

Recontextualization of Hadith in TikTok Youth Culture

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Abstract

This study investigates how hadith is recontextualized within TikTok's viral culture, where short videos, humor, memes, and colloquial expressions increasingly shape the modes of Islamic da'wah. The rapid circulation of religious content on TikTok raises concerns regarding simplification, potential distortion, and the authority of hadith-based messages. Addressing this problem, the study aims to analyze the strategies used by digital creators to present and adapt hadith within a highly visual and fast-paced environment. Utilizing qualitative content analysis of trending hadith-centered da'wah videos and drawing on media recontextualization and digital religion frameworks, the findings show that creators commonly emphasize moral, motivational, and emotional elements to enhance accessibility for younger audiences. However, the study also identifies challenges such as meaning reduction, the spread of non-credible sources, and the commodification of religion driven by engagement metrics. The study concludes that while TikTok expands the reach of hadith-based da'wah, ensuring accuracy and ethical communication requires digital religious literacy, source verification, and collaboration among scholars and content creators.

Keywords: Hadith Recontextualization; TikTok Da'wah; Digital Religion

Abstrak: Penelitian ini mengkaji bagaimana hadis direkontekstualisasikan dalam budaya viral TikTok, sebuah platform yang semakin membentuk pola dakwah Islam melalui video pendek, humor, meme, dan bahasa percakapan. Peredaran cepat konten keagamaan di TikTok menimbulkan persoalan terkait penyederhanaan, potensi penyimpangan makna, serta otoritas sumber hadis. Menanggapi masalah tersebut, penelitian ini bertujuan menganalisis strategi kreator digital dalam menyajikan dan menyesuaikan pesan hadis di tengah lingkungan yang sangat visual dan serba cepat. Penelitian ini menggunakan analisis konten kualitatif terhadap video dakwah berbasis hadis yang sedang tren serta memanfaatkan kerangka teori rekontekstualisasi media dan agama digital. Hasil penelitian ini menunjukkan bahwa kreator cenderung menonjolkan aspek moral, motivasional, dan emosional agar pesan lebih mudah diterima audiens muda. Penelitian ini juga menemukan tantangan berupa reduksi makna, beredarnya sumber yang tidak kredibel, dan komodifikasi agama yang dipicu oleh logika viralitas. Penelitian menyimpulkan bahwa meskipun TikTok memperluas jangkauan dakwah berbasis hadis, akurasi dan etika penyampaian tetap memerlukan literasi keagamaan digital, verifikasi sumber, serta kolaborasi antara ulama dan kreator konten.

Kata Kunci: Rekontekstualisasi Hadis; Dakwah TikTok; Agama Digital

Introduction

The development of TikTok social media has brought about significant changes in religious communication patterns, including hadith-based da'wah (Islamic propagation). The use of short videos, memes, and popular language creates a faster, more emotional, and more easily accepted form of message delivery for the younger generation (Nurhayati et al., 2025). However, TikTok's virality pattern, which emphasizes speed, visual creativity, and entertainment, often aligns with the character of hadith scholarship, which demands precision, source validity, and depth of meaning (Manik et al., 2025). As a result, much da'wah content cites hadith only superficially, without adequate contextual explanation, thus opening up the possibility of simplification of meaning, misrepresentation of references, and even the loss of the substantive message intended to be conveyed.

The viral culture on TikTok has created a new dynamic within religious authority, where popularity often replaces competence as the basis for legitimacy. Content creators without formal academic backgrounds can easily gain influence and become religious references for millions of users (Hakim & Harapandi Dahri, 2025). This phenomenon raises ethical and academic issues related to the legitimacy of authority, the commodification of religion, and the potential for the dissemination of non-credible religious information. The viral phenomenon also demonstrates that hadith have significant potential for creative and communicative presentation in the digital space, especially for the

younger generation, who are more responsive to visual and concise presentation styles (Ghifari, 2023).

