



# Analysis of Ustadz Das'ad Latif's Language Style in Delivering Dakwah Via Youtube

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## Abstract

**Keywords:**

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Youtube

Dakwah merupakan bagian yang sangat penting dalam agama islam. Seorang pendakwah hendaknya adalah seseorang yang mengkaji dan mengetahui bagaimana cara berdakwah, terutama dalam gaya bahasa dakwah. Gaya seorang pendakwah mempengaruhi minat pendengarnya, sehingga dibutuhkan gaya penyampaian yang berbeda. Tulisan ini mengkaji tentang gaya bahasa dalam ceramah ustaz das'ad latif di kanal youtube miliknya. Ustaz das'ad latif terkenal dengan metode ceramahnya yang santai dan cerita-cerita yang lucu. Penyampaian dakwah ustaz das'ad latif menggunakan komunikasi yang ringan, jelas, dan tegas. Tujuan dari penelitian ini adalah untuk menganalisis gaya bahasa dalam ceramah ustaz das'ad latif di youtube. Teori yang digunakan dalam penelitian ini adalah gaya bahasa menurut gorys kaeraf. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Data diperoleh dari dokumentasi berupa jurnal, skripsi, tesis dan sumber literatur lainnya. Analisis dilakukan terhadap data yang telah dipaparkan berdasarkan teori yang digunakan. Hasil penelitian menunjukkan bahwa ustaz das'ad latif menerapkan gaya bahasa berdasarkan pilihan kata, nada, dan struktur kalimat. Namun, gaya bahasa dakwah yang paling menonjol adalah gaya bahasa informal dan gaya bahasa percakapan. Penggunaan nada yang bersemangat dan jenaka menjadi keunikan ustaz das'ad latif. Sedangkan struktur kalimat disampaikan melalui awal frasa dan pengulangan kata.

## Abstrak

**Kata kunci:**

Style of language,  
Da'wah,  
Das'ad  
Latif,  
Youtube

Da'wah is a very important part of Islam. A preacher should be someone who studies and knows how to preach, especially in the style of preaching language. The style of a preacher influences the interest of the listener, so a different delivery style is needed. This paper examines the style of language in Ustaz Das'ad Latif's lectures on his Youtube channel. Ustaz Das'ad Latif is famous for his relaxed lecture method and funny stories. Ustaz Da'as Latif's delivery of da'wah uses light, clear, and firm communication. The purpose of this study is to analyze the style of language in Ustaz Das'ad Latif's lectures on Youtube. The theory used in this study is language style according to Gorys Kaeraf. This study uses a qualitative method with a descriptive approach. Data were obtained from

documentation in the form of journals, theses, theses and other literature sources. Analysis was carried out on data that had been described based on the theory used. The results of the study show that Ustaz Das'ad Latif applies language style based on word choice, tone and sentence structure. However, the most prominent style of preaching language uses informal language style and conversational language style. The use of a spirited and humorous tone is the uniqueness of Ustaz Das'ad Latif. While the sentence structure is conveyed through the beginning of the phrase and repetition of words.

## INTRODUCTION

Religious teachings spread with the aim of inviting others to a good life while in this world and in the hereafter is called *da'wah* (Sya'bani et al., 2024). The components in preaching are preachers (*da'i*), recipients of *da'wah* (*mad'u*), *da'wah* materials, *da'wah* media, methods, and effects of *da'wah* (Fitria & Aditia, 2019). The purpose of *da'wah* is to influence individuals and groups so that they understand, realize, appreciate, and practice religious teachings without any element of coercion. The implementation of *da'wah* must be in harmony with the main source of *da'wah* material and Islamic values based on the Qur'an and Hadith, because the essence of *da'wah* is to convey the teachings of Islam to the wider community, as the Prophet Muhammad did (Yahya & Farhan, 2019).

Rapid and sophisticated technological advances have made preachers use the internet to spread their preaching messages. (M. S. Aziz, 2020). The use of the internet by some ustaz and ulama as a new place for *da'wah*. The need for *da'wah* is currently moving from traditional to modern methods, for example YouTube. YouTube was chosen because the duration of uploaded content can be long up to several hours, making it suitable for delivering deep messages. YouTube features such as playlists and descriptions allow for clear structuring of the material. YouTube is more appropriate because of the public perception of this platform as a medium of learning and information resources.

