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Analysis of the Da'wah Message Content on Instagram Account @halimahalaydrus December 2025 Edition

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Abstract: *The rapid development of social media has transformed Islamic da'wah into the digital sphere, making Instagram one of the most effective platforms for disseminating religious messages to the public. One of the accounts actively utilizing this platform is @halimahalaydrus, which is recognized for delivering da'wah through a gentle, reflective, and communicative approach. This study aims to analyze the content of da'wah messages conveyed through the Instagram account @halimahalaydrus during December 2025 and to identify the dominant category of da'wah messages. The study employed a descriptive qualitative approach using qualitative content analysis. The research data consisted of 21 Instagram posts, including photographs, videos, carousels, posters, and captions, collected through non-participant observation and documentation. Data were analyzed through the stages of data condensation, coding based on da'wah message categories, data presentation, interpretation, and conclusion drawing. The findings reveal that the da'wah messages are classified into four main categories: aqidah (Islamic creed), sharia (Islamic law and religious practices), akhlaq (Islamic morals and ethics), and information on da'wah activities. Among these categories, akhlaq emerged as the most dominant, emphasizing gratitude, husnuzan (positive thinking toward Allah), emotional self-control, muhasabah (self-reflection), self-forgiveness, and the development of Islamic character. Meanwhile, the aqidah category focuses on strengthening faith, the sharia category encourages the practical implementation of Islamic worship, and the information on da'wah activities category functions as a medium for promoting religious events while simultaneously conveying spiritual values. These findings indicate that the @halimahalaydrus Instagram account utilizes Instagram not merely as a platform for disseminating religious information, but also as an effective medium for moral education, spiritual development, and the internalization of Islamic values through persuasive, reflective, contextual, and easily understandable messages for contemporary digital audiences.*

Keywords: *Qualitative Content Analysis; Digital Da'wah; Instagram; Da'wah Messages; Halimah Alaydrus.*

Abstrak: Perkembangan media sosial telah mendorong transformasi dakwah Islam ke dalam ruang digital, menjadikan Instagram sebagai salah satu platform yang efektif untuk menyampaikan pesan-pesan keagamaan kepada masyarakat. Salah satu akun yang aktif memanfaatkan media tersebut adalah @halimahalaydrus, yang dikenal menyajikan dakwah dengan pendekatan santun, reflektif, dan komunikatif. Penelitian ini bertujuan untuk

menganalisis isi pesan dakwah yang disampaikan melalui akun Instagram @halimahalaydrus selama periode Desember 2025 serta mengidentifikasi kategori pesan dakwah yang paling dominan. Penelitian menggunakan pendekatan kualitatif deskriptif dengan metode analisis isi kualitatif (qualitative content analysis). Data penelitian berupa 21 unggahan yang terdiri atas foto, video, carousel, poster, dan caption, yang dikumpulkan melalui observasi nonpartisipan dan dokumentasi. Analisis data dilakukan melalui tahapan kondensasi data, pengkodean berdasarkan kategori pesan dakwah, penyajian data, interpretasi makna, serta penarikan kesimpulan. Hasil penelitian menunjukkan bahwa pesan dakwah pada akun @halimahalaydrus diklasifikasikan ke dalam empat kategori utama, yaitu aqidah, syariah, akhlak, dan informasi kegiatan dakwah. Tema akhlak merupakan kategori yang paling dominan karena lebih banyak menampilkan pesan tentang rasa syukur, husnuzan, pengendalian emosi, muhasabah, memaafkan diri sendiri, serta pembentukan karakter Islami. Sementara itu, tema aqidah berfokus pada penguatan keimanan, tema syariah menekankan implementasi ibadah dalam kehidupan sehari-hari, dan informasi kegiatan dakwah berfungsi sebagai media publikasi yang tetap memuat nilai-nilai spiritual. Temuan penelitian menunjukkan bahwa akun @halimahalaydrus memanfaatkan Instagram tidak hanya sebagai media penyebaran informasi keagamaan, tetapi juga sebagai sarana pembinaan akhlak, penguatan spiritual, dan internalisasi nilai-nilai Islam melalui penyampaian pesan yang persuasif, reflektif, kontekstual, dan mudah dipahami oleh masyarakat digital.

Kata Kunci: Analisis Isi; Dakwah Digital; Instagram; Pesan Dakwah; Halimah Alaydrus.

INTRODUCTION

Advances in information technology have brought about significant changes in societal communication patterns, including within the realm of Islamic dakwah (preaching). While dakwah was previously conducted primarily through mosque pulpits, religious study circles, and print media, it has now expanded to various digital platforms that enable the dissemination of messages more rapidly, widely, and interactively. (Zuhairi & Iskandar, 2026). Social media has become one of the most effective communication tools because it can reach various layers of society without being limited by space and time. Instagram, as one of the social media platforms with a huge number of users in Indonesia, is not only used as a medium for sharing photos and videos, but has also developed into a space for spreading Islamic values through da'wah content that is presented in an interesting, concise, and easy-to-understand way (Sembiring & Manik, 2025). This condition shows that digital dakwah transformation has become an important part of contemporary Islamic communication.

