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Content Analysis of Sakinah Family Values in Ustadz Hanan Attaki's YouTube Da'wah Content

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Abstract: *The increasing complexity of family-related issues in the digital era highlights the need for da'wah media that not only disseminate Islamic teachings but also provide practical guidance for fostering sakinah families. This study aims to analyze the content of da'wah messages concerning sakinah family values and to explore how these values are constructed in Ustadz Hanan Attaki's YouTube content. A qualitative research design employing qualitative content analysis was adopted. The data source consisted of the YouTube video entitled "Q&A di Podcast UHA: Cara Mempertahankan Hubungan" (Q&A on the UHA Podcast: How to Maintain a Relationship), which was purposively selected because it specifically discusses family dynamics and marital relationships. Data were collected through digital observation, documentation, and verbatim transcription, and subsequently analyzed through data reduction, open coding, categorization, interpretation, and conclusion drawing. The findings identified eight core sakinah family values: communication and empathy, responsibility, the impact of divorce, patience, spirituality, learning wisdom from life's trials, family resilience, and balance of spousal roles. Communication and empathy emerged as the most dominant values, serving as the foundation for strengthening family responsibility, resilience, and constructive conflict resolution. Furthermore, the study reveals that a sakinah family is not portrayed as a family free from conflict, but rather as one that is capable of managing challenges through effective communication, spiritual reinforcement, mutual cooperation, and a strong commitment to Islamic principles. These findings demonstrate that Ustadz Hanan Attaki's digital da'wah has evolved beyond the transmission of religious teachings into a contextual, communicative, and adaptive medium for Islamic family education. Consequently, YouTube serves as a strategic platform for strengthening sakinah family values, enhancing family resilience, and promoting harmonious Muslim families in contemporary society.*

Keywords: Sakinah Family, Digital Da'wah, Qualitative Content Analysis, Youtube, Ustadz Hanan Attaki.

Abstrak: *Meningkatnya kompleksitas permasalahan keluarga di era digital menuntut hadirnya media dakwah yang tidak hanya menyampaikan ajaran agama secara normatif, tetapi juga mampu memberikan solusi praktis dalam membangun keluarga sakinah. Penelitian ini bertujuan menganalisis isi pesan dakwah tentang nilai-nilai keluarga sakinah serta mengungkap*

makna konstruksi nilai tersebut dalam konten YouTube Ustadz Hanan Attaki. Penelitian menggunakan pendekatan kualitatif dengan metode analisis isi (*qualitative content analysis*). Sumber data berupa video “Q&A di Podcast UHA: Cara Mempertahankan Hubungan” yang dipilih secara *purposive* karena secara khusus membahas dinamika keluarga dan hubungan suami istri. Data dikumpulkan melalui observasi digital, dokumentasi, dan transkripsi, kemudian dianalisis menggunakan tahapan reduksi data, *open coding*, kategorisasi, interpretasi makna, serta penarikan kesimpulan. Hasil penelitian menunjukkan delapan nilai utama keluarga sakinah, yaitu komunikasi dan empati, tanggung jawab, dampak perceraian, kesabaran, nilai spiritual, hikmah ujian, ketahanan rumah tangga, dan keseimbangan peran. Komunikasi dan empati menjadi kategori yang paling dominan serta berperan sebagai fondasi yang memperkuat tanggung jawab, ketahanan keluarga, dan pengelolaan konflik secara konstruktif. Penelitian ini juga menemukan bahwa keluarga sakinah dikonstruksi bukan sebagai keluarga yang bebas dari konflik, melainkan sebagai keluarga yang mampu mengelola berbagai tantangan melalui komunikasi yang efektif, penguatan spiritual, kerja sama, dan komitmen terhadap nilai-nilai Islam. Temuan ini menegaskan bahwa dakwah digital Ustadz Hanan Attaki telah bertransformasi menjadi media pendidikan keluarga Islam yang kontekstual, komunikatif, dan adaptif terhadap perkembangan teknologi, sehingga berkontribusi dalam memperkuat literasi keluarga sakinah dan ketahanan keluarga di masyarakat kontemporer.