An interesting and unique style of language makes a *da'i* easily known by the public. Language style is a way used to express thoughts and feelings (Romdlon et al., 2024). Preachers are not only required to convey religious messages correctly, but must be communicative and interesting in presenting *da'wah*. One of the *da'wah* figures who successfully combines the contents of *da'wah* and entertaining delivery is Ustaz Das'ad Latif. Ustaz Das'ad Latif is known as Prosecutorh who delivered *da'wah* with high intonation



and humor. Humor is packed interesting to make the listener unsaturated when listening to lectures. In addition to actively delivering da'wah he is a lecturer and researcher in the field of communication sciences.

The selection of Ustaz Das'ad Latif in language style research is based on the typical style of da'wah delivery, broad social influence, and the availability of adequate data. In addition, his da'wah analysis is relevant to the study of language as an effective means of Da'wah in the digital age. He began preaching in 2005 after attending a religious program at Pesantren Al-Munawwaroh Kebumen for three years. Furthermore, he developed his Da'wah in various regions in Indonesia and became a mentor for young people. Ustaz Das'as Latif is known through religious studies on national television, for example, TV One, SCTV, and local television such as TVRI Makassar and radio in Makassar (Habib, 2023). Ustaz Das'as Latif actively lectured in mosques, became a guide for Hajj and Umrah. In addition, he akwill upload da'wah videos through various social media platforms such as youtube, instagram, and tiktok. The Video uploaded by the DasadLatif Youtube Channel has 3.73 million subscribers with 1.4 thousand videos in it.

The study of da'wah language style has been used several times in research studies. Like the style of da'wah language on Ustaz Hanan Attaki's Instagram account written by Herawati, et al in 2023(Herawati et al., 2023). The study found that the language style used by Ustaz Hanan Attaki in da'wah on his Instagram account uses word choices, tone choices and sentence structure. As well as in good language style should use honesty, courtesy and interest.

Furthermore, there is a journal written by Lia Fatra Nurlaela, et al with the title Da'wah language style in Sheikh Sulaiman Bin Salimullah Ar Ruhaily's Lecture in 2022(Nurlaela et al., 2022). The results showed that the form of da'wah communication style delivered by Sheikh Sulaiman in terms of final aspects, sequence aspects, and genre aspects. The research described earlier there are differences and similarities with the research to be carried out. The difference in research lies in the subject under study, medhe studied and theory. Similarities in the use of language styles digunakan are used as reference materials and research updates.

This study focuses on the analysis of the use of language styles directly and indirectly meaning. The benefit of this study is to provide additional knowledge and insight to the audience that language style can affect audience interest. The methodology used is the analysis of text that has been changed from a video on youtube. Based on the description



above, the author has a goal to describe the style of da'wah language used by Ustaz Das'ad Latif in delivering da'wah on Youtube with Gorys Kaeraf theory. So in this study, the researchers took the title *Analysis of Ustadz Da'sad Latif's Language Style in Delivering Preaching Through YouTube*.

## METHODS

This journal uses descriptive qualitative research methods, namely data collected in the form of da'wah contents or images. Qualitative descriptive approach aims to describe and summarize the various circumstances, situations, or social phenomena that occur in society as an object of research. This study will discuss the language style of Ustaz Das'ad Latif in delivering da'wah on YouTube.

Data sources obtained through primary and secondary data sources. The primary data source is taken from the video lecture of Ustadz Das'ad Latif which is uploaded on his YouTube channel. Secondary Data from articles, journals, or books that discuss the style of language, theory, and communication of da'wah. The time and place of the study was conducted through the Das'ad Latif YouTube channel and the video was taken on April 20, 2025. The Video was chosen because of the number of views that have been watched the most over the past month, reaching 325 thousand views, 3.1 thousand likes, and 112 comments. Adapun link video dakwah tersebut dilampirkan yaitu <https://www.youtube.com/watch?v=b7K9PpyR3II> yang diakses pada 27 Mei 2025.

