Optimization of Audience-Based Digital Da'wah and Counseling

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Abstract: The development of digital technology has changed the way preaching and counseling are carried out, from conventional methods to a more flexible, interactive, and wide-reaching digital approach. This study aims to analyze strategies for optimizing audience-based digital preaching and counseling by emphasizing the importance of segmentation, communication strategies, and the use of media that is appropriate to the characteristics of the target audience. The research method uses a qualitative approach through a literature study with secondary data analysis sourced from journals, books, and related documents. The results of the study show that the effectiveness of digital da'wah and counseling is greatly influenced by the ability to recognize audience needs, the use of clear language, persuasive narratives, attractive visuals, and varied content formats such as short videos, podcasts, Instagram carousels, and digital posters. In addition, the application of empathy, a participatory approach, and a non-judgmental attitude are key to success in building emotional connections with audiences and counselees. Evaluation of digital strategies based on indicators of behavioral change, audience engagement, and counselee satisfaction is also necessary for continuous development. Thus, audience-based digital da'wah and counseling can be an effective, relevant, and adaptive strategy in facing communication challenges in the modern era.
Keywords: Digital Da'wah, Digital Counseling, Communication Strategies, Audience Analysis

INTRODUCTION

The development of digital technology has brought about major changes in human communication patterns. The advent of the internet, social media, and various digital platforms has made information accessible quickly and widely. This transformation has not only affected the economic, educational, and political fields, but also the activities of preaching and counseling. Dakwah, which used to be synonymous with face-to-face lectures in mosques or majelis taklim, can now be carried out through digital media that is more flexible, interactive, and reaches a wider audience. Similarly, counseling, which was originally carried out conventionally in face-to-face settings, has now developed into digital counseling through instant messaging applications, social media, and video call platforms.

Modern society, especially the younger generation, interacts more in digital spaces than in physical spaces. This phenomenon makes digital da'wah and counseling an urgent necessity. However, the wide reach of digital media does not automatically guarantee its effectiveness. Many da'wah or counseling messages do not reach their target audience because they are not tailored to

the characteristics of the audience, lack communication strategies, or use inappropriate media. This highlights the importance of planning effective digital da'wah and counseling strategies so that the messages conveyed are not only delivered but also understood, internalized, and practiced by the recipients.

A number of previous studies reinforce this urgency. Research by Fitriani (2021) in the Journal of Imperative Syntax shows that preaching through Instagram social media has been proven to increase the religious knowledge and attitudes of congregations.(Fitriani, N, 2021). Meanwhile, research by Rahmawati & Budiman (2022) in Counseling: Indonesian Journal of Guidance and Counseling found that cyber counseling services effectively improve students' self-regulated learning, so that digital counseling can support academic development and learning independence (Rahmawati, D. & Budiman, A, 2022). Another study by Sari (2023) in the Mimbar Akademika Journal confirms that cyber counseling can improve the psychological well-being of adolescents, especially in dealing with stress and anxiety in the digital age (Sari, R., 2023).

These findings confirm that digital media can be an effective tool for preaching and counseling, provided that it is done with the right strategy according to the needs and characteristics of the audience. Effectiveness in digital preaching and counseling is not only determined by the content delivered, but also by the ability to understand the needs, audience segmentation, selection of appropriate media, and the right communication style. A good strategy will help preachers or counselors convey messages that are more interesting, relevant, and meaningful to the audience. In addition, digital strategies also open up opportunities for two-way interaction, so that the audience is not just passive listeners, but can be actively involved in the communication process.

METHOD

This study uses a qualitative approach with a descriptive analytical research type based on library research and secondary data analysis. A qualitative approach was chosen because it is able to provide an in-depth description of the strategies, dynamics, and effectiveness of preaching and counseling in the digital realm through comprehensive literature review.(Rustandi, 2023)

Data was obtained through a literature review of sources such as books, scientific journal articles, research reports, and electronic documents discussing digital da'wah, online counseling, social media, digital communication, and communication strategy evaluation. The collection process included selecting literature that met the criteria of relevance and validity to provide a strong theoretical and empirical basis.