Kata Kunci: Keluarga Sakinah, Dakwah Digital, Analisis Isi, Youtube, Hanan Attaki.

INTRODUCTION

The development of information technology has changed the pattern of preaching communication from being dominated by study circles and conventional media to digital-based preaching through various social media platforms (Sipa & NikmahLubis, 2023). Media basically serves as a tool used to deliver messages from the communicator to the audience so that information can be received effectively. In the context of preaching, media functions as a medium to spread Islamic teachings to society by utilizing various forms of communication, both conventional and digital. One platform that has a big influence is YouTube because it can present audio-visual content that is easy to access anytime, reach audiences across different age groups, and allow interaction between preachers and their followers through features like comments, sharing, and content recommendations (Albahroyni, Sazali, & Khatibah, 2023). This transformation makes YouTube not just a medium for spreading religious information, but also a space for shaping values, attitudes, and behaviors in society, including in building understanding about Islamic family life.

Amid the rising challenges of modern family life, such as high rates of domestic conflicts, changes in husband and wife roles, the influence of digital media on family communication patterns, and the decline in the quality of interactions among family members, the concept of a sakinah family is becoming an increasingly relevant topic in religious outreach (Rizal & Bahri, 2025). From an Islamic perspective, a sakinah family is a family built on the basis of faith, love (*mawaddah wa rahmah*), responsibility, good communication, mutual respect, and a commitment to practicing religious teachings in daily life (Tabaika, Barizi, & Arif, 2025). Therefore, delivering the values of a sakinah family through digital media becomes an important strategy to provide contextual religious education to the community, especially young people who make social media their main source of information and learning about religion.

One of the preachers who actively uses YouTube as a medium for da'wah is Ustadz Hanan Attaki. Through his YouTube channel and various recordings of his sermons, he is known for using a simple, persuasive, emotional, and youth-friendly communication

approach. The da'wah material he delivers not only covers worship issues but also touches on family relationships, child education, marriage, morals, and various social issues, all presented in a way that is easy to understand. This approach makes his da'wah widely accepted among millennials and Gen Z, giving him a considerable influence in shaping public perception of Islamic values, including the concept of a harmonious family.

Based on this situation, research on the Analysis of Family Sakinah Values in Ustadz Hanan Attaki's YouTube Da'wah Content becomes important to conduct. This study aims to identify and analyze the values of a sakinah family contained in da'wah content, including the values of faith, love, responsibility, family communication, child education, conflict resolution, and strengthening the husband-wife relationship. The results of this research are expected to contribute to the development of studies on digital da'wah communication, enrich literature on content analysis of da'wah messages based on social media, and serve as a reference for preachers, academics, and the public in utilizing digital media as a means to build a harmonious Islamic family that is sakinah, mawaddah, and rahmah in accordance with the values of the Qur'an and Sunnah.

The development of digital da'wah has caught the attention of academics as the use of social media as a means of spreading Islamic messages increases. Research (A'isyah, Himah, & Bela, 2025) It shows that digital platforms, especially YouTube, not only work as a communication medium but also as a space to construct religious values and shape public opinion. In Indonesia, studies on digital da'wah generally focus on the effectiveness of social media in spreading da'wah, preachers' communication strategies, da'wah rhetoric, and audience responses to Islamic content. These studies show that digital media can expand the reach of da'wah, especially to young people who use social media as their main source of religious information. However, these studies still focus more on media and communication aspects rather than the substance of the values contained in da'wah messages.

