USTADZ ABI AZKAKIA'S DA'WAH: Analysis of the content of messages in the Mobile Legends game on Instagram

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Abstrak

Media sosial merupakan salah satu sarana yang efektif untuk menyebarkan pesan, termasuk dalam konteks dakwah Islam, berbagai platform seperti Instagram telah memungkinkan para pendakwah untuk menjangkau khalayak yang lebih luas. Salah satu pendakwah yang memanfaatkan teknologi ini adalah Ustadz Abi Azkakia yang secara kreatif memadukan pesan dakwah dengan permainan populer. Penelitian ini bertujuan untuk menganalisis pesan dakwah yang dikemas melalui media sosial. Penelitian ini menggunakan pendekatan kualitatif dengan metode analisis konten. Data dikumpulkan melalui pengamatan non-peserta terhadap konten postingan di akun Instagram. Hasil penelitian menunjukkan bahwa ia mampu mengemas pesan dakwah dengan gaya yang menarik dan sesuai dengan kehidupan sehari-hari para pemain game. Pesan-pesan tersebut menekankan pentingnya menjaga sportivitas, menghindari perilaku negatif seperti toxic gaming, dan mengingatkan masyarakat tentang kewajiban agama yang harus tetap dipenuhi, meski di tengah kesibukan bermain game. Dengan memanfaatkan platform yang disukai oleh generasi muda, dakwah ini menjadi lebih mudah diterima dan dipahami. Manfaatkan Instagram dan Mobile Legends sebagai media yang efektif untuk menyebarkan nilai-nilai Islam secara kontekstual, relevan, dan menarik bagi audiens muda. Penelitian ini menunjukkan bahwa dakwah melalui Mobile Legends di Instagram efektif dalam menyampaikan pesan islami secara digital. Pendekatan ini meningkatkan keterlibatan generasi muda dalam memahami nilai-nilai Islam melalui media yang populer dan interaktif.

Kata Kunci: Pesan Da'wah, Mobile Legends, Instagram.

Abstract

Social media is one of the effective means of spreading the message, including in the context of Islamic da'wah, various platforms such as Instagram have allowed preachers to reach a wider audience. One of the preachers who utilizes this technology is Ustadz Abi Azkakia who creatively combines da'wah messages with popular games. This research aims to analyze da'wah messages packaged through social media. This study uses a qualitative approach with a content analysis method. Data was collected through non-participant observation of the content of posts on Instagram accounts. The results of the study show that he is able to package da'wah messages in an attractive style and in accordance with the daily life of game players. These messages emphasized the importance of maintaining a sportsmanship, avoiding negative behaviors such as toxic gaming, and reminding people of religious obligations that must still be fulfilled, even in the midst of busy playing games. By utilizing a platform that is favored by the younger generation, this da'wah becomes easier to accept and understand. Utilize Instagram and Mobile Legends as effective media to spread Islamic values in a contextual, relevant, and attractive manner to young audiences. This research shows that da'wah through Mobile Legends on Instagram is effective in conveying Islamic messages digitally. This approach increases the involvement of the younger generation in understanding Islamic values through popular and interactive media.

Keywords: Da'wah Message, Mobile Legends, Instagram.

Introduction

Basically, Islamic da'wah is the act of a person who is Muslim and spreads his religion. In this case, the process involves elements of da'wah, such as da'i elements, da'i messages, ways of preaching, mad'u (da'wah targets), and da'wah media. The purpose of this process is to attach relevant principles of Islamic teachings throughout the ages and wherever they are preached. So, da'wah is very important to spread the teachings of Islam throughout the world. The life of religious people includes da'wah. In the teachings of Islam itself, religion gives da'wah to its adherents, whether they already adhere to it or not. In today's era of globalization, technology is developing rapidly. In this case, the preacher can enter into it and deliver his da'wah to the public. Da'is must take advantage of these advances in communication technology if they want to develop their da'wah. Taking into account the existing prospects, the era of technological advancement that brings globalization, which is considered rahmatan lil al-'alamin, should oblige Muslims to preach, spread, and teach Islam around the world in order to strengthen the Islamic system around the world, in accordance with the nature of Islam as a religion of rahmatan lil al-'alamin.

