



# Communication Strategies and the Relevance of Al Wa'iyah's Da'wah Messages on YouTube for Young People by Ustadz Hanan Attaki

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## Abstrak

### Kata kunci:

Strategi

Komunikasi, Al

Wa'iyah, Dakwah

Perkembangan teknologi digital telah mengubah cara penyampaian dakwah di era modern, terutama bagi generasi milenial yang lebih menyukai konten religius yang ringan, relevan, dan mudah diakses melalui media sosial. Penelitian ini bertujuan untuk menganalisis strategi komunikasi dakwah al-wa'iyah (dakwah berbasis kesadaran) yang digunakan oleh Ustadz Hanan Attaki dalam video ceramahnya berjudul "Islam dan Semangat Nasionalisme" di kanal YouTube @HananAttaki. Dakwah merupakan bentuk komunikasi yang menyampaikan nilai-nilai agama, sehingga strategi penyampaiannya sangat menentukan efektivitas pesan. Penelitian ini menggunakan metode deskriptif kualitatif dengan teknik pengumpulan data berupa observasi dan dokumentasi terhadap konten video. Hasil penelitian menunjukkan bahwa Ustadz Hanan Attaki mampu menggabungkan nilai-nilai keislaman dan nasionalisme secara harmonis melalui pendekatan komunikasi yang santai, emosional, dan naratif. Ia menggunakan bahasa sederhana dan kontemporer, menyisipkan cerita yang relevan dengan kehidupan anak muda, serta menyajikan visualisasi modern yang menarik. Pemanfaatan multiplatform digital seperti YouTube juga memperluas jangkauan dakwahnya. Strategi ini menjadikan pesan dakwah mudah dipahami, menyentuh secara emosional, dan sesuai dengan kebutuhan spiritual generasi muda. Kesimpulannya, pendekatan komunikasi Ustadz Hanan Attaki efektif dalam membentuk pemahaman keislaman sekaligus semangat kebangsaan di kalangan milenial.

## Abstract

### Keywords:

Communication

Strategies, Al

Wa'iyah, Da'wah

The development of digital technology has changed the way religious preaching is delivered in the modern era, especially for millennials who prefer religious content that is light, relevant, and easily accessible through social media. This study aims to analyze the communication strategies of al-wa'iyah (consciousness-based da'wah) employed by Ustadz Hanan Attaki in his video lecture titled "Islam and the Spirit of Nationalism" on the YouTube channel @HananAttaki. Dakwah is a form



of communication that conveys religious values, so the strategies used in its delivery significantly influence the effectiveness of the message. This study employs a qualitative descriptive method with data collection techniques involving observation and documentation of the video content. The results show that Ustadz Hanan Attaki successfully integrates Islamic values and nationalism harmoniously through a relaxed, emotional, and narrative communication approach. He uses simple and contemporary language, incorporates stories relevant to young people's lives, and presents modern, engaging visuals. The use of digital multi-platforms such as YouTube also expands the reach of his da'wah. This strategy makes the da'wah message easy to understand, emotionally impactful, and aligned with the spiritual needs of the younger generation. In conclusion, Ustadz Hanan Attaki's communication approach is effective in fostering Islamic understanding and nationalistic spirit among millennials.

## INTRODUCTION

In this ever-evolving digital age, social media has become one of the primary means of conveying various messages, including Islamic preaching. Among the most widely used platforms, YouTube occupies a central position as an effective visual communication medium for reaching the younger generation. This generation, which has grown up with digital technology, is the group most exposed to various forms of global ideology, thus requiring a preaching approach that is in line with their character and habits in accessing information.

In this context, Ustadz Hanan Attaki emerges as a young preacher who has successfully captured the attention of millennials through his creative, relaxed, and values-rich approach to Islamic preaching. He leverages the power of media platforms like YouTube to convey Islamic messages that are grounded and contextualized with the realities of young people's lives today (Efendi, Ardianti, and Dwi 2024).

His lecture video titled "Islamic Values and Nationalist Spirit" is particularly intriguing to analyze as it combines two fundamental values: Islamic values and nationalism. The messages in this video are not only theological but also address national issues, which are relevant amid the challenges of national unity. Nationalism among Indonesian youth is currently at a critical juncture, as they are caught between preserving local values and the growing influence of global culture (Haq 2024).