Extensive research has been conducted on digital da'wah and the use of hadith on social media. For example, Putri et al. examined the transformation of da'wah in the digital era and emphasized the shift in religious authority toward popular figures on social media (Putri et al., 2025). Nurhayati et al. highlighted the use of hadith in Instagram da'wah content, which tends to prioritize motivational messages over scientific elaboration (Nurhayati et al., 2025). Meanwhile, a study by Wahid highlighted the challenges of hadith accuracy when produced in audiovisual format (Wahid, 2023). Another study by Arya discussed the virality patterns of short da'wah on TikTok, but did not specifically address the use of hadith sources (Arya et al., 2022). Furthermore, a study by Hakim & Dahri described the phenomenon of the commodification of religious values in the content of young da'wah creators, but did not examine the recontextualization of hadith in depth (Hakim & Harapandi Dahri, 2025).

These various studies demonstrate that the study of hadith in TikTok's viral culture is still limited and often partial. A research gap is evident, particularly regarding how hadith are recontextualized and disseminated within TikTok's viral culture, which is characterized by its short duration, visual creativity, and emphasis on performativity. No research has comprehensively examined how the structure of TikTok's virality influences the way hadith are selected, presented, simplified, or even modified to meet algorithmic needs and audience preferences. Furthermore, there is limited research examining the epistemological and ethical implications of the process of hadith transformation in the highly competitive and commercial digital space.

Based on these gaps, this study aims to critically analyze how hadith are produced, displayed, and recontextualized in popular Islamic preaching content on TikTok as part of a fast-paced, algorithm-driven digital cultural ecosystem. This study also examines key issues that arise in this process, such as the reduction of meaning due to oversimplification, the quality and credibility of reference sources, the construction of religious authority that often shifts from scholars to content creators, and the influence of viral culture in shaping how users, especially the younger generation, interpret hadith. This analysis is expected to answer how the pattern of hadith dissemination on TikTok occurs, and the extent to which viral culture shapes how the younger generation understands religious teachings (Aulia & Fathoniz Zakka, 2024).

This research is important because it provides new insights into the relationship between hadith and contemporary digital culture, particularly the dynamics of TikTok's virality as a medium for da'wah that can shape people's religious consumption patterns. The findings are expected to contribute to the development of digital hadith literacy, help religious institutions formulate da'wah strategies that are more relevant to the needs of the younger generation, and offer an academic foundation for developing more ethical, accurate, and contextual da'wah practices

in the social media space. This research also provides new direction for efforts to maintain the integrity of the dissemination of hadith amidst the potential for distortion of meaning arising from competition for viral content, while maximizing the positive opportunities offered by digital da'wah as a means of social transformation and strengthening religious values in the era of viral culture.

Method

This research uses a qualitative approach with content analysis to examine the recontextualization of hadith in popular Islamic preaching content on TikTok. This approach was chosen because it can reveal presentation patterns, communication strategies, and the representation of hadith meaning in a short, visual, and fast-paced video format. Data were collected through purposive sampling, selecting hadith-based Islamic preaching content that falls into the "trending," "popular," or high interaction (likes, comments, and shares) categories within a specific period. The videos analyzed were selected from creator accounts that consistently display hadith-based Islamic preaching content, including professional ustaz (Islamic preachers), young Islamic preachers, and non-professional creators. During the data collection process, each video was recorded, transcribed, and classified based on its theme, hadith source, narrative form, and visual strategy.

Data analysis was conducted through three main stages. First, data reduction, which is the process of selecting content relevant to the research focus, particularly elements of hadith selection, delivery methods, and virality patterns. Second, data presentation in the form of analytical categories such as forms of simplification of meaning, types of da'wah approaches, visual representation, quality of hadith sources, and indications of religious commodification. Third, conclusions were drawn inductively by linking empirical findings with hadith recontextualization theory, mediatization theory, and the concept of viral culture. Data validity was tested through source triangulation and peer debriefing to ensure consistency of interpretation. With this method design, the research can comprehensively describe the dynamics of hadith interpretation within the TikTok viral ecosystem.

Results and Discussion

Hadith Presentation Patterns in TikTok Islamic Propagation Content

TikTok as a highly popular short video platform, has created a new space for the dissemination of Islamic propagation, including content based on the Prophet's hadith (Shari, 2021). Supported by algorithms that promote short, engaging, and potentially viral content, Islamic propagation creators utilize this medium to convey religious messages concisely yet persuasively. Hadith presentations in TikTok content appear in various forms, ranging from visually presented hadith quotations,

excerpts from religious scholars' sermons, hadith-based motivational narratives, to creator monologues providing brief explanations of the text's meaning. This variety of presentations not only demonstrates the creators' creativity but also reflects how Islamic propagation communication strategies adapt to the platform's fast-paced nature (Nafiah et al., 2023).

