

Digital Da'wah and Social Change: An Analytical Study of the Transformation of Audience Religious Values through Da'wah Content on YouTube

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Abstract

This study aims to analyze the transformation of religious values among audiences through digital da'wah content on YouTube. Digital da'wah emerges as a response to the development of communication technology, enabling religious messages to reach a wider audience, particularly younger generations who are highly active on social media. The research method used is descriptive qualitative with a content analysis approach. Primary data were obtained from da'wah content on several YouTube channels such as Ustadz Abdul Somad's lectures, the *Escape* podcast hosted by Ustadz Felix Siau, and the *Log In* podcast by Habib Ja'far. Secondary data in the form of academic journal literature were also used to strengthen the analysis. The findings indicate that da'wah content on YouTube not only enhances the spiritual aspect and audiences' understanding of Islam, but also shapes new religious values that are more applicable in everyday life. For instance, Ustadz Abdul Somad's lectures strengthen religious literacy and emotional closeness between audiences and the preacher. The *Escape* podcast contributes to a religious transformation from ritualistic practices toward more sincere and reflective worship. Meanwhile, the *Log In* podcast emphasizes the social dimension of digital da'wah by fostering tolerance, solidarity, and inclusivity among religious communities. Thus, this study affirms that YouTube as a medium of digital da'wah plays an important role in shaping changes in religious values while simultaneously encouraging social change in the digital era.

Keywords: Digital da'wah, YouTube, religious values, audience, social change

INTRODUCTION

Da'wah, as a process of disseminating Islamic teachings, has undergone a significant transformation in the digital era, particularly with the rapid development of social media. (Rahmdani & Amalia, 2023). In this context, social media functions

not only as a means of communication but also as a strategic platform for da'wah that emphasizes efficiency and innovation. One of the most substantial influences of social media on da'wah lies in its ability to reach a wider audience. (Fiardhi, 2021).

Sainuddin (2020) notes that social media has become an alternative medium for preachers (da'i) to deliver religious messages that were previously conveyed face-to-face, allowing for faster and more efficient communication. Ana and Shofa (2023) highlight the importance of selecting appropriate methods to effectively reach the millennial generation, especially Generation Z, who are highly active on social media. Supported by these findings, it becomes evident that the proper use of da'wah methods can have a significant impact on young people's understanding of Islamic teachings.

According to Idris (2022), the use of social media in the form of Digital Da'wah has become indispensable in leveraging the power of these platforms as a medium of communication. He asserts that preachers, whether individuals or institutions, must actively participate in the digital space to convey religious values. Nurlina (2020) also emphasizes that the use of social media should be conducted professionally and with careful planning to ensure effective da'wah dissemination in the digital age. Furthermore, Munthe (2019) argues that da'wah must be delivered in various forms and through diverse platforms including radio and video to reach a broader and more diverse audience.

Da'wah on YouTube has emerged as one of the most effective methods for spreading Islamic teachings over the past decade, particularly among younger audiences. This platform not only provides the ability to communicate messages through audiovisual means but also creates an interactive space where people can engage in discussion, ask questions, and even dialogue about Islamic teachings (Mahmuddin & Kusnadi, 2021). In this regard, it is essential to explore how YouTube can be optimized as a productive and engaging medium for da'wah.

Digital da'wah has become a prominent phenomenon in the context of Islamic communication, especially among the millennial generation that is increasingly connected through technology. In recent years, video-based platforms such as YouTube have emerged as important tools for disseminating religious messages. Research shows that YouTube is not only used for entertainment but also serves as an effective medium of da'wah among youth due to its high engagement and outreach potential. (Nikmah, 2020). Through da'wah content, significant transformations in religious values have been observed, particularly among young users who have begun to perceive and understand religion in a more contemporary context. (Nurrohman & Nurcholis, 2021).

Amid the rise of social media, digital da'wah offers new opportunities to reach wider audiences and enables easier access to religious messages. Studies reveal that the strategies employed by digital preachers are highly diverse, ranging from

simple approaches for knowledge dissemination to the development of creative and appealing content across various platforms.(Kushardiyanti, 2021; Lestari, 2020). Moreover, by utilizing social media, digital da'wah not only enhances understanding of Islamic teachings but also serves as a means to build communities and engage in broader social discussions. (Nawaffani, 2023).