Data analysis techniques used the interactive model of Miles and Huberman, which includes data reduction, data presentation, and conclusion drawing. To ensure the accuracy and depth of the research results, source triangulation, technique triangulation, member checking, and peer debriefing maintained data validity (Irawan, 2023). Data validity is maintained by using source triangulation techniques, which involve comparing and confirming information from various credible and relevant literature sources. Critical reflection is also carried out during the analysis process to minimize interpretive bias and ensure accurate interpretation of the literature data.

RESULTS AND DISCUSSION
Audience-Based Digital Da'wah and Counseling Strategies

Referred to as an agent of change, da'wah provides a philosophical basis for "self-existence" in the individual, family, and sociocultural dimensions. This enables Muslims to interact and interpret reality in a comprehensive manner. Essentially, da'wah is a way for Muslims to convey the

values of Islam. This process involves the elements of da'i (preacher), da'i message, da'i method, da'i media, and mad'u (target audience). The main objective of dakwah is to achieve happiness and prosperity in this world and the hereafter, which is blessed by Allah. This is achieved by conveying values that can bring happiness and prosperity and are in accordance with their respective aspects or fields.(Mujib, 2022)

Da'wah strategy is the planning and direction of all Islamic da'wah activities carried out objectively and scientifically, taking into account rationality in order to achieve the goals of Islamic teachings, which encompass all aspects of humanity. To utilize the potential for spreading da'wah and to face various obstacles and challenges in accordance with the needs of society and different cultural conditions, this approach involves organized action. Scientifically, da'wah strategy is defined as a set of decisions and methods related to da'wah activities. This strategy aims to achieve da'wah objectives effectively and efficiently by using systematic and planned communication methods.

According to several experts, da'wah strategy includes tactics, strategies, or maneuvers that are systematically and purposefully applied to achieve da'wah objectives in various situations in order to maximize da'wah results. Strategy is also related to determining da'wah objectives, implementation plans, and selecting the appropriate methods so that the da'wah message is conveyed well and accepted by various cultural communities. The ability to manage da'wah organizations systematically, from planning to implementation, taking into account innovation and resource control so that da'wah objectives can be achieved effectively, shows how important strategy is in da'wah.(Rafiq, 2020)

It is imperative for preachers to utilize all available technology to convey their message in today's modern era. This will help them achieve their goals and objectives. Preaching methods become less creative if existing media are not utilized. Therefore, preachers must be wise and use media that can help their preaching run smoothly. In general, there are many communication media, from traditional to modern. Television is very effective as a medium for da'wah because it is very sophisticated and influences everyone who watches it. Although there are some drawbacks, this does not diminish the desire to use it as a medium for da'wah communication.(Mujib, 2022)

In preaching, counseling can now be conducted using technology, and this type of counseling can be referred to as digital counseling. Digital counseling is a counseling service conducted using digital platforms such as the internet, telephone, chat, email, video calls, and others. With this service, counseling can be conducted anytime and anywhere without having to meet in person. The techniques used are similar to those in conventional counseling, but the primary method is digital media. Demonstrating empathy directly is one of the challenges that may arise, such as signal interference.(Ursula, 2021) Although ethical and data security aspects are important considerations when using digital counseling, it offers greater accessibility and flexibility for individuals who need counseling services.(Prayoga, 2025)

In preaching and counseling, one must have a communication strategy that involves a comprehensive understanding of the objectives, messages, media, methods, and audience in order to achieve effective message delivery. Communication strategies for preaching involve systematic and effective preparation by communicators to change the behavior and beliefs of the community in accordance with Islamic teachings. These strategies include selecting the appropriate methods, approaches, and communication media so that the message of preaching is well received by the audience. Adapting messages for digital audiences with accessible and interactive formats increases the effectiveness of preaching and counseling.

