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Strategies for Developing Islamic Da'wah and Counseling on Tiktok: Content by Ustadz Adi Hidayat

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Abstract: The development of digital technology has driven significant changes in da'wah methods, from conventional to digital da'wah. TikTok, as a social media platform with a predominantly young user base, has become a new space for spreading Islamic teachings. This study aims to identify the da'wah and Islamic counseling strategies of Ustadz Adi Hidayat (UAH) through his TikTok account @ustadzadihidayaatt, analyze the integration of da'wah with Islamic counseling, and examine its positive influence on followers. The method used is descriptive qualitative with observation and documentation techniques of UAH's TikTok content. The results show that his da'wah strategy applies physiological, sociological, and psychological principles, as well as da'i expertise, effectiveness, and efficiency. UAH utilizes the short-form media platform TikTok to convey Islamic teachings in concise, argumentative language that is relevant to the needs of the younger generation. The integration of Islamic counseling takes the form of spiritual advice, solutions to life problems, and guidance based on verses from the Qur'an and hadith, such as Surat Al-Insyirah, Al-Fatihah, and hadith about the heart. The positive impact is evident in the improved mental, spiritual, and social well-being of followers, who feel more calm, optimistic, and close to Allah. This study confirms that TikTok is effective as a medium for Islamic preaching and counseling that is adaptive to the psychological needs of the community in the digital age.

Keywords: Digital Da'wah, Islamic Counseling, Ustadz Adi Hidayat, Da'wah Strategy, TikTok

INTRODUCTION

The development of digital technology has caused significant changes in the way Islamic teachings are disseminated, known as dakwah. Islamic dakwah has evolved from conventional methods to digital ones. Social media platforms such as TikTok have become an effective means of spreading dakwah messages widely and quickly. TikTok offers great opportunities for spreading Islamic teachings, but understanding of its messages and impact is still limited. Therefore, research on the use of TikTok in the development of Islamic dakwah is very important. This analysis aims to explore how TikTok is used as a means of developing Islamic media, including strategies used to strengthen the beliefs and religious attitudes of Muslims.

One account that uses TikTok for da'wah is that of Ustadz Adi Hidayat, @ustadzadihidayaatt. Ustadz Adi Hidayat is an Indonesian preacher known for his in-depth and systematic explanations of the Qur'an. The TikTok account @ustadzadihidayaatt has become one of his rapidly growing digital da'wah platforms. Based on TikTok profile data, by 2025 this account will have 1.6 million followers with a total of 4.2 million likes, as well as thousands of da'wah videos

published consistently. The content uploaded consists of excerpts from lectures, religious advice, and spiritual guidance presented in short video formats in line with the characteristics of the TikTok platform.

Ustadz Adi Hidayat, an Indonesian preacher, uses TikTok not only for lectures but also to provide Islamic counseling in the form of advice, solutions to personal problems, and spiritual guidance for his audience. Although digital da'wah content is increasingly popular, there is still little research examining the strategies for developing da'wah and Islamic counseling on TikTok, especially from the perspective of the audience's psychology.

This study aims to: (1) Identify the strategies of Islamic preaching and counseling applied by Ustadz Adi Hidayat on TikTok, (2) Analyze the integration of Islamic preaching and counseling, and (3) The positive influence of such preaching content on his followers. This research is important because it provides insights into the adaptation of da'wah in the digital era, particularly through TikTok. The results of this study are expected to serve as a reference for other preachers in utilizing social media for Islamic da'wah and counseling. In addition, this study also contributes to the development of Islamic communication science and the psychology of da'wah.

Previous research using descriptive qualitative methods entitled "The Use of TikTok as a Medium for Da'wah: A Case Study of Ustadz Syam on the @syam_elmarusy Account" by Ayu Febriana shows that TikTok can be optimally utilized to convey da'wah messages. The study found that Ustadz Syam maximized TikTok's excellent features, especially attractive visual displays, to convey da'wah material through his account @syam_elmarusy.