The communication strategy employed by Ustadz Hanan Attaki is the primary reason for selecting him as the subject of this research. He is known for his storytelling methods, use of youth-oriented language, aesthetically pleasing visuals, and emotionally charged background



music. This approach creates an emotional connection between the preacher and the audience, directly impacting the religious behavior of young viewers, such as increased prayer frequency and religious awareness (Zuleha and Hasnah Nasution 2024).

Additionally, his preaching content is enriched with character values such as tolerance, responsibility, and a spirit of togetherness, which are crucial for strengthening social cohesion among the younger generation (Huriyah et al. 2020). Furthermore, his flexible approach has reached marginalized communities like motorcycle gangs, demonstrating the inclusivity of his preaching efforts (Cholil, Nur Syam, and Yasyva Agfa Nizar 2021)

Recent research also shows that Ustadz Hanan Attaki's approach to da'wah through social media, both YouTube and Instagram, is effective in building the religious and nationalist identity of young people. He uses a persuasive and empathetic approach that is relevant to the psychosocial dynamics of today's youth (Ismiati, Sofiatin, and Zuhriyah 2024). (Mustafid, Nuraida, and Walian 2023).

However, the popularity of Ustadz Hanan Attaki's da'wah has also sparked controversy in the public sphere. Some groups question his style of delivery, which is considered too populist. The rejection that occurred in Madura is an interesting study of how social media can create new symbolic power in religious discourse

Although there have been many studies related to digital dakwah, few have specifically highlighted the integration of Islamic values and nationalism in a single social media-based dakwah message. Therefore, this research not only fills a gap in the academic literature but also offers a new dakwah model capable of building religious and national character among Indonesia's younger generation.

## METHOD

Descriptive qualitative approach is a research method that aims to describe and explain phenomena in a deep and detailed context (Sugiyono, 2021). In the context of this study, the descriptive qualitative method was used to analyze the video content of Ustadz Hannan Attaki's YouTube channel. Concrete steps in the descriptive qualitative approach include observation, where the researcher conducts direct observation of relevant videos (Bungin, 2009). This observation involves watching the videos in their entirety, noting key elements, and identifying main themes relevant to the research topic (Abdussalam, 2021). The data collection techniques used in observation and documentation include videos uploaded by Ustadz Hannan Attaki. Once the data is collected, it will be analyzed and identified to gain an understanding of the importance of communication strategies and the relevance of messages in modern da'wah to



address the challenges of the digital age while enhancing the effectiveness of da'wah among the younger generation.

The research instrument used in this study is content analysis. Content analysis is a technique used to draw conclusions by identifying the characteristics of messages in an objective and systematic manner.

## FINDING AND DISCUSSION

This research focuses on the communication strategies used by Ustadz Hannan Attaki and Al Wa'iyah's da'wah, particularly through digital content that is relevant to the characteristics of young people. Through his delivery, which provides positive motivation and warnings, his goal is to build a strong emotional connection between the da'i and the audience or mad'u. Today's youth are more critical and logical, making them more responsive to inspirational and constructive approaches, as seen in Ustadz Hannan Attaki's sermons, which address themes such as life motivation, Islamic values with a nationalist spirit, the relevance of Islamic values in modern life, and inspiring stories about the Prophet and his companions that move the hearts of the audience or mad'u.

Through an analysis of Ustadz Hannan Attaki's digital da'wah content, this study explores these communication strategies in efforts to build emotional closeness with the audience or mad'u, convey religious values in a relevant manner, and enhance the reception of da'wah messages, with young people being a highly appropriate target audience.