On the other hand, research (Muharrifah & Sikumbang, 2024) The topic of sakinah families has also developed quite rapidly, but most studies focus on it from the perspective of Islamic family law, marriage guidance, family psychology, and Islamic-based family education. These studies emphasize that a sakinah family is built on values of faith, love (mawaddah wa rahmah), responsibility, healthy communication, consultation, and character education within the family. However, research connecting the concept of sakinah families with dakwah messages on digital media, especially YouTube, is still relatively limited. In fact, digital dakwah content plays a strategic role in shaping public perception of Islamic family life, especially in an era when social media is the main reference for people to gain religious understanding.

Besides that, research (Sukma, Mustofa, & Rabi'atul'adawiyah, 2025) The reason for making Ustadz Hanan Attaki the subject of study generally focuses on his preaching rhetoric style, persuasive communication strategies, use of language popular among young people, and the effectiveness of preaching through social media. The research shows that Hanan Attaki's preaching approach can build an emotional closeness with the audience, making the preaching messages easier to accept. However, previous studies have not specifically examined how the values of a sakinah family are represented, constructed, and dominated in family-themed preaching content published on YouTube. Thus, there is still a research gap since there has been no systematic analysis that identifies the categories of sakinah family values based on the preaching messages delivered to the digital community.

Based on that gap, the novelty of this study lies in using a content analysis approach to identify, classify, and interpret the values of a harmonious family (keluarga sakinah) contained in Ustadz Hanan Attaki's YouTube da'wah content. Unlike previous studies that focused more on media effectiveness, communication strategies, or the rhetorical characteristics of preachers, this study focuses on the substance of the da'wah message by mapping the values of monotheism, piety, love, mercy, husband and wife responsibility,

family communication, deliberation, child education, conflict resolution, and family resilience from an Islamic perspective. The results of this research are expected to enrich studies on Islamic communication and broadcasting, especially regarding the representation of *sakinah* family values in digital preaching media, while also providing theoretical contributions to the development of content analysis in social media-based preaching studies.

METHOD

This study uses a qualitative research method with a descriptive design and a qualitative content analysis approach. A qualitative approach was chosen because the research aims to deeply understand the meaning, characteristics, and construction of *dakwah* messages regarding the values of a harmonious family (*keluarga sakinah*) delivered by Ustadz Hanan Attaki through YouTube. The focus of the research is not on measuring the frequency of message appearances, but rather on interpreting the meaning, context, and substance of the *dakwah* messages contained in the analyzed content (Sugiyono, 2022). Content analysis is used as an approach to identify, classify, and interpret *dakwah* messages systematically so that it can reflect the representation of *sakinah* family values built in digital *dakwah* media (Efendi, 2023).

The research data sources are videos of lectures uploaded on Ustadz Hanan Attaki's official YouTube account, with the theme of a harmonious family. Data selection was done using a purposive sampling technique, which means deliberately choosing data sources based on certain criteria that are relevant to the research objectives (Moleong, 2024). The criteria include: (1) the video explicitly discusses themes of a harmonious family, household life, or husband-wife relationships; (2) the lecture content focuses on family values from an Islamic perspective, not just a general discussion about morals or worship; (3) the video comes from an official channel, ensuring the authenticity and integrity of the preaching material; and (4) the duration and depth of the discussion allow for a comprehensive content analysis. Based on these criteria, one video was selected as the unit of analysis because this study uses a qualitative approach that emphasizes depth of analysis over the breadth of data. One video is considered representative because it specifically discusses the theme of a harmonious family in a comprehensive way and includes various value dimensions that are the focus of the research, making it capable of providing rich data (information-rich case) to answer the research questions in depth.