The data collection technique used through watching and recording the contents of YouTube da'wah or called non-participatory observation. Documentation takes direct quotes from the videos watched. Content analysis by identifying and categorizing types of language styles. Analysis of content by identifying and mengkategorikan types of language styles (Chaniago, 2021). The study of content analysis delves further into written or printed material found in mass media. Content analysis is one of the most thorough examinations of data that can be done with qualitative methods with a focus on context in the form of all recorded communications to produce conclusions and facts (Rokhamah & Dkk, 2024).

The technique of data analysis in this study is to use the theory of miles and haberman, which begins with data reduction, data presentation, and conclusions based on the findings of the style of Da'wah language. To analyze his preaching, the author uses the theory of Gorys Kaeraf by using Ustaz Das'ad Latif's preaching video on YouTube. This theory was chosen because it systematically classifies and explains the different types of

language styles. This is in line with the purpose of research to analyze the language style of Ustaz Das'ad Latif in delivering da'wah on Youtube channel.

## RESULTS AND DISCUSSIONS

### Profile Of Ustaz Das'ad Latif

**Figure 1.** Biography Of Ustaz Das'ad Latif



Ustaz Das'ad Latif has the full name of Dr. H. Das'ad Latif S.Sos., S.Ag., M.Si., Ph.D. He is a preacher and lecturer from Makassar, born on December 21, 1973. Ustaz Das'ad Latif became a lecturer and researcher at Hasanuddin University in the field of Public Relations. Ustaz Das'ad Latif completed S1 at the state Islamic University (UIN) Alaudin Islamic judicial field and Hasanudin University of Communication Sciences. Subsequently, he continued his postgraduate studies at Hasanuddin University in the same field, namely communication. Continuing his Ph.D at the National University of Malasyia in the field of Communication Sciences as well as taking a doctorate at the Islamic University of Makassar in the field of Sharia (Habib, 2023).

The journey of Ustaz Dasad Latif before preaching, he used to work as a newspaper deliverer and wash clothes. As a young man, he joined the youth of the mosque whose duty was to periodically give sermons to replace the ustaz who could not attend. The day of Atonement is the day of atonement, and the day of atonement is the day of atonement. Initially known to the public, Ustaz Das'ad Latif filled local recitation in electronic media, such as TVRI Makassar and radio in Makassar. In addition, local media he also filled the national media, namely TV One, SCTV, and quiz. In fact, he had a chance to play in a film in 2022 entitled In the name of Heaven and Uang Panai in 2024.

Television shows that have been presented, namely, Hikmah behind the story aired on NET TV in 2021, Barakallah aired on SCTV in 2021, chatting about faith (coffee) aired on TV One in 2021, Syiar Akbar aired on NET TV in 2022, spreading kindness aired on Metro TV in 2023, which Penance Penance Aja aired in RCTI in 2025, and Gaspoll with Ustadz Das'ad Latif aired on Metro TV in 2022 until now (Mutia Drajat, 2021). In addition to television, he filled offline lectures at mosques such as in Sunda Kelapa Jakarta, Pembina Majlis Taklim ibu-ibu IWABA, and he became a mentor for Hajj and umrah (Sahid, 2022).

Ustaz Das'ad Latif actively teaches at STIKOM FAJAR Makassar, STIE AMKOP Makassar, Islamic University Makassar, STIM NITRO Fajar Makassar, University of East Indonesia Makassar in the field of communication sciences. Ustaz Das'ad Latif is also the CEO of PT. Gelora Indah Perdana, Hajj plus Umrah travel agency (Anugrah & Fatwafahreza, 2024). Famous as an academician Ustaz Das'ad Latif actively wrote books. In his book, *The Devil Wears Prada: a blessing or a curse? Political thought of someone Da'i, Islam that Doperdebat* "discusses the issue of the caliphate in Islam scientific perspective, from heart to heart, and Social Media an alternative.

The da'wah delivered is famous for its relaxed language and humor to make it easily accepted by all circles. His video lectures are said to be interesting and unique because the content of the message conveyed does not make bored and inserted jokes. In addition to lecturing at the mosque, he is also actively uploading da'wah videos through various social media platforms such as youtube, instagram, and tiktok.