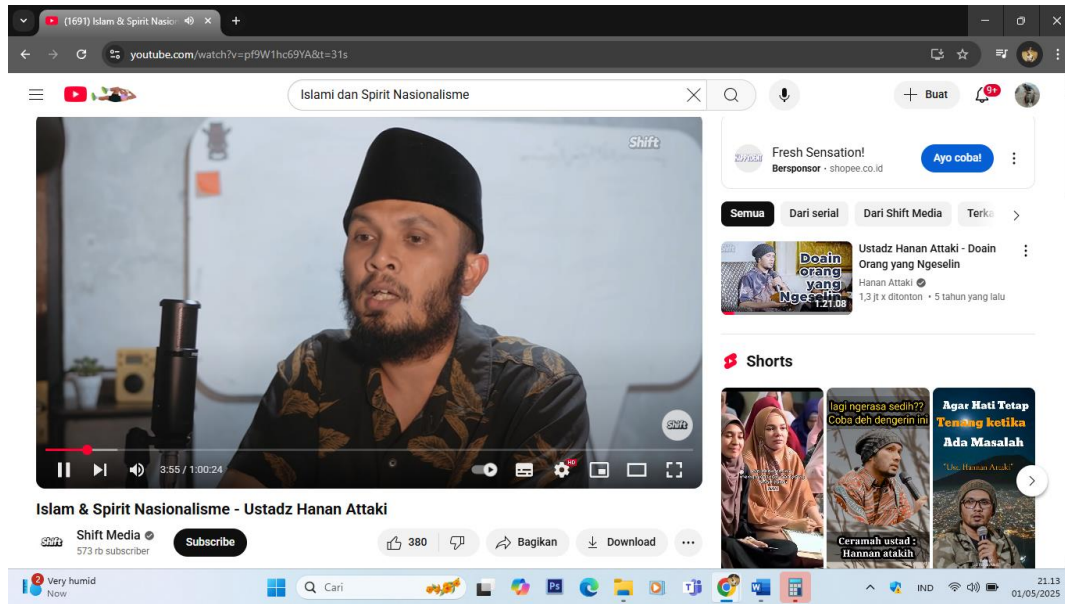
The dakwah messages conveyed by Ustadz Hannan Attaki are highly relevant to the lives of young people. He is able to address the spiritual, emotional, and social needs and challenges faced by young people. The style of message delivery is uniquely his own, using simple and easy-to-understand language, making it effective in conveying Islamic values to young people.



## ANALYSIS

### A. Ustadz Hannan Attaki's communication strategy

In an analysis of the content of a video sermon entitled “Islam and the Spirit of Nationalism”



*Figure 1. Video clip of Ustadz Hannan Attaki's sermon (Source: Shift Media YouTube account)*

This video clearly refutes the dichotomous notion that being a devout Muslim and being a nationalist who loves one's country are mutually exclusive. The speaker bluntly states that these two identities are not mutually exclusive, but can and should go hand in hand. He even posits that Islamic values can actually strengthen positive nationalism, such as brotherhood, justice, and the spirit of mutual cooperation. The analogy used is how an individual can have multiple identities simultaneously—as a family member, as part of a community, and as a citizen—without any inherent conflict between these identities.

#### **Presenting a Strong Historical Precedent:**

To strengthen his argument, Ustadz Hannan Attaki does not rely solely on rhetoric but also refers to highly relevant historical precedents. The story of the celebration of the national day of the Habashah people at the Prophet's Mosque is a particularly powerful example. The Prophet Muhammad's actions, which not only permitted but also valued expressions of cultural and national identity within the sacred space of worship, demonstrate the breadth of Islamic perspective. This indicates that Islam does not erase or negate ethnic or national identities, as long as those identities do not contradict the universal principles of Islam. The speaker also



highlights how the Prophet interacted with various delegations from different tribes and nations, showing respect for each one's uniqueness.

### **Emphasizing the Beauty of Diversity from an Islamic Perspective:**

This video beautifully connects the concept of diversity with Islamic teachings. The Quranic verse stating that the diversity of tribes and nations is a sign of Allah's greatness serves as a strong theological foundation for accepting and valuing differences. Ustadz Hanan Attaki encourages the audience to view diversity as a blessing and potential, not as a source of division. He emphasizes the importance of focusing on the positive values present in every culture and ethnicity, and avoiding getting caught up in counterproductive comparisons of superiority. The message conveyed is that unity in diversity is strength, and Islam encourages its followers to build bridges of understanding between various groups.

### **Beware of “Fitnah” After Independence: The Test of Prosperity:**

This point presents an interesting perspective that is relevant to the current context in Indonesia. The speaker reminded the audience that the nation's struggle did not end with physical independence. Rather, new challenges have emerged in the form of “fitnah” or trials, one of which is the trial of prosperity and abundance. Referring to the early history of Islam, he describes how abundant wealth can test the faith and brotherhood of the community, sparking disputes and greed. This analogy serves as a warning for the Indonesian nation not to be lulled by material progress but to uphold the values of unity, social justice, and concern for others.

### **Emphasizing the Power of Prayer for the Nation's Welfare:**

The closing segment of the video offers a profound spiritual touch. The call to pray for Indonesia, its leaders, and all its people serves as a reminder of the importance of the spiritual dimension in national and state life. Prayer is seen as a force capable of overcoming various challenges, both internal and external. The request for protection from conflict and threats shows an awareness of a nation's vulnerability and a belief in divine assistance. This call also implicitly encourages the active participation of every citizen in building the nation through prayer and sincere effort.

