

Utilization of Tiktok Application as Da'wah Media and Innovation in Conveying Islamic Values in the Digital Age

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ABSTRACT

This research aims to analyze how the TikTok application can be used as an innovative da'wah medium in conveying Islamic values in the digital era. The main focus of this research is to explore the role of Islamic-based creative content in increasing public understanding and participation in religious teachings, especially among the younger generation. This study used a qualitative approach with a content analysis method on a number of da'wah videos on TikTok that were purposively selected based on the popularity and relevance of the message. Additional data was obtained through in-depth interviews with Islamic content creators and analysis of user comments to understand audience responses. The results show that TikTok has great potential as a medium for da'wah through short video formats that are creative, interesting, and easily accessible. Islamic values-based content, such as inspirational stories, understanding of Qur'anic verses, and explanation of hadith, can be presented in a short but effective manner. Content creators who are able to combine Islamic values with digital trends have succeeded in attracting the attention of young audiences, increasing religious awareness, and building positive discussions. The implication of this research shows that the use of TikTok as a medium for da'wah opens up new opportunities in delivering Islamic messages widely and relevantly in the digital era. The contribution of this research is to provide insights for preachers and religious institutions to utilize digital platforms effectively, and encourage innovation in modern technology-based da'wah strategies. This research also underscores the importance of digital literacy for Islamic content creators in order to deliver messages that are in accordance with religious and ethical values.

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INTRODUCTION

The digital age has brought significant changes in the way people interact, obtain information and convey messages. Social media platforms such as TikTok, with its creative and interactive short video format, has become a global phenomenon that attracts the attention of various groups, including the younger generation (Aldi, 2024). As one of the platforms with the largest users in the world, TikTok is not only a means of entertainment, but also a space for sharing information, building communities, and conveying positive messages. In this context, an important question arises about how this platform can be utilized for a greater purpose, especially in conveying religious values, including Islamic da'wah (Levin & Mamlok, 2021).

The increasing use of TikTok by the public, especially young Muslims, creates an opportunity to use the platform as an innovative medium for da'wah. Da'wah, as a process of conveying Islamic teachings, requires methods that are relevant to the times in order to be accepted by audiences who are increasingly exposed to digital technology. Therefore, investigating how TikTok can be effectively used as a medium for da'wah is important to ensure that religious messages can be delivered in a way that is appropriate and appealing to young audiences (Yang et al., 2019).

Previous research has shown that social media has a significant role in spreading religious teachings. For example, a study by Wahid et al. revealed that social media such as Instagram and YouTube were successful in raising religious awareness through creative Islam-based content. However, few studies have specifically addressed how TikTok, with its uniqueness, can be used for similar purposes (Khairanis & Aldi, 2024). Meanwhile, several other studies note that social media can also be a platform that is vulnerable to the dissemination of inaccurate information or content that is incompatible with religious values, posing additional challenges to its use in the context of da'wah (Jima'ain, 2023).

A major gap in this research is the lack of exploration of how TikTok can be optimized to effectively convey Islamic values, especially in creating content that is relevant, ethical, and engaging for the younger generation. This study seeks to fill this gap by examining how Islamic content creators utilize TikTok to preach, while analyzing the impact of this content on audiences (Aldi et al., 2023).

The purpose of this study is to explore the potential of TikTok as an innovative medium for da'wah, identify the challenges faced by content creators in conveying Islamic values on the platform, and provide strategic recommendations to improve the effectiveness of technology-based da'wah. This research seeks to answer the key question: how can TikTok be optimally utilized to deliver relevant and effective da'wah messages to the younger generation (Montag et al., 2021).

Da'wah in Islam has a conceptual understanding as an effort to convey religious teachings to others with the aim of inviting goodness and preventing evil. Theoretically, this process can be explained through Islamic communication theory, which emphasizes the importance of relevant media and methods in delivering religious messages. In the context of the digital era, social media is one of the means that can bridge da'wah communication to a wider audience (Choirin et al., 2024).

TikTok with its algorithm capable of reaching audiences based on their interests, offers a unique opportunity to deliver da'wah in a personalized and relevant way. Content creators have the ability to create short videos that are not only entertaining, but also educational and inspirational. In this case, concepts such as storytelling, contextual approaches, and the use of attractive visual

elements are important elements in the success of da'wah content on TikTok (Kusumandaru & Rahmawati, 2022).

