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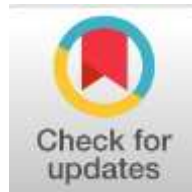
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Digital Islamic Communication Through TikTok Among Generation Z In Parimburan Village: Komunikasi Islam Digital Melalui TikTok Di Kalangan Generasi Z Desa Parimburan

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Abstract

General Background The delivery of religious messages in public spaces is rapidly accelerating through diverse social networking platforms. **Specific Background** Young demographics frequently utilize short-form video applications for both entertainment and accessing educational materials. **Knowledge Gap** Despite widespread platform adoption, challenges remain regarding the dissemination of unverified religious information and limited online literacy among users. **Aims** This study analyzes the utilization of short-video platforms for online preaching among the younger demographic within a specific rural community. **Results** Findings reveal that young users actively consume, create, and share religious content such as sermons and motivational quotes. **Novelty** This research highlights the dual role of the younger demographic as both consumers and active creators of religious content within an entertainment-dominated digital environment. **Implications** The active participation of youth in online religious discourse necessitates improved digital literacy to critically evaluate unverified religious information.

Highlights

- ♦ Young individuals actively create and distribute religious content like sermons and motivational quotes.
- ♦ Short video applications provide highly accessible and engaging religious education for modern youth.
- ♦ The circulation of unverified religious information requires users to develop strong online literacy skills.

Keywords

Digital Islamic Preaching; Social Media Platforms; Generation Z; Religious Content; Digital Literacy

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INTRODUCTION

The development of da'wah in the public space is currently accelerating, which is characterized by the emergence of various forms and methods of delivering da'wah. One of the factors that encourages this diversity is the development of da'wah media as a means of conveying Islamic messages. Da'wah media has an important role in disseminating Islamic teachings to the public because it functions as a tool used by da'i or daiyah to convey Islamic values, both moral and material. The success of da'wah delivery is also influenced by the attractiveness of the media used. Therefore, preachers continue to innovate and adjust the da'wah media so that the messages conveyed can be more easily understood and accepted by the community. Compared to conventional da'wah media, the use of digital media is considered more effective, fast, and able to reach a wider audience [5].

A social media platform is in great demand by the public, especially among the younger generation, namely TikTok. The popularity of this application is supported by its ability to present various information in a concise, interesting, and easy-to-understand manner. In addition to being a source of various information related to events that occur in various countries around the world, TikTok also provides a space for its users to exchange opinions on issues that are of public concern. The presence of social media has brought changes in people's communication patterns through various interactive features available. The TikTok application, known as Douyin in China, is a short-form video-sharing medium developed by ByteDance. The app was first launched as Douyin in 2016, then was introduced globally under the name TikTok in 2017 after integrating features from the previously popular lip-sync app. Since then, TikTok has grown to become one of the social media platforms that has a very large number of users in various countries [13].

Generation Z is a group that was born and developed in the digital era so that it has a high proximity to the use of social media. In the midst of the rapid flow of information, TikTok is not only used as a means of entertainment, but also as a medium for education and the dissemination of religious values. Various da'wah content that is packaged in a creative, interesting, and easy-to-understand manner is able to help Generation Z in knowing, understanding, and practicing Islamic teachings in their daily lives. The delivery of da'wah through social media with a short and communicative format is considered more in accordance with the characteristics of Generation Z who tend to like practical and easily accessible information [9].

The development of various social media platforms among the people of Parimburan Village encouraged this study to focus on TikTok as a popular and widely used media. TikTok is an application that can be accessed by almost all people because it has a simple and easy-to-use interface. The various features provided, such as visual effects, filters, music, and video editing facilities, allow users to produce interesting and creative content. In addition, through the TikTok Live feature, users can interact directly with the audience during the broadcast process, and even earn income if they meet the set requirements. Today, TikTok is filled with various types of content, ranging from religious lectures, entertainment, to videos that follow certain trends. This condition makes TikTok more in demand and encourages many users to actively participate in creating and following growing trends [11].

