

## Menjangkau Generasi Digital: Analisis Media Podcast Hanan Attaki sebagai Media Dakwah

Divya Zahrani Khaerunnisa<sup>1</sup>, Lutfiah Khoirunnisa Azzahro<sup>2</sup>, Mochamad Rizky Tri Wardana<sup>3</sup>, Nazwa Fauziah<sup>4</sup>, Muhammad Wildan Alginani<sup>5</sup>, Achmad Faqihuddin<sup>6</sup>

Universitas Pendidikan Indonesia<sup>1,2,3,4,5,6</sup>

[divyazahrani@upi.edu](mailto:divyazahrani@upi.edu)

### Abstract

This study discusses the struggle to reach the digital generation as a target of da'wah in the Social Media Era, focusing on analyzing Hanan Attaki's Podcast media as a media for da'wah. Given that the development of technology today leads humans to practice their lives online, including religious practices, especially da'wah activism, new methods are needed so that da'wah can run optimally. This article specifically aims to analyze the role of Podcast media in delivering da'wah messages to the digital generation. This article will explain the influence that can be gained by using podcasts as a da'wah media, their advantages and disadvantages, and their effectiveness in delivering the da'wah message itself. A qualitative approach with literature study and content analysis methods is used to analyze and explore in depth how podcasts, as a medium, can be used to reach an increasingly digitally connected audience. The research findings show that Podcastscan is an effective digital da'wah media because it can help audiences listen to da'wah more easily and flexibly. The practical implication of this research is the importance of utilizing media as an effective means of delivering da'wah in an effort to reach the digital generation.

**Keywords:** *Da'wah, Digital Generation, Podcast Media*

### Abstrak

Studi ini membahas upaya dalam menjangkau generasi digital sebagai sasaran dakwah di Era Medsos, Fokus pada analisis media Podcast Hanan Attaki sebagai media dakwah. Mengingat, perkembangan teknologi saat ini membawa manusia melakukan praktik kehidupannya secara online, termasuk praktik keagamaan khususnya aktivisme dakwah, sehingga perlu adanya metode baru agar dakwah mampu berjalan maksimal. Artikel ini secara khusus bertujuan untuk menganalisis peran media *Podcast* dalam menyampaikan pesan dakwah kepada generasi digital. Artikel ini akan menjelaskan bagaimana pengaruh yang dapat diberikan dari penggunaan *Podcast* sebagai media dakwah, kelebihan dan kelemahannya, serta efektivitasnya dalam menyampaikan pesan dakwah itu sendiri. Pendekatan kualitatif dengan metode studi kepustakaan dan analisis konten digunakan untuk menganalisis dan mengeksplorasi secara mendalam bagaimana *Podcast* sebagai suatu media dapat digunakan untuk mencapai khalayak yang semakin terhubung

secara digital. Temuan penelitian menunjukkan bahwa *Podcast* dapat menjadi media dakwah digital yang efektif karena dapat memfasilitasi khalayak dalam mendengarkan dakwah secara lebih mudah dan fleksibel. Implikasi praktis dari penelitian ini adalah pentingnya memanfaatkan media sebagai sarana efektif dalam menyampaikan dakwah dalam upaya mencapai generasi digital.

**Kata Kunci:** *Dakwah, Generasi Digital, Media Podcast*

## **Introduction**

This article intends to discuss efforts to reach the digital generation as a target of da'wah in the Social Media Era, focusing on analyzing the Hanan Attaki Podcast media as a media for da'wah. Given that da'wah is an obligation of every Muslim. The understanding of da'wah, which comes from the Arabic word (da'a yad'u, da'watan), means calling out, calling, inviting, entertaining.<sup>1</sup> Or the word da'a, yad'u, duaan, da'wahu, means calling out to him, Da'wah as an effort to realize the teachings of Islam in all aspects of human life, is an obligation for every Muslim.<sup>2</sup> Therefore, Da'wah is interpreted as the obligation of every Muslim to spread the teachings of Islam in various aspects of human life, which is part of an effort to realize the existence of religion as a whole.

Da'wah is not just a duty that needs to be done but also a responsibility that must be carried out diligently. Its purpose is not only to impart knowledge but also to change people's attitudes and behavior so that they can worship Allah fully. In carrying out da'wah, every Muslim must ensure that his efforts are continuous. This is done with the aim of changing people's mindsets and actions to conform to the teachings of Islam. The da'wah needs to bring about significant changes in human behavior so that they can live in complete obedience to Allah SWT.