Although numerous studies have examined digital da'wah on social media platforms, existing research predominantly focuses on descriptive aspects such as platform utilization, content strategies, and audience engagement, without sufficiently explaining the communicative process through which da'wah messages influence audiences' internal cognition and lead to transformations in religious values. This indicates a research gap in theory-driven analyses that systematically connect digital da'wah messages with audience interpretation and response. Therefore, this study offers novelty by applying the Stimulus–Organism–Response (S–O–R) theory as the main analytical framework to examine YouTube da'wah content as a communicative stimulus, audience perception and interpretation as organismic processes, and changes in religious understanding and values as responses. Unlike previous studies that introduce theoretical models only at the discussion stage, this research integrates the S–O–R framework from the outset to guide data analysis, ensuring theoretical consistency throughout the study. Theoretically, this research contributes to the development of Islamic communication studies by extending the application of the S–O–R model to the context of digital da'wah, while empirically it provides insight into how audiovisual religious content on YouTube shapes the internalization of Islamic values among contemporary audiences, particularly younger generations in the digital era.

Nevertheless, behind the opportunities offered by digital da'wah lie significant challenges. The public must be able to distinguish between constructive and misleading religious content, especially given the vast amount of information circulating online. (Rakatiwi et al., 2023). Enhancing digital literacy among Muslim communities is therefore crucial, enabling individuals to filter the information they receive and avoid negative influences from content that contradicts Islamic values. (Azizy et al., 2022; Sikumbang et al., 2024). Thus, this study aims to analyze the transformation of religious values among audiences through da'wah content on YouTube, while considering both the positive and negative impacts of social media in disseminating moral and spiritual messages in the digital era.

METHOD

This study employs a qualitative descriptive method with a content analysis approach to examine digital da'wah on the YouTube platform. The research objects consist of three da'wah-oriented YouTube channels selected purposively based on their consistency in producing Islamic content, active audience engagement, and

relevance to contemporary religious issues. From each channel, one video was deliberately selected as the unit of analysis according to thematic relevance to religious values and a high level of audience interaction, resulting in a total of three videos analyzed. Primary data were obtained from audience comments collected through random sampling from the comment sections of each selected video to capture diverse audience interpretations and responses. Data analysis was conducted through systematic stages, including coding to identify meaningful units, categorization to organize similar codes, and thematic analysis to derive dominant themes related to the construction and transformation of religious values. This structured analytical process enables a comprehensive interpretation of how YouTube da'wah content influences audience understanding and internalization of religious values within the digital communication context.

RESULTS AND DISCUSSION

Classification of Da'wah Content Types on YouTube

The classification of da'wah content types on YouTube represents a significant topic that aligns with the ongoing development of digital da'wah. The content on this platform is highly diverse, encompassing various formats and approaches employed by content creators. Research indicates that several types of da'wah content have gained popularity among the public, subsequently influencing the ways in which religious values are communicated and internalized by younger generations.(Fadri, 2023; Zulaikha & Bashori, 2025).

The first and most dominant type is recorded sermons, typically delivered in religious gatherings or physical venues and later uploaded to YouTube. In this format, *da'i* convey their messages through lectures that are subsequently shared via their official channels. Such content generally carries an educational tone, focusing on themes of ethics (akhlak), Islamic law (sharia), and faith (aqidah).

One of the most notable preachers utilizing YouTube for this traditional approach is Ustadz Abdul Somad. Although his preaching method remains conventional, uploading his lectures in video format significantly enhances accessibility, allowing religious messages to reach a much wider audience.(Bari et al., 2025). His content often emphasizes socially relevant themes such as morality, education, and contemporary social issues.(Abdullah, 2025). This approach is crucial, as today's digital audiences tend to seek content that is not only informative but also applicable to their everyday lives.

Ustadz Abdul Somad's storytelling style combines entertainment, advice, and education, frequently incorporating humor to capture the audience's attention, making his sermons feel more engaging and less rigid (Bari et al., 2025). Moreover, his rhetorical techniques are typically dialogical, as he often facilitates question-and-answer interactions with audiences either in person during sermons or through the YouTube comment section. This demonstrates the interactive nature of his da'wah

approach, fostering a sense of participation among viewers in discussions on Islamic values (Abdullah, 2025).