Overall, this video presents a comprehensive and soothing view of the relationship between Islam and nationalism. Supported by religious arguments and historical examples, Ustadz Hanan Attaki successfully conveys a message of unity, appreciation for diversity, vigilance against post-independence challenges, and the importance of the spiritual dimension in national life. This message is highly relevant to the context of Indonesia, a diverse nation that continues to strive to strengthen its unity and progress.





## **B. The Da'wah Process of Ustadz Hanan Attaki**

### **1. Observation Phase**

Before launching a movement or setting a promotional agenda to attract young people to attend Ustadz Hannan Attaki's lectures and those of other members of his community team, they first conduct observations. They determine or create a preliminary plan regarding which individuals or communities to invite, the topics of discussion currently being addressed, the issues being discussed, and even the music genres they are currently into. All of this is studied, from individual accounts to the communities themselves. The observation is not only conducted on-site but also through the community's social media accounts. Ustadz Hanan Attaki then analyzes what has been gathered on-site to develop a strategy for entering the community.

### **2. The Ideological Phase**

After conducting observations, the Shift team and Ustadz Hanan Attaki analyze the characteristics and unique traits of each community targeted for da'wah. This analysis includes the values they uphold, their lifestyle, the language of communication they use, and the symbols of identity they employ. The purpose of this stage is to align the da'wah message with the community's ideals and aspirations without altering the core teachings of Islam. In this process, Ustadz Hanan Attaki and his team strive to frame Islamic da'wah within narratives that are relevant and acceptable to young communities. For example, in music-loving communities, da'wah can be packaged in the form of Islamic concerts or musical recitations of poetry containing messages of tawhid. Similarly, for fashion or streetwear enthusiasts, da'wah is approached through the visualization of Islamic teachings in the form of contemporary yet meaningful t-shirt designs, hoodies, and accessories. The primary goal of this idealistic phase is to ensure that da'wah does not come across as preachy or judgmental but rather becomes an integral part of the community's spiritual journey. With this approach, Islamic messages can be received more openly and organically by the younger generation, as they feel that the values they uphold are not rejected but rather serve as a bridge to a deeper understanding of Islam.

### **3. Adaptation Phase**

In this phase, after understanding the community's idealism, Ustadz Hanan Attaki and the Shift team began to adapt the style of da'wah delivery to align with the audience's character. Adaptations were made in various aspects such as language, clothing style, da'wah media, and



the format of activities organized. The language used in da'wah tends to be casual, colloquial, and familiar with contemporary terms popular among young people.

Ustadz Hanan Attaki's appearance also reflects this adaptation, with a casual style of dress such as hoodies, jeans, and sneakers, far from the formal image of a typical ustadz. This makes young people feel closer and more comfortable, eliminating the psychological distance between the preacher and the audience (the target of the dakwah).

Additionally, social media platforms like Instagram, YouTube, and TikTok are utilized to the fullest to convey da'wah messages through light yet impactful content, such as motivational short videos, Islamic quotes, vlogs of activities, and excerpts from sermons presented in an engaging manner.

This adaptation aims to make da'wah relevant to the lives of young people without altering the essence of Islamic teachings. Flexible yet substantial da'wah is the key to ensuring the message is received without coercion.

#### 4. Execution Phase

After the observation, alignment of ideals, and adaptation phases are completed, the execution phase begins, which involves directly implementing da'wah activities targeting the community. At this stage, Ustadz Hanan Attaki and the Shift team implement various da'wah strategies through activities tailored to the community's characteristics.

Execution takes various forms, such as thematic discussions at places popular among young people (cafés, fields, skate parks), large-scale events like hijrah concerts or Islamic festivals, and interactive online religious study sessions. In their implementation, they not only convey religious teachings textually but also incorporate life motivation, inspiring stories, and emotional approaches that touch the human side of the audience.

Consistency and active involvement in community activities are crucial components of this phase. Ustadz Hanan and his team do not merely attend as event speakers but genuinely engage as part of the community, making the da'wah feel more authentic and integrated into their daily lives.





## 5. Evaluation and Development Stages

After the da'wah was carried out, Ustadz Hanan Attaki and the Shift team did not stop at the execution stage. They conducted regular evaluations of the activities that had been carried out. These evaluations included audience response, effectiveness of material delivery, community growth, and the spiritual and social impact.

Evaluation sources are drawn from various feedback channels—both directly from activity participants and through analysis of interactions and comments on social media. The Shift team also monitors the extent of behavioral transformation or increased understanding of Islam within the communities they target.

