

## COMMUNICATION STRATEGY IN DELIVERING DA'WAH MESSAGES AND INCREASING THE NUMBER OF FOLLOWERS

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**DADI NURJAMAN**

dadi.noer@gmail.com

STID Mohammad Natsir, Indonesia

**VAN RISWANSYAH ZEBUA**

[vanriswansyahzebua@gmail.com](mailto:vanriswansyahzebua@gmail.com)

STID Mohammad Natsir, Indonesia

### ABSTRACT

This study aims to describe how the communication strategy of an Instagram account @kajianislam is in conveying da'wah messages and in increasing its followers. This descriptive research was carried out in 2022 by selecting the object of study on the social media Instagram account @kajianislam using qualitative research methods. The results of this study indicate that the Instagram account @kajianislam is viewed from a communication strategy according to Onong Uchjana Effendy, namely identifying communication goals, selecting communication media, assessing communication objectives and source credibility. He also took steps to increase his followers so that he was successfully followed by 2.8 million followers.

**Keywords:** Communication Strategy, Da'wah, Social Media, Instagram, Followers

### INTRODUCTION

Developments in Information and Communication Technology (ICT) have provided acceleration and convenience for both conveying and receiving information. So that the presence of the internet in modern human life has also presented a new model of social interaction, namely interaction using social media. It is known that almost all people at this time knew and even had social media accounts such as Instagram, Facebook, Twitter, YouTube, and various other social media platforms.<sup>1</sup>

Based on British media reports, on February 11 2021, We Are Social, in collaboration with Hootsuite, released the title "Digital 2021: The Latest Insights Into The State of Digital". The report presents the results of research on patterns of social media use in a number of countries, including Indonesia. It is known that the average Indonesian spends 3 hours 14 minutes a day accessing social media. As of January 2021, out of a total of 274.9 million Indonesians, 170 million or 61.8% are active users of social media. When compared

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<sup>1</sup>Erwin Jusuf Thaib, Problems of Da'wah on Social Media, Solok: Independent Scholars, 2021, p. 4.



to the previous year, the growth of social media users has increased by 10 million or around 6.3%.<sup>2</sup>

The growth in the number of social media users above shows that humans in the era of ICT development are dependent on the internet. Erwin Jusuf Thaib said, "taking advantage of advances in information technology is a necessity that cannot be negotiated."<sup>3</sup>Erwin's opinion is proven by the many various institutions such as government, education, economic, political, social and proselytizing institutions that have used ICT media to receive and convey information. This shows that the development of ICT has provided convenience and acceleration in the flow of receiving and delivering information. As in preaching, many da'wah activists use social media, one of the social media used is Instagram.

Instagram is a social media platform that is currently popular with people around the world. Likewise with the people of Indonesia, Instagram users were recorded in July 2022 reaching 91.77 million people. This number puts Instagram in third place as a social media platform that is often used by Indonesians after YouTube and WhatsApp.<sup>4</sup>

Indonesia has also been named the largest Instagram user in Asia Pacific. The existence of Instagram as a social media that is widely accessed by the public has the opportunity to preach in it. Because in Instagram social media users can take advantage of various interesting features including communication, content and collaboration.<sup>5</sup>

Now it can be said that conveying information through social media Instagram is classified as easier and more practical. However, very few da'wah activists use Instagram as a media for proselytizing. This is evident from the many ustadz who actively preach offline, but only a few preach on social media, especially Instagram, with millions of followers. According to data from coilNews, there are 7 (seven) ustadz who preach on Instagram and have millions of followers.<sup>6</sup>Even so, there is also an Instagram account that in its posts has the value of da'wah messages and followers of up to millions, namely the Instagram account @kajianislam.

The owner of the @kajianislam Instagram account is Abdullah. In his daily activities as a preacher he actively fills in the ta'lim. The Instagram account that he manages already has 2.8 million followers, approximately 16 thousand posts about da'wah messages, both in the form of posters and videos.<sup>7</sup>What's interesting about this @kajianislam account is that da'wah messages in the form of posters and videos are the result of reposts from other accounts. From the re-uploading activities carried out by the @kajianislam account, it turns out that the number of likes and video viewers is higher, when compared to the content creator's original account.