Based on the results of research conducted in Parimburan Village, it is known that some Generation Z use TikTok as an additional source of information that supports the learning process in a more interesting and not boring way. In addition to obtaining learning materials, they also use this platform to expand their horizons, obtain new information, and learn various skills, such as video editing techniques, the use of visual effects, transitions, and color grading. For most Generation Z, TikTok is a medium that helps them find solutions to various learning needs, including obtaining da'wah materials that are presented creatively and easily understandable. Based on this phenomenon, this study aims to find out how da'wah in TikTok social media is used by Generation Z in Parimburan Village, as well as analyze the factors that support and hinder its implementation. Therefore, this study is titled "Da'wah in TikTok Social Media for Gen Z in Parimburan Village". This research is expected to be able to provide benefits for the community, especially Generation Z, by encouraging the wise and responsible use of social media as a means of obtaining religious knowledge and media to convey and disseminate positive Islamic values in the digital era [15].

METHOD

This study uses a qualitative approach with a descriptive method that aims to in-depth examine the phenomenon of da'wah in TikTok social media among Generation Z in Parimburan Village. The qualitative approach was chosen because this study focuses on the experiences, views, and activities of Generation Z in utilizing TikTok as a medium for delivering and disseminating da'wah messages.

Data collection in this study was carried out through three techniques, namely observation, interviews, and documentation. Observation is carried out by directly observing Generation Z's activities when accessing TikTok, such as scrolling, reposting, and interacting with da'wah content available on the platform. Furthermore, interviews were conducted with a number of informants who were selected based on certain criteria, namely Generation Z who actively use TikTok and use the platform as a da'wah medium. The documentation is used to complement the research data through the collection of various digital archives, such as screenshots, videos, and other forms of documentation related to da'wah on TikTok social media among Generation Z.

The data analysis process is carried out using a qualitative approach which includes three stages, namely data reduction, data presentation, and conclusion drawn. In the initial stage, all data obtained through observation, interviews, and documentation is selected, grouped, and simplified according to the focus of the research. Furthermore, the data is

presented in the form of a systematic description so that it is easy to understand. The last stage is to draw conclusions based on the results of analysis of all the data that has been presented so that a clear picture of da'wah in TikTok social media for Generation Z in Parimburan Village is obtained.

RESULTS AND DISCUSSION

A. Da'wah in TikTok Social Media

Based on the results of this research conducted on Generation Z in Parimburan Village, it is known that TikTok is one of the social media platforms that is widely used in daily life. In addition to being a means of entertainment, this platform is also used to access various information, increase knowledge, and learn religious materials. The informants revealed that they often found da'wah content in the form of short lectures, Islamic motivations, quotes from Qur'anic verses, hadiths, and educational videos about worship procedures. According to them, TikTok provides ease of access to Islamic materials because it provides easy access anytime and from anywhere. The relatively short duration of the video makes the content of da'wah easier to understand without causing boredom. In addition, the use of simple language and creative delivery makes da'wah content more attractive and easily accepted by Generation Z.

The results of the study also show that Generation Z not only plays a role as a connoisseur of da'wah content, but also participates in disseminating Islamic messages through sharing features and personal uploads. Various facilities available on TikTok, such as short videos, live broadcasts, duets, stitches, and comment columns are used as a medium to convey Islamic values. Some informants admitted that they had shared da'wah videos, uploaded quotes from Qur'anic verses, and created content containing invitations to do good. They also assessed that TikTok was able to expand the reach of da'wah because religious messages were no longer limited to recitations or lectures at mosques, but could be accessed by people from various regions through digital media. Interesting content even has the opportunity to be watched by thousands to millions of users. However, this study also found a number of obstacles, such as the fact that there is still a lot of content that is not in line with Islamic values, the circulation of information that has not been verified for its truth, and the tendency of some users to be more interested in entertainment content than educational and religious content. Therefore, digital literacy skills are needed so that users are able to choose and filter information obtained through social media wisely.