**Figure 2.** Home Youtube Channel Das'ad Latif



The Video uploaded by the DasadLatif Youtube Channel has 3.73 million subscribers with 1.4 thousand videos. The study delivered with a funny but meaningful lecture became an application of the audience's interest approach. The title of the video is also funny and unique. As in Ustaz Das'ad Latif's da'wah video entitled "funny lecture Ustaz Das'ad Latif (smokers must watch)" which was published on April 20, 2025. The Video is 57 minutes long and has been watched 345 thousand times, liked 3.3 thousand, and there are 116 comments. In the video Ustaz Das'ad Latif is being invited to fill the recitation in Lombok. The message or material conveyed by the da'i to the recipient of da'wah or audience is called Maddah. The message of da'wah is sourced to the Qur'an and Hadith in accordance with the source of Islamic teachings (Sahid, 2022). The message of da'wah delivered by Usataz Das'ad



Latif is in the form of a message of Creed, Sharia message, moral message (Sepia Lisa et al., 2023).

### **Da'wah Language Style**

Style or Stylistics is called the term *style*, which comes from the latin word *stilus*, meaning a kind of tool for writing on plates, expertise in using this tool will affect the clarity or not of writing. Moh Ali Aziz interprets language style as the way a speaker uses language specifically that shows his soul and personality (M. A. Aziz, 2019). The more stylistic a speaker's language is, the better the audience's assessment of it and vice versa. Then the style of language can be limited as a person's expertise in conveying ideas that are very influential in the use of words, series of sentences, or aesthetics of the sentence (Samhudi et al., 2017).

Language style is used by writers to express thoughts and feelings using language with a certain meaning and has a specific purpose (Romdlon et al., 2024). The use of good language style can affect the audience, bring the audience drift in mood, give the impression of good or bad, happy or unhappy, and others. Good language style has three elements, namely honesty, courtesy, and interest (M. A. Aziz, 2019). Speakers who already have characteristics need to improve and add variations in language style to keep boredom and lack of pleasure from the audience. Currently, the increasingly advanced era provides da'wah delivery through any means, one of which is through social media youtube.

God's word is relevant and relevant to our lives. In one of the contents, Ustaz Das'ad Latif conveyed that we must maintain our faith in Allah and make faith as a handle of life. Conditions where the development of technology is so fast often makes people negligent in maintaining a relationship with God, for example, the importance of world activities compared to worship.

The right choice of words and manner of speaking should suit mad'u. Da'wah material has an important role in determining the success of da'wah. It is a message or a message that you want to convey. The material is not just religious information, but a form of communication aimed at bringing it to a better direction. The success of the preacher depends largely on (Sahid, 2022):

#### **1. Relevance Of The Material**

The material must be adapted to the conditions, needs, and problems of dakwah targets

## 2. Content quality

The message conveyed must be of value, based on the arguments that are in the Qur'an and Hadith and framed with a sense of wisdom

## 3. Principles of Da'wah: hope, forgiveness, and joy

This part is important because the Prophet Muhammad often delivered da'wah with targhib or motivating approach and tarhib or warning. This approach is used so that the recipient of Da'wah feels more motivated not just to scare and even judge. Hope shows that everyone can get better, no matter how bad from their past. He asks for forgiveness, and God forgives. Joy, preaching does not oblige to be serious, tense, and stiff. Messages of kindness can be conveyed with casual, humor and unofficial language to create excitement in the recipient's heart.

## 4. Transformational effects

Good da'wah material is da'wah can touch the heart or qalbu, encourage changes in attitudes and behavior, and improve the imam and righteous deeds, both for those who are already good and who are still sinners.

So, da'wah material is not just a collection of advice, but a means of generating hope, conveying God's love, and inviting to happiness. A preacher needs to make sure his preaching message is touching, arousing and motivating without any sense of judgment. The purpose of prayer is to give positive influence and invite to better things. For example, talking to high schoolers will be different from talking to children, as well as requiring a different approach. Segmentation that must be done so that the message of da'wah can be received with different word choices also needs to be considered. The use of language in communication should use a polite manner with good words and language. The strategy of da'wah through social media is one of the most effective approaches in reaching da'wah recipients widely. Popular da'wah strategies by utilizing social media should pay attention to the following (Sahid, 2022):

### 1. Selection of the right platform

Every social media has different characteristics. Preachers need to adjust the type of platform according to the target audience and delivery style. Youtube is great for long talks, podcasts, or studies. Audio visual content is powerful for forming emotional attachment. Instagram is effective for short content, live broadcasts, and interactive discussions. Attractive visuals will affect the audience's interest in instagram. Facebook

is suitable for communities to broadcast live or live as well as interactive discussions. Widely used by middle and upper age groups. Tiktok is popular among the younger generation. Suitable for short, interesting, and *to the point* *dakwah* content.