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<sup>2</sup>Conney Stephanie, How Long Do Indonesians Access the Internet and Social Media Every Day, Accessed April 6, 2022, <https://amp.kompas.com/tekno/read/2021/02/23/11320087/berapa-lama-orang-indonesia-access-internet-dan-medsos-everyday>.

<sup>3</sup>Erwin Jusuf Thaib, Problems of Da'wah on Social Media, Solok: Independent Scholars, 2021, p. 4.

<sup>4</sup>Monavia Ayu Rizaty, This is the country with the most Instagram users, what order is Indonesia?, accessed on 09 April 2022, <https://databoks.katadata.co.id/datapublish/2021/08/03/inilah-negara-pengguna-instagram-terbanyak-indonesia-urutan-berapa>.

<sup>5</sup>Zida Zakiyatul Husna and Abdul Muhid, "Development of Da'wah Through Social Media Instagram (Literature Review), Ath-Thariq, V, 02, 2021, p. 206-207.

<sup>6</sup>KumparanNews, 7 Famous Ustaz on Instagram: Abdul Somad to Hanan Attaki, Accessed 20 April 2022, <https://m.kumparan.com/amp/kumparannews/7-ustaz-yang-kondang-di-instagram-abdul-somad-until-hanan-attaki>

<sup>7</sup>@kajianislam, Accessed June 17, 2022, <https://instagram.com/kajianislam?igshid=YmMyMTA2M2Y=>

Da'wah content on the Instagram account @kajianislam contains motivation, advice and discussions about fiqh and aqidah. The presentation does not seem monotonous. This can be seen from the number of likes which reached 15 thousand and its viewers reached 298 thousand.

Based on the achievements of the @kajianislam Instagram account in conveying da'wah messages, the purpose of this study is first, to find out and understand how the communication strategy of the @kajianislam account is in conveying da'wah messages. Second, to find out and understand how the Instagram account @kajianislam has increased its followers.

The theory used in this study uses Onong Uchjana Effendy's communication strategy theory<sup>8</sup>. According to him, there are 4 (four) communication components that become supporters and obstacles that must be considered in developing a communication strategy, including: identifying communication goals, selecting communication media, assessing communication objectives and source credibility.<sup>9</sup>

According to Effendy as quoted by Edi Suryadi, that "communication strategy is a guide for planning (communications management) to achieve a goal". In order to achieve this goal, Effendy argues that there are two aspects that must be studied, namely, the strategy is interpreted macro (Planned multimedia strategy) and micro (single medium communication strategy). Both of these aspects have their functions, namely first, socializing communication messages in an informative, persuasive and instructive manner in order to obtain optimal results. Second, bridging the cultural gap, for example a communication message that has other cultural values will be better when it is applied and used in certain cultures so that they pay attention to developing strategies to package that information in an educational perspective.<sup>10</sup>

The research method in this study used a qualitative research approach. Namely social science research that collects and analyzes data in the form of words (oral and written) and human actions. In qualitative research, the data collected by researchers will not be counted as in quantitative research.<sup>11</sup> However, the format of this research design is to use a descriptive design format. A research for the exploration and clarification of phenomena or social reality, by way of describing a number of variables on the problems and units studied.<sup>12</sup>

## RESULTS AND DISCUSSION

To achieve an effective communication is not easy, because it is necessary to pay attention to the process in preparing the communication strategy. When going to communicate a communicant is advised to first make a plan by considering both supporting and inhibiting factors. This is very important so that in the communication process a communicant can do it effectively so as to achieve optimal results.

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<sup>8</sup>Prof. Drs. Onong Uchjana Effendy, MA is one of the figures in communication science in Indonesia. He served as Dean of Fikom Unpad for the period 1975-1982 and has written 9 books on communication.

<sup>9</sup>Onong Uchjana Effendy, *Theory and Practice of Communication Studies*, Bandung: Rosdakarya Youth, 2017, Cet. XXVIII, p. 35.

<sup>10</sup>Edi Suryadi, *Communication Strategy: A Theoretical and Practical Analysis in the Global Era*, Bandung: PT Remaja Rosdakarya, 2021, Cet. II, p. 5.

<sup>11</sup>Afrizal, *Qualitative Research Methods: An Effort to Support the Use of Qualitative Research in Various Disciplines*. Depok: Rajawali Press, 2017, Cet., IV, p. 13.