Second, the thesis entitled "Ustadz Felixsuddin Siau's Da'wah Strategy through the TikTok Account @FelixSiau on Makka Nur" aims to examine the da'wah strategy used by Ustadz Felixsuddin Siau in delivering da'wah messages through his TikTok account, as well as the effectiveness of this medium in reaching the public. This research uses a qualitative approach with a descriptive research type. The data collection methods used are documentation and observation of the da'wah content uploaded on the TikTok account @FelixSiau. Data analysis is carried out through the stages of data reduction, data presentation, and conclusion drawing to obtain a comprehensive picture of the da'wah strategies applied.

Although previous studies, such as Ayu Febriana's study on Ustadz Syam and a thesis on the dakwah strategy of Ustadz Felixsuddin Siau, have highlighted the use of TikTok as a medium for dakwah, there are still few studies that examine the integration of dakwah and Islamic counseling from the perspective of the audience's psychology. Therefore, this research is important to fill this gap, focusing on strategies for developing da'wah and spiritual guidance through Ustadz Adi Hidayat's content on TikTok, so as to provide a more comprehensive insight into the adaptation of da'wah in the digital era and its impact on the emotional regulation, religious understanding, and spiritual well-being of his followers.

METHOD

The research method used in this study is descriptive qualitative research, which collects data in the form of words and images. In this approach, researchers attempt to describe a phenomenon, object, or social situation narratively. Thus, the descriptive method is understood as a way to examine the current state of a group, object, specific condition, system of thought, or event. The main objective of descriptive research is to present a systematic, factual, and accurate description, illustration, or depiction of the facts, characteristics, and relationships between the phenomena being studied.

Researchers choose to use descriptive qualitative methods because they are considered capable of obtaining actual and accurate data. The data collected is expected to describe a realistic self-image, as seen in posts or activities, for example, Adi Hidayat's interactions on TikTok social media in developing strategies for Islamic preaching and counseling. In essence, human speech and behavior need to be studied comprehensively, not just measured. This is because the research subject is viewed as part of society, including interactions with other people, background, and social life.

The object of this study is the strategy for developing Islamic preaching and counseling through TikTok @ustadzadhidayaatt, and the subject of this study is Ustadz Adi Hidayat. This research was conducted from August 2025 to September 2025. The author conducted online observations by examining photo and video uploads through personal social media accounts. The data sources in this study consisted of two types. First, primary data, which was obtained from photo and video uploads, as well as various content related to Ustadz Adi Hidayat's activities through TikTok. Second, secondary data, which is data obtained from various other references such as books, mass media, archives, the internet, and other related sources related to strategies for developing Islamic preaching and counseling on social media to strengthen and support the research process. In this study, the researcher used several data collection techniques, namely:

1. Observation

The researcher conducted observations by focusing on the development of Ustadz Adi Hidayat's posts and activities on social media, involving all the senses in the observation process.

2. Documentation

The researcher collected information from various important records, both directly from the research subject and from other sources, such as institutions, individuals, books, mass media, archives, the internet, and various other relevant references.

The data obtained will be classified and organized with the aim of simplifying and presenting it systematically. Data processing is carried out logically in accordance with the research design used. In summary, the data processing stages undertaken by the researcher include: data examination, classification, verification, analysis, and conclusion drafting. The data analysis technique in this study uses descriptive analysis with three main stages, namely:

1. The researcher makes notes of the observation results through the social media platform TikTok and collects data from various supporting documents.
2. Once the data is deemed sufficient and capable of answering the research questions, the researcher organizes it systematically and clearly to form a research concept.
3. The researcher then sorts and groups related data, analyzes it, reviews it, and presents the research results obtained.