Data collection techniques were carried out through digital observation and documentation. Digital observation was done by repeatedly watching videos to understand the context of the preaching delivery, language use, and the flow of message delivery. After that, documentation was done by transcribing the sermons verbatim, then noting parts that contained messages about the values of a harmonious family as material for analysis (Agustini, 2023). The data analysis process refers to the model (Miles, Huberman, & Saldaña, 2024). This includes data reduction, data presentation, and drawing conclusions. In the data reduction stage, the entire lecture transcript was read repeatedly to gain a comprehensive understanding of the message's content. Next, open coding was carried out, which involves assigning codes to each piece of data that contains meanings related to the values of a harmonious family without limiting them to certain categories. Initial codes with similar meanings were then grouped through axial coding to form more systematic categories, such as faith values, husband and wife responsibilities, family communication, love and compassion (*mawaddah wa rahmah*), deliberation, patience, child education, conflict resolution, and family resilience. These categories were then compared with the concept of a harmonious family in Islamic literature as a form of conceptual validation, resulting in the main themes that form the basis of research interpretation.

The data that has been coded is then presented in the form of a content analysis matrix that includes sermon quotes, codes, categories, themes, and the researcher's interpretations. This presentation of data is meant to make it easier to identify the relationships between categories,

the patterns in how messages are delivered, and the dominant values in the preaching content (Creswell, 2018). The final stage, which involves drawing conclusions, is done by interpreting all the categories and themes that have been obtained to explain how the values of a *sakinah* family are represented and constructed in Ustadz Hanan Attaki's dakwah content. The entire analysis process is carried out interactively and repeatedly until a consistent meaning is achieved, while the validity of the data is maintained through persistent observation, repeated reading of transcripts, and matching the results of the interpretation with theoretical concepts about *sakinah* families and qualitative content analysis (Flick, 2022). With this procedure, the research results are expected to have high credibility and be able to provide a comprehensive picture of the representation of *sakinah* family values in Ustadz Hanan Attaki's YouTube dakwah content.

RESULTS AND DISCUSSION

Sakinah Family Values Found in Ustadz Hanan Attaki's Da'wah Content on YouTube

The results of the content analysis of the video entitled "Q&A on the UHA Podcast: How to Maintain a Relationship" indicate that Ustadz Hanan Attaki's digital *da'wah* not only conveys Islamic teachings in a normative manner but also constructs the concept of a *sakinah* family through a communicative, reflective, and contextually relevant approach that closely reflects the realities of family life. The *da'wah* content is presented through explanations, personal experiences, and practical solutions, thereby functioning as a medium for Islamic family education.

Based on the processes of transcription, coding, categorization, and data interpretation, this study identified eight core values of the *sakinah* family: communication and empathy, responsibility, the impact of divorce, patience, spirituality, learning wisdom from life's trials, family resilience, and role balance. These eight values are interconnected in constructing the concept of a *sakinah* family, which is oriented not only toward adherence to Islamic teachings but also toward the ability to manage interpersonal relationships and resolve conflicts based on Islamic principles.

Communication and empathy emerged as the most dominant values. Marital conflicts portrayed in the *da'wah* content are primarily attributed to ineffective communication, lack of attention, and limited ability to understand one's spouse's feelings. Consequently, communication is positioned as the fundamental basis for building trust, emotional intimacy, and family harmony.

The value of responsibility emphasizes the balanced fulfillment of the rights and obligations of both husband and wife, encompassing economic, emotional, and spiritual responsibilities through cooperation in managing family life. Meanwhile, the discussion of the impact of divorce highlights the importance of resolving conflicts through dialogue and effective communication in order to preserve family unity.

Patience is understood as the ability to regulate emotions and make wise decisions, while spirituality serves as the primary foundation through the strengthening of worship, prayer, and faith in addressing family challenges. Furthermore, life's trials are interpreted as opportunities for personal growth and the strengthening of family relationships, whereas family resilience is developed through effective communication, mutual commitment, and spiritual reinforcement.

The final value identified is role balance, which demonstrates that family harmony is achieved through cooperation, mutual respect, and the equitable distribution of responsibilities according to the circumstances and capabilities of each spouse. Overall, the findings indicate that the concept of a *sakinah* family in Ustadz Hanan Attaki's *da'wah* is constructed as a family capable of overcoming various challenges through effective communication, strong spirituality,

shared responsibility, and a steadfast commitment to preserving family unity. The categorization of these values is presented in the following content analysis table.