<sup>12</sup>Sanapiah Faisal, *Social Research Formats*, Jakarta: PT RajaGrafindo Persada, 2001, Cet., V, p. 20.

The process of communication is essentially the process of conveying a thought or feeling from a communicator to a communicant.<sup>13</sup> Thus, to achieve maximum results from a communication process requires planning. In the Instagram account @kajianislam the application of a communication strategy in conveying da'wah messages has gone through the following planning stages:

#### a. Identify Communication Goals

In developing a communication strategy, planning is needed by considering the condition and situation of the audience as the recipient of the message. This is because the conditions and situations of each communication target are sometimes different. These conditions require a communicator to recognize the target in communicating. Thus, the intent or content of the communication can be conveyed and well received by the communicant.

The Instagram account @kajianislam found alignment with the strategy proposed by Onong Uchjana Effendy. In this case, it can be seen from the purpose of the account @kajianislam in conveying his da'wah messages motivated by the following words of Rasulullah ﷺ:

من دلّ على خير فله مثل أجر فاعله. (رواه مسلم)

Meaning: "Whoever shows (man) to goodness, he will get a reward according to the reward of the one who does it." (HR. Muslim).

Instagram account @kajianislam, trying to get to know the goals of communication in general. As it is known that social media in adulthood has become a popular application, plus increasingly advanced and sophisticated technology has made it easier to access it. As data from British media We Are Social in collaboration with Hootsuite, which was published on 11 February 2021, that the average Indonesian spends 3 hours and 14 minutes a day accessing social media. And of the total population in Indonesia, which amounts to 274.9 million people, 170 million of them are active users of social media.<sup>14</sup>

Of all existing social media platforms, there were 91.77 million Instagram users in Indonesia in July 2022, which means Instagram ranks third as the most used social media platform in Indonesia after YouTube and WhatsApp.<sup>15</sup> Indonesia has even been named the largest Instagram user in Asia Pacific.<sup>16</sup>

Judging from the large number and diversity of Instagram users, the Instagram account manager @kajianislam, tries to identify communication targets before formulating what da'wah messages will be conveyed, namely heterogeneous general audiences, who have frames of reference and very different situations. diverse and currently in the midst of the onslaught of information flows that are so strong and so free. As Wiwit Hardi, the

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<sup>13</sup>Riinawati, Introduction to Communication and Organizational Management Theory, Yogyakarta: Pustaka Baru Press, 2019, p. 12.

<sup>14</sup>Conney Stephanie, How Long Do Indonesians Access the Internet and Social Media Every Day, Accessed April 6, 2022, <https://amp.kompas.com/tekno/read/2021/02/23/11320087/berapa-lama-orang-indonesia-access-internet-dan-medsos-everyday>.

<sup>15</sup>Monavia Ayu Rizaty, This is the country with the most Instagram users, what order is Indonesia?, accessed on 09 April 2022, <https://databoks.katadata.co.id/datapublish/2021/08/03/inilah-negara-pengguna-instagram-terbanyak-indonesia-urutan-berapa>.

<sup>16</sup>Zida Zakiyatul Husna and Abdul Muhid, "Development of Da'wah Through Social Media Instagram (Literature Review), Ath-Thariq, V, 02, 2021, p. 206-207.

manager of the Instagram account @kajianislam revealed that "...I am looking for general posts that can be accepted by many people..."<sup>17</sup>

As for the efforts of the Instagram account @kajianislam, so that the process of conveying the messages of da'wah can run effectively, namely by conveying material that is easily accepted and understood by Muslims as a whole without any groupings. As according to Wiwit Hardi, the Instagram account manager @kajianislam revealed that "...In general, there are no specific da'wah messages for certain groups, but are intended for all people, both general and ordinary people, with material that is easier to understand."<sup>18</sup>

As explained by Onong Uchjana Effendy, recognizing the frame of reference of communicants in mass communication is the most difficult level, so that the communication delivered must be informative and general in nature, which can be understood by everyone.<sup>19</sup>

Likewise with the Instagram account @kajianislam, in conveying his da'wah messages paying attention to the situation and conditions, to achieve success in conveying his da'wah messages. This really needs to be considered, because Instagram is a social media in which there are users who can send and receive information at any time. In fact, sometimes information becomes viral or popular among social media users, because the message conveyed has value packaged in a simple and attractive way.