The use of Instagram as a platform for Islamic preaching has led to the emergence of various accounts that consistently share religious messages with the public. One account that has a significant influence in digital da'wah is the Instagram account @halimahalaydrus, owned by Ustazah Halimah Alaydrus. She is a female preacher of Ba'alawi descent who is widely known for her teachings on love, morals, and devotion to Allah SWT and the Prophet SAW. Her preaching is carried out through various media, both directly and indirectly. The Instagram account @halimahalaydrus was created in May 2015, and continues to operate until now (Maolana, Sobar, Mahmudah, & Mularsih, 2024). The account is widely known for delivering religious messages in a way that stands out from other preachers, focusing more on gentle speech, reflective narratives, spiritual messages, and mostly not showing its face in the content. This uniqueness actually creates its own appeal, allowing it to build a large and active follower community that interacts with every post (Putri, 2025). This phenomenon shows that the success of dawah on social media is not only determined by visual aspects, but also by the quality of the message, communication strategy, and the communicator's credibility in building an emotional connection with the audience.

As a digital-based mass communication medium, every post on an Instagram account contains various forms of religious messaging that can be analyzed based on content, theme, or Islamic substance. Content analysis is a relevant approach to identify the trends of the religious messages being conveyed, whether related to aspects of faith, Sharia, morals, or social values. Through content analysis, researchers can see how an account organizes its religious messages, chooses themes, uses persuasive language, and builds meanings that are received by its followers. In this way, the research not only sees Instagram as a communication medium, but also as a space for constructing religious messages that influence the formation of understanding and religious behavior among digital communities.

The December 2025 posts were chosen as the focus of this study because during that period, the @halimahalaydrus account consistently published various da'wah content representing different Islamic themes, ranging from strengthening faith, character development, the relationship between humans and God (*ḥablum minallāh*), to relationships among humans (*ḥablum minannās*). This period also allows for a more focused analysis, so each post can be examined in depth based on the categories of da'wah message content that appear. Choosing a specific time frame allows the study to produce a systematic description of da'wah theme trends as well as the communication patterns used to convey Islamic values to social media audiences.

The development of social media has changed the pattern of preaching communication from a conventional model to more interactive, fast, and far-reaching digital preaching. Instagram has become one of the platforms most used by preachers to convey Islamic values through visual content, short videos, or inspiring narratives that are easily accessible to various groups. Previous research (Ferdhina, Nasor, & Istiani, 2026) shows that social media plays an important role in expanding the reach of preaching, increasing interaction with the audience, and building religious literacy in the digital era. However, most of these studies focus more on the effectiveness of the media, communication strategies, and utilizing social media features as a means of preaching.

On the other hand, research (Hidayat, Haqiqi, & Fathoni, 2025) Regarding the Instagram account @halimahalaydrus, it generally examines communication style, polite preaching methods, persuasive communication, as well as personal branding as a female preacher in the digital space. The study provides an understanding of the characteristics of how preaching is delivered, but it hasn't really looked much into the actual content of the messages in each post. In fact, analyzing the content of preaching messages is important to understand the tendencies of the material shared, whether it relates to creed, Sharia, morals, or Islamic social values, so it can give a more complete picture of the characteristics of digital preaching.

Based on a review of previous studies, there is still a research gap in the form of limited studies using a content analysis approach on posts from the Instagram account @halimahalaydrus. In addition, no research has specifically analyzed all the da'wah content in the December 2025 edition, so it is still unknown what the tendencies in themes, da'wah material composition, and message delivery patterns were during that period. This situation shows that studies on the content of da'wah messages on this account still require more systematic and in-depth research.

Based on this gap, this study offers some novelty by focusing the analysis on the content of da'wah messages from the Instagram account @halimahalaydrus during December 2025 using a content analysis approach. This study not only identifies the categories of da'wah messages based on aspects of faith, sharia, morality, and social dealings, but also analyzes how these messages are constructed through narrative, language choice, and persuasive delivery. Therefore, this study is expected to provide new contributions to the development of Islamic communication and broadcasting studies, especially regarding the characteristics of da'wah messages on social media as a form of contemporary digital da'wah.

METHODS

This study uses a qualitative approach with descriptive research. The qualitative approach was chosen because this research aims to understand, describe, and interpret the meaning of da'wah messages contained in the Instagram posts of the account @halimahalaydrus during the period of December 2025. This approach allows the researcher to study the phenomenon of digital da'wah in depth based on the context, meaning, and substance of the messages delivered through social media. Content analysis (qualitative content analysis) is used as the analysis technique to systematically interpret the contents of the da'wah messages, so that the meaning contained in each post can be revealed (Krippendorff, 2019; Creswell, 2018).

The data sources in this study consist of primary and secondary data. Primary data includes all posts on the Instagram account @halimahalaydrus during December 2025, covering photos, videos, carousels, reels, and captions. Meanwhile, secondary data were obtained from various relevant literature, such as books, scientific journal articles, and previous research on digital da'wah, Islamic communication, social media, and content analysis. Data collection was carried out through non-participant observation and documentation techniques, by observing each post, documenting the content through screenshots, and noting parts that contain da'wah messages for analysis purposes (Moleong, 2024).