Previous literature shows that social media has been widely used for proselytization, but each platform has its own characteristics and challenges. TikTok, for example, demands high creativity and a deep understanding of audience preferences. In addition, the approach used must consider Islamic ethical aspects so that the content remains in line with religious values. This is one of the main challenges faced by Islamic content creators on these platforms (Nasution et al., 2022).

Several related studies have shown that the use of social media for da'wah tends to be successful when the content is presented in a way that is relevant to the audience's daily lives. For example, inspirational stories or understandings of Qur'anic verses packaged in short video formats have been shown to appeal to the younger generation. However, research on how TikTok can capitalize on this trend specifically is still very limited.

TikTok also has its own challenges as a da'wah platform, such as the risk of misuse of content for inappropriate purposes or the lack of digital literacy among users. This research attempts to make a contribution by offering an in-depth analysis of how Islam-based da'wah content can be ethically and effectively developed on this platform (Ummah, 2023a).

In this research framework, a qualitative approach is used to understand the dynamics of da'wah content creation on TikTok and the audience's response to the content. Analysis of user comments, interviews with content creators, and direct observation of existing content are the main methods in this research. This research also considers theological perspectives to ensure that the analyzed content is in accordance with Islamic values.

By exploring the potential of TikTok as a medium for da'wah, this research not only provides new insights for da'wah practitioners, but also contributes to the development of Islamic communication strategies relevant to the digital era. The implications of this research include developing digital literacy for preachers, designing creative da'wah materials, and strengthening the synergy between religious values and modern technology.

This research is expected to provide guidance for preachers and religious institutions in utilizing TikTok as an effective means of da'wah. With an innovative and relevant approach, this platform can become a medium that not only conveys religious messages, but also builds a generation of Muslims who are more creative, competitive, and connected to Islamic values.

METHODS OF RESEARCH

This research uses a qualitative approach with a descriptive-analytical design to understand how TikTok is utilized as a medium for da'wah by Islamic content creators and its impact on audiences. This approach was chosen because it provides space to explore the experiences, perspectives, and practices of content creators in utilizing TikTok in depth and contextually. In addition, this design allows for more detailed analysis of narratives and content, making it relevant for answering exploratory research questions (Lambert & Lambert, 2012).

The research participants included two main groups: Islamic content creators active on TikTok and audiences who directly consume the da'wah content. Content creators were selected through purposive sampling technique with the criteria of having at least 10,000 followers, actively uploading da'wah content for the past six months, and getting positive engagement from the audience (e.g., significant number of comments or likes). Meanwhile, the audience was selected through snowball sampling based on recommendations from content creators and the TikTok user community. The total research participants included 10 content creators and 30 audiences who

agreed to participate in in-depth interviews.

Data collection was conducted through three main techniques: semi-structured interviews, content analysis, and participatory observation. Interviews were conducted to explore the content creators' views on their strategies in creating da'wah videos and the challenges faced. In addition, interviews with audiences aimed to understand their perceptions of da'wah content on TikTok. Content analysis was used to examine the visual elements, narrative, and key messages of the da'wah videos uploaded by the creators. Participatory observation was conducted by observing audience interactions and responses to da'wah content on TikTok during the research period (Kemparaj & Chavan, 2013).

The data obtained was analyzed using a thematic approach with the stages of coding, categorization, and interpretation. Interview data was transcribed and identified to find key themes, such as creator strategy, audience perception, and relevance of da'wah content. Content analysis was conducted to evaluate how visual and narrative elements are used in da'wah videos, including aspects of relevance, creativity, and Islamic values. The results of the analysis were synthesized to identify common patterns and provide insights into the use of TikTok as a medium for da'wah. Data validity was maintained through triangulation of methods and member checking with research participants to ensure the accuracy of the findings.

RESULT AND DISCUSSION

Strategies of Islamic Content Creators on TikTok

Islamic content creators use a variety of creative approaches to attract audiences on TikTok. Strategies that are often used include delivering da'wah messages in a light and relaxed style, utilizing TikTok trends, and using visual elements and music that are attractive but still in accordance with Islamic values. The da'wah content they present is usually in the form of short videos of 15 to 60 seconds, which contain religious messages, motivation, or practical guidance such as how to read the Qur'an or perform worship (Hotait & Ali, 2024).