Wiwit Hardi, manager of the Instagram account @kajianislam, when asked to respond about a message that went viral on social media, he said that "if you really need comments, I will comment on them, this is only as needed..."<sup>20</sup> Looking at Wiwit Hardi's answer, it provides information that the Instagram account @kajianislam always pays attention to the situation and conditions of its communication targets. This is done to be careful in conveying messages so that there are no misunderstandings by social media users, especially followers of the Instagram account @kajianislam.

## b. Selection of Communication Media

Communication media is a means used as a messenger from the communicator to the communicant.<sup>21</sup> Communication media are very diverse and numerous, both traditional and modern, such as drums, kentongan, letters, newspapers, magazines, telephone, radio, television, internet, and so on. It is generally known that these media can be classified as written, printed, visual, aural, and audio-visual media.<sup>22</sup>

To reach communication goals, the communicator can choose one of the media, from several existing media in achieving communication goals. It also depends on the goals to be achieved. It is necessary to pay attention to the messages to be conveyed and the techniques to be used, because each communication medium has its own advantages and disadvantages.<sup>23</sup>

One of the most efficient and popular communication media today is social media. The presence of the internet in modern human life has also presented a new model of

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<sup>17</sup>Interview with Wiwit Hardi P, Instagram Account Admin @kajianislam, Interview, Yogyakarta, 4 August 2022.

<sup>18</sup>Interview with Wiwit Hardi P, Instagram Account Admin @kajianislam, Interview, Yogyakarta, 4 August 2022.

<sup>19</sup>Onong Uchjana Effendy, *Theory and Practice of Communication Studies*, Bandung: Rosdakarya Youth, 2017, Cet. XXVIII, p. 35.

<sup>20</sup>Interview with Wiwit Hardi P, Instagram Account Admin @kajianislam, Interview, Yogyakarta, 4 August 2022.

<sup>21</sup>Sri Ayu Rayhaniah, et. al., *Organizational Ethics and Communication*, Aceh: Muhammad Zaini Publishers Foundation, 2021, Cet., p. 143.

<sup>22</sup>Onong Uchjana Effendy, *Communication Science Theory and Practice*, p. 37.

<sup>23</sup>*Ibid.*, matter. 37.

social interaction among modern society. That is interaction using social media. It is known that almost all people at this time knew and even had social media accounts such as Instagram, Facebook, Twitter, Youtube, and various other social media platforms.<sup>24</sup>

Among the social media applications that are quite popular among the public is the Instagram application, even among foreign artists without exception.<sup>25</sup>The Instagram application is an application intended for sharing pictures and videos.<sup>26</sup>And among the characteristics of this application is that the uploaded images must be beautiful and the videos are of short duration with the shortest possible caption.<sup>27</sup>Likewise with the @kajianislam account, packaging its da'wah messages in the form of pictures and videos of short duration. This is one of the reasons for selecting the Instagram application as a da'wah medium by the Instagram account manager @kajianislam. As Wiwit Hardi, revealed the reason for using Instagram media, he said "because there are many Instagram users, and until now there are still many who access Instagram almost the same as Facebook and Tik-Tok. It's just that Tik-Tok has drawbacks, the first is that it's difficult to create content, because you have to use videos. While Instagram, the most important thing is the picture, which at this time can upload up to ten picture slides."<sup>28</sup>

Instagram is an application whose usage always increases every year. As data from Business of Apps shows that Instagram users globally have reached 1.96 billion users. As of the first quarter of 2022, this number has increased by 1.67% from the previous quarter, which had 1.92 billion users. Meanwhile, when compared to the first quarter of 2021, the growth reached 4.42% within a year.<sup>29</sup>

The growth of Instagram users has both good and bad sides. On the bright side, that the opportunities for da'wah messages to be delivered are wider. The downside is that it is balanced with da'wah messages that can be increasingly widespread. Likewise, negative information is increasingly widespread, such as Islamophobic, liberal and secular thoughts.

In response to this, as explained by Wiwit Hardi, "liberal people are like that, they promote it like that, right, this has to be countered."<sup>30</sup>The answer shows that social media such as Instagram is an effective medium to serve as a means of proselytizing in today's global era. Only in choosing the form of communication media must be considered carefully and then packaged in an attractive and easy way to be understood by the general public, especially audiences on social media (cyberspace).

