

## THE ROLE OF DIGITAL CULTURE IN TRANSFORMING ISLAMIC DA'WAH: A STUDY OF USTADZ ADI HIDAYAT'S YOUTUBE LECTURE "SUCCESS IN YOUTH ACCORDING TO THE QUR'AN"

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**Abstract:** The development of digital technology has significantly transformed religious communication, particularly in Islamic da'wah practices. Digital culture plays an important role in shaping how religious messages are delivered and received by millennial and Generation Z audiences. This study aims to examine the role of digital culture in transforming Islamic da'wah through the YouTube lecture "Success in Youth According to the Qur'an" delivered by Ustadz Adi Hidayat. This research employs a descriptive qualitative approach using library research and content analysis methods. Data were collected through literature review and observation of relevant YouTube videos, focusing on communication strategies, interpretative methods, and audience engagement. The analysis emphasizes how digital media facilitates the integration of Qur'anic interpretation with contemporary communication practices. The findings indicate that digital culture serves as an effective medium for expanding the reach of Islamic da'wah among young audiences. Through the use of digital platforms, Ustadz Adi Hidayat successfully presents Islamic teachings in a systematic, accessible, and engaging manner. The utilization of technology, while maintaining Islamic ethical principles, enhances the relevance and effectiveness of da'wah in the digital era. This study concludes that digital culture is not a barrier to religious propagation but a strategic opportunity for strengthening Islamic values among millennials and young generations.

**Keywords: Digital Culture, Islamic Da'wah, YouTube, Millennial Generation, Religious Communication, Technology**

### INTRODUCTION

The rapid development of information and communication technology has significantly transformed various aspects of human life, including religious communication and Islamic da'wah. Digital media has reshaped how individuals access religious knowledge, interact with religious authorities, and participate in spiritual activities. In Indonesia, the increasing use of social media and online platforms has created new opportunities for religious preachers to disseminate Islamic teachings more widely and effectively (Hasan, 2021; Heryanto, 2019).

In the contemporary digital era, millennials and Generation Z have become dominant users of digital technology. These generations rely heavily on smartphones, social media, and video-

sharing platforms as primary sources of information and communication. As a result, traditional forms of da'wah, which rely mainly on face-to-face sermons and printed materials, have become less effective in reaching young audiences (Nasrullah, 2020). This condition encourages Islamic preachers to adopt digital communication strategies that are more relevant to the lifestyles and preferences of younger generations.

One prominent example of digital da'wah in Indonesia is Ustadz Adi Hidayat, who actively utilizes YouTube and other digital platforms to deliver Qur'anic interpretations and religious guidance. Through systematic and structured lectures, he presents Islamic teachings in a clear and comprehensive manner. His lecture entitled "Success in Youth According to the Qur'an" illustrates how digital media can be used to convey religious values while addressing contemporary social and personal challenges faced by young Muslims (Hidayat, 2023).

Digital platforms such as YouTube enable preachers to transcend geographical boundaries and reach diverse audiences. These platforms provide various interactive features, including comment sections, live streaming, and content sharing, which facilitate two-way communication between preachers and audiences. This interactive dimension enhances audience engagement and strengthens emotional and spiritual connections (Munir, 2020).

However, the transformation of da'wah through digital culture also presents several challenges. The abundance of online content increases competition for audience attention and raises concerns regarding misinformation, superficial religious understanding, and radical interpretations (Hasan, 2021). Moreover, the commercialization of digital platforms may influence the authenticity and ethical orientation of religious communication (Heryanto, 2019). Therefore, maintaining the quality, credibility, and moral integrity of da'wah content remains a critical issue in the digital era.

Several previous studies have examined the relationship between digital media and religious communication. Research by Hasan (2021) highlights the emergence of new religious spaces through digital platforms, while Heryanto (2019) emphasizes the influence of popular culture on Islamic expression. Nasrullah (2020) discusses the role of intercultural communication in digital environments. Although these studies provide valuable insights, limited attention has been given to the specific role of digital culture in shaping Qur'an-based da'wah strategies among young audiences.

Based on these considerations, this study aims to analyze the role of digital culture in transforming Islamic da'wah through Ustadz Adi Hidayat's YouTube lecture "Success in Youth According to the Qur'an." This research focuses on how digital media facilitates the delivery of Qur'anic interpretation, communication strategies, and audience engagement. Furthermore, this study explores how digital da'wah contributes to the formation of religious awareness and moral values among millennials and Generation Z.

By examining digital da'wah practices within contemporary communication contexts, this research is expected to contribute to the development of more effective, ethical, and responsive Islamic communication models. The findings may also provide practical guidance for preachers, educators, and counselors in utilizing digital platforms for sustainable religious outreach in the modern era.

## METHOD

This study employed a descriptive qualitative research design to examine the role of digital culture in transforming Islamic da'wah through Ustadz Adi Hidayat's YouTube lectures. A

qualitative approach was selected to gain an in-depth understanding of communication strategies, interpretative methods, and audience engagement within digital religious content (Rukin, 2019).