Along with the advancement of the times and technology, the way humans communicate has also changed, and the pattern of interaction between humans is increasingly digital. Currently, people use social media to exchange news and information in their daily lives. As we know, social media is a set of software that allows individuals, communities, and audiences to gather in a place called cyberspace[1]. Advances in information technology have significantly changed the traditional way of delivering sermons. In the past, sermons were delivered through pulpits and private lectures. Currently, it has begun to switch to digital media such as television and radio. Social media is now the most in-demand platform. In Indonesia, social media is one of the most effective ways to spread religious teachings, especially among the younger generation who are familiar with digital technology and social media platforms such as Instagram, YouTube, and TikTok [2].

Starting an initiative can be done by choosing the right medium and in accordance with the body shape. The purpose of media selection is to make it easier for the audience to become the target of da'wah[3]. The preacher must also mention important issues that are being hotly discussed as the material for his sermon. This proves that da'wah brings inevitable changes. Social media offers an opportunity to improve the comfort of its users, but the source of information used must still be considered [4]. An interesting phenomenon in digital da'wah is the use of game elements to convey da'wah messages. In this regard, Ustadz Abi Azkakia is one of the preachers who takes advantage of the popularity of the Mobile Legends game to convey religious messages through

Instagram posts. Mobile Legends is one of the multiplayer online battle arena (MOBA) games that is very popular among Indonesian teenagers. Ustadz Abi uses Mobile Legends figures to express Islamic values such as heroism, persistence, and brotherhood (ukhwa). For example, the character of the hero in the game is used as an analogy to explain the physical and spiritual struggles in Islam [5].

The transformation of Ustad Abi Azkakia into a preacher who does the transformation of Ustad Abi Azkakia into a preacher who does Mobile Legends live streaming as well as spreading Islamic teachings by turning swear words into praise. Alternative media to convey da'wah messages include virtual social media and other online platforms. Mad'us (listener/recipient of sermons) Ustad Abi Azkakia was first introduced to Mobile Legends by them. He saw his students in the class engrossed in playing Mobile Legends and scolding each other. When he finally tried the game, Ustad Abi Azkakia was interested in how the game could make children use profanity. When trying to play Mobile Legends, the game character Lancelot became the first hero.

This da'wah method is interesting because it allows for the integration of entertainment and religious teachings. Ustadz Abi Azkakia often associates the narrative of the game with Islamic concepts such as jihad. In this context, holy war is interpreted as a struggle against lust and upholding the truth with patience. In addition, the teamwork needed in the game is also used as a symbol of the importance of Islamic brotherhood in carrying out religious teachings. This approach allows Ustadz Abi to reach young audiences who may not be interested in traditional da'wah methods [6]. However, this approach has reaped controversy, especially among conservatives. Some religious people expressed concern that combining religious elements with entertainment such as games could reduce the sanctity of the sermon's message. This criticism highlights the challenge of using popular media for preaching, where the boundaries between the delivery of religious messages and entertainment need to be maintained in such a way that it does not obscure the essence of religious teachings themselves [7]. One approach that is increasingly used in digital da'wah is the use of popular culture elements such as music, movies, and games to stimulate the interest of young audiences. For example, Ustadz Abi Azkakia uses Mobile Legends, a game popular among young people, to teach Islamic values in a context that is more relevant to daily life [5].

Digital games, especially popular ones such as Mobile Legends, are very popular with young people. Games are not just for fun, but they can also be used to convey social messages, educate, and even spread religious values [5]. In the context of da'wah, games can be used as a tool to connect religious teachings with the daily lives of worshippers. Ustadz Abi Azkakia understands

this and uses elements of Mobile Legends to convey religious messages related to the gaming experience. The purpose of this study is to analyze the religious messages conveyed by Ustadz Abi Azkakia through the Mobile Legends game on Instagram. The focus of this research is to use game elements as an analogy to convey Islamic values and examine the response of the congregation to the da'wah method. This research aims to identify the challenges and opportunities that arise from the use of game elements in da'wah, especially in the context of social media. Therefore, based on the findings and phenomena above, researchers are interested in studying the analysis of the content of Ustadz Abi Azkakia's da'wah messages in the Mobile Legends game on Instagram. This research is expected to contribute to the study of digital da'wah, especially in the use of popular cultural elements such as games to convey religious messages. In addition, this research is also expected to provide insight into how social media can be used effectively.