### c. Communication Objectives Assessment

Communication messages must have a goal to be achieved. Because the purpose of the communication message will determine the appropriate technique that will be used by the communicator when he wants to carry out the communication process. Onong Uchjana Effendy, divides the techniques that can be used by communicators when carrying

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<sup>24</sup>Erwin Jusuf Thaib, Erwin Jusuf Thaib, Problems of Da'wah on Social Media, Solok: Independent Scholars, 2021, p. 4.

<sup>25</sup>Dhifa Nabila, et., al., Civilization of Social Media in the Industrial Age 4.0, Malang: Communication Studies Study Program, Muhammadiyah Malang University in Collaboration with Media Intelligence, 2020, p. 74.

<sup>26</sup>Akhmad Muwafik Saleh et., al., Communipreneur: Creative Communication Models in the Industry 4.0 Era, Malang: Media Intelligence, 2020, Cet., p. 52.

<sup>27</sup>Dhifa Nabila, et., al., Social Media Civilization in the Industrial Age 4.0, p. 74.

<sup>28</sup>Interview with Wiwit Hardi P, Instagram Account Admin @kajianislam, Interview, Yogyakarta, 4 August 2022.

<sup>29</sup>Monavia Ayu Rizaty, Increased Again, This is the Number of Instagram Users as of the First Quarter of 2022, accessed on 09 April 2022, <https://databoks.katadata.co.id/datapublish/2022/06/17/berplus-lagi-ini-nomor-instagram-users-as-i-quarter-2022>

<sup>30</sup>Interview with Wiwit Hardi P, Instagram Account Admin @kajianislam, Interview, Yogyakarta, 4 August 2022.

out the communication process into three techniques, namely: information techniques, persuasion techniques and instruction techniques.<sup>31</sup>

Onong Uchjana Effendy also divides communication messages into two functions, namely the content of the message and symbols. The content of the communication message can be one, but the symbol used can be varied. Symbols that can be used to convey the content of communication can be in the form of language, images, colors, gestures and so on. In everyday life we can find lots of examples of the contents of communication messages conveyed to the communicant by using a combination of several symbols, such as communication messages through newspapers, films or television.<sup>32</sup>

The techniques and forms of messages conveyed by the Instagram account @kajianislam are as follows:

### 1) Information Engineering

Information engineering is a message aimed at broadening public insight and awareness, which is usually a simpler and clearer message to make it easier for the communication target to understand.<sup>33</sup> Among the examples of applying da'wah messages with information techniques, namely uploads or posts that provide information about recommended study places. Like a book recommendation; motivation about the enormity of a practice if implemented; and the like. The contents of this message are posted on the Instagram account @kajianislam in the form of writing, illustrated pictures, and audiovisual which are informative in nature.

### 2) Persuasion Techniques

Persuasion technique is the process of conveying messages by the communicator to the communicant with the hope that the attitudes, actions, opinions and behavior of the communicant change with their own awareness.<sup>34</sup> Among the examples of applying da'wah messages with persuasion techniques from the Instagram account @kajianislam, are uploads or da'wah posts that are motivational or solicitation. Like an invitation to do sunnah prayers that are equipped with information will get a reward when doing it, and posts like that. Then the da'wah messages are uploaded in either the form of writing, illustrations, pictures or audiovisual form.

### 3) Instruction Technique

Communication techniques Instruction is a directive to do something, the purpose of giving instructions is to make it clear what is expected and how to process it.<sup>35</sup> Among the application of instructional techniques on the Instagram account @kajianislam is a video on how to perform the id prayer, or something similar. Then the forms of these messages are posted on the Instagram account @kajianislam in the form of writing, picture illustrations and audiovisuals.

Judging from the explanation above, there is a pattern of packaging of da'wah message content carried out by the Instagram account @kajianislam when practicing the three communication techniques, namely da'wah content packaged in writing, illustrated

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<sup>31</sup>Onong Uchjana Effendy, *Communication Science Theory and Practice*, p. 37.

<sup>32</sup>*Ibid.*, matter. 37-38.