### **Research Design and Approach**

The research adopted a qualitative descriptive method combined with library research and content analysis. Library research was conducted to collect theoretical and empirical references related to digital culture, Islamic communication, and contemporary da'wah practices (Zed, 2024). Content analysis was applied to examine selected YouTube videos that focus on Qur'anic interpretation and youth-oriented religious messages.

The primary data source of this study was the lecture entitled "Success in Youth According to the Qur'an" published on the official YouTube channel of Ustadz Adi Hidayat. This video was selected due to its relevance to youth development, moral education, and digital da'wah strategies.

### **Data Collection Techniques**

Data were collected through three main techniques: literature review, observation, and documentation. The literature review involved searching academic databases such as Google Scholar and institutional repositories using keywords including digital culture, Islamic da'wah, religious communication, and social media. Observation was conducted by systematically watching and analyzing the selected YouTube lecture. The researcher focused on identifying communication patterns, interpretative approaches to Qur'anic verses, persuasive techniques, and audience-oriented language. Documentation was carried out by recording important excerpts, taking analytical notes, and organizing relevant references and visual materials to support data interpretation.

### **Data Analysis**

Data analysis followed a thematic content analysis approach. First, all collected data were reviewed and categorized according to thematic relevance, such as digital communication strategies, Qur'anic interpretation methods, youth engagement, and ethical communication practices. Second, data reduction was applied to eliminate irrelevant information and emphasize essential findings (Fadli, 2021). Third, the selected data were organized into thematic clusters to facilitate systematic interpretation. Finally, the data were analyzed descriptively to explain how digital culture influences da'wah delivery and how Qur'anic messages are adapted to contemporary communication contexts. The findings were synthesized to identify patterns, implications, and contributions to Islamic communication studies.

## **RESULTS AND DISCUSSION**

### **Digital Transformation of Islamic Da'wah**

Da'wah is a process of conveying Islamic teachings with the purpose of encouraging positive changes in attitudes and behavior. Traditionally, Islamic da'wah was conducted through face-to-face interactions, such as visiting communities, delivering sermons in mosques, and organizing religious gatherings. These methods were limited by time, location, and audience reach. In the digital era, da'wah practices have undergone significant transformation. The advancement of communication technology has enabled preachers to utilize various digital platforms, including social media, websites, and video-sharing services. As a result, da'wah activities have become more flexible, accessible, and dynamic. Religious messages can now be disseminated to wider audiences without geographical limitations.

For millennials and Generation Z, who are highly dependent on digital devices such as smartphones, laptops, and tablets, social media has become an essential part of daily life. This

condition encourages Islamic preachers to adopt digital-based communication strategies in order to remain relevant and effective.

### **Digital Culture and Youth Engagement**

The findings indicate that digital culture strongly influences how young audiences engage with religious content. Millennials tend to spend more time interacting with digital media than with traditional social environments. Platforms such as YouTube, Instagram, WhatsApp, and Telegram have become primary sources of information and communication.

Ustadz Adi Hidayat utilizes these platforms to present da'wah in a manner that aligns with youth communication patterns. His lectures are delivered in a systematic, logical, and structured way, which helps young audiences understand complex Islamic concepts more easily.

In addition, digital media facilitates two-way communication through comment sections, live streaming, and online discussions. This interactive dimension enhances audience participation and strengthens emotional connections between preachers and viewers.

### **Digital Culture in Islamic Da'wah**

Digital culture refers to patterns of behavior, communication, and interaction shaped by digital technology. In the context of da'wah, digital culture enables preachers to disseminate Islamic messages rapidly and globally through various formats, including videos, podcasts, infographics, and articles.

According to Ustadz Adi Hidayat, digital da'wah is not merely about creating viral content, but about maintaining ethical standards, intellectual depth, and spiritual responsibility. Quality, credibility, and contextual relevance remain essential aspects of digital religious communication.

Statistical data show that internet and social media users in Indonesia continue to increase annually. In 2020, more than 175 million Indonesians were connected to the internet, and over 160 million were active on social media. This condition provides strong potential for digital da'wah development. Furthermore, digital technology supports the availability of Islamic applications, such as Qur'an readers, prayer reminders, and zakat calculators, which facilitate daily religious practices.

### **Profile of Ustadz Adi Hidayat's YouTube Channel**

Ustadz Adi Hidayat, Lc., M.A., is a prominent Islamic preacher in Indonesia known for his systematic and in-depth Qur'anic interpretation. He began actively using YouTube in February 2019 through his official channel, "Adi Hidayat Official." By 2024, the channel had gained millions of subscribers and hundreds of millions of views. The channel provides various religious contents, including tafsir, thematic lectures, motivational talks, and question-and-answer sessions. One of the main lectures analyzed in this study is entitled "Success in Youth According to the Qur'an."

This lecture addresses youth concerns regarding success in the context of materialism and hedonism. Ustadz Adi Hidayat emphasizes that true success involves harmony between worldly achievements and spiritual fulfillment. His structured presentation, clear language, and logical argumentation enhance audience understanding. Through YouTube, he is able to expand the reach of his da'wah beyond traditional religious spaces and create an interactive learning environment.