Figure 1. Ustadz Abdul Somad's Sermon Uploaded on YouTube

From the perspective of the Stimulus–Organism–Response (S–O–R) framework, the classification of da’wah content types on YouTube can be interpreted not merely as variations in format, but as differentiated communicative stimuli that shape audience responses through distinct psychological processes. Recorded sermons, such as those delivered by Ustadz Abdul Somad, function as structured stimuli characterized by authoritative religious narratives and educational framing, which tend to evoke cognitive processing related to moral reflection and reinforcement of existing religious values (organism), leading to responses in the form of acceptance, affirmation, and value internalization. This finding supports previous studies that highlight the effectiveness of lecture-based digital da’wah in strengthening religious understanding among audiences (Fadri, 2023; Abdullah, 2025), while also extending them by explaining the underlying communicative mechanism through S–O–R analysis. Conversely, podcast-based da’wah content, which emphasizes dialogue, informality, and media convergence, operates as a more affective and interactive stimulus, encouraging emotional engagement and reflective interpretation among younger audiences. This aligns with earlier research emphasizing podcasts as participatory religious spaces (Fabriar, 2019; Nuhaa et al., 2023), yet this study contributes additional insight by demonstrating that such formats produce organismic responses characterized by openness and identification, resulting in more personalized religious meaning-making. By integrating the S–O–R framework, the findings move beyond descriptive categorization and provide a theoretical explanation of how different digital da’wah formats influence the construction and transformation of religious values, thereby strengthening the analytical depth of the discussion and situating the results within broader scholarly discourse.

Furthermore, podcasts have emerged as one of the rising alternative media for da’wah. This audio-based platform offers flexibility for listeners to access religious messages anytime and anywhere. Podcasts enable speakers to discuss profound and complex topics, enriching the listeners’ learning experiences while fostering a more intimate discussion community. (Fabriar, 2019; Nuhaa et al., 2023).

Media convergence also plays a vital role in this context. For instance, the *Log In* podcast hosted by Habib Ja'far utilizes YouTube as a medium to facilitate discussions on interreligious tolerance by inviting various public figures, thereby attracting a broad range of audiences to his da'wah content. (Nurrohman & Mujahidin, 2022). Another podcast that has recently gained significant audience attention is "Escape," featuring Ustadz Felix Xiaw, which combines engaging dialogue and modern production techniques to make religious discourse more appealing to young listeners.



Figure 2. Da'wah Content in the Escape and Log In Podcasts

The classification of da'wah content on YouTube reflects the adaptation of preachers to the dynamics of digital culture and technology. In an era where social media exerts a profound influence, selecting the appropriate type of da'wah content is crucial to maintaining the relevance and resonance of the message being delivered. (Nikmah, 2020; Riza, 2021). By utilizing various formats and platforms to disseminate religious messages, preachers are expected to reach a broader audience particularly the younger generation, which constitutes the primary target of digital da'wah. (Zulaikha & Bashori, 2025).

Within the Stimulus–Organism–Response (S–O–R) framework, podcast-based da'wah content such as *Log In* and *ESCAPE* can be interpreted as dialogical and context-driven communicative stimuli that differ substantially from conventional sermon-based formats. These characteristics encourage organismic processes among audiences, including emotional engagement, social identification, and critical reflection on religious and social issues, particularly when da'wah messages are delivered through informal discussions and multi-perspective dialogues. The resulting responses extend beyond normative acceptance of religious teachings to the construction of more personalized, moderate, and contextually grounded religious meanings, especially among younger audiences. This finding supports earlier studies that identify podcasts as participatory and inclusive spaces for digital da'wah (Fabriar, 2019; Nuhaa et al., 2023; Nurrohman & Mujahidin, 2022), while also extending prior research by demonstrating that podcast formats tend to generate more reflective and interpretive audience responses compared to one-way da'wah content. Thus, the adaptation of preachers to digital culture through podcast-based da'wah not only enhances message appeal but also plays a significant role in

transforming how religious values are understood and internalized within contemporary digital communication environments.

Analysis of the Transformation of Religious Values among Audiences

One of the most critical aspects of da'wah on YouTube is understanding the audience. Rofidah (Rofidah, 2021) emphasizes that preachers must be aware of the characteristics of the netizens who comprise their audience, as individuals possess diverse intellectual and experiential backgrounds. Therefore, approaches that are adaptive to audience contexts are vital to the success of the da'wah message. Similarly, Cahyono and Hassani (2019) underline YouTube's potential as a learning medium, where da'wah content can be formulated as educational material that enhances viewers' understanding of Islam.

The analysis of comments on Ustadz Abdul Somad's da'wah videos reveals noticeable transformations in audiences' religious values, reflected through their positive responses. Audience comments often include prayers and expressions of gratitude for the knowledge gained, indicating that digital da'wah fosters spiritual enthusiasm and deep respect for religious teachers. For example, one comment expresses a desire to personally greet and embrace the preacher, illustrating an emotional and religious attachment to the da'i.