## 2. Relevant and touching content

Mad'u prefers dense, clear, and heartfelt content when listening to da'wah in social media. So, a preacher needs to convey the message in a language that is easy to understand, contains the value of motivation, compassion, and hope as well as in accordance with current issues and social challenges.

## 3. Consistency and interaction

A preacher can be accepted by mad'u should regularly upload content that can build a royal community of followers. As well as interacting, such as replying to comments, holding Q&A, and live sessions to show that da'i are present and care about the recipients of da'wah.

## 4. Ethics and wisdom

Popularity is not the main goal, but the effectiveness of da'wah messages can be received by mad'u. Preachers should avoid provocative, judgmental or offensive content. Keep the morals in accordance with preaching Islamic manners and do not be tempted to seek sensation.

Social Media as a very potential means for da'wah in the digital age. However, success is not measured by the number of followers or viewers, but the success of da'wah messages that have a positive influence. Da'wah delivered by Ustaz Das'ad Latif contains morals, namely ethics and behavior of a person or character, habits, character in action. Morality is also divided into three categories: morality towards God, others and oneself, and the larger society. Morality to God delivered Ustaz Das'ad Latif through the message of da'wah shows the joy and sincerity of man against the provisions, rules, and commands of God with open arms without complaining and regretting it.

Selection of youtube in accordance with the target audience and style of preaching. It is explained that youtube is suitable for long lectures, podcasts and studies. Through youtube, preachers can freely convey long missionary messages without any time limit. Youtube as a platform that relies on video and sound has an effect on the way of delivering da'wah, including in the selection of language styles. The style of language used should be able to attract attention, touch emotions, and be easily followed by the audience.



Language style encompasses all linguistic hierarchies, that is, the choice of individual words, phrases, clauses, and sentences, and even includes a discourse as a whole. The stylistic range of the language is very wide and includes not only those elements of the sentence that contain certain shades. Language style seen from the point of view of language according to Gorys Kaeraf has various types, namely based on word choice, sentence structure, discontinuity of meaning, and tone. The following is a description of the results of research that has been done:

a. Language style based on word choice

Language style questions which words are best suited for position in a sentence, as well as the correctness of the use of words seen from the layers of language use in society. More simply, this language style questions the accuracy and suitability in dealing with certain situations, namely standard language (standard language), informal language style, and conversational language style.

Official language style is a style of language whose complete form is used in official occasions and must be used properly, such as Presidential Orders, State gazettes, pulpit sermons, and important speeches. The choice of the standard word, according to the dictionary of the language and the sublime word including the official language style. In a video posted on youtube, he said:

*"What is meditating Ustaz? Let's take a look at how much God has given us and how much he has given us."*

*"So if besyukur to God let's use the blessings of God to draw closer to God"*

*"Mother father brothers"*

Informal language style is a style of language used for less formal events, even tends to be relaxed and free. Informal language styles are found in many written works, books, and articles. Thus, informal language is a common and normal style of language among educated people. Ustaz Das'ad Latif delivered da'wah in a simple, relaxed, and light language. He often uses colloquialisms that bring him closer to his audience. Ustaz Das'ad Latif also often uses real examples from everyday life to explain the concept of Islam. This makes the message easier to understand and remember. In a youtube video with a simple example, he says:

*"How are you there, bro?"*

*"Holy shit, go to hell. Your boss has the key to hell?"*

*"Now the children are just learning religion 3 weeks, studying on a laptop, New Hadith four, wihh he feels the committee of the day of judgment there is that right?"*

*"kalian tidak hafal hadits ribuan, baru orang disampingmu tidak qunut, huh qunut e e e pret"*