Research Methods

In this study, a qualitative approach of descriptive analysis is used, which focuses on narrative descriptions of how da'wah messages are conveyed and received. The data was analyzed based on the themes that appeared in Ustadz Abi Azkakia's uploads. The data analysis steps include Theme Identification, where each upload is categorized into several major themes, such as heroism, cooperation, and struggle. This theme was chosen based on the frequency of its appearance in Mobile Legends-related uploads, Audience Response Analysis where analyzing comments from followers is observed to assess their response to da'wah messages. Most of the comments contain appreciation or support for the way da'wah is carried out through this popular game. This technique allows researchers to understand the natural reaction and engagement of the audience as well as the preparation of the results, the data that has been analyzed is then interpreted into the form of a descriptive narrative that describes the effectiveness of da'wah strategies that utilize elements of popular games such as Mobile Legends [5].

Data collection techniques include documentation, Data is collected by observing Ustadz Abi Azkakia's uploads on Instagram related to Mobile Legends. This upload includes videos, images, and captions that discuss da'wah themes. Each relevant upload is collected for further analysis. As well as Comment Observation: Analysis was also carried out on the comments of Ustadz Abi Azkakia's followers. These comments are observed to understand how the audience responds to the message of da'wah. This technique allows researchers to see spontaneous responses from followers without the need to conduct direct interviews, but only observe interaction patterns in the comment column.

Discussion

The beginning of Ustadz Abi's preaching was in 2017 when he was teaching at a school, then at one moment Ustadz Abi saw his students playing the Mobile Legends game and said the word *toxic* or inappropriate, then he reprimanded his student, the word was said by his student because of the defeat his student got while playing the Mobile Legends game. Seeing his students smiling like that, Ustadz Abi's curiosity arose as he tried to play the Mobile Legends game, then he admitted that when he experienced repeated defeats, emotions and annoyances appeared, but he said istighfar when he was emotional because he lost [8].

From the findings on the behavior of his students when playing Mobile Legends, Ustadz Abi is aware that it is necessary to carry out da'wah actions, even though it cannot eliminate the toxic behavior directly, at least it can reduce the behavior, he also thinks that a behavior cannot be changed suddenly because the behavior can be changed but gradually. Ustad Abi then started his da'wah through Mobile Legends live Streaming on TikTok, he also called his congregation as "gaming congregation" and gave the name of the assembly "majelis nurul legends", the name is a pun on the name of the Mobile Legends game, this is done to be closer and not rigid to his mad'u [8].

Unlike most preachers in general, Usatdz Abi Azkakia has a uniqueness in conveying his da'wah, namely carrying out da'wah through the online game that is most popular with children and teenagers today, namely Mobile Legends. In the podcast, Ustadz Abi told about how he first got to know the Mobile Legends game until he was finally able to make the online game a da'wah medium. Ustadz Abi first got to know the Mobile Legends game in 2017. At that time, Ustadz Abi saw his students playing the game [9]. The thing that became the center of his attention was when his students uttered dirty words when losing the game. That is what motivates Ustadz Abi to provide education to them through da'wah because he feels sad about it. Until finally Ustadz Abi argued that many young people become toxic when playing Mobile Legends. This toxic behavior can occur due to several factors such as being unable to control emotions and frustration in the game, lack of awareness of good playing etiquette, and the desire to win at any cost. The term "toxic" in the Mobile Legends game refers to player behavior that is negative, rude, and disturbs the comfort of other players in the game.

In addition, on the Mobile Legends live streaming on TikTok, Ustadz Abi when playing the Mobile Legends game, he often invites his audience to type "maasyaallah" to be excited about destroying the opponent's Turret and invites the audience to say "Alhamdulillah" when they succeed in destroying or conquering the opponent's defensive Turret, then saying "Astaghfirullah" when

their team's defensive Turret is destroyed by the opponent, that is an example or application of da'wah which instead of saying dirty words or swearing into dhikr, this refers to the approach and application of da'wah bil-hikmah.

