



## **The Impact of Da'wah Message Communication from TikTok Account @Kadamsidik00 on Students of the Qur'anic and Tafsir Studies Program at UIN Mahmud Yunus Batusangkar**

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### **ABSTRACT**

Contemporary da'wah demands approaches that align with the development of technology and the culture of digital communication. TikTok, as a short-form video-based social media platform, has become a new space for preachers (da'i) to convey Islamic messages that are relevant to the lives of the younger generation. The TikTok account @kadamsidik00 actively utilizes this medium to deliver da'wah in the form of reflective, educational, and inspirational content. This article aims to analyze the communication effects of contemporary da'wah messages delivered by this account on the cognitive, affective, and conative changes of students in the Qur'anic and Tafsir Studies Program (IAT) at UIN Mahmud Yunus Batusangkar. The approach used is descriptive qualitative. The results show that contemporary da'wah messages through TikTok can enhance students' Islamic understanding (cognitive), shape positive religious attitudes and spirituality (affective), and encourage more active religious practices (conative).

**Keywords:** *Contemporary Da'wah, Tiktok, Communication Effect, Affective, Cognitive, Conative*

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## INTRODUCTION

The development of digital technology has transformed the pattern of da'wah communication from conventional methods to more interactive and flexible forms. Contemporary da'wah is no longer limited to mosque sermons or academic forums but also takes place in virtual spaces such as social media. TikTok, as a platform widely used by the younger generation, has become a new and effective medium for da'wah due to its emphasis on creativity, speed, and accessibility.

TikTok has become one of the most popular applications worldwide, including in Indonesia. It has successfully captured the hearts of users thanks to its wide range of engaging short video content. The rapid advancement of technology has also contributed to the growth of da'wah activities. Utilizing social media platforms such as TikTok greatly enhances the effectiveness of da'wah. Activities that once required a pulpit or religious gatherings are now easily and practically accessible from the palm of our hands (Bimantara, 2022).

Linguistically, da'wah comes from the Arabic word da'a – yad'u – da'watan, which means a call, an invitation, or an appeal. In Islam, da'wah is one of the obligations of Muslims, calling others to goodness. It is a religious duty for every Muslim, as stated in the Qur'an, Surah Ali-Imran verse 104:

الْمُقَلِّحُونَ هُمْ وَأَوْلَٰئِكَ الْمُنْكَرَ عَنْ وَيَتَّبِعُونَ بِالْمَعْرُوفِ وَيَأْمُرُونَ بِالْخَيْرِ إِلَىٰ يَدْعُونَ أُمَّةً مِّنْكُمْ وَلَتَكُنَّ

“And let there be [arising] from you a group of people inviting to [all that is] good, enjoining what is right and forbidding what is wrong. And it is they who will be the successful.” (Ministry of Religious Affairs, 2018).

In the field of journalism, communication is considered successful when the information delivered is well received by the audience. A message can be effectively received if the delivery—both verbal and non-verbal—is understood by the audience in accordance with their context or background. The communicator's style in conveying the message also plays a significant role in determining the success of message reception, including in the context of da'wah (Sanjaya, 2019).

In Islam, technology is not something that is forbidden, even though during the time of the Prophet Muhammad (peace be upon him), technology had not yet developed. Today, in an effort to keep up with the times and ensure that technological developments are well accepted, many Muslims have made use of technology as a means of spreading Islamic teachings.

Many content creators in Indonesia use TikTok as a medium to spread da'wah messages. One example is the TikTok account @kadamsidik00, a young content creator who has successfully gained 6.1 million followers, follows 198 accounts, and has received 359.5 million likes. Kadam Sidik is a 21-year-old da'i from Madura, East Java, who preaches through the TikTok platform. He first joined TikTok on May 14, 2020, and has since accumulated 202.8 thousand likes, 4,212 comments, and 1,675 shares on one of his earliest videos.

Kadam Sidik is a young Muslim who delivers da'wah through TikTok. His way of presenting religious messages—different from most traditional preachers—has become the unique characteristic of @kadamsidik00. Through TikTok, Kadam Sidik began his da'wah efforts by uploading video content that often features currently viral trends .

Kadam Sidik is highly skilled in using various TikTok features such as visual effects, background music, and challenges to make his content more engaging and effective. His videos have high visual quality, professional editing, and attention-grabbing visual elements. Kadam Sidik frequently addresses current and relevant issues related to everyday life, making his da'wah messages feel more contextual and applicable. His honesty and authenticity in delivering messages have made him more trusted and respected by his followers.