In the digital era and with the development of information technology, da'wah has penetrated various platforms, including podcasts. Podcasts are one of the most relevant and effective media for da'wah in delivering religious messages to the wider community. With their increasing popularity, podcasts are a modern means of da'wah that can reach audiences from various walks of life, anytime and anywhere.

Da'wah, through podcasts, allows listeners to listen to lectures, religious studies, tausiyah, and other religious content practically through their mobile devices or computers. This allows da'wah to penetrate geographical and time boundaries so that religious messages can be disseminated more widely and efficiently.

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<sup>1</sup> Alimuddin, N. (2007). KONSEP DAKWAH DALAM ISLAM . *Jurnal Hunafa*.

<sup>2</sup> Alimuddin, N. (2007). KONSEP DAKWAH DALAM ISLAM . *Jurnal Hunafa*.

Hanan Attaki is a preacher who represents an important shift in the dissemination of religious teachings in the digital age.<sup>3</sup> The use of podcasts as a da'wah platform not only increases accessibility to diverse audiences but also demonstrates adaptation to advances in information and communication technology.<sup>4</sup> This adaptation is important to maintain the relevance and effectiveness of da'wah strategies in contemporary society.<sup>5</sup>

Examining the themes presented in Hanan Attaki's podcast offers effective insights from the changing dynamics of da'wah in response to current developments.<sup>6</sup> Understanding the basic principles of Islamic da'wah is essential in developing da'wah strategies that are aligned with the current social and civilizational context.<sup>7</sup> By identifying social gaps, particularly in ideology and values, it becomes feasible to design da'wah strategies that are not only relevant but also address the real needs and challenges faced by society.<sup>8</sup>

The innovation of utilizing a content analysis approach to examine the da'wah themes in Hanan Attaki's podcast provides a deeper understanding of the da'wah messages delivered through this digital platform. This method allows for a thorough effectiveness analysis of the content, the issues raised, and its effect on the audience, the strengths as well as the weaknesses of the content, which significantly contributes to the understanding of Islamic da'wah in the digital age and stimulates further dialog in contemporary da'wah studies.<sup>9</sup>

Thus, the Islamic da'wah featured in Hanan Attaki's podcast contains the value of transformative change in religious communication, necessitating the importance of adapting da'wah strategies to the digital realm while addressing the evolving needs and challenges of contemporary society. Through a content analysis approach, researchers can explore the intricacies of da'wah messages in podcasts, explaining their contextual relevance and impact on contemporary audiences.

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<sup>3</sup> Murthado, A. (2017). *Pemberdayaan media sosial untuk dakwah di kota medan*. *Jurnal Iosr Humaniora dan Ilmu Sosial*, 22(04), 86-93.

<sup>4</sup> Budiantoro, W. (2018). *Dakwah di era digital*. *Jurnal Komune Dakwah dan Komunikasi*, 11(2), 263-281.

<sup>5</sup> Azizy, J., Sihabussalam, S., & Desmaliza, D. (2022). *Membangun komunitas urban muslim moderat berbasis digital (pascapandemi): refleksi penafsiran ayat-ayat dakwah*. *Akademika Jurnal Pemikiran Islam*, 27(2), 191.

<sup>6</sup> Zarifah, R. (2023). *Pengaruh materi dakwah dan paparan media terhadap sikap keagamaan pemirsa channel youtube hanan attaki*. *Jurnal Penyuluhan Agama (Jpa)*, 10(2), 145-166.

<sup>7</sup> Lestari, P. (2020). *Dakwah digital untuk generasi milenial*. *Jurnal Dakwah*, 21(1), 41-58.

<sup>8</sup> Kidd, W. (2012). *Memfaatkan podcast untuk belajar dan mengajar: tinjauan dan cara ke depan untuk budaya e-learning*. *Manajemen dalam Pendidikan*, 26(2), 52-57.

<sup>9</sup> Guertin, L., Theveny, K., & Barber, D. (2020). *Virtual informal learning and community building via nature-themed podcast discussions*. *Bulletin of the Ecological Society of America*, 102(1).