In addition, based on the results of initial observations, the researcher found one of the video content from the TikTok account @abiazkakia which was uploaded on March 29, 2024, he delivered da'wah with good speech and an understandable explanation referring to the application of the bil-hikmah da'wah method, where in essence his da'wah contains practices carried out during the fasting month will get rewards that are double g compared to ordinary months (Liandi, 2022.) The da'wah carried out by Ustadz Abi Azkakia has its own uniqueness in his style of dress. Ustadz Abi Azkakia wears everyday clothes but still wears peci. He often wears a t-shirt and sometimes wears a jacket that reads "Majelis Nurul Legends, #JemaahGaming". Ustadz Abi Azkakia in his content gave a lot of advice about the use of good words, doing good, and problems that are common to today's young people. The message and good communication pattern used by Ustadz Abi Azkakia to this audience is included in the moral and noble Islamic communication ethics [10].

The use of the da'wah method through Mobile Legends

In the process of da'wah, the use of methods is also important. Here, preachers need knowledge about religion and social issues to convey the message of da'wah to the audience, namely the congregation. This method is well received not only as a single method, but also because it can be adapted to the field. In essence, da'wah activities are related to the initial goal of building and realizing a society that focuses on goodness that is guided by true human rights values. In this plan, Da'i has the first goal of the da'wah activities that he will carry out. In the end, the principles of da'wah will emerge and become evaluation material in da'wah activities. In carrying out da'wah activities, da'wah must deal with the quality and nature of the environment and society. As explained in the social sciences, society is not a passive entity, but an environment that has perceptions, cultures, behaviors, and beliefs. Spreading religious teachings through organized activities creates a response among community members. Mad'w can get guidance from the sermons delivered by the khatib through lectures (dawa birisan) and activities organized based on Islamic principles (dawa bil har). When delivering a message, it is important to know the audience and understand their background and knowledge. By understanding their level of understanding, they can communicate religious messages in a way that is relevant, clear, and easy for them to understand. By speaking to them according to their reasoning and understanding, it can build better relationships, bridge understanding, and increase the effectiveness of preaching. However, it is

important to remember that religious truths and messages should not be ignored or underestimated when adapting communication to human reasoning.

The ultimate goal of a sermon is to convey religious teachings completely and accurately to the target audience. Therefore, we must maintain a balance between adjusting communication and maintaining the authenticity of the religious message we convey. By following the guidance in this hadith, we can become effective communicators of religious messages, appreciate the level of understanding of our listeners, and deliver them in the most appropriate way for them. Currently, technology has developed rapidly to support Daai's da'wah. Information technology that is all-digital, electronic, and internet-based offers many advantages in terms of speed, range, and accuracy. In Islamic da'wah, it is important to include information technology as a means of spreading da'wah. This needs to be taken seriously.

The form of adjustment to the condition of mad'u is shown in the da'wah carried out by Ustadz Abi Azkakia, both from the use of the media and the da'wah method he uses. Ustadz Abi himself discussed the importance of adjusting the way or method of da'wah, increasing the adjustment in the form of delivery or the media used in conveying the message of da'wah to the mad'u. Based on the results of the researcher's observations on June 17, 2024, in a video uploaded by Ustadz Abi on the Instagram account @abiazkakia on March 9, 2024, explained that in his da'wah he took advantage of the cultural development he used to convey da'wah messages to mad'u as well as the da'wah method used by Wali Songo in the past which used culture to spread da'wah messages. Ustaz Abi explained how Wali Songo taught Islamic teachings in the past using the culture of the time, namely wayang kulit, he explained what they brought to Java. Then, Ustaz Abi also said that his lecture was similar to Wali Songo and both used the same approach.

The culture referred to in Ustaz Abi's lecture is the use of Instagram social media and the Mobile Legends game which is currently popular and has many users from various circles. In the video, he said that da'wah must be in accordance with the culture, and if it is easy to prohibit something, then the da'wah is not interesting, then what? He also explained that da'wah must be carried out gradually, not immediately banning it.

(Source: Instagram screenshot @abiazkakia) (Source: Instagram screenshot @abiazkakia 00:45 minutes)

Analysis of the comments contained in Ustadz Abi Azkakia's uploads shows that this da'wah method has received a very positive response, especially from young followers. Many followers feel that da'wah through games is an approach that is relevant to their daily lives. One follower wrote, "This message is cool, bang! I can understand Islam more easily because it is related to Mobile Legends that I play every day." However, there are also followers who express concerns that using game elements to convey religious messages can reduce the sacredness of da'wah. One comment stated, "Can religion be associated with something like this? I'm worried that this makes the religious message look less serious." These concerns suggest that while this da'wah approach is innovative and interesting, there still needs to be a balance between the entertainment aspect and the essence of religion.