The effect of da'wah messages refers to the impact generated from the delivery of religious messages to the public. These messages—typically conveyed by preachers, religious scholars, or through religious media—aim to guide, educate, and inspire individuals in practicing their faith.

The effect of da'wah messages reflects how the delivery of religious teachings can influence individuals and communities in various ways—from increasing religious knowledge and spiritual motivation to changing behaviors and social attitudes. An effective da'wah message not only provides information but also inspires and motivates positive change in both personal and social life. Da'wah media refers to the various platforms and methods used to convey religious messages and teachings to the public. Da'wah media plays an essential role in disseminating religious information, strengthening faith, and guiding individuals in the practice of their religion.

The researcher is interested in conducting a study on the communication effects of da'wah messages on the TikTok account @kadamsidik00, particularly how this account delivers its da'wah content. This interest is driven by a desire to examine the propagation of Islam (syiar Islam) through da'wah messages on the account @kadamsidik00 as perceived by students of the Qur'anic and Tafsir Studies Program (IAT). In this context, the researcher hopes that social media users—especially those on TikTok—can support da'i (preachers) in enhancing the effectiveness of their da'wah efforts via social media, which has increasingly become the primary medium of communication for younger generations. Furthermore, this study has the potential to contribute to the development of new theories in the field of da'wah communication, particularly regarding the use of Kadam Sidik's methods on social media platforms, as well as to explore how da'wah messages are interpreted, responded to, and internalized through TikTok videos.

The TikTok account @kadamsidik00 serves as an example of a contemporary da'wah practitioner who utilizes social media as a platform for visually engaging and short narrative-based da'wah. With a communicative style and down-to-earth content, the account has gained a significant following among students, including those in the Qur'anic and Tafsir Studies Program (IAT) at UIN Mahmud Yunus Batusangkar. This study aims to explore how digital da'wah through this account influences changes in three core aspects: cognitive (knowledge), affective (attitude), and conative (behavior).

## **RESEARCH METHODOLOGY**

The researcher employed descriptive qualitative research in this study. The method used is the descriptive method, which is a way to examine the current conditions of a group of people, an object, a phenomenon, a thought, or a set of ideas. According to Bogdan and Taylor, descriptive qualitative research produces information that describes people and observed behaviors in the form of words. Therefore, it can be concluded that qualitative research is a procedure that generates data describing phenomena as they are,

in the form of written or spoken words, based on observations of individuals in the studied area.

This study adopts a descriptive qualitative approach, with the following data collection methods: 1). Observation of da'wah content on the TikTok account @kadamsidik00, 2). In-depth interviews with 10 students from the Qur'anic and Tafsir Studies Program (IAT) who actively engage with the account, and, 3). Documentation study of user comments and interactions in the comment section of TikTok. Data analysis was conducted using content analysis and thematic analysis techniques to classify the communication effects of da'wah into the cognitive, affective, and conative dimensions.

## **RESULT AND DISCUSSION**

The results of this study were obtained through in-depth interviews with informants conducted between August and September 2024. A total of five informants participated in the interviews, all of whom were students from the Qur'anic and Tafsir Studies Program (IAT) at the Faculty of Ushuluddin, Adab, and Da'wah, State Islamic University (UIN) Mahmud Yunus Batusangkar. In general, the da'wah messages delivered by Kadam Sidik via the social media platform TikTok were perceived as highly beneficial by the IAT students, especially in expanding their religious insight and knowledge gained from scholars, teachers, and intellectuals. TikTok is not merely a typical social media platform or a form of entertainment; rather, it can be a valuable source of diverse information, knowledge, religious insight, academic material, and more, encouraging users to be more selective in receiving information and knowledge.

Based on the results of interviews and field observations, the researcher found that in terms of spreading useful information, Kadam Sidik is capable of influencing individual attitudes toward various contemporary issues such as social, political, and ethical matters. The effect of da'wah messages reflects how the delivery of religious teachings can influence individuals and society in multiple ways, from increasing religious knowledge and spiritual motivation to changing behavior and social attitudes.

Based on the results of interviews and field observations, the researcher found that individual predispositional factors influence how people respond to da'wah content on social media. These include topics that commonly attract young people, such as romantic relationships (which bring pleasure), political issues (which trigger emotional reactions), and ethical matters. The effect of da'wah messages reflects how the delivery of religious teachings can influence individuals and society in various ways—ranging from increasing knowledge and spiritual motivation to changing behavior and social attitudes. IAT students expressed enthusiasm, interest, and appreciation for TikTok da'wah content.