Source: Youtube

Figure 1. Stages of Content Analysis on Ustadz Hanan Attaki's Da'wah Content on YouTube

Table 1. Content Analysis Results of Ustadz Hanan Attaki's Dawah in the Q&A Video on the UHA Podcast: How to Maintain a Relationship

Segment	Unit of Analysis (Excerpt/Main Content)	Open Code	Category	Theme
00:00–03:00	Marital conflict is triggered by communication failure.	Communication, empathy, emotional wounds	Communication and Empathy	<i>Sakinah</i> Family Values
03:00–05:30	Husband and wife fulfill their respective rights and responsibilities.	Trust (amanah), cooperation, responsibility	Responsibility	<i>Sakinah</i> Family Values
05:30–07:30	Divorce has consequences for both spouses and children.	Psychological impact, family	Impact of Divorce	<i>Sakinah</i> Family Values
07:30–10:30	Patience in dealing with marital conflict.	Emotional regulation, patience	Patience	<i>Sakinah</i> Family Values
10:30–12:30	Faith, prayer, and worship strengthen the family.	Faith, worship, reliance on God (<i>tawakkul</i>)	Spiritual Values	<i>Sakinah</i> Family Values
12:30–15:00	Life's trials provide opportunities for self-improvement.	Wisdom, reflection	Wisdom from Life's Trials	<i>Sakinah</i> Family Values
15:00–17:30	Enduring challenges and resolving conflicts together.	Resilience, commitment	Family Resilience	<i>Sakinah</i> Family Values
17:30–18:49	Fair distribution of roles between husband and wife.	Collaboration, mutual complementarity	Role Balance	<i>Sakinah</i> Family Values

Source: Research Data

The research results show that Ustadz Hanan Attaki's preaching content on YouTube represents the concept of a harmonious family through eight main values, namely communication and empathy, responsibility, the impact of divorce, patience, spiritual values, the wisdom of tests, household resilience, and role balance. These findings indicate that digital preaching is no longer just a medium for delivering religious teachings, but also a family education tool that integrates Islamic values with modern household issues. This aligns with

previous research (Azzahra, Mutiaratanti, Khasanah, & Khairuzaman, 2025) which states that digital preaching has developed into educational communication, and is supported by findings (Haq, 2024) that the effectiveness of preaching increases when religious messages are linked to the realities of people's daily lives.

The values of communication and empathy are the most dominant categories. Family conflicts in Hanan Attaki's preaching are mostly triggered by weak communication and low empathy between partners. This finding is in line with (Sakinah, Khulwati, & Rabati, 2025) which places interpersonal communication as a key factor in family harmony, as well as (Kustiawan, Azzahra, Alfazar, & Iqbal, 2025) which emphasizes that empathy contributes to family resilience through increased trust and emotional closeness.

The value of responsibility is understood not just as providing financial support, but also includes emotional responsibility, children's education, and spiritual support. These results support the research (Sa'diyah, Supandi, & Aini, 2022; Chillyness, Salisa, Hermawati, & Tuharea, 2025) which emphasizes that family harmony is built through the balanced implementation of rights and responsibilities as well as cooperation between partners. The category of divorce impact shows that Hanan Attaki's preaching focuses more on preventing conflicts through dialogue and communication rather than resolving them after a divorce occurs. This finding aligns with research (Ichwan, Pabbajah, & Amin, 2024) about the psychological impact of divorce and (Mukhlis, Wardiman, & Yetri, 2024) which emphasizes the importance of open communication in maintaining family unity.

The value of patience is understood as the ability to control emotions and resolve conflicts wisely. This finding supports the results of previous research (Razzaq, Adil, & Nugraha, 2026) about the importance of emotion regulation in marriage quality, as well as (Fauzi & Kurniawan, 2022) which shows that emotional control plays a role in preventing family conflicts. Spiritual values become the foundation of all categories through strengthening worship, prayer, and faith as a source of strength in facing household problems. This finding is in line with research (Kartini & Sazali, 2025) about the influence of religiosity on family harmony as well as (Ibad, 2025) which explains spirituality as a coping mechanism for dealing with life's pressures.