I see TikTok as a very potential means of da'wah, especially to reach the younger generation. This platform provides a space for creators to deliver religious messages in a creative way that is relevant to everyday life. The most effective strategy is to capitalize on viral trends while incorporating Islamic values. For example, creators can follow popular challenges on TikTok, but package them in useful messages, such as Qur'anic verses, prayers, or Islamic advice. In addition, storytelling is also very effective. Inspirational stories or spiritual experiences often make audiences feel more connected to the da'wah message. the use of music and visual effects does require caution. Creators must ensure that these elements do not violate Sharia principles. Alternatively, they can use neutral instrumental music or even no music, but still be engaging with creative use of visuals. Controversy can be avoided if creators always prioritize religious values in their content. The biggest challenge is to maintain a balance between the attractiveness of the content and the authenticity of the da'wah message. Creators must also understand TikTok's algorithm so that their content can reach a wider audience. In addition, criticism from some audiences who have different views is also a challenge, so creators need to be wise in responding to comments (Interview, Riana 2024).

From the interview above, we can draw a common thread that TikTok is a very potential platform for creative da'wah, especially in reaching the younger generation. Effective strategies that can be implemented include capitalizing on viral trends by incorporating Islamic values, inspirational storytelling, and active interaction with the audience. However, the main challenge is maintaining a balance between content appeal and authenticity of religious messages, as well as dealing with algorithm limitations and audience criticism. Ustazah Zahra emphasized the importance of the intention of da'wah, the use of creative elements that remain in accordance with Sharia, and collaboration with the community to ensure that da'wah messages remain relevant, useful, and bring blessings.

In practice, creators use viral trends as an entry point to insert Islamic messages. For example, they follow challenges or use visual effects that are popular, then relate them to Islamic teachings. The use of humor and colloquial language is also characteristic, so that the da'wah message is more easily accepted by the younger generation who dominate this platform. Creators also often interact directly with the audience through the comments feature or live streaming, which provides an opportunity to answer questions about religion directly.

Creators face the challenge of maintaining a balance between the appeal of the content and the authenticity of the religious message. They must be careful that creative elements such as background music or visual effects do not contradict Islamic principles. In addition, they also need to understand TikTok's algorithm to ensure their content reaches a wider audience without losing its da'wah identity.

Islamic content creators on TikTok often utilize storytelling as a creative approach in delivering da'wah. With emotional or inspirational narratives, they are able to capture the audience's attention while conveying a deep religious message. For example, some creators share stories of their spiritual journey, profound experiences with Islam, or everyday stories relevant to religious teachings. This approach creates an emotional connection that makes the audience feel the da'wah message is more personalized and meaningful.

In addition to storytelling, collaboration with other creators is also an important strategy. Many Islamic creators work with religious leaders, ustaz, or fellow TikTok creators who have a similar vision. This collaboration not only expands audience reach, but also adds credibility to da'wah content. For example, a creator who collaborates with a well-known ustaz can attract the attention of new audiences who may have previously been less interested in da'wah content.

TikTok also offers duet and stitching features that creators use to respond to or complement existing content. In the context of da'wah, creators often use these features to respond to audience questions or clarify religious issues circulating on the platform. This allows for more intensive interaction while strengthening the creator's presence as a trusted source of information.

Presenting da'wah content in an educational format is also an effective strategy. Some creators provide simple guides, such as how to memorize verses of the Qur'an, procedures for worship, or the meaning behind religious rituals. Such content is often delivered with an attractive visual style, such as animation, infographics, or the use of colored text that makes it easier for the audience to understand the content of the message. With this approach, creators not only entertain but also educate (Saifillah, 2023).

The use of relevant hashtags is one of the content marketing techniques that TikTok creators often apply. Hashtags such as DakwahIslam, InspirasiIslam or BelajarIslam help their content to be more easily found by audiences with similar interests. In addition, the use of hashtags

also allows creators to follow global or local trends, increasing the chances of their videos going viral.

Islamic creators also try to utilize optimal upload times to ensure their videos get maximum reach. They monitor the times when their audience is most active, such as evenings or weekends, to upload content. They also frequently evaluate their content performance through TikTok's analytics feature, which helps them understand audience preferences and strategize more effective content.

However, creators' strategies are not free from ethical challenges and audience sensitivity. Creators must ensure that their content is not only engaging but also respectful of Islamic values and diverse audiences. For example, they must be careful in choosing background music or visual elements so as not to violate the principles of Shariah. The wrong approach can trigger criticism or even controversy that harms their credibility as da'wah deliverers.

In an effort to meet these challenges, some creators have started involving religious experts or the Islamic community in the content production process. This helps them ensure that the message remains authentic and does not lead to misunderstandings. With this strategy, creators not only succeed in attracting audience attention but also make a meaningful contribution to spreading Islamic values through digital media.