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The elements of communication strategy are:

1. Objectives: Determine what you want to achieve through da'wah or counseling communication, such as changing behavior, spreading Islamic teachings, or providing psychological support.
2. Message: Da'wah or counseling material must be relevant, persuasive, and appropriate for the audience. The material must be simplified for digital audiences so that it is easy to understand.
3. Media: the means of delivering the message. This can be traditional media (face-to-face, lectures) or digital media (YouTube, Instagram, podcasts, and instant messaging apps).
4. Method: the way the message is delivered, such as live lectures, interactive dialogues, short videos, infographics, and online counseling sessions.
5. Audience: Understanding the characteristics of the audience is crucial for tailoring the message and methods, including segmentation based on age, culture, and communication preferences.(Aziz, 2022)

Differences in strategic approaches between preaching and counseling

Number	Strategic Approach to Da'wah	Strategic Counseling Approach
1	Da'wah strategies to spread religious messages to diverse audiences	Counseling strategies help clients identify, understand, and resolve their problems through a counseling process tailored to individual needs.
2.	Da'wah can be mass or group-based, and its discussion is related to religious values	Focus more on individuals or groups with mental health issues
3.	Da'wah aims to bring about widespread changes in beliefs and behavior	counseling aims to solve problems and assist individual development
4.	Da'wah uses a more persuasive and educational approach	counseling using an interpersonal, confidential, and personal approach with counseling techniques
5.	Da'wah can be formal and rarely intensive	Counseling builds intense and deep personal relationships

It can thus be understood that although preaching and counseling are closely related, they have different strategic approaches that are appropriate to their respective goals and objectives (Handayani, 2022).

Audience Analysis in Digital Preaching and Counseling

The general audience is a group of people who are readers, listeners, viewers in various media. With this understanding, it seems that the scope available for other audience theories will be small. Even so, this seemingly simple meaning contains various different ways of examining these groups and variations over time and between various places in the reality and conception of the audience. (Dennis McQuail, 1998)

Audiences are increasingly actively seeking information or news via smartphones in the digital age, reflecting a significant shift in media consumer behavior. This phenomenon is caused by a number of factors that have changed the way they access and consume information. Easier accessibility through mobile devices, such as smartphones, allows audiences to access news and information anytime and anywhere.

The Role and Importance of Audiences in Digital Communication

1. Audiences as Gatekeepers and Agents of Interaction

In today's digital media landscape, audiences have transformed from passive recipients of information to active participants who greatly influence how information flows. Through actions such as liking, sharing, and commenting, audiences act as gatekeepers on social media. Their actions determine which content becomes more visible, as these interactions influence platform algorithms. Thus, audiences play a crucial role in shaping visibility and reach. (Melati Budi Srikandi dkk., 2023)

2. The "Audience-Centered" Approach Improves Message Effectiveness

Audience-centered communication has several key principles. First, it is important to understand the audience and tailor the message to suit their background, needs, and interests. Second, use clear and easy-to-understand language to improve message effectiveness. Third, build an emotional connection with the audience through relevant stories or examples. Fourth, choose the right communication media according to the characteristics of the audience. Fifth, create interaction so that communication becomes two-way. Finally, provide feedback to ensure that the message is received and understood. By applying these principles, communication will become more effective, relevant, and (Heny Kusmawati & Fahmi Asshofa, 2023)

3. Digital Literacy and Active Community Participation

Digital literacy is conveyed to the community so that they can use social media properly and respectfully. This includes how to use social media properly and respectfully in accordance with the principles of digital literacy.(Achmad Buchori, 2018)

Audience segmentation based on age, cultural background, digital literacy level, and spiritual/psychological needs:

1. Age

Age segmentation, especially for middle-aged (45-59 years) and elderly (60-74 years and above) groups, shows differences in digital literacy levels. Often, individuals in these age groups have lower digital skills and digital safety, especially when compared to younger age groups. (Uswatun Nisa dkk., 2023)

Generation Z, or those born between 1997 and 2012, are known as digital natives. Having grown up in the technological era, they have a strong preference for communicating through digital media. This characteristic, coupled with their high social awareness, greatly influences how they consume information and seek understanding of their spiritual needs. They tend to obtain information from digital platforms and often seek spiritual meaning that is relevant to the social values they hold.(Galang Ikhwan Aji Sabda & Rifa Anggyana, 2025)

2. Cultural Background

Segmentation based on culture is very important because culture significantly influences audience behavior patterns and preferences. For example, online communities are often formed based on cultural similarities or subcultures among their members.