The style of conversational language is popular word selection and looser word selection. The purpose of conversational language style is to create interaction between the preacher and mad'u. Ustaz Das'ad Latif often uses terms that are trending among young people. This makes it easier to communicate with an audience that is predominantly young. His preaching message is sometimes passionate but right on target (*on point*). Conversational words delivered in conversational language style or quote sentences using conversational words in a video on youtube he said:

*"Have you ever heard of heaven and hell?" the audience is not ready yet. " disambut audiens "belum"*

*"Uh, if ustaz Das'ad lecture comfortable, tasty, let 2 hours but if the ustaz sleepy"" do not, do not practice his knowledge compare your teacher"*

*"The mothers in the Qur'an there are four types of households Sir, the first of her husband believed his wife disbelieved the Prophet lot. His wife believed in Pharaoh. His three wives were unbelievers. Abraham's wife believed in him. Which did you choose?" welcomed various answers from the audience*

b. Language style based on tone

Tone-based language style is based on the suggestion of a series of words in a discourse. Tone is a style of language that contains how the voice of the preacher in delivering his talk. The sound here is more of a whole, meaning in one lecture from beginning to end how the atmosphere and the impact felt by mad'u derived from the tone or voice of da'i. The style of the language by tone is divided into simple style, noble and powerful style and intermediate style.

The simple style is used for instructions, commands, lessons, lectures and the like. Suitable for conveying facts or proofs. Ustaz Das'ad Latif prefers to use simple and understandable language in conveying the message of da'wah. He does not use overly formal or technical language, thus making his message more accessible to the lay public. In a video posted on youtube, he said:

*"I want more examples, I want more. It is important that we are grateful for this health. Mr. Regent gave us a free car but once given the key we immediately paralyzed. This means that the most expensive means of Transportation is not Toyota, not Honda, not Yamaha. But what is the most expensive means of Transportation? Healthy feet. We are thankful for the word of God. Alhamdulillahirobilalamin"*

*"Don't compare yourself to your teacher, do it. The more teachers you hear the better. The more books you read the better. Do not narrow only one"*

Noble and powerful style is a style that must be done with full vitality and energy like full of spirit or emotion of each listener. Ustaz Das'ad Latif when preaching using a tone full of enthusiasm but still balanced with a relaxed. This was shown by Ustaz



Das'ad Latif at the beginning of the lecture had been using a loud voice, clear, and excited. In a video posted on youtube, he said:

*He said, "Have you ever seen hell? No? God has never seen them go to hell. Especially when you see the fire."*

*"Who is wrong? We are all the fault of Muslims. Muslims should not blame only corrupt officials. Starting from the way you choose is wrong. "If they come with money, they'll take it."*

The medium style is a style to bring a calm atmosphere, usually the tone used is gentle, affectionate, and interspersed with humor. The medium style matches the da'wah of Ustaz Das'ad Latif, inserting humor to make his message more interesting and not boring. The style of humor becomes the preferred point of the audience in delivering da'wah.

Humor in Da'wah in addition to entertainment as well as a means of education can even be used as a tool of criticism of social storage in the community (Hasanah & Agussalim, 2021). Preachers convey the message of da'wah not only to provoke laughter but with humor can describe the message (Carnegie, 2012). Therefore, in preaching, it is necessary to insert educational humor.

Ustaz Das'ad Latif uses several types of comedy, namely, personal humor, humor irony, and humor puns. Personal humor-laughing at someone when they catch an object that makes them laugh. Irony humor is a figure of speech that is said with the opposite meaning. Humor puns are humor that plays on the similarity of words but have different meanings (Keraf, 2007). The use of these three types of comedy makes Ustaz Das'ad Latif's humor more directed and not monotonous. The da'wah material submitted will also make the congregation able to receive it while strengthening da'wah material. In a video posted on YouTube, he said:

*"You know how to tell the difference between real honey and fake. Do you know how? How to bring it to the house, if the wife is raging at home, it must be real honey" (audience laughter)*

*"Especially at dawn, the mosque is full until outside is not inside" (laughter from the audience)*

The above example is just one of the humor taken from the video lecture Ustaz Das'ad Latif on youtube episode funny lecture Ustaz Dasad Latif. In the video lecture still contains a lot of audience laughter and then inserted a message of da'wah. Humor is important to use so that the talk delivered is not monotonous and stiff.

c. Language style based on sentence structure

Sentence structure is the placement of a sentence element that is important in the sentence. The structure of a sentence can be used as a foundation for creating language style. Language styles based on sentences include, climax, anticlimax, parallelism, antithesis, repitisi.