The research focuses on the content of the da'wah messages in each post. The unit of analysis is each post that was published during the study period. The analysis looks at visual elements, narratives, and captions to understand the meaning of the messages being conveyed. Then, the data is categorized into four main themes: *aqidah*, *sharia*, morals, and information about da'wah activities. These categories are based on the concept of da'wah messages in Islamic communication and broadcasting studies, aiming to show the trends in da'wah themes shared on the Instagram account @halimahalaydrus.

Data analysis follows the qualitative data analysis model (Miles, Huberman, & Saldaña, 2024) which includes the stages of data condensation, data display, and drawing and verifying conclusions. In the data condensation stage, the researcher selects and groups posts based on the similarity of the da'wah message themes. Then, the data is presented in the form of descriptive descriptions and classification tables, making it easier to interpret. The final stage involves drawing conclusions based on patterns found from the overall data.

The validity of the data in this study is maintained through theory triangulation and increased persistence (persistent observation). Theory triangulation is done by comparing the analysis results using various concepts of da'wah, Islamic communication, and social media, while increased persistence is done by repeatedly observing each post so that the interpretation produced matches the context of the message being conveyed. With these procedures, the research results are expected to have good levels of credibility, dependability, and confirmability in accordance with the principles of qualitative research (Lincoln & Guba, 1985).

RESULTS AND DISCUSSION

Result

Analyzing the content of da'wah messages on the @halimahalaydrus account during December 2025

Based on the results of non-participant observation and documentation of the Instagram account @halimahalaydrus during December 2025, a total of 21 posts were identified as the focus of this study. The posts consisted of videos, photographs, posters, carousels, and captions containing various forms of Islamic preaching messages (*da'wah*). In accordance with the descriptive qualitative approach, the analysis was conducted by interpreting the meanings conveyed in each post through qualitative content analysis. The analytical process began with a comprehensive reading and examination of each piece of content, followed by the classification of messages according to the themes that emerged. This process resulted in four main categories: *aqidah* (Islamic creed), *sharia* (Islamic law and religious practices), *akhlak*

(Islamic morality), and information on *da'wah* activities. The interpretation results indicate that the *da'wah* messages conveyed through the @halimahalaydrus account reflect an effort to promote Islamic development by addressing aspects of faith, religious practice, moral formation, and the dissemination of information about *da'wah* activities.

The interpretation of the overall data indicates that *akhlak* was the most frequently occurring theme compared with the other categories. This finding suggests that the *da'wah* orientation of the @halimahalaydrus account places greater emphasis on character development, self-control, and the strengthening of Islamic moral values than merely on the transmission of religious knowledge. Meanwhile, the themes of *aqidah* and *sharia* appeared consistently as forms of strengthening faith and religious practice, while information on *da'wah* activities served as a means of disseminating religious information accompanied by spiritual messages. These findings demonstrate that each post serves not only an informative function but also functions as a medium for religious education and spiritual development among the account's followers.

In the *aqidah* category, the interpretation results indicate that the messages primarily focus on strengthening the relationship between human beings and Allah SWT (*hablum minallah*). Posts in this category contain appeals to place trust in Allah (*tawakkul*), express gratitude, accept Allah's decree, strengthen belief in divine destiny (*qadar*), and increase love for Allah SWT. In addition, several posts address the theme of death as a reminder that righteous deeds and beneficial knowledge will serve as provisions for the hereafter. The delivery of these messages is supported by simple visual elements, reflective quotations, and captions that create a contemplative atmosphere, thereby reinforcing the spiritual meanings intended to be conveyed to the audience.

The *sharia* category demonstrates that the *da'wah* presented through the @halimahalaydrus account does not merely emphasize understanding Islamic teachings but also encourages followers to implement them in their daily lives. The messages include appeals to engage more frequently in *dhikr* (remembrance of Allah), supplication, attendance at religious study gatherings, and preparation for welcoming the month of Ramadan. Several posts also feature documentation of *da'wah* activities that provide concrete examples of the implementation of Islamic principles in practice. Thus, the *sharia* category demonstrates that digital *da'wah* functions not only as a medium for conveying religious knowledge but also as a means of fostering religious awareness and practice within society.

The *akhlak* category emerged as the most dominant theme in this study. The analysis shows that most posts contain appeals to express gratitude, maintain a positive perception of Allah, forgive oneself, control emotions, avoid envy, increase good deeds, and engage in *muhasabah* (self-reflection). These messages are conveyed through language that is simple, communicative, and reflective, making them accessible to a broad audience. The dominance of the *akhlak* theme indicates that the *da'wah* strategy of @halimahalaydrus is primarily directed toward character development and the transformation of Islamic behavior through a persuasive and contextual approach. In other words, the *da'wah* is oriented not only toward increasing religious knowledge but also toward internalizing Islamic values in everyday life.

The category of information on *da'wah* activities demonstrates that informative posts also contain *da'wah* messages. Information regarding schedules for religious study gatherings, *da'wah* tours, and religious activities is consistently accompanied by prayers, motivational messages, and reminders to remain close to Allah SWT. This finding indicates that the @halimahalaydrus account makes effective use of social media not only as a means of publicizing activities but also as a medium for disseminating spiritual messages. Therefore, this study demonstrates that digital *da'wah* through the @halimahalaydrus account is carried out in an integrated manner through the strengthening of *aqidah*, the cultivation of *sharia*-based religious practices, the development of *akhlak*, and the dissemination of information about *da'wah* activities, with primary emphasis on moral development as the foundation for

cultivating better Muslim individuals. In detail, the distribution of posts, percentages, characteristics of the message content, and key findings for each category are presented in Table 1.