Furthermore, in the context of cross-cultural communication, cultural norms and values can limit or shape the way audiences send and receive information on social media. This is evident in research conducted in Jordan, which shows how "cultural restraint" influences skills. (Abdallah dkk., 2024)

3. Level of digital literacy

Digital literacy skills cover various aspects, ranging from digital skills, digital safety, to media literacy. The level of mastery of each aspect can vary depending on age group. In

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particular, older adults generally demonstrate low to moderate levels of digital literacy. This is particularly evident in the area of digital safety, where they often lack the knowledge or ability to protect themselves from cyber threats. This is a major concern because this vulnerability makes them more susceptible to risk.(Novianti & Fatonah, 2019)

4. Spiritual / Psychological Needs

Generation Z shows a unique tendency to seek spiritual understanding. Instead of relying on traditional institutions, they tend to seek spiritual meaning through digital media and online communities.

However, this approach also comes with serious challenges. The digital environment is full of misinformation and hoaxes, which can confuse and mislead them in their spiritual search. Therefore, it is important for Generation Z to have strong digital and psychological literacy so that they are able to filter information, distinguish truth from lies, and protect themselves..(Wulur, 2024)

Techniques for identifying audience needs online

1. Identify the Target Audience

The first step is to identify who the target audience is. This can be done by dividing them into groups based on three main aspects: demographics (such as age, gender, and location), psychographics (including interests, values, and lifestyle), and their online behavior patterns. This segmentation process is not merely about breaking the audience down into smaller parts, but rather delving into the specific needs and preferences of each group. This allows us to design messages, content, and communication strategies that are more relevant, targeted, and impactful—making our communication or campaigns more effective. (Haryadi, 2023)

2. Focus on "Why"

In the context of online presentations or communication, it is very important to emphasize why the audience needs to pay attention to the message being conveyed. If the message is considered relevant to their needs and expectations, the audience will be more likely to actively engage and respond positively. This approach is fundamental because by making the message meaningful to the audience, the presentation can be more effective and memorable.

Several studies and presentation guides show that a lack of relevance is one of the main reasons audiences lose interest. Therefore, presenters need to tailor the material to the audience's background, expectations, and context so that the message can effectively engage them. In addition, the concept of "Why" as the center of communication is also known in the field that encourages the presentation of meaningful reasons as an important first step in building engagement. (Siti Fatima & Mad Sa'i, 2025).

3. Actively listening to the audience

In online communication, such as webinars or social media, actively listening to the audience is essential. This means paying attention to their input, comments, and other forms of interaction, then responsively adjusting the message according to their needs or expectations. By implementing effective listening strategies accompanied by empathy, presenters can build rapport with the audience, better understand their reactions, and (Hasanah, 2025)

4. Audience Digital Literacy

Knowing the level of audience digital literacy is an important step in tailoring your messaging strategy. By understanding how proficient your audience is in accessing, evaluating, and interacting with digital information, you can deliver your message in a way that is easier to understand and more effective. Low literacy requires a simple approach and strong visuals, while

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audiences with high literacy allow for more complex and in-depth delivery. (Bunardi & Prestianta, 2023)

Implementing Strategies Based on Audience Segmentation

With the development of digital technology, there is new space for da'wah activities. Islamic messages can be conveyed more quickly, easily, and interactively through digital media. However, digital da'wah depends on strategies that are appropriate for the various characteristics of the audience, such as teenagers, adults, the elderly, converts, and online communities. Therefore, in order for da'wah messages to remain relevant and well-received, an adaptive and contextual approach is needed.