The category of wisdom from tests and household resilience shows that a *sakinah* family is not a family without conflicts, but rather a family that can adapt and bounce back from various challenges. This result aligns with the concept of family resilience proposed by (Ramadhani, Abdullah, & Salihan, 2025) and supported by research (Nasution & Alisya, 2024) about the importance of positive meaning toward challenges in building family resilience. Meanwhile, role balance is understood as flexible cooperation between husband and wife according to the family's conditions and needs. These findings support research (Falach, 2025; Ghani & Rahman, 2023) which states that dividing roles based on discussion and complementing each other can improve household harmony.

Overall, the results of this study support previous research while also offering something new by showing that the values of a harmonious family are systematically represented in YouTube digital preaching. The eight values found form a cohesive unit that reinforces each other, with spirituality as the main foundation, making Ustadz Hanan Attaki's preaching serve as a medium for Islamic family education that adapts to the challenges of the digital society.

The Meaning of Sakinah Family Values in Digital Preaching

The findings of this study indicate that the *sakinah* family values presented in Ustadz Hanan Attaki's *da'wah* content are interpreted in a more comprehensive manner than merely conveying normative Islamic teachings. Through YouTube, *da'wah* functions as an educational medium that connects Islamic values with the realities of contemporary family life through a communicative, dialogical, and easily understandable approach. The findings demonstrate that a *sakinah* family is not represented as a family free from conflict; rather, it is portrayed as a family capable of managing and resolving various challenges with maturity while consistently

adhering to Islamic principles. Conflict is viewed as an inherent part of family dynamics that can be addressed through effective communication, emotional regulation, mutual understanding, and a shared commitment to preserving family unity.

Communication emerges as the core element in the development of a *sakinah* family, as it plays a vital role in fostering trust, empathy, a sense of security, and emotional intimacy between spouses. In addition, spirituality serves as the primary foundation through the strengthening of worship (*ibadah*), prayer (*du'a*), remembrance of God (*dhikr*), and reliance on Allah (*tawakkul*), all of which shape family members' perspectives and decision-making processes. The *da'wah* further portrays the *sakinah* family as a lifelong learning process in which every trial becomes an opportunity for reflection, spiritual growth, and personal maturity. Moreover, family resilience is developed through the synergy of responsibility, patience, learning wisdom from life's trials, and maintaining a balanced distribution of roles between husband and wife. These interconnected values collectively enable families to adapt to social change, economic pressures, and various life challenges while maintaining their commitment to family harmony and Islamic values.

Overall, the findings reveal that the concept of a *sakinah* family in Ustadz Hanan Attaki's digital *da'wah* content is no longer understood merely as a normative concept but rather as a holistic, adaptive, and contextual framework. Through YouTube, Islamic values are integrated with the realities of modern family life using a dialogical and reflective approach, making *da'wah* both relevant and applicable to the challenges faced by contemporary Muslim families. This finding is in line with (Manik, Siregar, Bintang, Syukron, & Lubis, 2025) which states that digital *da'wah* has developed into a social education medium, and is supported by (Nikmatullah & Emawati, 2024) which emphasizes that delivering religious messages in a communicative and contextual way increases the effectiveness of preaching on digital media.

This study also shows that a *sakinah* family is understood as a family that can adapt and manage conflicts through communication, emotional control, deliberation, and commitment to Islamic values. These findings are in line with (Zain & Yassir, 2025) which states that the quality of a family is determined by the ability to resolve conflicts constructively, and is supported by the concept of family resilience from (Hasyim, 2025) which emphasizes the importance of communication, belief systems, and family support in facing change.