Table 1. Distribution and Interpretation of *Da'wah* Messages on the Instagram Account @halimahalaydrus

No.	<i>Da'wah</i> Message Category	Upload Dates	Number of Posts	Content Format	Identified Message Themes	Interpretation of Findings
1	Aqidah (Islamic Creed)	December 3, 9, 13, 17, 18, and 23, 2025	6	Photos, videos, posters, and captions	Faith in Allah SWT, <i>tawakkul</i> (reliance on Allah), gratitude, belief in divine destiny, love for Allah, death, and spiritual strengthening	The <i>aqidah</i> messages are directed toward strengthening the relationship between human beings and Allah SWT (<i>hablum minallah</i>), increasing belief in divine destiny, fostering inner peace, and developing awareness of the importance of the hereafter through reflective messages that address the spiritual dimension of the audience.
2	Sharia (Islamic Law and Religious Practices)	December 1, 4, 8, 16, and 19, 2025	5	Videos, photos, activity documentation, posters, and captions	Encouragement to increase <i>dhikr</i> (remembrance of Allah), engage in prayer, attend religious study gatherings, perform acts of worship, and prepare for Ramadan	The <i>sharia</i> messages emphasize the implementation of Islamic teachings through religious practices in everyday life. The messages not only provide religious knowledge but also encourage audiences to practice Islamic principles concretely through regular acts of worship and participation in religious study gatherings.
3	Akhlak (Islamic Morality)	December 2, 5, 11, 15, 25, 26, 27, and 31, 2025	8	Posters, photos, videos, inspirational quotations, and captions	Gratitude, <i>husnuzan</i> (having a positive attitude and good expectations), self-forgiveness, emotional self-control, avoiding envy, doing good to others, strengthening piety, and engaging in <i>muhasabah</i> (self-reflection)	The <i>akhlak</i> category is the most dominant theme. This indicates that the <i>da'wah</i> strategy of the @halimahalaydrus account places greater emphasis on character development, moral formation, and the transformation of Islamic behavior through messages that are persuasive, reflective, contextual, and applicable to everyday life.

4	Information on <i>Da'wah</i> Activities	December 7 and 24, 2025	2	Posters, photos, and captions	Information on religious study schedules, <i>da'wah</i> tours, and religious activities, accompanied by prayers, motivational messages, and spiritual reminders	Information on <i>da'wah</i> activities functions not only as a means of publicizing events but also as a medium for conveying religious messages that encourage community participation in religious activities while strengthening the spiritual values of the account's followers.
Total	Four <i>Da'wah</i> Message Categories	December 1–31, 2025	21	Videos, photos, posters, carousels, and captions	Aqidah, Sharia, Akhlak, and Information on <i>Da'wah</i> Activities	The analysis shows that all posts contain <i>da'wah</i> values with different characteristics. <i>Akhlak</i> is the most dominant category, followed by <i>aqidah</i> , <i>sharia</i> , and information on <i>da'wah</i> activities. These findings indicate that digital <i>da'wah</i> on the @halimahalaydrus account is primarily oriented toward character development, moral strengthening, and the transformation of Islamic behavior through a persuasive, reflective, educational, and contextual approach.

Source: Research Data

The research results show that the Instagram account @halimahalaydrus uses social media as a digital *da'wah* tool that delivers Islamic messages in an integrated way through four main themes: *aqidah*, *sharia*, *akhlak*, and *da'wah* activity information. Based on the interpretation results, these four themes complement each other in building religious understanding while also shaping Islamic behavior for the account's followers. These findings indicate that digital *da'wah* not only functions as a medium for delivering religious information but also as a medium for education, spiritual development, and character building. These research results are in line with previous studies (Tamamiyah, 2025) which explains that social media has become a new space for Islamic preaching, where the communication process is not only informative, but also participatory, persuasive, and interactive. Similarly, the research (Khotimah, Amin, & Supena, 2026) shows that social media provides opportunities for preachers to package Islamic messages in a more contextual way, making them easier to understand and apply for the community, especially the digital generation.

The interpretation results for the faith category show that the messages conveyed are more focused on strengthening the relationship between humans and Allah SWT (*hablum minallah*). The emerging themes include trust in God, gratitude, belief in destiny, love for Allah, and awareness of the afterlife. The messages are delivered through simple visuals, reflective quotes, and contemplative captions, which can help build the audience's spiritual awareness. These findings support previous research (Hasyim, 2025) which states that the message of faith in

digital preaching serves to strengthen the spiritual dimension of society through delivering content that touches on emotional aspects and religious experiences. Besides that, the research (Shaliha & Soiman, 2025) explaining that messages about faith presented in a narrative and reflective way are easier for social media users to accept because they can connect Islamic teachings with everyday life experiences. Thus, the results of this study show that the @halimahalaydrus account not only delivers concepts of aqidah theoretically but also guides the audience to internalize the values of faith in real life.