## Research Methode

To explain the phenomenon and focus of the study in this article, the author uses a literature study and case study method with a qualitative descriptive approach. According to M. Nazir, library research is a data collection technique by conducting a study of books, literature, notes and reports that have something to do with the problem being solved.<sup>10</sup> The data collection technique is carried out by reading and collecting literature relevant to the research topic from various literature sources. To support research needs, the author also conducts a case study of one of the preachers who utilizes Podcasts as one of the media in delivering da'wah messages, especially in reaching today's digital generation. With this method, researchers are able to gain a comprehensive understanding of the research topic and utilize pre-existing knowledge.

## Result and Discussion

The digital age has revolutionized the way individuals, especially the younger generation, interact with technology in their daily lives. The digital society was born in this era, and it easily integrates digital technology into various aspects of its existence. This shift, differentiating between users who are accustomed and those who are not, highlights the need for adaptation among users who are not accustomed to the digital culture. In this context, the utilization of digital media, such as podcasts, emerges as a powerful tool to address the spiritual void in the digitally connected society.

As the digital landscape evolves, so does the dissemination of religious teachings, with podcasts emerging as a popular medium for Islamic proselytization. Led by religious figures such as Tengku Hanan Attaki, whose contemporary approach is favored by young audiences, podcasts offer accessibility and relevance in delivering religious messages. Despite the benefits, challenges in the form of promotional strategies and technological literacy still exist, indicating the need for continuous adaptation in order to effectively interact with the digital generation and fulfill their spiritual needs.

Furthermore, to elaborate on the results and discussion in order to illustrate systematically and answer the academic issues raised in this article, it is necessary to discuss several things, as follows:

### **The Digital Generation and the Use of Podcasts as Da'wah Media**

Digital Generation refers to a group of individuals who grew up and live in

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<sup>10</sup> Nazir, Moh. "Metode Penelitian." *Jakarta: Ghalia Indonesia* (1988).

the digital age, extensively using digital technology in their daily lives. This generation typically consists of individuals born in the late 1980s to early 2000s or even younger. Marck Prensky,<sup>11</sup> simplifies by categorizing the generation affected by information technology into Digital Natives and Digital Immigrants. Digital Natives are an age group that has accessed and utilized digital technology as part of their daily lives. Meanwhile, Digital Immigrants are a transitional generation born before and after the presence of digital technology that needs a gradual adaptation process between using and/or limiting it until it becomes part of their main needs.

The rapid growth of digitalization will have both good and bad impacts on its users. The digitalization that is desirable for us is the misuse of digital media to fill the spiritual void. A spiritual void usually occurs when entering the age of a quarter century or quarter-life crisis in the age range of 18 - 30 years when it is at a crossroads that often hits humans and brings feelings of fear, anxiety, confusion and loss of direction. In order to be able to hold fast and get out of the problems of the life quarter crisis period, we as creatures created by Allah SWT should lean on and ask for guidance from Him. Allah SWT says in the letter Al-Ankabut [29]: 41:

مَثَلُ الَّذِينَ اتَّخَذُوا مِنْ دُونِ اللَّهِ أَوْلِيَاءَ كَمَثَلِ الْعَنْكَبُوتِ اتَّخَذَتْ بَيْتًا وَإِنَّ أَوْهَنَ الْبُيُوتِ لَبَيْتُ الْعَنْكَبُوتِ لَوْ كَانُوا يَعْلَمُونَ

*"The example of those who take protectors besides Allah is like a spider making a house. And indeed the weakest of houses is that of the spider, if they had known".*

Allah SWT gives a parable in this verse to people who do not position Allah as a backrest, like a spider positioning its nest as a backrest. In fact, the weakest nest is a spider's nest. This means that when there is someone who does not position Allah as his backrest and positions other than Allah as his backrest then he is positioning something weak as a backrest, which is of course something fragile, weak, easily shaken and cannot be used as a shelter.

In addition, Allah SWT emphasizes in QS. Ar-Rad [13]: 28

الَّذِينَ آمَنُوا وَتَطْمَئِنُّ قُلُوبُهُمْ بِذِكْرِ اللَّهِ أَلَا بِذِكْرِ اللَّهِ تَطْمَئِنُّ الْقُلُوبُ

*"(Those) who believe and their hearts are calmed by the remembrance of Allah. Remember, it is only in the remembrance of Allah that the heart is at rest".*

From this verse, Allah emphasizes that by remembering Allah, our hearts

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<sup>11</sup> Alimuddin, N. (2007). KONSEP DAKWAH DALAM ISLAM . *Jurnal Hunafa*.

become peaceful. One of the ways we as a digital generation can remember Allah at any time easily is with digital media that is easily accessible, such as podcasts.