Communication becomes the core of forming a harmonious family because it helps build trust, empathy, a sense of security, and emotional closeness. These results support research (Manik, Alyaziah, Lestari, Hasanah, & Hafizah, 2025) about the positive relationship between interpersonal communication and marital satisfaction, as well as (Muyasaroh & Alam, 2025) which shows that empathy strengthens the quality of the husband-wife relationship. In addition, spirituality becomes the main foundation through worship, prayer, remembrance of God, trust in God, and sincerity that shape the way of thinking and decision-making within the family. These findings are in line with (Fahrany, 2025) which states that religiosity enhances family harmony, and (Kurniasih & Raya, 2025) which explains spirituality as a coping mechanism in dealing with life's pressures.

This study also sees a *sakinah* family as a lifelong learning process, where every conflict becomes an opportunity for reflection and maturity. These findings are supported by (Husniya, Basir, & Toyyib, 2025) which emphasizes the importance of self-reflection in maintaining the quality of a marriage, as well as (Satra, Yunika, Khasanah, Lutfiyyah, & Nursyahrani, 2025) which shows that couples who see conflict as an opportunity to grow have higher marital satisfaction.

Family resilience is built through the synergy of responsibility, patience, the wisdom of trials, and balanced roles. These results align with research (Awaliah, Rahim, & Husain, 2025) which states that family resilience is influenced by communication, religiosity, family functions, and adaptability, as well as (Mubarik, 2024) which emphasizes the importance of flexible role-sharing through discussion. This study also highlights the role of YouTube as a

medium for Islamic family education. The podcast and discussion format make preaching more communicative and relatable to the younger generation. These findings support the research (Sari & Musyafaah, 2025) regarding the effectiveness of digital media as a means of preaching, as well as (Kushardiyanti, Mutaqin, & Nurhidayah, 2023) which states that YouTube is more easily accepted by millennials and Gen Z because of its simple and contextual presentation.

Overall, this study strengthens the research on harmonious families, family communication, spirituality, and digital preaching while also bringing something new by showing that the eight values of a harmonious family are systematically constructed in Ustadz Hanan Attaki's digital preaching content. The findings confirm that digital preaching is not only a medium for spreading Islamic teachings but also a platform for family education that's relevant to the challenges of modern society.

CONCLUSION AND SUGGESTIONS

Conclusion

Based on the findings of this study, it can be concluded that Ustadz Hanan Attaki's digital da'wah content on YouTube constructs the concept of a *sakinah* family as a holistic system of family life founded upon the integration of communication and empathy, responsibility, patience, spirituality, the ability to derive wisdom from life's challenges, family resilience, balanced family roles, and a strong commitment to preserving marital unity. The *sakinah* family is not represented as a family free from conflict; rather, it is portrayed as a family capable of managing various challenges with maturity by making Islamic values the primary foundation for every decision. These findings indicate that digital da'wah has evolved beyond serving merely as a medium for the dissemination of Islamic teachings to become a contextual, communicative, and relevant form of Islamic family education that addresses the challenges of contemporary society. The implications of this study highlight the strategic potential of digital media, particularly YouTube, as a platform for promoting *sakinah* families through adaptive, practical, and easily accessible da'wah messages. Such media can contribute to improving family literacy, strengthening family resilience, and supporting the development of harmonious Muslim families in accordance with Islamic values.

Limitations

This study is limited to the content analysis of a single YouTube video by Ustadz Hanan Attaki. Consequently, the findings cannot be generalized to all forms of digital da'wah content or to other social media platforms.

Recommendations

Future research is recommended to examine a broader range of da'wah content across various digital platforms or produced by different Islamic preachers. In addition, future studies should combine content analysis with audience response analysis to provide a more comprehensive understanding of how *sakinah* family values are constructed and interpreted within digital media.

Author Contributions

All authors contributed to the conceptualization of the study, data collection and analysis, manuscript preparation and revision, and approved the final version of the article for publication.

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