RESULT AND DISCUSSION

Ustadz Adi Hidayat's Da'wah Strategy

The term strategy comes from the Greek word *strategos*, which means general. More specifically, strategy can be understood as the process of formulating an organization's mission, setting goals by considering internal and external factors, and developing specific policies and measures to achieve those goals. Strategy also includes efforts to ensure that implementation runs smoothly so that the organization's main objectives can be realized. Etymologically, *dakwah* comes from the Arabic word *da'a*, *yad'u*, *da'watan*, which means to invite, call, summon, appeal, request, and ask. So, in terms of terminology, *dakwah* strategy can be interpreted as a process of planning,

arranging steps, and using the right methods in inviting and guiding people towards Islamic teachings. This strategy not only serves to convey religious messages, but also to adapt the mission, objectives, and methods of dakwah to the internal and external conditions of society, so that the message of dakwah can be accepted, understood, and practiced effectively. Thus, the dakwah strategy is a systematic effort to realize the main objective of dakwah, which is to invite people to goodness and a blessed life in accordance with Islamic guidance.

The elements of da'wah include da'i, which is the person who conveys the message of da'wah; maddah, which is the material of da'wah sourced from Islamic teachings; mad'u, which is the target of da'wah; wasilah, which is the medium of da'wah delivery, whether verbal, written, or digital; and thariqah, which is the method or means used by da'i. The method of dakwah itself can be carried out through bil hikmah with wisdom, mau'izhah hasanah with good advice, mujadalah billati hiya ahsan through polite dialogue, as well as through exemplary behavior and modern media such as social media.

The strategy of da'wah is essentially no different from a communication strategy. If da'wah is carried out using the right communication approach, it will be easier to achieve success. This is because before delivering a message, a da'i needs to understand who the target audience is, choose the appropriate media for the situation, and compose a message that can be understood by the listeners.

Ustadz Adi Hidayat's da'wah on TikTok is in line with the principles of communication strategy, because he always pays attention to the audience, the media, and the message being conveyed so that it is easily understood by the public. In practice, his strategy can be linked to the following principles of da'wah strategy:

1. Physiological Principle, which is the principle related to the goals to be achieved in da'wah activities. Ustadz Adi Hidayat tailors his content to clear da'wah objectives, namely to convey Islamic teachings in a concise yet profound manner. The short videos on TikTok are designed to meet the needs of an audience that tends to prefer practical and easily understandable information.
2. Sociological Principle, which emphasizes the importance of understanding the social situation and conditions of the da'wah target. Ustadz Adi Hidayat pays attention to the social conditions of the digital community, especially the younger generation. Therefore, the language used is communicative, relevant to current issues, and often linked to social problems or community phenomena to make it more contextual.
3. The Principle of Preacher Ability and Expertise, which requires a preacher to be able to carry out their preaching duties effectively in society, both theoretically and practically. Ustadz Adi Hidayat has expertise in the sciences of tafsir, hadith, and fiqh, which he presents with systematic explanations. This makes his preaching content trustworthy and authoritative, enabling him to influence a wide audience.
4. The Psychological Principle, which highlights the psychological aspects of humans as an important part of the preaching process. He uses a calm, clear, and persuasive style of language that is easily accepted by various audiences. His delivery takes into account the psychological aspects of the audience, so as not to offend but still be firm in conveying the truth.
5. The Principle of Effectiveness and Efficiency, which requires preaching to balance the use of time, energy, and resources with the results achieved. TikTok was chosen as a medium for preaching because it is able to reach a wide audience quickly and with a short duration. This

strategy demonstrates efficiency in the use of time, energy, and media, while remaining effective in spreading the message of preaching.

By adhering to these principles, a preacher is required to have adequate knowledge of the elements of preaching. These elements play an important role in helping preachers develop the right strategies so that preaching is effective. Therefore, in the context of character building for children, a preacher only needs to formulate and implement a preaching strategy that is appropriate to the conditions of the mad'u as the object of preaching.

Ustadz Adi Hidayat's preaching development strategy on TikTok is carried out by combining the elements of preaching, namely Da'I, Maddah, and Mad'u, with a modern communication approach. As a preacher, he presents an authoritative image while remaining close to his audience. The Maddah, or Islamic teachings, are presented in a concise, compact, and relevant manner in line with current issues, making them easy for the younger generation to understand. The Mad'u, or target audience, are TikTok users, especially teenagers and young adults who are active on social media.

