz Ucay's da'wah communication strategy is adaptive, participatory, and relevant to the development of modern society.

In da'wah communication, persuasive and humanistic approaches play a highly important role in building effective relationships between preacher and congregation (Bahasa, 2024). Fundamentally, da'wah is a communication process aimed at inviting society toward understanding and practicing Islamic teachings consciously and voluntarily. Therefore, the approaches used in delivering da'wah cannot be coercive or authoritarian, but must prioritize persuasive, dialogical methods that respect the psychological conditions of the audience. Persuasive approaches in da'wah emphasize efforts to influence public attitudes and behavior through messages that touch rational, emotional, and spiritual aspects. Meanwhile, humanistic approaches position congregants as communication subjects who must be understood, respected, and treated empathetically in the da'wah process.

Persuasive approaches in da'wah communication can be realized through messages that invite, motivate, and foster internal awareness within congregants (Budiman, Alhasbi, and Widoyo, 2025). A preacher not only functions as a conveyor of religious teachings, but also as a communicator capable of influencing people's perspectives and attitudes toward religious values. In this context, the use of gentle words, rational arguments, and messages that touch congregants' emotions become effective strategies for increasing acceptance of da'wah messages. Persuasive approaches enable congregants to understand religious teachings more deeply because they feel invited to think and reflect upon the messages delivered, rather than merely receiving information passively.

Humanistic approaches also represent important elements in effective da'wah communication. These approaches emphasize empathy, openness, and respect for the social conditions and backgrounds of congregants. In da'wah practice, every individual possesses different levels of religious understanding, life experiences, and social conditions (Muvid, 2023). Therefore, a preacher needs to understand such diversity so that da'wah messages can be delivered appropriately. Humanistic attitudes in da'wah are reflected in how preachers interact with congregants in a friendly, nonjudgmental manner while providing space for congregants to express their views or problems. Through this approach, da'wah communication becomes more inclusive and capable of creating a conducive atmosphere for religious learning.

Persuasive and humanistic approaches can also strengthen interpersonal relationships between preacher and congregation. In interpersonal communication theory, good relationships between communicators and audiences can enhance the effectiveness of message delivery due to mutual trust and emotional closeness. When congregants feel respected and understood, they tend

to be more open to receiving messages (Budiman, Alhasbi, and Widoyo, 2025). Such harmonious relationships allow da'wah processes to take place more effectively because religious messages are conveyed not merely as information, but also as spiritual guidance relevant to congregants' lives. Thus, humanistic approaches in da'wah not only strengthen communication, but also build emotional closeness that can increase congregants' trust in the preacher.

In practice, persuasive and humanistic approaches may also be realized through the use of stories, life experiences, and illustrations that awaken congregants' spiritual awareness. Inspirational stories related to Islamic values can help congregants understand da'wah messages more deeply because such messages are conveyed through narratives that touch human emotions and experiences (Communication, Dewi, and Habibi, 2026). Furthermore, this approach enables congregants to reflect on their own conditions, thereby fostering awareness to improve behavior and strengthen faith. This strategy demonstrates that da'wah is not only intended to convey religious knowledge, but also to build moral and spiritual awareness in society.

Persuasive and humanistic approaches also play roles in creating more dialogical and participatory da'wah communication. Dialogical da'wah allows interaction between preacher and congregation so that communication does not occur in a one-way manner. Through dialogue and discussion, congregants may express questions, opinions, and experiences related to religious practices in daily life. This interaction provides opportunities for preachers to offer more contextual explanations and help congregants understand Islamic teachings more comprehensively. Dialogical communication can also increase congregants' involvement in the da'wah process so that they become not merely listeners, but active participants in religious learning.

The use of persuasive and humanistic approaches in da'wah communication is a highly important strategy in increasing public religious awareness and understanding. These approaches enable da'wah messages to be delivered more effectively because they consider congregants' psychological, social, and emotional aspects. Through persuasive, empathetic, and dialogical communication, da'wah processes can create harmonious relationships between preacher and congregation while encouraging deeper religious awareness. Therefore, persuasive and humanistic approaches are not merely communication methods, but also ethical foundations in da'wah practices oriented toward society's spiritual development.

### **The Utilization of Media and Interaction with Congregants**

The utilization of media and interaction with congregants constitutes one of the most important strategies in da'wah communication in the modern era. Developments in information and communication technology have brought significant changes to how religious messages are disseminated within society. Da'wah, which was previously conducted mostly through direct sermons in mosques or Islamic study assemblies, can now also be carried out through various communication media, both mass media and digital media (Dakwah, 2025). These changes require preachers to adapt to technological developments and utilize available communication channels so that da'wah messages can reach society more broadly and effectively. Thus, the utilization of media in da'wah not only functions as a means of disseminating religious information, but also as a strategic tool for enhancing public religious awareness and understanding.