Climax language style is a language style that is usually used for speech that contains sequences of thoughts that each time increase their importance. If the climax is reached and a number of ideas are sequentially arranged with an increasing degree of importance, then this is called anabasis. The climax puts an important point at the end of the sentence, as in a dialogue:

*"... Moreover, it can be the imam who flips through the Sunnah of the Prophet, read the chapter of the Jamaat prayer. It has been explained that if you become an imam, summarize your second prayer reading, which is commonly read by people who know by heart, it is recommended by the Prophet".*

Anticlimactic is a style of language that puts an important message at the beginning of a sentence. Anticlimax is often considered less effective because the main idea is conveyed at the beginning of the sentence, so the later parts tend to be ignored by the reader or listener. Important ideas in a sentence are outlined at the beginning and continued explanation, such as in dialogue:

*"Alhamdulillah, Allah has given us a camera, called the eye, it has a lens, called the retina, it has a zoom out zoom in called the pupil. And the great thing about our eyes is that Allah has included a sensor."*

*"The cause of lazy people congregating to the third mosque is not good mosque management. What is called bad mosque management? Yes, we see that the carpet mosque has been seven times Eid has never been replaced..."*

Parallelism is a style of language that seeks to achieve alignment in the use of words occupying the same function in the same grammatical form. The alignment can be a subsidiary dependent on one common parent, since this style arises from a balanced sentence structure. For example, in explaining the intent of the content will be re-emphasized at the end of the sentence, such as in dialogue:

*"Imagine if the wife at home gave coffee with a smile and prayer like a waiter in a coffee shop, the husband would definitely feel happier"*

The antithesis contains the idea that contradicts the word or that is opposite or contrary. This style arises from a balanced sentence structure such as, in dialogue:

*"But, by Allah, you can never bribe an angel. You think you can escape from the court of Angels ... more forward Angels"*

*"Tapilt's hard to find a job, but we don't have any money."*



Repetition is the repetition of sounds, syllables that are seen as important with the intention of the listener to remember the words spoken. This section deals only with the repetition of words, phrases, or clauses because they are considered of great value, giving rise to various variations in the art of oratory (A.R, 2016) such as in dialogue:

*"If the priest reads Ad-Duha wrong, we can help. But if you read Al-Anfal wrong, what happens? "Let's face it, who makes it hard?"*

*"It is the duty of every man to be a priest, so that he may be a priest, so that he may not be a priest."*

## CONCLUSION

Social Media as a very potential means for da'wah in the digital age. Selection of youtube in accordance with the target audience and style of preaching. It is explained that youtube is suitable for long lectures, podcasts and studies. Through youtube preachers can freely convey the message of da'wah according to the desired duration. Youtube as a platform that relies on video and sound has an effect on the way of delivering da'wah, including in the selection of language styles. The style of language used should be able to attract attention, touch emotions, and be easily followed by the audience.

After explaining and analyzing the data on the video through the Das'ad Latif Youtube channel, Ustaz Das'ad Latif's funny lecture Episode on April 20, 2025 description of Ustaz Das'ad Latif's da'wah language style based on word choice, tone and sentence structure, it was concluded that the language style based on Ustaz Das'ad Latif's word choice is an unofficial language style and conversational language style. This is evidenced by the analysis data that many use unofficial and conversational words. Language style based on the tone of Ustaz Das'ad Latif using a tone full of passion and humor. This was shown by Ustaz Das'ad Latif at the beginning of the lecture just been using a loud voice, clear, and excited. Humor is the hallmark of preaching Ustaz Das'ad Latif in his lecture video contains a lot of audience laughter and then inserted a message of preaching. Ustaz Das'ad Latif inserted humor and stories in the middle of the lecture as evidence to strengthen the previous dikalimat opinion. The style of language based on the sentence structure of Ustaz Das'ad Latif is a repetition and anticlimactic structure. Evidence of da'wah Ustaz Das'ad Latif convey the core message of da'wah at the beginning of the phrase or the beginning of the argument, as well as the repetition of the core words and sentences of da'wah messages many times.

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