In the Sharia category, the research results show that the preaching messages are mostly aimed at encouraging the routine practice of worship, such as increasing remembrance of God (zikir), praying, attending religious study gatherings, and preparing to welcome Ramadan. Some posts also showcase documentation of preaching activities, providing concrete examples of how Islamic law is put into practice. These findings indicate that Sharia is understood not just as normative knowledge, but as a way of life that should be reflected in daily actions. These results are in line with previous research (Arifah & Romadlany, 2025) which explains that preaching through social media becomes more effective when it can connect religious knowledge with worship practices that can be directly applied by the audience. The study (Ramadhan, Firdaus, & Surawan, 2025) It also found that dakwah content containing practical worship guides tends to get positive responses because it provides direct benefits for people's religious lives. Therefore, the sharia category on the @halimahalaydrus account shows that social media can function as a means of religious education while also encouraging the habit of worship among digital communities.

Morality is the most dominant theme in this study. The interpretation results show that most posts contain invitations to be grateful, think positively (husnuzan), forgive oneself, control emotions, avoid envy, increase good deeds, and engage in self-reflection. These messages are presented in simple language, attractive visuals, and reflective narratives, making them easy to understand for a wide audience. The dominance of the morality theme shows that @halimahalaydrus' da'wah strategy focuses more on character building than just conveying religious knowledge. This finding supports previous research (Wulan & Azhar, 2026) which concludes that preaching content with a moral theme has higher appeal on social media because it directly relates to everyday life issues faced by people. The study (Muhammad & Dewi, 2026) It also explains that the effectiveness of digital da'wah communication is influenced by the preacher's ability to deliver messages that are relevant to the audience's psychological, social, and moral needs. Thus, the dominance of moral messages in this study shows that digital da'wah on the @halimahalaydrus account is more focused on moral transformation and shaping Islamic behavior through a persuasive and contextual approach.

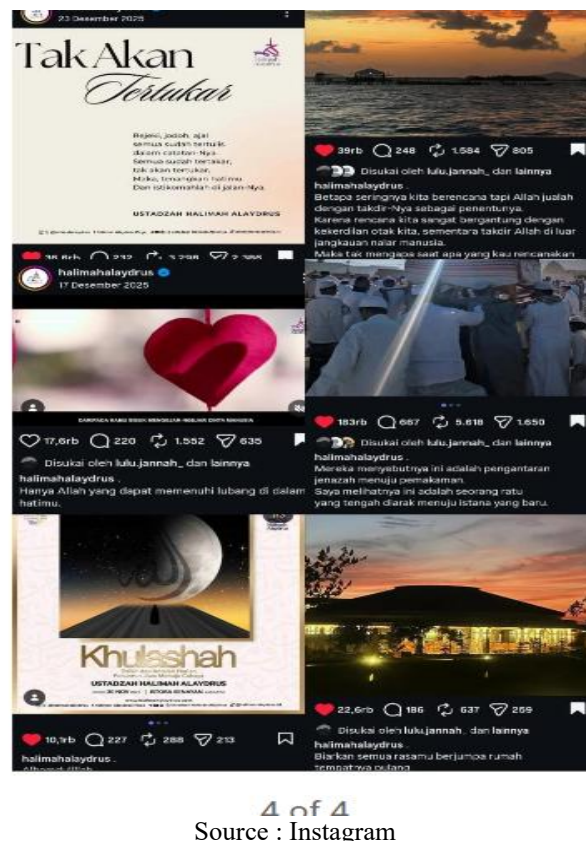
As for the category of da'wah activity information, it shows that posts that are informative still contain da'wah values. Information about the schedule of religious study sessions, da'wah tours, and religious activities is always accompanied by prayers, motivation, and reminders to always get closer to Allah SWT. This shows that the function of information is not separated from the function of education and spiritual guidance. The results of this study are in line with the opinion (Yaqin, Raharjo, & Raharjo, 2026) which states that the characteristics of social media allow for the convergence of communication functions, meaning that information, education, persuasion, and interaction can happen at the same time in a single piece of content. Therefore, the information about preaching activities on the @halimahalaydrus account not only serves as a publishing medium but also becomes a way to build community participation in religious activities while strengthening the spiritual values of its followers.

Overall, the research results show that digital preaching on the Instagram account @halimahalaydrus integrates the dimensions of faith, Islamic law, morals, and preaching activity information into a single, complementary communication pattern. Although all categories play an important role, the theme of morals becomes the main focus because it emphasizes character building, moral development, and Islamic behavior changes that are

relevant to community needs in the digital era. These findings reinforce the view that the success of digital preaching is not only determined by the amount of religious material shared but also by the preacher's ability to deliver messages in a communicative, reflective, persuasive, and contextual way, enabling the understanding, engagement, and practice of Islamic values in daily life.

What types of da'wah messages are on the @halimahalaydrus account in December 2025

Based on non-participant observations and documentation of posts on the Instagram account @halimahalaydrus during December 2025, it was found that the da'wah messages shared cover a variety of complementary themes. Through a qualitative content analysis, each post was interpreted according to the meaning conveyed in its visual elements, videos, and captions. The analysis showed that the da'wah messages on the account can be understood through four main themes: *aqidah* (faith), *sharia* (Islamic law), *akhlak* (morals), and information on da'wah activities. These four themes indicate that the da'wah shared is not only focused on conveying Islamic teachings in a normative way but also on building spiritual awareness, guiding the practice of worship, shaping Islamic character, and strengthening the relationship between the preacher and the community through social media.



