

**ISLAMIC COMMUNICATION IN MORAL AND SOCIAL DEVELOPMENT: A STUDY OF  
DIGITAL DA'WAH ON THE INSTAGRAM ACCOUNT @GUSBAHAOFFICIAL**

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**ABSTRACT**

*Islamic communication is a strategic effort in conveying moral and social messages sourced from the Qur'an and Sunnah. The development of the digital era has brought new challenges in moral and social development, especially among the millennial generation. Content on social media often leads to moral decadence due to the lack of educational and meaningful narratives. Therefore, digital da'wah is an effective solution in facing this challenge by offering Islamic values that are relevant, contextual, and easy to understand. This research aims to identify the Islamic communication strategy applied by @Gusbahaofficial Instagram account in shaping the moral and social of the younger generation. Using a descriptive qualitative approach, this research analyzes the content of the account's uploads. The results show that qaulan baligha, and al-bayan-based Islamic communication strategies are used effectively through attractive visuals, casual but meaningful narratives, and supporting Qur'anic arguments. This strategy, combined with the tazkiyah or soul cleansing method, proved to be able to move the audience to introspection and contribute to the formation of social solidarity. This approach emphasizes the important role of digital da'wah in bridging Islamic values with modern life, so that it can become a strategic medium in building individual morality and social collectivity in the digital era.*

*Keywords: Islamic Communication; Digital Da'wah; Gus Baha.*

## INTRODUCTION

Every Muslim has a responsibility to preach according to their abilities, with the aim of encouraging good deeds and preventing evil deeds. Preaching must be carried out with wisdom and gentleness, so that the message conveyed is accepted without coercion, in order to achieve happiness in this world and the hereafter. In order for preaching to achieve optimal results, a deep understanding of effective communication strategies and approaches is required. One medium that can be utilised in the modern era is Instagram, which allows Islamic messages to be conveyed in a creative and relevant manner.

Moral and social development are two complementary elements in creating a harmonious society. Etymologically, morality comes from the Latin word *moris*, which means customs or values that guide human behaviour. Morality functions as an ethical guide that helps individuals distinguish between right and wrong, while moral development is the process of strengthening understanding of these values to create behaviour that is in line with social norms, (Kusumaningarum et al., 2023). Thus, morality is not only individual in nature, but also a collective foundation that influences how individuals interact within a community.

The integration of morality and society is key to achieving sustainable development. Without strong morality, social development can become mechanistic, neglecting the quality of human life, (Nazhan et al., 2025). Conversely, without social development, morality will only be an abstract concept that is difficult to apply in real life. Therefore, the success of development depends on how these two elements complement each other, creating a balance between economic growth and the formation of an ethical society.

Islamic da'wah plays a strategic role in supporting moral and social integration. As a communication tool, da'wah not only conveys religious values but also provides practical guidance in community life. Effective dakwah touches on both spiritual and material aspects, thereby strengthening social solidarity and active community participation in development, (Setiawati et al., 2024). With this approach, dakwah is not only a medium for fostering individual piety but also an instrument for creating sustainable social harmony. This demonstrates that dakwah integrated with moral and social development can serve as a cornerstone in building a prosperous and civilised society.

Visual communication is a process of conveying messages using visual elements, such as images, colours, typography, and symbols, to influence the audience's understanding and perception of the message being conveyed, (Rachmad et al., 2024). In the context of digital da'wah, visual communication plays a strategic role in bridging Islamic messages so that they can be accepted in a more attractive and meaningful way, especially by the younger generation who are very familiar with visual-based media such as Instagram. Thus, visual communication does not merely serve as an aesthetic complement but also as the primary structure in the construction of message meaning.

Basic elements in visual communication include lines, shapes, colours, textures, space, typography, and symbols, each of which has a specific function in shaping impressions and the effectiveness of communication, (Devia Acevedo, 2024; Revita et al., 2023). Each visual element possesses psychological and cultural power that can influence audience emotions and interpretations in diverse ways. In digital da'wah practices, such as those carried out by the Instagram account @Gusbahaofficial, the use of warm colours, minimalist designs, and quotations from Islamic texts presented with simple yet elegant typography serves as a visual strategy to create a relaxed, non-preachy, yet substantial spiritual atmosphere. With the right visual approach, Islamic messages become easier to understand, more emotionally relatable, and have a greater chance of being accepted and reflected upon by the audience, (Fakar et al., 2022; Purwani et al., 2025).

The development of technology has made it easier for many people to disseminate information and communicate, including dakwah, (Pratiwi et al., 2022). The use of social media such as Instagram, Facebook, Reels, and TikTok has become a means for everyone to access information, whether as information providers or recipients. The information we obtain depends on the type of content we receive.