<sup>33</sup>Alvian Hardianto, et., al., *Business Communication: Communication Concepts & Practices*, Surabaya: Scopinda Media Pustaka, 2020, Cet., I, p. 101.

<sup>34</sup>Sunarno Sastro Atmodjo, *Intercultural Communication*, Bandung: Indonesian Science Media, 2021, p. 72.

<sup>35</sup>Sayyidatul Khoiridah (ed), et., al., *Padamu Negeri Kami Berbad (Education, Technology, Health, Agriculture, Fisheries and Food)*, Surabaya: Unitomo Press, 2022, Cet., I, p. 25.

images, audiovisual and videovisual. This is done as an effort to convey da'wah messages effectively and produce optimal results.

#### **d. The Role of the Communicator in Communication**

There are two important factors that must be present in the communicator in facilitating communication, namely source attractiveness and source credibility. The meaning of source appeal is when the communicant feels that the communicator is participating with him, which is when the communicant feels there are similarities between himself and the communicator, then the communicant will be willing to obey the contents of the message conveyed by the communicator.<sup>36</sup>

While what is meant by source credibility is the communicant's trust in the communicator. This belief has a lot to do with the profession or expertise possessed by the communicator. Someone who works as an ustadz, then of course he will gain trust if he explains issues related to religion.<sup>37</sup>

At this last stage of communication strategy theory, the @kajianislam Instagram account has its own way. That is, the identity of the Instagram account @kajianislam was created anonymously. Namely, the identity of the account manager is kept secret from the public. As Wiwit Hardi said, "...convincing people is difficult, isn't it, because of the people, isn't it the @kajianislam account, the person is anonymous, right..."<sup>38</sup>

#### **1. @kajianislam Instagram Account Strategy to Increase Followers**

At present it can be said that preaching through social media, especially on Instagram, is classified as easier and also practical, this is none other than because the coverage is almost evenly distributed throughout Indonesia and is supported by an application that has various interesting features. However, it turns out that on the other hand, what is becoming a difficulty for da'wah activists at this time is how to use social media such as Instagram as a medium for proselytizing. Da'wah messages delivered through Instagram media can be conveyed effectively and the Instagram account can develop properly.

Currently there are many Instagram accounts that post da'wah content. However, it looks less effective and only runs in place. The reasons are varied, from the presentation of unattractive content to the lack of knowledge of the manager. Such as about what content is needed by the audience (mad'u da'wah), so that engagement from delivering da'wah never increases.<sup>39</sup>

It should be noted that there are supports for the effectiveness of proselytizing on Instagram media, namely followers. Where with the increasing number of da'wah objects, it has the potential to spread da'wah messages and even become viral and popular. So to answer this problem, the researcher conducted an in-depth study in this study. This is important to research because the Instagram account @kajianislam has followers that have been increasing every year since 2013 until now. Meanwhile, the Instagram account @kajianislam has 2.8 million followers. Instagram account manager @kajianislam, Wiwit Hardi, said:

"...In the past, I had a lot of followers because few people knew Instagram, so if you want to do a search in the explore column about something that has Islamic roots, then most likely what will appear is the Instagram account @kajianislam. This was due

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<sup>36</sup>Onong Uchjana Effendy, *Communication Science Theory and Practice*, p. 37.

<sup>37</sup>*Ibid.*, matter. 39

<sup>38</sup>Interview with Wiwit Hardi P, Instagram Account Admin @kajianislam, Interview, Yogyakarta, 4 August 2022.

<sup>39</sup>Ahmad Zaki Abdul Aziz, "Optimizing Instagram as a Media for Delivering Da'wah Messages", *Imperatif Syntax Journal*, I, 04, 2020, p., 218.



to the lack of alternatives to follow da'wah accounts at that time, in contrast to the current situation there are more..."<sup>40</sup>

As for the results of research on how the Instagram account @kajianislam increases their followers, they are committed to being the first account. As M. Suyanto quoted Jack Trout saying, that one of the essence of strategy is different. So to be different can be done by being the first.<sup>41</sup> It is known that exactly three years after the launch of the Instagram application, the Instagram account @kajianislam was created.<sup>42</sup> At that time, there were still very few accounts spreading Islamic da'wah content. This is what makes the explore results from searching for Islamic content always point to the Instagram account @kajianislam, so that the followers of this account automatically increase and continue to grow.