According to M. Quraish Shihab, Da'wah is an effort to invite humans to follow the path of Allah SWT by applying wise methods and considering the circumstances and abilities of mad'u. Meanwhile, Toha Yahya Omar explained that da'wah is the process of inviting and guiding humans to the right path in accordance with the provisions of Allah SWT. through a wise-filled approach, so that happiness and prosperity are achieved in this world and in the hereafter [4].

Da'wah through the TikTok social media platform is a form of renewal in the delivery of religious teachings that continues to develop in line with the advancement of information and communication technology. Linguistically, the term da'wah comes from the Arabic word da'a-yad'u-da'watan, which means an invitation, call, or call to someone to go to goodness. As for terminology, da'wah is understood as an activity that invites humans to understand, believe, and apply Islamic teachings based on the Qur'an and hadith in daily life. The presence of TikTok social media opens up new opportunities for preachers to convey Islamic teachings with a more innovative, engaging, effective, and easy-to-understand approach, especially by Generation Z. Various available features, such as short videos, text, music, and ease in sharing content, provide opportunities for da'wah to reach the community more effectively to various groups without being constrained by distance and time. Thus, da'wah activities no longer only take place in mosques, taklim assemblies, or educational institutions, but are also present in the digital space that has become an integral part of people's daily lives, especially Generation Z [12].

The development of da'wah on TikTok social media is supported by various features that simplify the process of conveying religious messages. Various da'wah materials, such as short lectures, Islamic studies, Qur'anic verse quotes, hadiths, daily prayers, stories of the prophets, to Islamic motivations, are presented in the form of videos that are interesting, concise, and easy to understand. The delivery of material combined with images, text, audio, and visual effects helps users understand the content of da'wah faster. In addition, the presence of commentary, live, and video sharing features allows interaction between preachers and audiences so that communication becomes more effective. The presence of da'wah on TikTok is also in accordance with the characteristics of Generation Z who are familiar with digital technology and prefer to convey information that is practical, creative, and interactive [10].

Based on the results of the study that has been conducted, it can be concluded that TikTok is one of the social media that has great potential in disseminating da'wah messages in the digital era. The ease of accessing information, the wide reach of users, and the high intensity of social media use by Generation Z make TikTok an effective means of spreading Islamic teachings. However, the use of this platform needs to be carried out responsibly while still paying attention to the accuracy of information, ethics in preaching, and the values of Islamic teachings, so that the goals of da'wah can be achieved optimally and provide benefits to the wider community [1].

B. TikTok As A Da'wah Media for Generation Z

Based on the results of an interview with one of the informants from Generation Z in Parimburan Village, it is known that they often encounter various da'wah content when opening the TikTok homepage. This content generally appears through the For You Page (FYP) feature, which is a page that displays videos according to the user's interests and activities. The most commonly found da'wah materials include Islamic studies, Islamic motivations, stories of the prophets, procedures for carrying out worship, recitation of the Qur'an, hadiths, and advice related to daily life. The informant said that TikTok makes

it easier for them to gain religious knowledge because the videos shown have a short duration, are easy to understand, and are presented in an interesting way. In fact, some informants admitted that they were more interested in learning religious material through TikTok than reading books because the delivery was more practical and not boring. In addition to acting as recipients of information, some Generation Z are also active in disseminating Islamic content to their friends and followers. This form of participation is carried out by sharing da'wah videos, giving likes, writing positive comments, and uploading videos containing quotes from Qur'anic verses and hadiths.

The results of the study also show that TikTok has an influence on increasing the religious knowledge of Generation Z. Informants admitted to gaining a new understanding of prayer procedures, manners in Islam, the importance of reading the Qur'an, and motivation to improve daily worship. However, there are also several obstacles in the use of TikTok as a da'wah medium. The informant said that not all the da'wah content circulating could be ascertained to be true. Therefore, they need to be more selective in choosing sources of information and pay attention to the credibility of the preachers they follow.