Based on observational findings, hadith content on TikTok shows significant diversity in both delivery style and audience segmentation, which confirms that digital da'wah is now increasingly pluralistic, personal, and responsive to user needs as follows :



Figure 1: Post from TikTok account @Dian Hidayat

The first content demonstrates a pattern of preaching presentation that relies on quotes from classical Islamic figures displayed as static text over an illustration of a cleric's face. This format emphasizes a simple yet symbolically powerful visual style. The moral message conveyed, about the importance of making the most of time, is presented as concise, memorable advice, without lengthy explanations or historical context. This pattern is common in TikTok motivational content, as the short text fits well with the short video duration. The use of translations or concise explanations below the quotes enhances accessibility for younger audiences, although this approach often leads to a narrowing of the meaning compared to its original context within the Islamic scholarly tradition. (Risya Fadilha, 2022)



Figure 2: Post from the TikTok account @Calon Ustadz

The second content features a preacher speaking, accompanied by Arabic text quoted as a fragment of a religious teaching. This presentation pattern combines two forms of authority: visual (the figure of the preacher) and textual (the displayed words). The strength of this format lies in the impression of seriousness and legitimacy because the material is presented in Arabic, which is often associated with the authenticity of religious sources. However, like most TikTok content, this video maintains a concise approach, presenting only one key sentence without any explanation of the sanad, the context of the hadith, or its historical relevance. This suggests that the presentation of hadith on TikTok tends to be fragmented and partial, emphasizing easy-to-consume practical messages over profound meaning.



Figure 3: Post from the TikTok account @INSOM

The third content exhibits a more dialogic and contextual presentation pattern, where the da'wah message emerges from informal conversations. The sentences convey ethical advice about not judging others. This presentation style relies on everyday language, relaxed intonation, and an informal setting, making the message more relatable to young TikTok users. Although it does not explicitly cite the hadith text, the message refers to moral values recognized in Islamic tradition. This pattern suggests that the presentation of hadith on TikTok does not always come through literal quotation; it often appears as a free interpretation or extraction of values packaged in a popular conversational style. This results in a mediation process involving both simplification and personalization of religious messages (Nadhir et al., 2025).

These three patterns demonstrate that TikTok preachers employ a combination of visual, textual, and narrative strategies to adapt religious messages to the dynamics of viral culture, which demands fast-paced, concise, and easy-to-understand content. The static text pattern emphasizes concise advice that directly touches on moral aspects; the formal preacher pattern presents literal quotations of religious teachings,

using the authority of scholars as a legitimacy support; while the casual conversational pattern packages Islamic values in popular language that is close to the audience's everyday lives. These three patterns indicate that the presentation of hadith on TikTok is shifting from a context-rich academic format to a more communicative and shareable practical moral message, but on the other hand, it has the potential to reduce the depth of interpretation and context of the hadith itself.

Recontextualization Strategy in Short Video Format

The strategy of recontextualizing hadith in TikTok short videos stems from the need to adapt religious messages to the medium's brevity, speed, and visual appeal (Bakar et al., 2025). Islamic preachers understand that audiences' attention spans only the first few seconds, so the delivery of hadith must be concise yet emotionally engaging. They often choose hadiths with universal themes such as patience, sustenance, charity, and morals, as they are easier to relate to users' life experiences. At this stage, recontextualization involves not only selecting text but also cutting the message from the overall narrative to focus on the parts deemed most relatable to digital audiences. This process automatically separates the hadith from its historical context, while simultaneously making it feel close and relevant to viewers.