Moreover, several comments highlight the educational value of his sermons, noting that Ustadz Abdul Somad's explanations broadened their understanding of Islamic history in the Indonesian Archipelago. This demonstrates that da'wah content on YouTube not only strengthens spiritual and faith dimensions but also expands audiences' religious literacy.

Thus, it can be concluded that digital da'wah via YouTube plays a pivotal role in internalizing religious values while simultaneously contributing to social transformation through enhanced religious literacy and the reinforcement of emotional bonds between audiences and religious figures.



Figure 3. Comments on Ustadz Abdul Somad's Da'wah Posts on YouTube

The analysis of audience comments on the *Escape* podcast reveals a significant transformation in religious values among viewers. Many comments emphasize that the da'wah content presented not only enhances religious knowledge but also deepens faith and spiritual understanding. For instance, one viewer remarked that watching the podcast "increases both faith and intelligence," indicating a balanced internalization of religious values encompassing both spiritual and intellectual

dimensions. Furthermore, several audience members expressed a shift in their perception of worship from one focused merely on ritual performance and external goals to one that emphasizes sincerity and a deeper spiritual connection with Allah SWT. This suggests a transformation of religious values from formalistic practices toward more meaningful and reflective spirituality.

Other comments highlight how digital da'wah broadens horizons, even for lifelong Muslims. Many viewers reported gaining new insights they had never encountered before, demonstrating that YouTube-based da'wah functions as an educational medium that complements the limitations of traditional religious instruction. Additionally, several commenters urged that such content should continue beyond the month of Ramadan, reflecting a growing need and dependence on digital religious sources. This indicates that digital da'wah has reshaped audiences' patterns of religious engagement from seasonal participation to sustained, year-round spiritual consumption.

Beyond individual impacts, the comments also reveal social values in the form of cross-national appreciation for example, remarks from Malaysian viewers acknowledging the great benefits of the content. This illustrates that digital da'wah transcends geographical boundaries, fostering a broader and more interconnected religious community.

Overall, the comment analysis demonstrates that the *Escape* podcast contributes meaningfully to the transformation of audiences' religious values in faith, worship, knowledge, and socio-spiritual connection



Figure 4. Audience Comments on the *Escape* Podcast on YouTube

The audience comments on the *Log In* podcast illustrate how digital da'wah can foster broader transformations in religious values, particularly in the context of interfaith tolerance. Several comments from Catholic, Buddhist, and non-Muslim youth expressed their participation in assisting Muslim communities during Eid al-Fitr preparations and ensuring the safety of mosques during religious celebrations.

This demonstrates the development of religious values into social values, manifested through cooperation, solidarity, and interfaith compassion.

Moreover, comments from Muslim audiences highlight that interreligious interactions through *Log In* content cultivate a new understanding that tolerance is not a threat to faith but rather a genuine expression of religious practice. This signifies a shift in religious orientation, from exclusivity and defensiveness toward inclusivity and openness. Viewers also expressed pride in Indonesia's pluralism, drawing parallels between their experiences and civic education illustrations of harmony and coexistence.

Overall, the comment analysis indicates that the *Log In* podcast not only strengthens individual spiritual values but also plays a vital role in building collective awareness of the importance of tolerance, mutual respect, and interfaith cooperation. Hence, the transformation of religious values among audiences can be seen in the growing internalization of the Islamic principle of *rahmatan lil 'alamin* bringing goodness to all humanity regardless of faith or background.