Audience Response to Da'wah Content on TikTok

Audiences respond to da'wah content on TikTok with considerable enthusiasm. They feel that the approach used by creators is more relevant and easy to understand than conventional da'wah methods. The message delivered in a relaxed style makes the audience feel closer to the creator, thus creating a strong emotional engagement (Ummah, 2023b).

I see that the TikTok audience is very enthusiastic about the da'wah content we create. The majority of the audience feels that the content presented on TikTok is more relaxed and easy to understand compared to conventional da'wah. This is very important, considering that the younger generation prefers content that is not only weighty but also entertaining. I often get comments expressing that our da'wah videos give them new insights into Islam, and some are even motivated to go deeper into religion, for example by reading the Qur'an or improving their worship. Yes, such criticism does exist, especially from audiences who are more sensitive to religious aspects. As a creator, I always try to understand the sensitivity of the audience. Music and visual effects are part of TikTok's appeal, but I make sure that these elements do not conflict with Islamic values. If there is criticism, I prefer to explain my intentions in preaching and make sure the audience knows that I do not intend to deviate from religious teachings. This kind of open interaction can build trust between creators and audiences (Interview, Fadhil 2024).

From the interview above, we can draw a common thread that the da'wah content on TikTok has received a very positive response from the audience, especially the younger generation who feel more connected with a relaxed and relevant approach. Despite criticism regarding the use of creative elements such as music and visual effects, Ustaz Ali tries to maintain a balance between creativity and Islamic values, and communicates openly with the audience to address such concerns. Overall, the impact of da'wah content on TikTok has proven to be significant, with many

audiences motivated to delve deeper into religion and improve their worship, making the platform an effective tool for the dissemination of beneficial Islamic messages.

Many audience members stated that they gained new insights into Islam through the short videos on TikTok. Some of them even claimed to be motivated to explore religion further, such as learning the Qur'an or improving the quality of their worship. This positive response is reflected in the significant number of likes, comments and shares on the da'wah videos.

There are also audiences who criticize certain content, especially if they feel the creative elements used are not in line with Islamic values. This shows the importance of creators to understand audience sensitivity, so that the da'wah message can be received without causing controversy (Stromer-Galley & Schiappa, 1998).

Active audience responses, such as comments and questions, are important indicators for creators in evaluating and improving the quality of da'wah content. These interactions often create constructive discussions in the comments section, where audiences share their understanding and experiences. Creators who respond well to comments can build stronger relationships with their audiences, while demonstrating their authenticity and dedication to da'wah. These interactions also allow creators to identify audience needs, so they can craft more relevant content in the future.

The criticism that arises from the audience is a challenge for da'wah creators on TikTok. This criticism is usually related to the use of creative elements that are considered not in accordance with Sharia, such as background music or a delivery style that is too casual. However, this criticism can be valuable input for creators to adjust their approach to make it more acceptable without compromising the appeal of the content. In responding to criticism, creators need to promote an open attitude and explain their da'wah objectives well, so that the audience can understand the context behind each creative element used.

Dawah content on TikTok not only provides instant insights, but also has the potential to create long-term impact. Many audience members claim to have started applying the religious messages they learn in their daily lives, such as increasing the frequency of prayer, reading the Qur'an, or improving social relationships. This shows that the da'wah approach on TikTok can be an effective initial bridge to bring the younger generation closer to Islamic values. The sustainability of this impact largely depends on the consistency of creators in delivering quality content.

Dawah creators on TikTok need to realize that their audience is very diverse, both in terms of age, background, and religious understanding. Therefore, content diversification is an important strategy to reach a wider audience segment. For example, creators can create specialized content for beginners who are new to Islam, or more in-depth content for audiences who already have religious knowledge. This approach not only expands the reach of da'wah, but also ensures that each audience feels cared for according to their needs.

The strong audience response opens up opportunities for creators to build virtual communities that focus on Islamic values. This community can serve as a space for discussion, support, and motivation for members to continue learning and practicing the religion. Creators can utilize TikTok features such as live streaming or discussion groups on other platforms to strengthen these relationships. By building a community, da'wah on TikTok will not only be one-way content, but also a collective movement that has a broader positive impact.

The Influence of TikTok as a Da'wah Media on the Young Generation

TikTok has a significant influence in building religious awareness among the younger generation. This platform allows da'wah to reach a wider and more diverse audience, including

those who were previously less exposed to religious messages. The short and interesting content format makes da'wah messages easier to accept amid the digital habits of the younger generation who tend to have short attention spans (TIKTOKS, 2024).