Gen Z is influenced by technology and social media. They like visually appealing and easily accessible content, such as podcasts, Islamic memes, infographics, and short videos. Instagram, TikTok, and YouTube are very popular websites for them. To attract audience engagement, digital da'wah must use stories, interactivity (such as polls and online Q&A), and content personalization based on demographics and relevant issues. Replacing conventional one-way communication patterns with dynamic, two-way communication.(Fathul Amin & Agus Ali Sururi, 2025)

The selection of platforms for adult and elderly audiences must take into account their digital skills. It is recommended to use a more formal and personal communication approach with content that is easy to understand. In addition, it is very important to provide digital skills training for adults so that digital outreach can reach them effectively. Platforms that are familiar to this group, such as Facebook and WhatsApp, should also be considered.(Pradana & Widiastomo, 2023)

The digital da'wah method combines socio-economic assistance, strengthening of faith, and formal and informal religious teaching. Da'wah materials are distributed through digital media, which is also used to provide inspiration and communicate personally through online platforms.(Salihin dkk., 2023) Online communities optimize social media with interactive content, stories, collaborations with Muslim influencers and Islamic institutions, digital campaigns, and data analysis to tailor effective digital da'wah tactics. To provide an extraordinary da'wah experience, technologies such as virtual reality and augmented reality are beginning to be used.(Putri Handayani dkk., 2025)

Advances in communication technology have opened up new opportunities for counseling practices. Digital counseling makes psychological assistance more accessible anywhere and anytime, making it easier for many people to access. However, the success of digital counseling depends heavily on strategies tailored to the characteristics of the counselee, including young couples, individual clients, students, and online community groups.

1. Students

    Asynchronous chat-based cybercounseling to improve access and convenience of student counseling services. This method combines counselor empathy with digital communication technology, enabling flexible communication anywhere and anytime.(Pratiwi & Nurwahidin, 2021) Digital counseling is also used in online academic guidance with monitoring features, where students will receive support.

2. Young Couples

    Digital counseling for young couples emphasizes providing spiritual and emotional support to overcome communication problems, social media addiction, and improve relationship quality. The strategies used are setting healthy boundaries with social media, doing more offline activities together, and guided face-to-face interactions.(Asman dkk., 2024)

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3. Individual Clients

For individual clients, cybercounseling offers innovative counseling services through various platforms such as mobile applications, text-based chat, and email. This method allows clients to communicate anytime and anywhere they want.(Rokhyani, 2021)

4. Online Community Groups

Group counseling can be conducted online through virtual meeting platforms. This allows for the building of digital social support, encouraging group discussion, and sharing experiences. This method is effective in overcoming learning challenges and problems that arise during online learning.(Hernawati, 2023)

The communication style in digital counseling should be empathetic and supportive, using media that is appropriate for the audience, such as video calls, chat, or email. For certain groups, such as young couples or online communities, interactive and structured communication with question and answer sessions and group discussions is more suitable.(Saputra, 2023) To build trust with audiences in a digital world full of unverified information, preachers or counselors must maintain their digital reputation and deliver accurate and contextual messages in line with the characteristics and needs of their audience.

The Right Message Format for Each Audience

1. Appropriate use of language, narrative, and visuals
   a. Appropriate Language

Using appropriate language is crucial to successful communication. By choosing words that are clear, precise, and relevant to the audience's background, messages become easier to understand and more engaging. Careful avoidance of terms that are complex or unfamiliar to a particular audience is also important so that communication does not become vague or confusing. This approach is known as the use of plain language in the context of business and professional communication, where transparent and easy-to-understand delivery strengthens the credibility and trustworthiness of the communicator. Research shows that the use of simple language makes messages more ethical and builds trust, as the audience does not feel compelled to ignore important information or seek interpretation from others. (Siti Fatima & Mad Sa'i, 2025)

   b. Effective Narrative

Paying attention to effective narrative, every communication will be more memorable if it is constructed as a flowing story, including an interesting opening, conflicts or challenges that spark interest, and a meaningful conclusion. The narrative paradigm in communication emphasizes that humans tend to understand and remember information better when it is presented as a story rather than just logical arguments. For example, in science communication on social media, the use of relatable examples, step-by-step explanations, and a personal style of language has been shown to increase audience engagement. (Abrar Adhani dkk., 2017).

   c. Appropriate visuals

Meanwhile, appropriate visuals are not merely aesthetic complements, but important tools for conveying messages quickly and powerfully. Consistent visuals, from colors and typography to graphic styles, strengthen identity and increase audience recognition of messages. On digital platforms, a consistent visual identity has been proven to reinforce positive attitudes and credibility in the eyes of social media users. In addition, the use of well-