### **Analysis of "Success in Youth According to the Qur'an"**

The lecture highlights several key elements of success from an Islamic perspective, including faith (*iman*), gratitude (*nikmat*), knowledge, discipline, and moral responsibility.

#### **1. Faith (*Iman*)**

Faith is presented as the foundation of success. Ustadz Adi Hidayat explains that success is not merely related to material achievements but is closely connected to obedience to Allah, moral integrity, and spiritual awareness. He emphasizes the importance of

balancing belief and action in daily life. According to his explanation, faith functions as a psychological and spiritual foundation that strengthens individuals in facing life challenges.

2. Gratitude (*Nikmat*)

Gratitude is emphasized as a form of recognizing Allah's blessings and using them responsibly. Ustadz Adi Hidayat highlights time management as a crucial aspect of gratitude, especially for young people.

He refers to Surah Al-Asr to emphasize the importance of utilizing time productively for learning, self-development, and social contribution. Gratitude encourages individuals to develop positive attitudes and emotional stability.

3. Knowledge and Moral Responsibility

The lecture also stresses the importance of seeking beneficial knowledge and applying it responsibly. Knowledge is viewed as a key instrument for achieving success in both worldly and spiritual dimensions. Young audiences are encouraged to continuously improve their intellectual capacity while maintaining ethical behavior and social responsibility.

### **Impact of Digital Da'wah on Youth Perception**

The findings show that Ustadz Adi Hidayat's digital da'wah contributes significantly to shaping youth perceptions of success and life purpose. Rather than focusing solely on wealth and status, audiences are guided to pursue balanced personal development. This perspective reduces excessive materialistic pressure and supports psychological well-being. Digital da'wah functions as moral guidance, emotional support, and spiritual motivation.

Audience responses in comment sections indicate increased religious awareness, self-reflection, and motivation for positive behavioral change.

### **Comparison Between Traditional and Digital Da'wah**

Before digital transformation, da'wah relied on physical presence, fixed schedules, and limited interaction. Access depended on location and time availability. Content distribution was relatively slow and static. After digital transformation, da'wah became more flexible, global, and interactive. Content can be updated quickly, accessed anytime, and shared widely. Interaction between preachers and audiences becomes more dynamic. However, traditional and digital da'wah should not be viewed as competing approaches. Both can complement each other to create a comprehensive religious communication system.

### **Challenges and Ethical Considerations**

Despite its advantages, digital da'wah also presents challenges, including information overload, misinterpretation, and the spread of misleading religious content. Technological development may also be exploited by extremist groups.

Therefore, preachers must maintain credibility, intellectual responsibility, and ethical awareness in producing digital religious content.

### **Implications for Islamic Communication and Counseling**

The integration of digital culture into da'wah has important implications for Islamic communication and counseling. Digital da'wah can function as preventive and supportive intervention by providing moral guidance, emotional encouragement, and spiritual counseling. By combining Qur'anic interpretation with contemporary communication strategies, preachers can address psychological, social, and spiritual challenges faced by young people. This approach supports the development of holistic Islamic counseling models.

## CONCLUSION

This study concludes that digital culture plays a crucial role in transforming contemporary Islamic da'wah practices, particularly in engaging millennial and Generation Z audiences. Through digital platforms such as YouTube, Islamic teachings can be disseminated more widely, flexibly, and interactively. Ustadz Adi Hidayat's lecture "Success in Youth According to the Qur'an" demonstrates how Qur'anic interpretation can be effectively integrated with modern communication strategies to address the spiritual, moral, and social challenges faced by young Muslims.

The findings indicate that digital da'wah enhances audience participation and strengthens religious understanding by presenting Islamic values in a systematic, contextual, and accessible manner. The integration of faith, gratitude, knowledge, and moral responsibility within digital content contributes to balanced personal development and psychological well-being among young audiences. This approach helps reduce excessive materialistic orientation and encourages a more meaningful life perspective.

Furthermore, this study highlights that digital transformation in da'wah is not merely a technological adaptation but also a strategic effort to preserve the authenticity and ethical orientation of Islamic communication. While digital platforms provide significant opportunities for expanding religious outreach, they also require strong commitment to credibility, intellectual integrity, and moral responsibility.

However, this research is limited to qualitative content analysis and library research methods. It does not examine audience responses empirically or measure behavioral changes quantitatively. Therefore, future studies are encouraged to employ mixed-method or quantitative approaches to explore audience perceptions, learning outcomes, and long-term impacts of digital da'wah. Comparative studies involving different preachers, platforms, and cultural contexts may also provide broader insights into the effectiveness of digital religious communication.

Overall, digital culture offers substantial potential for strengthening Islamic da'wah in the modern era. By integrating Qur'anic values with contemporary media practices, preachers can develop more effective, ethical, and sustainable models of religious communication that respond to the needs of digital society.

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