Digital media is a new media that is starting to be discussed. New media is a collection of communication technology devices related to digitization, which is characterized by connectedness with wide access. In new media, a person can act as a sender and receiver of messages interactively. In addition, new media has varied and open uses and can be accessed easily anywhere and anytime. The phenomenon of new media changes the mass communication model that previously centered on one communicator sending messages to many communicators (one-to-many communication), too many communicators interacting with many communicators (many-to-many communication). The internet is the most important part of new media.

Today, the internet has evolved beyond just being an entertainment platform and communication tool between individuals. Today, the internet has become a new platform for spreading da'wah messages. Initially, recitation or da'wah required a specific time and space. However, with the use of digital technology, the congregation or audience can access da'wah content anytime and anywhere, as well as choose da'wah topics according to their needs and choose the dai or ustadz they like.

The use of podcasts as a medium for utilizing technology to carry out da'wah has been widely used. One of the digital media that can be used in da'wah media is podcasts. Podcasts are digital content in the form of audio that can be accessed anytime and anywhere within a wide scope with only a cellphone and internet quota. It helps various scholars, ustadz, and other preachers broadcast the teachings of Islam. Apart from the demands and trends, digital da'wah is used as a medium that can penetrate space and time so that readers do not have space and time limits. It feels more useful to fill the free time and spiritual emptiness that is being experienced. In addition, the social media platforms used are widely recognized by the wider community, making it easier for both preachers and listeners. The use of podcasts as digital da'wah media has also adjusted to the situation and development of the times.

### **Tengku Hanan Attaki as a Preacher through Podcast Media.**

The main component in a da'wah is da'i. Da'i is an implementation of da'wah both oral and written or actions that can be emulated by others in a positive connotation, be it in groups, individuals or an organization or institution. A da'i has a responsibility, they must carry the mission of the treatise and delivered to the object of da'wah whose truth must be accountable. A da'i must be able and able to touch the hearts of his people professionally so that the mission conveyed can be

accepted by his people.<sup>12</sup> Tengku Hanan Attaki, commonly known as Hanan Attaki, is a preacher who was born in Aceh on February 31, 1981. Hanan was born as the fifth of six children and, since childhood, has been given an Al-Qur'an education

By his parents. The preacher graduated from the Ruhul Islam Islamic Boarding School in Banda Aceh and then continued his studies at Al-Azhar University, Egypt, where he earned a license (Lc.) in the field of Tafsir al-Qur'an. Hanan Attaki is known for his lectures, which are close to everyday life and the style of young people. The preacher is the founder of the Hijrah Youth movement and is active in preaching in various youth communities such as punks, motorcycle gangs, skateboarding and BMX bikes. The preacher is known for his lecture style, which uses contemporary language, and his slangy appearance. His distinctive appearance style, wearing casual clothes and a beanie when conducting interesting and easy-to-understand da'wah studies, makes him popular with young people. The content of his lectures is related to daily matters that are closely related to the dilemmas of the digital generation's life, such as soul mates, patience, sustenance and prayer.

Preachers are also active on social media, especially through their accounts, so to reach their preaching targets, preachers utilize social media to spread Islamic messages through lectures, vlogs and podcasts. Through a YouTube account with a subscriber of 2.7 million subscribers, Hanan Attaki shares video lectures and stories of her daily life or daily vlogs with Islamic values inserted in them. In addition, Hanan Attaki's Instagram account, with more than 10 million followers, actively uploads interestingly packaged religious content. Podcast media through the Spotify application Hanan Attaki shares da'wah recordings every Friday at 19.00 with the hashtag LibatinAllah, which has a number of seasons with several episodes in it. The content of the recording discusses issues that are closely related to the digital generation, one of which is entitled "Souls Who Are Sad, Let's Gather First," which discusses how to deal with feelings of sadness with Islamic teachings. In addition, the preacher also shares recordings of the holy verses of the Qur'an or murottal, one of which is Qur'an Surah Al-Mulk verses 1-30.