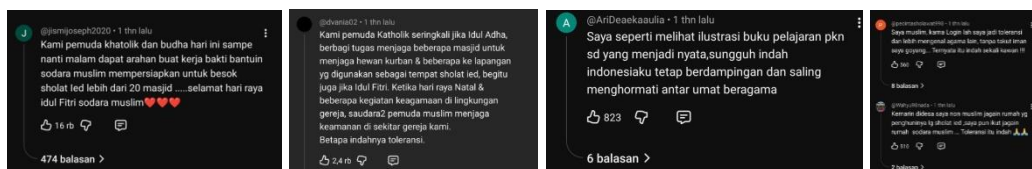


Figure 5. Audience Comments on the Log In Podcast on YouTube

The findings of this research can be explained through the lens of the S-O-R theory (Stimulus–Organism–Response). In the context of digital da'wah on YouTube, da'wah content functions as the stimulus (S), delivering religious messages in diverse forms ranging from traditional sermons by Ustadz Abdul Somad to interactive podcasts such as *Escape* and *Log In*. This stimulus enters the audience's consciousness, representing the organism (O), which encompasses the individual's internal conditions cognitive, affective, and conative aspects. Cognitively, audiences experience an increase in religious literacy and understanding of Islamic teachings. Affectively, they report a strengthened sense of faith and a transformation toward more sincere and reflective worship. Conatively, audiences are encouraged to express their religious values through social actions, such as tolerance and interfaith solidarity, as observed in comments on the *Log In* podcast. This process culminates in the response (R) a tangible transformation in religious values manifested through both individual spiritual appreciation and more inclusive social engagement. Hence, the findings confirm the relevance of the S-O-R theory, illustrating that digital da'wah content as a stimulus can influence the internal states of audiences and elicit responses that reflect the transformation of religious values in the digital era.

Opportunities and Challenges of Da'wah on YouTube

YouTube possesses several advantages compared to other social media platforms. According to Handayani (2021), one of its primary strengths lies in cost and time efficiency, as sermons and da'wah content can be easily accessed by the public anytime and anywhere. However, one of the main challenges of da'wah on YouTube is the intense competition among diverse types of content. Firdaus et al. (2024) note that preachers such as Ustadz Adi Hidayat face threats from algorithmic changes that can affect video visibility, as well as the spread of controversial content that may obscure or distort da'wah messages. Inaccurate or provocative materials can lead to misunderstanding and controversy, particularly in a society with diverse perspectives. (Marti et al., 2023). Therefore, the selection of appropriate material and the use of precise, contextually sensitive language are essential for effective digital da'wah.

Understanding the audience is also critical. Marti et al. (2023) emphasize that preachers must comprehend the needs and interests of their audiences to ensure that messages are received positively. YouTube audiences are highly diverse, with varying levels of religious understanding; thus, without a clear grasp of their characteristics and expectations, da'wah efforts may fail to achieve their intended outcomes. In this regard, preachers should adopt adaptive communication strategies and produce relevant, audience-centered content. (Muyassaroh et al., 2024).

Another challenge involves the spread of inaccurate or biased information, which frequently occurs on social media. Nikmah (2020) highlights that da'wah messages are often susceptible to distortion or misinterpretation, potentially leading to confusion among viewers. Therefore, it is crucial to emphasize accuracy, reliability, and ethical integrity in all da'wah materials.

Furthermore, Nasution et al. (2025) reveal that interactions between preachers and audiences on YouTube can act as either reinforcing or inhibiting factors in the da'wah process. Audience engagement through comment sections, for instance, may serve as a valuable space for discussion, but it can also lead to unproductive debates if not properly moderated. Thus, effective comment moderation is necessary to maintain a constructive and respectful environment. (Rizal, 2023).

CONCLUSION

Based on the findings, YouTube proves to be an effective medium for digital da'wah by extending the reach of religious messages while facilitating two-way interaction with audiences. The analysis of Ustadz Abdul Somad's sermons as well as the *ESCAPE* and *Log In* podcasts reveals transformations in audience religious values across three dimensions: cognitive (enhanced Islamic knowledge and religious literacy), affective (a shift in faith and worship from ritualistic practice toward sincerity and reflective awareness), and conative-social (the emergence of tolerance, solidarity, and interfaith inclusivity in everyday life). These transformations are mediated by diverse content formats, the relevance of discussed issues, narrative and humorous communication styles, and high levels of interactivity through comments and question-and-answer sessions, all of which strengthen value internalization and influence behavioral intentions. Theoretically,

this study contributes to Islamic communication scholarship by extending the application of the Stimulus–Organism–Response (S–O–R) framework to digital da’wah, demonstrating how YouTube content functions as a communicative stimulus that shapes internal cognitive and affective processes and generates socially oriented responses. Practically, the findings highlight important implications for the development of digital da’wah, emphasizing the need for adaptive content strategies, dialogical communication, and ethical engagement to effectively reach younger audiences and foster religious social capital such as trust, empathy, and collective participation. Nevertheless, challenges related to algorithmic competition, information distortion, and discourse polarization underscore the importance of content accuracy, communication ethics, digital literacy, comment moderation, and program continuity. Future research is encouraged to expand the scope of analysis by involving a larger number of channels, multiple digital platforms, longitudinal designs, or mixed-method approaches in order to further examine the long-term impact of digital da’wah on religious values and social behavior across diverse audience groups in the evolving digital landscape.

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