Source : Instagram

Figure 1. Post of Da'wah Message in the Aqidah Category

Based on Figure 1, it can be seen that the post contains a message focused on strengthening faith in Allah SWT. The narrative encourages the audience to trust in Allah, accept every decree from Him, reinforce belief in destiny, and realize that everything that happens is within His will. The visuals used are dominated by simple and calm designs, while the caption reinforces the message about the importance of closeness to Allah as a source of peace for the heart. Interpretation of the post shows that the message about *aqidah* not only provides understanding about the concept of faith but also directs the audience to build a closer spiritual relationship with Allah SWT (*hablum minallah*) through trust, gratitude, and belief in His decrees. In the word of Allah SWT, QS Hud:6.

وَمَا مِنْ دَابَّةٍ فِي الْأَرْضِ إِلَّا عَلَى اللَّهِ رِزْقُهَا وَيَعْلَمُ مُسْتَقَرَّهَا وَمُسْتَوْدَعَهَا كُلٌّ فِي كِتَابٍ مُبِينٍ

Not a single animal that moves on the earth, but its provision is guaranteed by Allah. He knows its dwelling place and storage place. Everything is recorded in a clear Book (the Preserved Tablet). (QS Hud:6)

The connection of this verse to the category of aqidah lies in strengthening the belief in Allah SWT's Rububiyah attribute as the sole provider of sustenance for all creatures. Through this verse, Halimah Alaydrus' preaching aims to emphasize that when a servant believes that all matters of life and sustenance are already arranged and known by Allah, a pure sense of trust (tawakal) will grow. A deep understanding of aqidah like this forms the basis for inner peace, because the audience is encouraged to let go of worldly worries and fully rely on His decree and will.



Source : Instagram

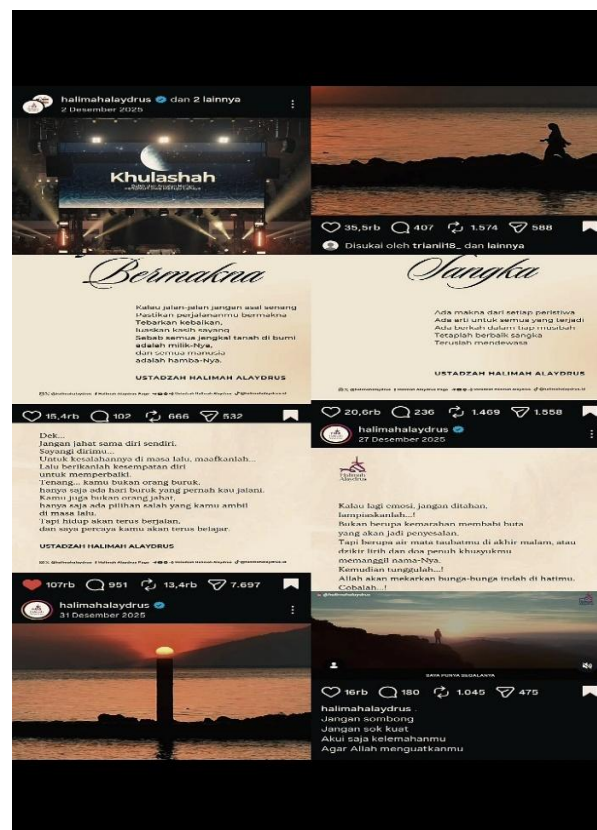
Figure 2. Posting of Da'wah Messages in the Sharia Category

Based on Figure 2, the post shows a message emphasizing the importance of practicing Islamic law in daily life. The message is expressed through invitations to increase dhikr, pray, attend religious gatherings, and prepare for the month of Ramadan. Besides sharing religious quotes, the post also features documentation of religious activities that reinforce the importance of seeking knowledge and performing worship consistently. The interpretation results show that the sharia message on the @halimahalaydrus account not only serves as a medium for delivering religious knowledge but also as a way to encourage the audience to implement Islamic teachings in real life. In the word of Allah SWT QS. AZ-Zariyat:56

وَمَا خَلَقْتُ الْجِنَّ وَالْإِنْسَ إِلَّا لِيَعْبُدُونِ

I did not create jinn and humans except to worship Me.

This verse emphasizes the ultimate purpose of the creation of humans and jinn, which is solely to worship Allah SWT. In the context of implementing the message of da'wah, worship cannot be separated from sharia, because sharia is the way, the rules, and the concrete procedures that regulate how worship should be carried out in accordance with His commands. Therefore, the operational encouragement in @halimahalaydrus's posts such as increasing dhikr, praying, attending study gatherings, and preparing for Ramadan is a tangible manifestation of the essence of creation mentioned in QS. Az-Zariyat verse 56. Through a correct understanding of sharia, a Muslim's daily activities can hold valid and directed worship value.