Meanwhile, in one of the content uploaded on Instagram, @abiazkakia taught about being grateful under any circumstances. This is based on analysis of content uploaded on December 22, 2023, with around 3 thousand likes:

> "I want to ask Mr. ustadz, is it okay to play Mobile Legends when we get a kill, thank God, thank you?" asked one of the spectators or audience. "That's a good question too, in fact we must be grateful in any situation, whether in a happy or difficult situation. Because when we are grateful, our blessings will be added and continue to help the team in times of difficulty," replied Ustadz Abi Azkakia.
> "Alhamdulillah, our reward has increased playing ML," wrote a comment on @hnrwnsbr account
> "Masya Allah... As long as you don't neglect prayer, it's safe," wrote the comment on the @ahmadfatihain account.
> "I'm really happy, especially if I help my friend use Hero Support, I've helped my friend defend from the enemy as well as help my friend who is injured again," wrote a comment on the @jakcypp_ account
> "It has to be like this, da'wah to young people, seriously sambal berc," wrote Gezian's comment.

Analyzing the audience's response to Ustadz Abi Azkakia's da'wah content is very interesting because the positive response through the comment column is very diverse and supports da'wah through social media so that it is accepted by young people who tend to often use social media in their daily lives.

Da'wah messages that contain sharia

Based on the observation results of Ustadz Abi Azkakia's upload on Instagram, it was found that elements from Mobile Legends are often used to convey da'wah messages. The characters in the game, such as heroes, are used as symbols in Islamic heroic narratives. For example, in one of

his uploads, Ustadz Abi stated that "Muslims must be like heroes who persistently fight with patience and sincerity to defend the truth".

Other elements such as teamwork in Mobile Legends games are also often associated with the importance of ukhuwah Islamiyah (Islamic brotherhood). These posts emphasize that the cooperation between team members in the game reflects how Muslims must unite and support each other in practicing religious teachings. In the video uploaded by Ustadz Abi Azkakia, there are several points explaining the message of da'wah contained in Islamic teachings, such as:

a. Say God willing, don't be confused "Attendees who are secretly observed by Allah, sometimes we as humans have a plan, so Allah also has a plan. So the best plan is the plan of Allah SWT, that when we can do anything, we should say God willing, so that we do not lose our minds". In the video footage uploaded on December 23, 2023, about the command to say God willing, if you have a plan, because the best plan is the plan of Allah SWT.

b. Reward jariyah "Don't forget to type MasyaAllah in the comment column, then it will be charity jariyah for all of us. Imagine when we type dhikr in the comment column, there are 3,170 people who read it and this will be your reward. "The video footage contains a da'wah message that is included in the sharia category. In the video, Ustaz Abi Azkakia explained that when he was live streaming playing the online game Mobile Legendsia, he invited his audience to type MasyaAllah in the comment column and would be charity. Regarding charity, Islam has also taught how to do charity. Charity is a charity whose reward is not interrupted even though it has passed away. This charity can be done as a form of saving rewards in the hereafter.

c. Don't break the bond of friendship "Never leave a friend, because that friend is our brother. So when we leave friends, we are among the hypocrites. Let us not leave our friendship, just as we break the bond of friendship." In the video clip above which contains about not breaking the relationship with Allah SWT. It is included in the category of da'wah messages, namely sharia. Ustaz Abi Azkakia explained in the video that when you have friends, never leave them, because those friends are like brothers. In addition, when leaving friends, it is the same as having broken the bond of friendship.

d. Reduce toxic habits by dhikr, "When something unwanted happens or does not meet our expectations, then don't get angry, emotional. Increase dhikr so that the black spots of sin in our hearts are reduced, therefore reduce toxic, dirty talk, and harsh talk we replace with dhikr". The video footage uploaded on October 5, 2024 contains a da'wah message to reduce rude or toxic speech in playing games and daily life. These bad habits can be eliminated by dhikr by saying astaghfirullah, subhannallah or masya allah.