The next strategy implemented by the Instagram account @kajianislam is by giving an account name that is common and easy to remember. The name of this account has the keywords "Kajian and Islam". The choice of these two words makes the Instagram account @kajianislam always appear as an option when searching for the word "Kajian or Islam" on the search page on Instagram. Rachmad Igen explained that names that are short and easy to remember are meant to be easily memorized by everyone. As for the short name in the case of the internet, it can give a pretty good contribution and promotion.<sup>43</sup>

The Instagram account @kajianislam, on the content uploading strategy side, always tries to apply consistency in posting content, namely six times a day. This is also in line with Rahmat Sidiq's explanation in his book, *Selling Techniques with Digital Marketing*. He explained that posting regularly at least three times a day would help content marketing on Instagram. This is none other than because the Instagram system can assess dynamic active users on Instagram. So that the post will be assisted by the system, to appear on the newsfeed and on the Instagram search page.<sup>44</sup>

Meanwhile, in terms of posting time, the Instagram account @kajianislam determines the posting schedule, namely: after dawn and Duha time with two content postings; noon after noon one post; in the evening after asr once post; and at the time of Isha once post.<sup>45</sup> The regular posting of Instagram content, as explained by Rahmat Sidiq, should make posts at times when users are active and access social media. Namely in the morning, during the afternoon break, afternoon time, and at night break time. Because usually many users of social media like Instagram actively access it at these times.<sup>46</sup>

The strategy implemented by the Instagram account @kajianislam in terms of content selection is to choose an interesting image. So that it can invite lots of interactions like the content. The more interesting the images posted, the more likes they will receive and the wider their distribution will be. This is because posting on Instagram generates an

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<sup>40</sup>Interview with Wiwit Hardi P, Instagram Account Admin @kajianislam, Interview, Yogyakarta, 4 August 2022.

<sup>41</sup>M. Suyanto, *Start a Business from Zero-Learn from the World's Top Entrepreneurs | Smart in Entrepreneurship*, Yogyakarta: Andi, 2019, p. 171

<sup>42</sup>Interview with Wiwit Hardi P, Instagram Account Admin @kajianislam, Interview, Yogyakarta, 4 August 2022.

<sup>43</sup>Rachmad Igen, *Online Selling Success Strategies*, Jakarta: Mediakita, 2010, cet., I, p. 7.

<sup>44</sup>Rahman Sidiq, *Selling Techniques with Digital Marketing*, Udacoding, p. 47.

<sup>45</sup>Interview with Wiwit Hardi P, Instagram Account Admin @kajianislam, Interview, Yogyakarta, 4 August 2022.

<sup>46</sup>Rahman Sidiq, *Selling Techniques with Digital Marketing*, p. 47.

average engagement of 4.21% per follower. In this respect it is 58 times bigger than Facebook and 120 times bigger than Twitter.<sup>47</sup>

Another strategy implemented by the Instagram account @kajianislam is to post more video reels. Namely short video clips that contain da'wah messages. As in line with the explanation from Novy Khusnul Khotimah, that video reels have a wider reach and have more viewers.<sup>48</sup>

Thus, several strategies or stages implemented by the Instagram account @kajianislam in an effort to increase its followers have been carried out since 2013 until now.

## CONCLUSION

Based on the results of the research described above, the conclusion of this study is that there is a relationship between the application of communication strategies to increasing the number of followers of the Instagram account @kajianislam. Where in conveying his da'wah messages he makes the general public the target of his da'wah. Choose da'wah materials in the form of da'wah messages that are easily understood and accepted by the general public. Choose a name for the account by choosing a name that is common and easy to remember. Make attractive illustrations in conveying the messages of da'wah, both in the form of posters and video reels.

In increasing its followers, the Instagram account @kajianislam, established this account as the earliest proselytizing account on the Instagram application. Then choose a name for the account by choosing a name that is common and easy to remember. Make interesting illustrations in conveying the messages of da'wah. Da'wah content that is uploaded in the form of videos, implemented by posting more videos in the form of video reels.

The Instagram account @kajianislam when choosing the role of communicator in communication, gives an anonymous name. This is an attempt when in conveying his da'wah messages what is seen is the content or content of the da'wah message, not to the person.

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