From the perspective of da'wah communication, media serve as intermediaries connecting preachers as communicators with congregants as message recipients. Appropriate media usage can help strengthen the effectiveness of da'wah message delivery because it enables messages to be conveyed more systematically, attractively, and accessibly to society (Sari et al., 2025). Da'wah media may take the form of traditional media such as direct sermons, regular religious gatherings, and Islamic study assemblies, as well as modern media such as da'wah videos, social media, and other digital communication platforms. The combination of these various forms of media enables da'wah messages to be delivered to more diverse audiences in terms of age, educational background, and levels of religious understanding.

The use of media also enables religious messages to be conveyed more flexibly and continuously. Through digital media, da'wah materials can be accessed by society anytime and anywhere without limitations of space and time (Fatwa et al., 2025). This provides greater opportunities for people to independently gain religious knowledge through various available da'wah content. Moreover, media usage can enhance the attractiveness of da'wah delivery because religious messages can be packaged in more varied forms, such as sermon videos, visual illustrations, and educational content that is easy for society to understand. Thus, media function not only as channels for message dissemination, but also as educational tools capable of enriching da'wah methods.

Direct interaction between preacher and congregation is also an important element in da'wah communication strategies. Such interaction enables two-way communication that can strengthen congregants' understanding of delivered messages. In interactive da'wah communication, congregants do not merely function as passive listeners, but also have opportunities to actively participate in the da'wah process. Through question-and-answer sessions, discussions, or open dialogue, congregants may express various questions and problems they encounter in daily life related to religious practices. This interaction provides space for preachers to offer more contextual explanations so that da'wah messages can be understood more deeply.

Intensive interaction between preacher and congregation can also strengthen social and emotional relationships within the da'wah process. Harmonious relationships between preacher and congregation create more open and conducive communication atmospheres for religious learning processes. When congregants feel close to the preacher, they tend to trust more and more easily accept delivered da'wah messages. Such closeness also enables preachers to better understand congregants' social conditions and spiritual needs so that delivered da'wah materials can be adjusted to societal realities. Thus, good interaction between preacher and congregation not only enhances the effectiveness of da'wah communication, but also strengthens the function of da'wah as a process of society's spiritual development.

The integration of media utilization and interaction with congregants can create more dynamic and participatory models of da'wah communication. Media may be used as tools for initial message delivery or dissemination of religious information to society, while direct interaction can be utilized to deepen congregants' understanding of delivered da'wah materials. The combination of these two approaches enables da'wah not only to occur in a one-way manner, but also to involve

active participation from congregants. Through intensive interaction, congregants can respond to da'wah materials, share spiritual experiences, and discuss various religious issues they encounter.

The utilization of media and interaction with congregants represents a da'wah communication strategy highly relevant to the dynamics of modern society. Appropriate media usage can broaden the reach of da'wah and increase public access to religious knowledge, while direct interaction with congregants can strengthen their understanding and involvement in the da'wah process. Through a combination of effective media use and interaction, da'wah can function not only as a means of delivering religious messages, but also as a tool for building deeper religious awareness within society. This strategy demonstrates that da'wah adapted to technological developments and society's social needs possesses significant potential to improve the quality of religious understanding and strengthen Islamic values in everyday life.

## **CONCLUSION**

Based on the discussion presented above, it can be concluded that da'wah communication strategies play a highly important role in enhancing religious awareness and understanding within society. The success of da'wah is determined not only by the content of the religious messages conveyed, but also by how those messages are communicated to congregants in an effective, communicative, and contextual manner. In this context, appropriate communication strategies enable da'wah messages to be well received, deeply understood, and capable of encouraging society to practice the values of Islamic teachings in their daily lives.

One of the primary strategies in da'wah communication is the delivery of material that is easy for congregants to understand. The use of simple and systematic language, accompanied by examples relevant to people's daily lives, can help congregants understand religious messages more clearly. This strategy enables da'wah to function not only as an informative process, but also as an educational and practical one, allowing society to relate religious teachings to the realities of their lives. Communicative da'wah delivery also helps strengthen the process of internalizing religious values within congregants.

The use of persuasive and humanistic approaches is also an important factor in increasing the effectiveness of da'wah communication. These approaches emphasize delivery methods that invite, motivate, and respect the social and psychological conditions of congregants. Through empathetic and dialogical approaches, relationships between preachers and congregants can develop more harmoniously, enabling da'wah messages to be received more openly. Persuasive and humanistic approaches also encourage the development of religious awareness that emerges from within individuals themselves, rather than through pressure or coercion.

The utilization of media and interaction with congregants constitutes a relevant strategy in responding to technological developments and the dynamics of modern society. Communication media enable da'wah messages to reach wider audiences, while direct interaction through discussions or question-and-answer sessions can deepen congregants' understanding of da'wah materials. The combination of media utilization and interactive communication creates a more participatory and effective da'wah process.

Da'wah communication strategies that include the delivery of easily understandable messages, persuasive and humanistic approaches, as well as the utilization of media and interaction with congregants, are important factors in enhancing public religious awareness and understanding. These strategies demonstrate that communicative, adaptive, and contextual da'wah possesses great potential in building a more religious society grounded in the values of Islamic teachings.

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