Instagram, which emerged in 2010, has grown into a social media platform that is not only popular but also highly adaptable to the needs of modern users, (Erwin et al., 2023). With innovative features such as Shopping, Reels, and Stories, Instagram continues to strengthen its position as a versatile and relevant medium. The name 'Instagram' comes from the combination of the words 'insta,' which describes the ease of sharing content instantly, and 'gram,' which refers to telegrams

as a symbol of communication speed, (Prabowo & Hartanto, 2024; Rafa Aliyah & Achmad Ismail, 2024). The fact that Instagram has reached 700 million users demonstrates how important this platform is in the digital lives of people worldwide, (Alfifa et al., 2025; Gustin et al., 2024).

As a flexible social media platform, Instagram is now more than just a place to share photos or videos. It has become an information ecosystem that brings together various needs: from entertainment, education, to promotion. In this context, researchers see that Instagram is not just a medium, but also a tool for shaping trends and public opinion. Its widespread use across various circles shows how this platform is able to adapt to the times. However, amid its diversity, it is important to pay attention to how the content shared has meaningful value, so that Instagram's role is not limited to entertainment, but also as a medium that empowers society.

## **RESEARCH METHODS**

The research method used in this study is a qualitative method with a descriptive approach. The aim is to reveal and describe the moral message about controlling desires conveyed through the Instagram social media account @gusbahaofficial. Qualitative research is designed to produce descriptive data in the form of text, speech, or behaviour related to the subject being studied, (Adlini et al., 2022; Rachman et al., 2020). The data collection techniques employed involved analysing narratives and analogies found in Gus Baha's Instagram content, including posts titled 'Indulging in desires is never-ending' and 'The Miracles of the Quran.' After the data was collected, it was processed systematically, followed by in-depth analysis.

The analysis method applied is descriptive analysis, which aims to explain the characteristics of the data and provide an accurate interpretation of the messages conveyed, (Sugiyono, 2014). This study uses a content analysis approach, which focuses on finding message characteristics objectively and systematically. The results of this analysis not only facilitate understanding but also enable the research findings to be conveyed to the public in a clear and informative manner.

## **RESULTS AND DISCUSSION**

With the development of the internet, scholars, preachers, da'is, and ustadz are increasingly active in spreading da'wah through social media platforms. The presence of digital technology has revolutionised traditional da'wah methods, making them more flexible and appealing to the public, especially the younger generation. Through social media, da'wah messages can be accessed anytime and anywhere, presenting a significant opportunity for creators to convey Islamic values with relevant ideas and creativity. This phenomenon demonstrates how digital da'wah can address the challenges of the modern era with innovative and communicative approaches.

One example of a young da'wah practitioner who has successfully leveraged social media is Gus Baha, through his Instagram account @gusbahaofficial. Gus Baha presents Islamic messages that are easily accepted by the millennial generation. The distinctive feature of his da'wah lies in his simple, relaxed yet meaningful delivery style. Unlike traditional sermons, Gus Baha uses more down-to-earth narratives, emphasising the values of qaulan ma'rufa (good speech) and qaulan baligha (speech that touches the heart). This approach makes the messages more relatable and effective for a young audience.

Additionally, the use of polite language, engaging visuals, and themes relevant to daily life are the main attractions of Gus Baha's content. With this strategy, Gus Baha successfully bridges the Islamic values contained in the Quran and Sunnah with modern-day realities. His content often addresses important themes such as self-control, self-reflection, and interpersonal relationships from an Islamic perspective.

This unique style of preaching not only aims to educate but also to inspire the audience to practise Islamic values in their lives. This proves that digital preaching can not only increase individual piety but also strengthen social solidarity. Gus Baha and other young preachers are concrete examples of how social media can be an effective tool for building the moral and social fabric of society in the digital age.

## **Islamic Communication in Digital Da'wah Instagram Account @Gusbahaofficial**

In this digital study, the da'wah messages conveyed by Gus Baha are based on Islamic communication using Al-Bayan and Qaulan Baligha:

### 1. Islamic Communication Based on Al-Bayan in the 'Miracles of the Quran' Content

In the video content 'The Miracles of the Quran' uploaded on 11 November 2024, Gus Baha practises Islamic communication based on Al-Bayan, which emphasises the delivery of clear, profound, and easily understandable messages to the audience. In this one-minute video, Gus Baha explains how the Quran possesses extraordinary power to transform human hearts, recounting the story of Sayyidina Umar bin Khattab, who was once a great enemy of the Prophet Muhammad but whose heart softened after hearing the recitation of Surah Taha. Gus Baha does not only discuss Umar's conversion but highlights the 'miracle' of the Quran, which can soften even the hardest of hearts.