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designed visual elements, such as graphics, icons, or diagrams, has proven to be effective in clarifying messages, improving memory retention, and fostering aesthetic satisfaction and emotional attachment. (Kadek Adi Mahendra Putra, 2025)

2. Adapting religious messages into content formats: short videos, Instagram carousels, religious posters, podcasts, etc.

   a. Short videos

   Videos lasting 30 seconds to 1 minute can be easily uploaded to social media platforms such as Instagram Reels, TikTok, YouTube Shorts, and others. Such short video content has proven to be efficient and does not bore the audience because of its simple, concise, and memorable nature.(Sayyaf Nasrul Islami, 2022) As technology advances, short videos no longer always feature people, but also use visual illustrations, infographics, and animations.

   b. Instagram Carousel

   An Instagram Carousel is a post on Instagram that contains several images combined into a single upload, with each image seamlessly transitioning to the next when swiped. This format is highly effective for images that require lengthy explanations and need ample space within a single image, yet present the information in a step-by-step manner or through storytelling.(Arista dkk., 2025) The use of Instagram carousels must be attractive and consistent so that the audience is interested in swiping to the next slide.

   c. Da'wah posters

   In this era of technological advancement, da'wah posters no longer have to use print or conventional media, but can use digital/online and paperless posters by using social media as a means of publication. Attractive digital posters do not have to be colorful or full of many colors, but the most important things to consider are the use of calming typography and colors, creative illustrations, a balanced layout, and visualization of the theme used for da'wah.(Luthfi Hidayah, 2023)

   d. Podcast

   Islamic-based podcasts allow audiences to listen to audio podcasts while doing other activities such as working, cleaning the house, studying, and even listening before bed, while relaxing, while traveling, and so on. Podcasts that can be listened to, such as Islamic studies/religious lectures, discussions of Qur'anic interpretations, and contemporary Sharia discussions, are very beneficial if the audience can listen to them calmly and comfortably.

3. The importance of empathy, a participatory approach, and non-judgmental attitude

   a. Empathy

   Empathy or consideration in conducting digital da'wah means being able to understand the conditions and feelings of the audience, because each audience member has a different character and personality. That is why empathy is very important so that da'wah can be well received. By being empathetic, da'wah can be conveyed in a wise manner and become more touching to the audience.(Efa Rubawati dkk., 2024)

   b. Participatory approach

   A participatory approach means striving to make the audience feel involved and engaged. Therefore, in da'wah activities, it is very important to encourage the audience to actively discuss, contribute, and deepen their understanding of religious law in order to achieve the objectives of da'wah. Through active involvement, the audience feels included and has the space to express their opinions, questions, and experiences, thus creating an open

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and dynamic atmosphere for da'wah. This participatory approach can also prevent misunderstandings between the preacher and the audience.(Ashari Mujamil dkk., 2023)

c. Non-judgmental

A non-judgmental attitude means being impartial and not passing judgment. This attitude is very important in preaching so that the audience feels valued without fear of being judged, regardless of their background and level of understanding of Sharia law. This attitude can stimulate the audience to be more open to accepting and exploring the Sharia freely. Preaching without a judgmental attitude can encourage openness/transparency and reduce conflicts that often arise due to differences of opinion on a particular issue.(Asna dkk., 2024)

Evaluation and Development of Digital Strategies

The indicators of success for digital da'wah and counseling strategies consist of a number of elements that can be measured and are relevant to communication objectives and how communication affects the audience.

Indicators of Success for Digital Da'wah Strategies

1. Changes in Faith and Morals: The effectiveness of da'wah can be measured by observing how the audience's faith and moral behavior change for the better.
2. Benefit and Welfare: The influence of da'wah on improving the quality of life and welfare of the community.
3. Message Dissemination and Audience Reach: The number of audiences that can be accessed through digital media and interactions in the digital community.
4. Content Quality and Message Consistency: The relevance, depth, and appeal of da'wah messages delivered consistently are factors that determine the success of da'wah.
5. Audience Interaction and Response: This shows how much the audience is engaged, such as by commenting, sharing content, and providing constructive feedback.
6. Credibility and Leadership of Preachers: The leadership and authority built by preachers in the digital world.