(Source: Instagram screenshot @abiazkakia 00:40)

Challenges in Using Game Elements for Da'wah

The use of game elements for Islamic da'wah does have great potential, especially to reach the younger generation such as Gen Z and the millennial generation who are highly connected to technology. However, the main challenges in integrating game elements into da'wah include several important aspects:

a. Islamic Content and Values, many popular games contain elements of violence, sexual exploitation, and abusive language. These elements are contrary to the teachings of Islam, making it difficult to align moral content with game-based entertainment. According to Habib Jafar, although games can be an effective da'wah medium, players need to control their attitudes in the game so as not to get caught up in negative behavior. In addition, the use of games for da'wah must pay attention to the limits of sharia, including in the interaction between players and the depiction of characters.

b. The development of Islamic Games, making games that contain da'wah values requires a lot of time, money, and experts. The development of quality Islamic games requires large investments in technology, design, and packaging to be attractive and no less competitive than other commercial games. This is a major obstacle for organizations or individuals who want to create Islamic educational games, especially with limited resources in the industry.

c. Skepticism from the Community, some circles of society, especially the older generation, are often skeptical of the idea of using games as a means of da'wah. Games are still considered mere entertainment that is less educational, and even has the potential to have a bad influence, especially if played unsupervised. This challenge makes the use of games in da'wah must go through the right approach, such as utilizing educational content and clear Islamic values to gain the trust of parents and the community.

d. Difficulties in Measuring Impact, in contrast to traditional da'wah methods such as recitation or lectures, measuring the impact of da'wah through games is difficult to do. Methods such as direct feedback, active participation in religious discussions, or improving player morale outside of games require more sophisticated measurement tools. This challenge requires game-based da'wah to be more innovative in providing a way to measure the effectiveness of the message conveyed. (Technologue.id)

e. Competition with Other Entertainment Content, Da'wah games must be able to compete with many other entertainment content on digital platforms that are more visually appealing and thematically. If the da'wah game is not innovative, the risk of being ignored by the target audience, especially the younger generation, is very high [11].

f. Balance between Entertainment and Education: There are difficulties in ensuring that the fun elements of the game do not override the educational aspects and religious values that are intended to be conveyed. If it focuses too much on the entertainment element, the da'wah message can lose substance.

g. Effective Conveyance: While games can be a powerful tool for da'wah, their effectiveness depends on how the religious message is delivered. The use of language that is too heavy or too academic can cause confusion and even alienation for players who are less familiar with religious terminology [12].

However, the potential of games as a da'wah medium is very large considering the high number of game users among the younger generation, with 93% of internet users in Indonesia also being game players. This makes games one of the promising platforms to convey da'wah messages to a wider audience, as long as these challenges can be overcome with a wise approach. The use of this technology needs to consider social dynamics and the needs of the digital generation so that religious messages can be conveyed properly without causing miscommunication or misinterpretation.

Opportunities in Using Game Elements for Da'wah

Globally, many aspects of human life have been greatly influenced, both positively and negatively, by the information age that has dominated the modern world in recent decades. Most of these influences, especially the opportunities and challenges of religious conversion, can be directly or indirectly related to religion[13].

The positive aspects of this information age can be used by religious groups, such as opportunities to preach, to support the development of their religions, including Islam, both institutionally and in terms of weaknesses, as well as efforts to change the way of religion.

Delivering teachings dynamically. According to the author, the advancement of science and technology has greatly helped missionaries in providing modern interpretations of Islamic scriptures in the context of today. Many things that were previously unclear to scientists are now making sense thanks to advances in science and technology. Social media has become a valuable tool to facilitate access to information and communication. Social media is a platform where users can create profiles, connect with others, interact and communicate with others, and share various things virtually.

The most commonly used social media platform is YouTube. Ustaz Abi Azkakia's seriousness and consistency in spreading da'wah through Mobile Legend is motivated by the large number of followers who ask for live streaming on social media. Therefore, Ustaz Abi Azkakia is excited to spread positivity when playing Mobile Legends with other players. He did this for personal interests and for the sake of delivering da'wah through intermediaries [14]. Therefore, Ustaz Abi Azkakia is the main source of information in the Mobile Legends game that he plays, interacting with his followers and between players, especially answering questions asked during online play. Its role is to convey an understanding of Islamic values through the messages it conveys. This game is very interesting. Ustaz Abi Azkakia uses social media platforms as an intermediary for the game "The Mobile Legend": TikTok (@abiazkakiaa), Instagram (@abiazkakia), YouTube (Abi azkakia). Before getting to know Mobile Legend, he used social media for news and was active in Islamic da'wah.