This video has received a very positive response, with 18,100 views, 2,450 likes, 11 comments, and 56 saves. Gus Baha uses a simple yet meaningful communication style, aiming for the audience not only to hear but also to feel the profound impact of the message being conveyed. Through an Al-Bayan-based approach, Gus Baha delivers a clear message about the power of the Quran, using heartfelt narratives and referencing relevant historical stories to inspire the audience.

Furthermore, Gus Baha also recounts the story of Jubair bin Muth'im, who also converted to Islam after hearing the Prophet Muhammad recite Surah At-Thur. Through these stories, Gus Baha not only highlights historical aspects but also explores the miracles of the Quran in influencing the human soul. The message conveyed is clear: the Quran is not merely a holy book but possesses divine communicative power that can penetrate the heart and transform one's perspective on life.

Gus Baha's delivery reflects the distinctive characteristic of Al-Bayan, which combines the depth of the message with clarity, making it relevant to today's young audience. By using straightforward language and a relaxed style, Gus Baha successfully makes the moral and spiritual messages contained in the Quran easily accessible, while inspiring the audience to internalise and apply the values of the Quran in their daily lives.

### 2. Islamic communication based on Qoulan Baligha in the content 'Following Your Desires Never Ends'

With the rapid development of technology, preaching through social media has become an effective means of spreading moral and Islamic messages to the public. One interesting example is a video uploaded by the @gusbahaofficial account with the theme 'Following Your Desires Never Ends'. In this video, Gus Baha employs the principle of Qaulan Baligha—clear, concise, and heartfelt communication—to emphasise the importance of controlling one's desires. Gus Baha wisely uses a simple yet profound analogy, explaining that following desires will never end, as fulfilling worldly desires only leads to greater desires.

This content is highly relevant to the challenges of modern times, where easy access to information and hedonistic lifestyles often reinforce the urge to follow desires. Using straightforward language and direct communication, Gus Baha reminds Muslims to avoid worldly temptations, aligning with Islamic principles of tazkirah (reminders) on self-control. This communication approach is highly effective, especially for younger audiences who prefer concise content that gets straight to the point.

The video not only employs compelling narration but also symbolic visuals that reinforce the message of da'wah. With a simple yet emotional style, Gus Baha is able to convey a profound moral message in an easily digestible and accessible format. Within the context of Islam-based communication rooted in Al-Bayan, this video employs the principle of itqan (precision) in conveying clear meaning without complexity, making it highly relevant for social media audiences with short attention spans.

The message in this video also has important implications for the formation of individual and social morality. Personally, controlling one's desires is a step toward tazkiyah al-nafs (purification of the soul), which results in noble character. Socially, if widely applied, this message can reduce the influence of consumerist and hedonistic culture and encourage society to live more controlled and responsible lives.

Through Islamic communication based on Qaulan Baligha, Gus Baha successfully conveys a message that not only touches the heart but is also relevant to daily life in the digital age. By utilising social media as a means of da'wah, this video has great potential to shape the moral and social fabric of society towards a better life.

## **CONCLUSIONS**

Islamic communication based on Al-Bayan and Qaulan Baligha has proven to be an effective approach in conveying da'wah messages through social media, especially in the digital age. The @gusbahaofficial account, which publishes Gus Baha's lectures and advice, serves as a concrete example of how Islamic values can be communicated clearly, deeply, and relevantly to a modern audience, particularly the younger generation. In videos such as "The Miracles of the Qur'an" and "Following One's Desires Knows No End," Gus Baha successfully integrates principles of balaghah and simple yet heartfelt narratives, making the da'wah message not only easy to understand but also relevant to the challenges of modern life. Through the use of social media, Gus Baha builds emotional and intellectual connections with his audience, conveying messages that reflect Islamic moral and social values. These messages have significant implications for individual moral development through spiritual purification (tazkiyah al-nafs) and for influencing social dynamics toward greater harmony. By leveraging short video formats, symbolic visuals, and a straightforward communication style, this content not only captures attention but also inspires behavioural change among the audience. Digital da'wah conducted through this approach demonstrates that Islamic values can be effectively conveyed in the modern era without losing their essence. Thus, Islamic communication based on Al-Bayan and Qaulan Baligha becomes a key strategy in building the moral and social fabric of society through social media, making da'wah not only relevant but also effective for the ummah.

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