Indicators of Successful Digital Counseling

1. Positive feedback and behavioral changes improve the psychological and spiritual well-being of clients.
2. Success in building empathetic and effective counseling relationships through digital media.
3. Client satisfaction and retention rates during digital counseling sessions.
4. Effectiveness of technology use during the counseling process to reach more clients and facilitate access.(Mubarok & Bahri, 2023)

User response indicators such as feedback (comments), likes, subscribers, and engagement rate are very important for evaluating digital da'wah strategies. For example, da'wah delivered through YouTube and social media allows the use of features such as comments and likes to find out directly how the audience responds to the content being delivered. Respondents help preachers assess content preferences, choose relevant themes, and change the delivery style to be more acceptable to the audience. The effectiveness of da'wah or counseling messages in attracting audience attention and interaction can be seen through important quantitative metrics such as the number of comments, likes, and shares. Sentiment analysis of comments (positive, negative, or neutral) is also used as a qualitative indicator to evaluate the impact and quality of digital communication. This is done in addition to quantitative analysis.(Risma Alviyanti & Nur Hidayat Muh Said, 2025)

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Each target group has different needs, preferences, and challenges, so the strategies used must always be evaluated and adjusted. This applies to digital outreach and counseling, which require valid data and constantly changing audience dynamics. Strategy improvements can be made in a more targeted, relevant, and effective manner by using a data-driven approach and understanding audience behavior. Developing strategy improvements based on data and audience dynamics is done through several important steps:

1. Data Monitoring and Collection: An effective strategy begins with tracking content performance and analyzing audience responses. Audience engagement, feedback, reach, and sentiment analysis are all examples of data that can be collected. In addition, organizations or communicators must monitor trends and changes in industry dynamics and how audiences interact on digital platforms.

2. Qualitative and Quantitative Analysis: Observation, content analysis, interviews, and literature research methods are used to gain an in-depth understanding of how audiences interact with content. This analysis determines which elements should be improved or created to make the content more relevant and appealing to the audience.

3. Strategy Adaptation and Adjustment: The results of data evaluation and analysis are used to modify the current strategy by changing the theme, format, media, and delivery method. Regular evaluation allows for a quick and flexible response to changes in audience needs and preferences.

4. Structured and Collaborative Management: To improve the strategy, the team must divide tasks such as data management, design, and publication. This ensures that digital communication remains consistent and professional.

5. Benchmarking and Trend Studies: To ensure that the strategy remains competitive and up-to-date, it is necessary to conduct comparative research with best practices in the industry and keep up with technological developments and social media trends.

Overall, this process aims to ensure that digital communication remains consistent, relevant, and effective so that it can build strong interactions with the audience and achieve the desired communication or marketing objectives.(Karimah & Rinonce, 2025)

CONCLUSION

In this era of information technology development, audience-based digital da'wah and counseling strategies are very important. The use of digital media allows for the dissemination of Islamic messages and counseling services that are more widespread, flexible, and relevant to the dynamics of modern society. The effectiveness of the strategy is based on audience analysis. In order for the message to be conveyed correctly, easily understood, and have a positive impact, segmentation must be adjusted according to age, culture, level of digital literacy, and spiritual and psychological needs. Communication strategies must be tailored to the audience. While the younger generation needs an interactive visual approach through social media, adults and the elderly can be reached more easily by using platforms they are familiar with.

The message format used must have clear language, persuasive narratives, and attractive visuals. Creative content such as short videos, podcasts, Instagram carousels, and digital posters can increase the appeal of the message while strengthening its internalization. To ensure the effectiveness of counseling and outreach continues, an important step is evaluation and the development of digital strategies. Behavioral changes, audience engagement levels, and client satisfaction are indicators of counseling success. Strategies can be continuously improved to meet community needs and achieve more optimal impact through ongoing data-driven evaluation.

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