As a short video-based social media platform, TikTok provides a variety of features that allow users to easily and efficiently create, edit, and share content to a wide audience. The presence of this platform has opened up a new space for preachers to convey the teachings of Islam to the public, especially Generation Z who are known as the most active group of social media users. Generation Z is a generation group that was born and developed in the era of digital technology advancement so that they are used to using the internet to obtain information, communicate, learn, and develop their abilities. Therefore, the use of TikTok as a da'wah medium is one of the relevant strategies in conveying Islamic values in accordance with technological developments. In the context of da'wah, TikTok not only functions as a part of entertainment media, but also as a means of education and the dissemination of religious messages. Through the presentation of short, creative, and interesting videos, the message of da'wah can be conveyed effectively to the community without being limited by space or time [16].

According to the Great Dictionary of the Indonesian Language (KBBI), the term TikTok has not been listed as a lemma or official entry. However, TikTok can be understood as a form of internet-based social media that allows users to create, share, and interact with various types of digital content. Social media itself is a means of communication that facilitates the exchange of information, ideas, and various forms of self-expression online. In general, TikTok is a short video-based social media application that allows users to generate, edit, and distribute videos with the support of various features, such as music, visual effects, filters, stickers, and text. These various facilities make it easier for users to produce creative, interesting, and easily accessible content to the wider community [7].

According to Nisa Khairuni (2016), TikTok is one of the social media platforms that provides opportunities for its users to make and enjoy short videos according to their creativity and expression. Users can also follow or imitate various trends made by other users, for example the creation of videos with the accompaniment of certain music that is currently popular. This phenomenon shows that TikTok has the ability to quickly spread trends to various groups of users, including children and adolescents who do not fully understand the meaning and impact of the content they follow [2].

As a da'wah medium, TikTok provides wide opportunities for dai, ustaz, and Islamic content creators to reach a larger audience. If in the past da'wah was mostly carried out through mosque pulpits, recitations, or taklim assemblies, now the delivery of Islamic teachings can be done to thousands or even millions of users in just a short time through digital platforms. TikTok's algorithmic system allows da'wah content to appear on users' homepages even if they have not followed the content creator's account. This condition makes the process of spreading da'wah faster and has a wider range than conventional methods. For Generation Z, TikTok also serves as a religious learning resource that is easily accessible anytime and anywhere. Various materials regarding faith, worship, morals, and Islamic values can be learned through the smartphones they use every day. This convenience helps the younger generation gain an understanding of religion without having to abandon daily activities. In addition, the use of simple language and delivery that is close to the lives of teenagers makes da'wah material easier to understand [3].

TikTok also opens opportunities for Generation Z to actively participate in da'wah activities. They are not just spectators, but also play a role in disseminating various Islamic messages through content that they produce themselves. Many young people use this platform to share Qur'anic verses, hadiths, Islamic motivations, and religious experiences that they have experienced. This phenomenon shows that TikTok is able to foster the spirit of da'wah among the younger generation. However, in its use as a da'wah medium, TikTok is inseparable from various challenges. Not all religious content in circulation has clear sources and can be scientifically accounted for. Some of the material is even delivered without adequate scientific support so that it has the potential to cause misunderstandings among the public. Therefore, Generation Z needs to have digital literacy skills to be able to select, verify, and filter religious information in accordance with the teachings of the Qur'an and hadith [8].

In addition, the limited duration of videos on TikTok causes the discussion of complex religious material to often cannot be explained in depth. Some problems in Islamic teachings require a longer explanation so as not to cause errors in understanding the content of the message conveyed. Nevertheless, TikTok still has an important role as a medium for introducing and delivering da'wah that can encourage users to study the material more deeply through studies on other platforms or through direct learning. Thus, TikTok has become one of the da'wah media that is in accordance with the characteristics of Generation Z because it is able to adapt the method of delivering da'wah to the development of digital technology. The presence of this digital media not only facilitates the broadcasting of Islamic teachings, but also provides opportunities for Generation Z to learn, practice, and disseminate Islamic values in daily life. Therefore, the wise use of TikTok can make this platform a da'wah medium that contributes to forming a young generation that is intelligent, knowledgeable, and noble, and religious [14].