The results of these evaluations are then used to develop a more relevant, creative, and impactful approach to da'wah. As a result, the da'wah process is dynamic and continuously adapted to changes in the times and the needs of the younger generation.

### C. Dakwah Al Wa'iyah

Dakwah in the modern era requires an approach that is not only normative, but also contextual, empathetic, and socially insightful. This approach is known as dakwah al-wa'iyah, which is dakwah carried out with full awareness of the objective situation of society and the psychological needs of the audience. One contemporary figure who consistently applies the principles of dakwah al-wa'iyah in his dakwah movement is Ustadz Hanan Attaki, founder of the Shift community.

#### 1. Understanding Dakwah Al-Wa'iyah and Its Relevance

Dakwah al-wa'iyah originates from the Arabic word “wa'iyah,” which means to understand and be aware. This form of dakwah emphasizes the reflective process of conveying Islamic teachings based on knowledge and attention to social dynamics. Preachers using this approach do not merely recite verses and hadiths but also frame them within the relatable realities of the present.

Ustadz Hanan Attaki presents Islam as a religion close to the lives of young people. He does not merely convey religious teachings but also incorporates social insights, life motivation, and solutions to the spiritual concerns of the millennial generation.



## 2. Characteristics of Dakwah Al-Wa'iyah in Ustadz Hanan Attaki's Practice

Ustadz Hanan Attaki applies dakwah al-wa'iyah in practice through the following approaches:

- Contextual and Realistic: He delivers his dakwah using language that is easy for young people to understand, employing slang terms and popular themes.
- Digital Media-Based: His sermons are presented in short videos on TikTok, YouTube, and Instagram, packaged in visually appealing formats.
- Humanistic and Inclusive: He does not judge people based on their appearance or past. His dakwah embraces young people who are undergoing a spiritual journey or are new to religion.
- Solutive and Inspirational: Much of his content contains encouraging messages, especially for young people experiencing spiritual anxiety and identity crises.
- Transformational: The Shift movement has transformed the perception that Islam is rigid and heavy into one that is beautiful, liberating, and soothing.

## 3. Al-Wa'iyah Da'wah Strategy by Ustadz Hanan Attaki

- Observation and Segmentation: Before conducting da'wah, the Shift team analyzes the characteristics of the target community, from clothing styles to preferred music genres. This demonstrates a data-driven and socially empathetic approach.
- Adaptation of Style and Language: Ustadz Hanan appears in casual attire (hoodie, sneakers) and speaks in a relaxed yet meaningful manner. This reflects an awareness of the need to avoid creating a distance between the da'i and the mad'u.
- Collaborative and Participatory: He does not present himself as a "preachy ustadz," but as a spiritual companion, accompanying young people through their transformative journey.
- Media as a Tool for Da'wah: By maximizing social media, his da'wah reaches a wide audience across geographical boundaries.



## 5. Real-Life Examples of Al-Wa'iyah Da'wah by Ustadz Hanan Attaki

Some examples of the application of al-wa'iyah da'wah in the Shift program:

- HijrahFest and Shift Study Sessions at the Field or Skate Park: Engaging the community through activities based on their hobbies.
- Reflective Content on YouTube: Such as the “Hijrah Story” series, which features real stories of young people's transformations.
- Dakwah Merchandise: T-shirts and hoodies with Islamic quotes are used as a medium for spreading dakwah values culturally.
- Lecture Visualization Program: Short clips full of messages with touching and soul-stirring cinematography.

## CONCLUSION

The communication strategy for Islamic preaching (dakwah) employed by Ustadz Hanan Attaki through his video “Islam and the Spirit of Nationalism” on his YouTube channel has proven effective in conveying Islamic messages combined with a spirit of nationalism to the younger generation. Through an emotional narrative approach, the use of simple and contemporary language, and engaging visuals, Ustadz Hanan has been able to foster spiritual understanding and awareness that is relevant to the daily lives of young people. This strategy reflects a shift in paradigm from traditional da'wah to a more responsive, awareness-based da'wah that adapts to social dynamics and digital media. Therefore, da'wah practitioners and religious institutions should adopt a similar approach in developing communicative and contextual da'wah content. Theoretically, the findings of this study can serve as a foundation for developing a concept of digital da'wah based on awareness that is integrated with national values. For further development, it is recommended that in-depth research be conducted on the long-term impact of similar da'wah strategies on the religious behavior and nationalism of youth, as well as comparative studies with other da'wah practitioners active on social media to broaden perspectives and validate effective digital da'wah models.



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