As a medium for da'wah, TikTok also introduces a new way to creatively convey Islamic values. Young people are not only consumers, but also creators who help spread religious messages through their videos. This phenomenon creates a new culture where Islam is more integrated into the daily lives of young people through social media.

However, using TikTok as a medium for da'wah also presents challenges, such as the risk of disseminating inaccurate information or the potential for distortion of religious messages. Therefore, efforts are needed to improve digital literacy among TikTok users so that they can sort out quality and relevant content.

TikTok's influence on the younger generation as a medium for da'wah can also be seen in the ease of access to wider information. With features that allow short videos, da'wah creators can convey religious messages in a shorter and clearer manner, which suits the habits of the younger generation who are accustomed to the rapid consumption of information. This is particularly effective for introducing Islamic teachings in a lighter and more entertaining way, making it easier to digest and accept by audiences who may not be interested in traditional da'wah methods.

TikTok is very effective as a media for da'wah because its short and dynamic content format is very suitable for the characteristics of today's young generation. They are used to fast and interesting content. TikTok provides an opportunity for da'wah messages to be delivered in a light and creative way, which is easier for young audiences who tend to have shorter attention spans to accept. One of the main challenges is to ensure that the content presented is not only engaging, but also accurate and in line with the correct teachings of Islam. Using popular trends or visual effects can be very appealing, but we must be careful not to diminish the sacredness of the da'wah message itself. Therefore, it is imperative to have a deep understanding of religious teachings as well as an awareness of how to use this medium wisely. Dawah creators need to educate audiences to be more critical in choosing content. One way this can be done is by providing clear references and giving proper explanations regarding each message conveyed. Creators can also work with scholars or Islamic educational institutions to provide guidance on how to filter good content. Ultimately, collaboration between creators, scholars, and audiences is the key to ensuring quality da'wah content on TikTok (Interview, Riana 2024).

From the interviews above, we can draw a common thread that TikTok has great potential as an effective da'wah medium for the younger generation, thanks to its short and creative content format. However, the main challenge is ensuring the accuracy of the da'wah message and keeping the content in line with Islamic teachings. Ustazah Hana emphasized the importance of digital literacy among young audiences so that they can sort out quality content. Collaboration between da'wah creators, scholars and audiences is key in ensuring that TikTok can be used wisely and beneficially as a da'wah tool.

In addition, TikTok allows the younger generation to interact directly with proselytizing content. They are not just passive viewers, but can participate in discussions, leave comments, and even create their own content related to religious messages. This participatory process shapes a

more inclusive culture, where the teachings of Islam are spread through various creative approaches, from video tutorials on worship to explanations of religious teachings in easy-to-understand and interesting language. Therefore, TikTok plays an important role in bridging the gap between the younger generation and the teachings of Islam (Cervi, 2021).

However, the main challenge in using TikTok as a medium for da'wah is the potential for inaccurate or misinterpreted information to spread. As TikTok is an open platform, anyone can create and upload content without strict supervision, which risks spreading information that could be misleading. This requires the active role of creators to ensure that the messages conveyed remain in accordance with correct Islamic values, as well as raising awareness among audiences to be more critical in choosing the content they consume.

In facing these challenges, collaboration between content creators, scholars, and educational institutions is needed to educate the younger generation about digital literacy. Good digital literacy will help audiences sort out which da'wah content is trustworthy and which can be confusing. Increased digital awareness among TikTok users will ensure that the platform remains an effective means of spreading religious messages in a positive way and impacting the lives of the younger generation.

CONCLUSION

This research shows that TikTok has become a very effective platform for Islamic da'wah, especially among the younger generation. The use of creative content, such as short videos that combine da'wah messages with visual elements and music, has successfully captured the attention of audiences and made religious messages easier to receive. Dawah creators capitalize on viral trends and a casual style of conveying Islamic teachings, thus creating a more engaging and relevant learning experience for young audiences who are used to fast-paced and interactive content consumption.

However, while TikTok offers a lot of potential, challenges remain, particularly with regard to maintaining a balance between the appeal of the content and the authenticity of the religious message. Creators must take care that creative elements such as music and visual effects do not contradict Islamic principles. In addition, good digital literacy is essential so that audiences can sort and select quality da'wah content, so that the messages conveyed remain accurate and in line with Islamic values.

With a wise and educative approach, TikTok can be an effective medium in introducing Islamic teachings to a wider audience, especially the younger generation. Collaboration between creators, scholars, and audiences is essential to create da'wah content that is not only interesting, but also useful and in accordance with religious teachings. Thus, TikTok can play a significant role in building deeper religious awareness among the younger generation.

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