In terms of wasilah (means), Ustadz Adi Hidayat uses TikTok as his main medium, utilizing short video features so that his da'wah messages can be quickly received. In addition, he also often uses live features in developing his da'wah and Islamic counseling strategies. Meanwhile, in terms of methods, he uses bil hikmah (wisdom), mau'izhah hasanah (good advice), and mujadalah billati hiya (discussion). He uses the bil hikmah method with argumentative explanations, mau'izhah hasanah through heartfelt advice, and mujadalah billati hiya ahsan when responding to issues or differences of opinion in a polite manner. This strategy shows that da'wah on TikTok is not only a means of entertainment, but also an effective medium for digital Islamic counseling and character building.

Integration Of Islamic Counseling With Da'wah

Initially, Islamic guidance and counseling were mostly applied in the world of education. This science was used to help students overcome various learning problems, such as difficulty understanding lessons, lack of concentration, declining academic performance, and delays in completing school assignments. Meanwhile, da'wah is an activity that guides people to do good and avoid all forms of wrongdoing. In this regard, Mubarak emphasized that Islamic counseling also serves as a means of da'wah for individuals (mad'u) who are experiencing mental disorders, with the aim of helping them rediscover their true selves and, through the power of their faith, be able to face and overcome the problems they are experiencing.

Ustadz Adi Hidayat's content on TikTok is not limited to delivering lectures, but also contains elements of Islamic counseling. Many videos feature answers to everyday problems, such as managing emotions, dealing with failure, and finding solutions within the family. This concept is in line with the function of Islamic counseling, which is to provide spiritual guidance to improve mental health and inner well-being.

In his lectures and counseling, Ustadz Adi Hidayat applies a da'wah approach combined with modern psychological principles, especially in the field of mental health. He utilizes relaxation and meditation techniques that are in line with Islamic teachings, such as zikr and prayer. This method has been proven to help congregations manage stress and anxiety, while strengthening their spiritual relationship with Allah.

Ustadz Adi Hidayat uses verses from the Quran and hadith as his approach. Surat Al-Insyirah is one of the important references in Ustadz Adi Hidayat's preaching. This surah contains messages

of calmness and optimism, especially for those who are suffering from anxiety or inner turmoil. The verses emphasize that every difficulty is always accompanied by ease, thus providing hope and spiritual encouragement for the people. According to his explanation, these verses can be used as readings to calm the mind and heart, as well as a means of reflection so that a person is able to face life's challenges with more patience and strength.

In addition, Ustadz Adi Hidayat also often refers to Surah Al-Fatihah in his sermons. As the opening surah of the Qur'an, which has an important position in every prayer, this surah contains deep spiritual meaning. Reading and reflecting on the contents of Al-Fatihah is believed to help a person relieve anxiety, overcome fear, and strengthen their faith in Allah. Thus, these two surahs not only serve as religious recitations, but also as a medium of spiritual therapy to maintain the mental health of the people.

In addition to referring to the holy verses of the Qur'an, Ustadz Adi Hidayat also emphasizes the use of the hadiths of the Prophet Muhammad SAW as the foundation of his preaching. One of the hadiths he often quotes relates to the condition of the heart. The Prophet Muhammad SAW said: "Verily, in man there is a piece of flesh. If it is good, then the whole body is good. But if it is corrupt, then the whole body is corrupt. Know that this piece of flesh is the heart." (HR. Bukhari and Muslim)

He uses this hadith as a guide to emphasize the importance of keeping the heart clean from spiritual diseases. According to Ustadz Adi Hidayat, a heart that is free from despicable traits such as envy, jealousy, and anxiety will lead to peace of mind. A calm inner state will be reflected in a person's behavior, way of thinking, and overall quality of life.

This comprehensive approach is not only spiritually oriented, but also has practical implications in helping congregations deal with the pressures of daily life. For example, the use of Surah Al-Insyirah to calm anxiety and Surah Al-Fatihah to obtain inner peace shows how Islamic values can be combined with modern psychological principles to deal with psychological problems.