### **Analysis of the Advantages of Podcasts as Hanan Attaki's Preaching Media**

Based on the podcasts that the author has listened to and several supporting articles that have been read, there are advantages and disadvantages in using Ustadz Hanan Attaki's podcast media. In terms of advantages, Hanan Attaki as a popular preacher among young people, presents a number of advantages in the

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<sup>12</sup> Risdiana. A. (2014). *Transformasi Peran Da'I Dalam Menjawab Peluang dan Tantangan*. Jurnal Dakwah

use of podcast media as a means of conveying da'wah messages, his popularity opens the door for reaching the younger generation to be more interested and connected to the da'wah messages he conveys.

The preacher is very up to date and carefully designs his da'wah content to match the reality of daily life and the dynamics of the present so as to increase the relevance of his message in the context of his listeners' daily lives. Another advantage lies in the use of language that is easy to understand so that the da'wah message conveyed can be understood by various groups of listeners. Ustadz Hanan Attaki's persuasive delivery style allows his da'wah messages to more effectively seep into the minds and hearts of listeners so as to motivate listeners to make positive changes in their lives.

Further related to this Parhan.<sup>13</sup> in his article, shows that Ustadz Hanan Attaki's delivery can motivate his listeners. The majority of respondents said that the da'wah delivered by Hanan Attaki added to their insight into Islam. The da'wah message conveyed through the development of this era has a real impact on people seeking knowledge about religion such as being able to change the mindset of the community both in a small and broad scope so that it has a fairly high level of success and effectiveness and is able to motivate the audience in accordance with the intent of the da'wah message. In preaching a da'i must think about the strategy and planning methods to be used. Planning this method is very necessary to be able to focus the attention of each unit involved in da'wah activities. This da'wah method is a system used to achieve da'wah goals that cover all aspects such as education, social, economic, political and cultural fields. As is the case with Hanan Attaki, the selection of content or style of preaching in accordance with current circumstances is a method planning to reach young people. The selection of methods used by Hanan Attaki is able to attract the attention of young people.

### **Analysis of Podcast Weaknesses as Hanan Attaki's Preaching Media**

Shortcomings in the use of this podcast media exist from both sides between preachers and listeners. From the preacher's side, there is a lack of promotion of his podcast account, causing some people to be unaware of the existence of the related official account. As a result, the potential audience that can be reached is limited, reducing the effectiveness of the da'wah message. Meanwhile, from the listener's side, there is limited understanding of technology. So that some listeners may not be familiar with the use of podcasts or have difficulty accessing them, creating a gap between the content and its reception. In addition to this, both parties are also hampered in the interactivity aspect so that personal issues cannot be

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<sup>13</sup> Parhan. M. (2020). *Analisis Metode Baru Dakwah Hanan Attaki Di Era Konvergensi Media: (Studi Deskriptif Pada Akun Instagram @Hanan\_Attaki)*. Komunida : Media Komunikasi dan Dakwah



resolved optimally. Although there is a comment feature for listeners, it does not guarantee that listeners will get an immediate response. Because of the limitations of interaction, it can also lead to potential misunderstandings related to the da'wah message conveyed. Listeners may have difficulty understanding the context or feel a lack of clarification due to the lack of direct interaction with Hanan Attaki.

## **Conclusion**

Digital media, especially podcasts, are an alternative means of overcoming the spiritual void of this digital generation. Podcasts provide time flexibility and can be accessed easily, allowing listeners to get da'wah messages anytime and anywhere and can repeat the audio that has been heard. In addition, the phenomenon of digital da'wah and new media brings changes in the mass communication model, allowing the interaction of many people with many communicators. Preachers, such as Hanan Attaki, play an important role in delivering da'wah messages. Hanan Attaki, with his contemporary and relevant content, has managed to attract the attention of the younger generation. His persuasive and motivational delivery style makes his da'wah messages easier for listeners to accept. The use of podcast media helps preachers reach more people. However, there are drawbacks in using podcast media. Less than optimal promotion and limited understanding of technology can hinder the reach and acceptance of da'wah messages. Lack of interactivity, both on the part of preachers and listeners, is also an obstacle in building closer involvement. Thus, podcast media can be an effective alternative to da'wah, challenges can be overcome with better promotion because podcast media must also be more widely disseminated to the general public to provide the sensation of listening to da'wah anywhere and anytime without space and time limitations, as well as increasing interactivity through additional podcast features or fast-responding preachers, and handling technological limitations. By maximizing potential and minimizing weaknesses, podcast da'wah can continue to be a powerful tool in filling the spiritual void of the Digital Generation.

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