Furthermore, based on interviews and field observations regarding the influence on attitudes toward contemporary issues, the researcher found that Kadam Sidik is able to influence individual attitudes on various contemporary matters, such as social, political, and ethical issues. The effects of his da'wah messages illustrate how religious teachings, when effectively communicated, can impact individuals and society in multiple ways, including enhanced religious understanding, increased spiritual motivation, and positive changes in social behavior and attitudes.

Kadam Sidik is able to influence individual attitudes toward various contemporary issues, such as social, political, and ethical matters. The effects of da'wah messages reflect how the delivery of religious teachings can impact individuals and society in multiple ways—from increasing knowledge and spiritual motivation to bringing about changes in behavior and social attitudes. Individual predispositional factors influence

responses to da'wah content on social media. For example, topics that appeal to youth such as love (which brings pleasure), politics (which triggers emotions), and ethics. The da'wah message effect demonstrates how religious teachings can shape individuals and communities—enhancing knowledge, deepening spiritual motivation, and transforming attitudes and behavior. IAT students expressed that they felt enthusiastic, interested, and enjoyed da'wah content on TikTok.

The communication effects resulting from da'wah messages on the @kadamsidik00 TikTok account among Qur'anic and Tafsir Studies (IAT) students at UIN Mahmud Yunus Batusangkar revealed various impacts. Based on interviews with IAT students, the researcher identified a cognitive effect. The cognitive effect occurs when there is a change in what the audience knows, understands, or perceives. This includes how mass media helps audiences learn useful information and develop cognitive skills. In this study, the researcher observed changes in the audience's knowledge and perceptions. The findings also indicate that Kadam Sidik's TikTok content had a positive cognitive effect on the informants interviewed.

This study also revealed the presence of an affective communication effect, which is related to emotions and feelings. Mass communication can evoke various emotional responses such as happiness, anger, or anxiety depending on the content presented. For instance, touching advertisements or news reports can influence the audience's attitudes and views on certain issues. This effect shows that communication not only delivers information but also influences people's feelings and attitudes toward various topics. Based on the research findings, the emotions expressed by informants included happiness at knowing Kadam Sidik, and a sense of learning and discovery. From his da'wah content, they gained motivation, knowledge, and insights about Islamic preaching, which they found especially relevant and beneficial for their IAT major, according to the statements of the informants.

Based on the data gathered by the researcher, the results of the discussion are detailed as follows:

#### 1. Cognitive Change: Contextual Understanding of Islam

The contemporary da'wah messages presented concisely and relevantly by @kadamsidik00 help students understand Islamic teachings within a modern context. Many students admitted that the content assisted them in interpreting Qur'anic verses through a perspective that is closely related to social realities. For example, themes such as sincerity (ikhlas), spiritual migration (hijrah), or ethics in social interaction are explained in a simple yet profound manner. Students responded by saying that they “find it easier to understand Islamic concepts because they are explained using popular language and illustrated with everyday life examples.

#### 2. Affective Change: Growing Emotional Attachment to Islamic Teachings

Affectively, students showed an increased sense of religious awareness and deeper spirituality. Inspirational da'wah content that touches on personal life aspects such as confusion, identity seeking, and gratitude made students feel emotionally closer to Islamic teachings. They felt that the reflective and personal style of delivery on the account “touched their hearts” and made them feel spiritually accompanied and supported.

#### 3. Conative Change: More Active and Consistent Religious Behavior

From a conative perspective, there were observable behavioral changes, such as increased consistency in performing religious practices, reducing engagement with negative content on social media, and even initiating independent da'wah through their own personal social



media accounts. Students also expressed that they felt motivated to implement Islamic values more concretely in their daily lives. One of the informants stated, "I started actively creating short videos that convey Qur'anic verses in my own style, inspired by this account."

## CONCLUSION

Contemporary da'wah through digital platforms such as TikTok has a significant communication effect on students, particularly in three main aspects: Cognitive, namely the increased understanding of Islamic teachings that are relevant to the current context, affective, reflected in the development of religious and emotional attitudes toward Islamic values, and conative, demonstrated through students' real behaviors and actions in practicing their faith.

The @kadamsidik00 account serves as an example of a contemporary preacher who successfully bridges Islamic messages with the religious expression needs of the digital generation. This kind of da'wah strategy should continue to be developed to strengthen Islamic literacy among students and the broader community.

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