Source : Instagram

Figure 3. Post of Da'wah Messages in the Morals Category

Based on Figure 3, the post carries a message about building Islamic character through encouragement to be grateful, think positively of Allah, forgive oneself, control emotions, increase good deeds, and engage in self-reflection. The message is delivered through inspirational quotes combined with simple visuals and reflective captions, which can raise audience awareness. The interpretation results show that the theme of character becomes the main focus in the preaching shared through the @halimahalaydrus account. These messages emphasize character building, moral strengthening, and Islamic behavioral change more than just conveying religious concepts. Thus, the preaching delivered is more practical because it guides the audience to internalize Islamic values in daily life. As Allah SWT says in QS Al-Qalam: 4

وَإِنَّكَ لَعَلَىٰ خُلُقٍ عَظِيمٍ

Truly, you really have great character. (QS AL-Qalam:4)

knowledge, and remind each other of goodness to achieve success in both this world and the hereafter.

Overall, the interpretation results show that the Instagram account @halimahalaydrus uses social media as a space for da'wah, combining the strengthening of faith, practicing sharia, shaping character, and spreading information about da'wah activities into a single communication flow. Among these four themes, messages about character seem more dominant because they appear more frequently in various posts and are at the core of the da'wah delivery. This indicates that the account's da'wah orientation is more focused on character building, moral reinforcement, and encouraging Islamic behavior through a persuasive, reflective, and contextually relevant approach that meets the needs of people in the digital era.

The research results show that the Instagram account @halimahalaydrus uses social media as a space for digital da'wah, delivering Islamic messages comprehensively through four main themes: faith (aqidah), Islamic law (sharia), morals (akhlak), and information on da'wah activities. These four themes complement each other in building religious understanding, increasing spiritual awareness, guiding worship practices, and shaping Islamic character for the account's followers. The findings indicate that digital da'wah no longer just serves as a medium for delivering religious information but has evolved into a platform for education, moral development, and interactive religious communication. These research results are in line with (Ramdani, 2025) which explains that social media has changed the pattern of preaching communication from one-way communication to communication that is more dialogic, participatory, and contextual. This opinion is reinforced by (Kharisma & Anwari, 2026) which states that the success of digital preaching is determined by the preacher's ability to package the message in an interesting, communicative way, and in line with the psychological needs of the digital community.

What type of religious outreach messages are most dominant on the @halimahalaydrus account in December 2025?

Based on the interpretation of posts published on the Instagram account @halimahalaydrus during December 2025, the *akhlak* (Islamic morality) theme was found to be more prominent than the other *da'wah* themes. Through qualitative content analysis, each post was interpreted based on the substance of the messages conveyed through its visual elements, narratives, and captions. The findings indicate that the *da'wah* messages were primarily directed toward character development, moral strengthening, and the formation of Islamic behavior, while the themes of *aqidah* (Islamic creed), *sharia* (Islamic law and religious practices), and information on *da'wah* activities functioned as supporting elements within the broader *da'wah* message. This finding demonstrates that the primary orientation of *da'wah* on the @halimahalaydrus account emphasizes the internalization of moral values in everyday life rather than merely conveying religious concepts in a normative manner.

The dominance of the *akhlak* theme is evident in the content of the posts, which consistently encourage audiences to develop an Islamic personality through moral values closely connected to everyday life. The messages include encouragement to remain grateful to Allah SWT, maintain *husnuzan* (positive expectations) toward His decrees, forgive oneself, control emotions, avoid envy, increase good deeds, and engage in *muhasabah* (self-reflection) as a means of personal evaluation. These messages are delivered through inspirational quotations, short videos, and reflective captions using language that is simple, communicative, and easy to understand, thereby enabling audiences to internalize and apply the messages in their daily lives.

The interpretation also reveals that each *akhlak*-themed post places emphasis on a different dimension of moral development. Some posts highlight the importance of gratitude as an expression of devotion to Allah SWT, while others emphasize *husnuzan*, the ability to forgive oneself, the importance of continuous self-improvement, showing compassion toward

others, strengthening piety, avoiding envy, and cultivating self-reflection through *muhasabah*. This thematic variation demonstrates that *akhlak* is understood broadly, encompassing not only relationships among human beings (*hablum minannas*) but also the relationship between human beings and Allah SWT, as well as personal development as a Muslim. Thus, the *akhlak* messages conveyed through the account possess complementary spiritual, social, and personal dimensions.

Overall, the findings demonstrate that the main characteristic of *da'wah* on the Instagram account @halimahalaydrus during December 2025 is an orientation toward moral development as the foundation of Muslim life. Through a persuasive, reflective, and contextual approach, the *da'wah* messages are intended not only to increase religious knowledge but also to foster awareness, develop character, and encourage behavioral changes consistent with Islamic values. This finding indicates that social media is utilized as a space for *da'wah* that not only disseminates religious information but also serves as a medium for moral development that is relevant to the needs of society in the digital era.

The findings further demonstrate that *akhlak* messages constitute the most dominant theme in the *da'wah* conveyed through the Instagram account @halimahalaydrus during December 2025. This dominance indicates that the *da'wah* strategy employed is more strongly oriented toward character formation, moral strengthening, and the transformation of Islamic behavior than toward the conceptual presentation of *aqidah* and *sharia* teachings. This finding indicates that digital preaching nowadays is shifting its focus from merely delivering religious knowledge to a process of internalizing Islamic values that are more applicable in daily life. The results of this study are in line with research (Ar-Ridho, Rubino, & Madya, 2023) which explains that preaching through social media is more effective when focusing on moral themes because it connects with people's social, emotional, and psychological experiences. Research (Anto, Huda, & Anam, 2025) it also concludes that moral messages are a form of *da'wah* content that gets a positive response because they can provide solutions to everyday life problems. Thus, the dominance of moral themes on the @halimahalaydrus account shows that social media is used as a space for character development that is relevant to the needs of the digital community.