Several of his TikTok accounts were blocked before his first account, most of which contained lectures about disputes, dissent, customs, and more. Recently, Ustaz Abi Azkakia's second lecture full of humor received a good response from his followers. When preaching, it is important to know the audience, understand their background, and their level of knowledge. By understanding their level of understanding, they can communicate religious messages in a way that is relevant, clear, and easy to understand.

Speaking to them according to their reason and understanding helps build better relationships, bridge understanding, and increase the effectiveness of da'wah. However, remember not to ignore or underestimate the truth and content of religious messages. The main purpose of da'wah is to convey religious teachings completely and accurately. Thus, maintaining a balance between adjusting communication and maintaining the authenticity of religious messages is very important. Da'wah can be carried out not only in the form of sermons, but also through various activities, inviting virtue, reprimands, and encouraging to remain within the framework of Islamic brotherhood.

Therefore, the context of da'wah can also aim to create social harmony, even among those who come from different backgrounds. This can be seen from the interaction in the Ustaz Abi Azkakia live chat column during the live stream. His followers are also polite, applying moral values by saying the greeting "Assalamualaikum." "Wa'alaikumsalam" or asking about Islamic laws. Due to the many interactions and questions in the live chat, Ustaz Abi Azkakia may not be able to answer all of them. In addition, there are also play activities. On the other hand, Ustaz Abi Azkakia answered many sensitive questions that he thought should not be used as material, such as his supporters' statements regarding the existence of the Dajjal and Ya'juj-Ma'gog. However, he still mentioned the relevance of Mobile Legends in the process.

For those who are involved in spreading religious teachings, Instagram is a great opportunity with many benefits. In addition, scholars and preachers who are usually behind the scenes or in front of the screen can now expand their reach by sharing religious content on social media [15]. Religious da'wah activists will more quickly focus on issues and events in cyberspace to spread Islamic norms. In addition to being casual, the use of social media, especially Instagram, for da'wah can reach the wider community effectively without being limited by distance, space, and time at a relatively low cost, because it only requires internet access. A preacher must have a good strategy so that his sermon can be read and followed by a large audience [16].

One of the strategies is to ensure that the religious content conveyed is relevant to the current issues and topics that are being discussed in the community. Along with technological advances, the style of da'wah has also developed. Da'wah activities will be effective and efficient if the methods used are strategic and on target. The importance of da'wah is not only limited to da'wah, but also the implementation of da'wah activities. The use of the internet as a forum for da'wah is an opportunity as well as a challenge to expand and prosper the understanding of Islamic da'wah [9]. Muslims must understand technological developments and be able to utilize them optimally. In terms of da'wah, the potential of the internet is very large to be utilized. However, da'wah faces many challenges that are not easy, such as rejection, insults, and slander from irresponsible individuals, as well as editing sermon videos that can cause misunderstandings and divisions in society. The younger generation needs to understand that in this millennial era, da'wah is very important, both directly and indirectly. Many heretical teachings from outside are mixed into Islam through the da'wah method.

Conclusion

Based on the results of this research, there are many ways to convey da'wah in the digital era like today, one example is Abi Azkakia who uses social media as a medium for preaching through

the Mobile Legends game. In terms of the content of the da'wah message, Ustadz Abi Azkakia managed to convey Islamic values consistently by connecting them with popular Mobile Legends elements. Themes such as heroism and teamwork are often used to reinforce Islamic teachings, such as guarding against dirty words, the importance of jihad in the sense of fighting against lust and patience in the face of life's trials. Qualitatively, the messages conveyed by Ustadz Abi Azkakia use language that is easy to understand and directly related to the world of games, which is the daily life of his audience. With a more informal approach and using terms familiar to Mobile Legends players, this da'wah message is easier for followers to accept, especially young ones. Nevertheless, some criticism still arises from those who feel that da'wah should not embrace the element of popular entertainment too much. By utilizing Instagram social media as an intermediary for da'wah, there are methods used to adjust the delivery to mad'u through the media and its challenges such as difficulties in measuring impact, Islamic content and values that need attention, skepticism from the community, competition with entertainment and educational content, and effective delivery skills.

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