C. Supporting and Inhibiting Factors

1. Supporting Factors

a. Ease of access to technology and the internet

The rapid advancement of information technology makes it easier for Generation Z to access the TikTok application through their smartphones. Supported by the increasingly wide availability of the internet network, they can watch, search, and share da'wah content anytime and anywhere without having to attend face-to-face da'wah activities. This condition makes the spread of Islamic teachings through TikTok more practical and easy to reach by the public.

b. Gen Z's High Interest in Social Media

Generation Z is a very familiar group in the context of the development of digital technology, especially social media platforms. TikTok is one of the most frequently used applications in daily life so that the delivery of da'wah messages through this platform is easier to accept. Generation Z's proximity to social media is one of the factors that supports the effectiveness of da'wah in the digital era.

c. Presenting Engaging Content

Da'wah content presented through TikTok is generally delivered in a short video format using simple language, combined with music, illustrations, text, and interesting visual effects. The creative presentation is able to increase the interest of Generation Z to witness and understand the religious messages conveyed.

d. Increasing Religious Awareness

Some Generation Z have a desire to deepen their knowledge and understanding of Islamic teachings. TikTok is considered one of the practical media because it provides a variety of da'wah materials that can be easily accessed according to the needs of users. This convenience encourages them to continue learning and improve the quality of religious understanding.

e. The Existence of Interactive Features on Tiktok

Various features that TikTok has, such as comment columns, like buttons, share videos, live broadcasts, and other interactive features, allow communication between da'wah content creators and users. These interactions help the delivery of the message of da'wah activities to be more effective, communicative, and can reach a wider audience [6].

2. Inhibiting Factors

a. A Lot of Entertainment Content

TikTok is known as a platform dominated by a variety of entertainment content. As a result, da'wah content often receives less attention than entertainment videos that are more attractive to most users. This condition causes Generation Z's focus on religious materials to be easily distracted.

b. Social Media Addiction

Using Tiktok excessively can lead to addiction. Generation Z sometimes focuses more on entertainment than on the application to acquire religious knowledge.

c. Religious information that is not always valid

Not all da'wah content spread on TikTok comes from sources that have credibility and a clear scientific basis. The possibility of disseminating information that is not accurate or not in accordance with Islamic teachings requires users to be more careful and selective in choosing content that is used as a reference.

d. Lack of Digital Literacy Skills

Some Generation Z still have limited digital literacy skills, so they have difficulty sorting information that is in accordance with facts from information that is not in accordance with the facts. This condition has the potential to cause them to easily believe religious content whose source or truth is not clear.

e. Low Interest of Some Generation Z in Da'wah Content

Not all Generation Z have the same interest in religious material. Some of them are more interested in accessing entertainment content, lifestyle, games, and trends that are currently popular than da'wah content. This difference in interest is one of the factors that hinders the spread of Islamic messages through TikTok social media.

CONCLUSION

Based on the results of the research that has been carried out, it can be concluded that TikTok has a significant role as a da'wah media for Generation Z in Parimbunan Village. This platform is not only used as an entertainment medium, but also as a means to obtain and disseminate religious information through various forms of content, such as short lectures, Islamic motivations, Islamic studies, and education on worship procedures. The ease of accessing applications, the presentation of creative and interesting content, and the high intensity of social media use by Generation Z are factors that support the effectiveness of da'wah through TikTok. However, the use of TikTok as a da'wah medium also faces a number of challenges, including the dominance of entertainment content, the circulation of religious information that is not necessarily valid, the low digital literacy ability of some users, and the lack of interest of some Generation Z in da'wah content. Therefore, a wise, critical, and selective attitude is needed in using TikTok so that this platform can be optimally utilized as an effective da'wah medium in spreading Islamic values to Generation Z.

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