

ABSTRAK

Rofiqoh Ulin Nuha, NIM. 200531100081. Teknik Komunikasi Persuasif dalam Dakwah Gus Iqdam Melalui Akun YouTube Gus Iqdam Official.

Perkembangan media sosial telah mendorong perubahan pola dakwah Islam, termasuk dalam cara penyampaian pesan keagamaan melalui platform YouTube. Akun “Gus Iqdam Official” menjadi contoh dakwah digital yang menarik perhatian publik, khususnya karena pendekatan komunikatif, gaya dakwah yang membumi, serta kedekatan emosional dengan jamaah dari berbagai latar belakang sosial. Karakteristik dakwah yang khas, seperti penggunaan bahasa lokal, selipan humor, jargon populer, dan gaya penyampaian yang tidak menggurui, menjadikan Gus Iqdam sebagai figur da’i muda yang relevan dengan konteks dakwah era digital. Penelitian ini bertujuan untuk mengetahui teknik komunikasi persuasif dalam dakwah Gus Iqdam melalui akun YouTube Gus Iqdam Official. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan metode pengumpulan data berupa observasi, wawancara, dan dokumentasi. Lima video dengan jumlah penonton tertinggi dianalisis melalui pendekatan isi pesan untuk mengidentifikasi teknik komunikasi yang digunakan dalam dakwah. Dua dari lima video tersebut juga dianalisis secara netnografis karena memiliki fitur komentar aktif, sedangkan tiga lainnya tidak menampilkan kolom komentar secara publik. Wawancara dilakukan terhadap lima informan dari kalangan jamaah. Analisis data menggunakan teori komunikasi persuasif dari Onong Uchjana Effendy dan dianalisis menggunakan model Miles dan Huberman. Hasil penelitian menunjukkan bahwa kelima teknik komunikasi persuasif digunakan secara konsisten, yaitu teknik asosiasi, integrasi, ganjaran, tataan, dan *red herring*. Teknik tataan dan ganjaran muncul sebagai teknik yang paling dominan, terlihat dalam struktur dakwah yang sistematis dan dalam penguatan nilai-nilai spiritual. Penggunaan teknik asosiasi dan integrasi membangun kedekatan antara da’i dan ma’du, sementara *red herring* dimanfaatkan untuk mencairkan suasana sebelum penyampaian pesan inti. Respons audiens dalam komentar menunjukkan keterlibatan emosional yang kuat, dan wawancara memperkuat bahwa pendekatan Gus Iqdam dianggap efektif, inklusif, serta mampu membentuk transformasi sikap dan peningkatan religiusitas jamaah.

Kata kunci: komunikasi persuasif, dakwah digital, YouTube, netnografi, Gus Iqdam

ABSTRACT

Rofiqoh Ulin Nuha, NIM. 200531100081. Persuasive Communication Techniques in Gus Iqdam's Da'wah Through the YouTube Channel Gus Iqdam Official.

The development of social media has transformed the pattern of Islamic preaching, particularly in the way religious messages are delivered through platforms such as YouTube. The "Gus Iqdam Official" channel serves as a prominent example of digital da'wah that has attracted public attention due to its communicative approach, grounded preaching style, and emotional closeness with audiences from diverse social backgrounds. The unique characteristics of Gus Iqdam's da'wah such as the use of local language, humorous remarks, popular jargon, and a non-patronizing delivery have made him a relatable young preacher in the digital era. This study aims to identify the persuasive communication techniques employed by Gus Iqdam in his da'wah on the YouTube platform Gus Iqdam Official. This research adopts a descriptive qualitative approach with data collected through observation, interviews, and documentation. Five videos with the highest number of views were analyzed using content analysis to identify the communication techniques applied in the da'wah. Additionally, two of these five videos were examined using a netnographic approach, as they featured active comment sections, while the remaining three did not display public comments. Interviews were conducted with five informants from the jama'ah (audience). Data were analyzed using Onong Uchjana Effendy's theory of persuasive communication and processed through Miles and Huberman's model of qualitative analysis. The results indicate that all five persuasive communication techniques were applied consistently: association, integration, reward, order, and red herring. The techniques of order and reward emerged as the most dominant, evident in the structured delivery of da'wah and the reinforcement of spiritual values. The use of association and integration fostered emotional closeness between the da'i and the ma'du, while red herring was employed to lighten the atmosphere before conveying the core message. Audience responses in the comment sections revealed strong emotional engagement, and the interviews supported the conclusion that Gus Iqdam's approach was effective, inclusive, and capable of fostering behavioral transformation and increased religiosity among the jama'ah.

Keywords: persuasive communication, digital da'wah, YouTube, netnography, Gus Iqdam