Through this method, Ustadz Adi Hidayat is able to respond to the mental, emotional, and spiritual needs of his congregation in a more comprehensive manner. As a result, many followers feel calm, happy, and closer to Allah after receiving his guidance. The integration of preaching and psychological approaches not only strengthens faith but also provides a more meaningful direction in life and encourages congregants to be more optimistic in their daily lives. Thus, his preaching has proven to be a relevant solution to the psychological challenges faced by Muslims in the modern era.

The Positive Impact of Ustadz Adi Hidayat's Preaching Content on His Followers on Tik Tok

The positive impact experienced by the audience after following Ustadz Adi Hidayat's preaching content is clear evidence of the success of the approach he has taken to achieve his goals. Continuously, the methods used have been proven to bring meaningful changes to the mental and spiritual conditions of his followers.

Many comments from the congregation express gratitude and satisfaction; they claim to feel more peaceful, happier, and closer to Allah after listening to his lectures and counseling sessions. One of the most prominent benefits is improved mental health. Most followers who previously felt burdened by stress and anxiety have found peace and relief thanks to his guidance. Through specific techniques such as Islamic contemplation exercises and tadabbur (contemplation) of verses from the Qur'an that are directly related to their life issues, they learn to deal with psychological

pressures more wisely. Not only that, the preaching also makes a real contribution to solving everyday problems. Followers learn to manage social conflicts, find solutions to life's problems, and cultivate patience and mutual understanding. The approach to preaching, which focuses on strengthening faith and improving quality of life, fosters optimism and confidence in facing various situations. Positive responses from the congregation further emphasize the urgency of preaching that is in line with the psychological needs of modern society.

The integration of Islamic values with contemporary psychological principles means that Ustadz Adi Hidayat's preaching not only deepens spirituality but also offers practical solutions for everyday life. Thus, his preaching is not merely the delivery of teachings but also a means of providing real support in facing the mental and emotional challenges of today.

The success of Ustadz Adi Hidayat's preaching in building the mental, spiritual, and social health of his congregation proves that this method is effective and relevant to the needs of the times. The transformation that has taken place is not only felt individually but also has an impact on the social life of the community. This shows the importance of preaching that is able to respond to the complex needs of modern people through the use of digital media. Therefore, TikTok has emerged as a new space for Islamic counseling, where people can obtain psycho-spiritual guidance without having to be physically present. Through a Qur'anic and Prophetic approach that is tailored to the contemporary context, Ustadz Adi Hidayat is able to convey counseling messages that remain relevant to today's audience.

CONCLUSION

Based on the research results, it can be concluded that Ustadz Adi Hidayat's da'wah development strategy on TikTok is a harmonious blend of traditional da'wah with a modern communication approach that is relevant to the digital era. Ustadz Adi Hidayat has successfully adapted his da'wah message to the needs of the younger generation through the use of short TikTok-style content, communicative language, and da'wah methods such as bil hikmah, mau'izhah hasanah, and mujadalah billati hiya ahsan. The use of TikTok as a medium for da'wah has proven to be effective because this platform has a wide, fast, and easily accessible reach across all age groups, especially millennials and Generation Z who tend to be active on social media.

The integration of Islamic counseling in UAH's TikTok content is reflected through Qur'anic and Prophetic advice that not only conveys religious messages but also provides spiritual guidance and practical solutions to everyday problems, such as managing emotions, stress, and family conflicts. Thus, Ustadz Adi Hidayat's TikTok content is not merely a means of normative da'wah, but also provides counseling that touches on the psychological and spiritual dimensions of the audience.

The positive impact of this strategy is evident in the strengthening of mental and spiritual health, as well as an increase in the congregation's closeness to Allah. Many followers feel inner peace, motivation in life, and new optimism after accessing his content on TikTok. This success confirms that TikTok can be an effective, efficient, and adaptive space for Islamic preaching and counseling in line with the demands of the times.

With its interactive, audio-visual-based characteristics and its ability to present information in a concise yet comprehensive manner, TikTok is able to bridge the message of da'wah into the daily lives of the ummah. This also inspires other Islamic preachers and counselors to utilize digital media, especially TikTok, as an innovative tool for community development, strengthening spirituality, and resolving psychosocial problems in the modern era.

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