The interpretation results show that moral messages are conveyed through various complementary themes, such as encouragement to be grateful, think positively (*husnuzan*), forgive oneself, control emotions, avoid jealousy, increase good deeds, and self-reflect. These themes indicate that character building is understood as a process not only related to human-to-human relationships (*hablum minannas*) but also includes one's relationship with Allah SWT and personal self-development. These findings are in line with previous research (Hasna, Sidik, Komara, & Attallah, 2026) which states that an effective digital *da'wah* message is one that can integrate spiritual, social, and personal dimensions so that it is easier for the audience to internalize. A similar opinion was expressed by (Falah, Darwanto, Kamila, & Niswah, 2026) which explains that digital communities are more interested in religious content that offers practical solutions to moral and everyday life problems rather than content that just provides normative explanations. Therefore, the variety of moral themes on the @halimahalaydrus account shows that religious preaching not only builds religious knowledge but also shapes awareness and Islamic lifestyle habits.

Besides the content of the message, the dominance of moral themes is also influenced by the communication strategies used. Research shows that messages are delivered through inspirational quotes, short videos, simple visuals, and reflective captions in a conversational language, making them easy to understand for a wide audience. This way of presenting messages reinforces the meaning of the preaching while also building emotional closeness between the preacher and the audience. These findings support the theory of digital preaching communication (Sholihah, 2023) that the success of preaching on new media is influenced by the preacher's ability to adapt the substance of Islamic teachings into a form of communication that suits the characteristics of social media. The same thing is also explained by (Permadi,

Nadia, & Putra, 2026) that social media has interactive, participatory, and convergent characteristics, making it possible for religious messages to be packaged in a more interesting, personal, and easy-to-share way. Thus, the success of delivering moral messages on the @halimahalaydrus account not only lies in the substance of the messages but also in the way they are delivered, which can build audience engagement.

The findings of this study also show that character building is done through a persuasive and reflective approach, not through judgmental delivery. Each post invites the audience to self-reflect (*muhasabah*) so that behavioral changes come from individual awareness, not from pressure or coercion. This approach aligns with research (Barus, Syamsidar, Azwar, Wirahyuda, & Sikumbang, 2024) which states that persuasive digital dakwah communication is more effective in encouraging attitude change compared to approaches that only emphasize normative aspects. Research (Hanum, Surawan, Farizi, & Awang, 2023) It also explains that using reflective narratives on social media can boost emotional closeness, making it easier for people to accept and practice the religious messages. That's why the dominance of moral messages on the @halimahalaydrus account shows that a preaching strategy focused on empathy, motivation, and self-reflection fits better with the character of social media users in the digital era.

Overall, the research results show that the main characteristic of the preaching on the Instagram account @halimahalaydrus during the December 2025 period is preaching that focuses on building good character as the foundation of a Muslim's life. The messages shared are not just aimed at increasing religious understanding, but also at internalizing Islamic values through character development, moral strengthening, and behavior changes in daily life. These findings support previous research showing that the success of digital preaching is not just determined by the breadth of religious material shared, but also by the preacher's ability to present messages that are communicative, reflective, contextual, and tailored to the needs of modern society. Thus, the account @halimahalaydrus can be seen as an example of digital da'wah practice that successfully uses Instagram as a platform for moral guidance while also strengthening Islamic values in people's lives.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on the findings of this study, it can be concluded that the Instagram account @halimahalaydrus during the December 2025 period utilized social media as a platform for *da'wah* by delivering four categories of messages: *aqidah* (Islamic creed), *sharia* (Islamic law), *akhlaq* (Islamic morals), and information on *da'wah* activities, with *akhlaq* messages emerging as the most dominant category. This dominance indicates that the *da'wah* strategy employed by the account places greater emphasis on character building, moral development, and the cultivation of Islamic values through persuasive, reflective, and practical messages. These findings imply that social media, particularly Instagram, has significant potential as an effective medium for *da'wah* when it integrates engaging visual content, communicative language, and Islamic messages that are relevant to everyday life. Such an approach not only enhances religious understanding but also encourages the practical implementation of Islamic values in people's daily lives.

Limitations

This study is limited to the content analysis of posts published on the Instagram account @halimahalaydrus during December 2025. Therefore, the findings reflect the characteristics of *da'wah* messages within a specific time period and cannot be generalized to other periods or social media platforms.

Recommendations

Future studies are recommended to analyze da'wah messages across longer observation periods, compare multiple social media platforms or da'wah accounts, and employ mixed-methods approaches to examine audience responses and the effectiveness of digital da'wah communication.

Author Contributions

All authors contributed substantially to the conceptualization of the study, research design, data collection, data analysis, interpretation of findings, manuscript preparation, and approval of the final version of the manuscript.

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