After selecting a message, creators then employ narrative strategies that link the hadith to the audience's everyday problems, such as overthinking, heartbreak, burnout, or anxiety about the future. Hadith, which originated in a specific spiritual or social context, are reinterpreted into responses to the psychological issues of today's youth. This motivational narrative reinforces the impression that hadith are instant answers to modern anxieties, encouraging audiences to feel a strong emotional connection to the content. However, this approach also creates a tendency to position hadith within a self-help logic, namely as a quick solution to improve mood or increase personal motivation. This narrative connection between hadith and personal issues then becomes the gateway to viral capital, as audiences feel "touched" and compelled to share the content (Fernando et al., 2023).

In the visualization process, the creator utilizes various aesthetic elements such as melancholic background music, dramatic dark and light colors, transition effects, and bold text that emphasizes the core message of the hadith. These visualizations are not merely complementary, but are a crucial part of the recontextualization because they amplify the audience's emotional experience. Music, for example, is chosen to create a specific psychological state: melancholy for advice on patience, heroic for motivational messages, or gentle for hadiths about compassion. This strong visual aesthetic serves to envelop the hadith in a specific emotional atmosphere, so that the religious message is felt more intensely than simply read. Thus, recontextualization at this stage involves a synergy between religious texts and digital aesthetics designed to suit the audiovisual consumption patterns of the TikTok generation (Nawaffani, 2023).

The next strategy involves simplifying the language and reinterpreting the meaning of the hadith to suit the communication style of young people. Many creators replace classical terms with modern phrases such as "don't be insecure," "stay sane," or "stop overthinking," so that the hadith seems to speak today's language. This simplification facilitates initial understanding, but epistemologically carries risks because the meaning of the hadith is narrowed and positioned as a motivational slogan. This simplified interpretation often neglects to address the debates of scholars, the context of the *sabab al-wurud* (law of the dead), or the potential implications of *fiqh* (jurisprudence). Nevertheless, this linguistic strategy has proven effective in creating a psychological closeness between the audience and the hadith, and makes it easier to intertwine the religious message with everyday life experiences (Riski Pratama et al., 2024).

The strategy of recontextualizing hadith in TikTok short videos is complete when creators combine the religious message with viral situations or popular phenomena currently trending on the platform. For example, hadith are inserted into POV video trends, certain challenges, or viral audio mashups, allowing the religious message to enter the rapidly circulating popular culture. This approach allows hadith-based da'wah to appear not only as a moral message but also as part of social interactions that follow the rhythm of virality. This is where recontextualization finds its strengths and weaknesses: hadith become highly accessible and accepted, but also vulnerable to losing its depth of meaning due to being framed as part of a temporary trend. This strategy demonstrates how da'wah creators strive to creatively bridge Islamic scholarly traditions with digital culture, although it requires constant monitoring to avoid obscuring the authority of the text and the ethics of da'wah.

The Mechanism of Algorithmic Virality in the Spread of Hadith

One of the most crucial factors in the spread of hadith-based Islamic preaching content on TikTok is how the platform's algorithm works to read user preferences. TikTok's algorithm doesn't rely solely on relationships between followers, but rather emphasizes viewer behavior such as viewing duration, engagement, and follow-up interactions. Islamic preaching content that incorporates hadith tends to fall into the category of short, educational videos that leverage emotional, motivational, or situational aspects to trigger spontaneous responses from users. When a video citing hadith achieves a high retention rate, the algorithm deems it relevant to a wider audience and expands its distribution to other users with a history of consuming similar content. This mechanism serves as the first gateway to virality, as even simple content can achieve massive reach if it aligns with the interest patterns detected by the system (Ronaydi, 2023).

Once the algorithm has identified a strong retention value, the next stage is an assessment based on interaction signals. Hadith content that receives a large number of likes, comments, and shares in a short period

of time will be prioritized for inclusion on the For You Page (FYP) of more users. This is where an interesting dynamic emerges: hadith containing easy-to-understand moral, motivational, or spiritual reminders often elicit a quick emotional response from the audience, thus strengthening the algorithm's signal that the content is worthy of further distribution. The algorithm's emphasis on speed of interaction leads to rapid acceleration of hadith distribution, especially during certain moments such as Ramadan, social events, or hot public issues. At this point, virality is determined not only by the quality of the content but also by the creator's skill in generating interactions that align with the algorithm's mechanisms (Junaidi, 2020).

The algorithm's virality mechanism also shows that the distribution of hadith is not neutral, but rather favors formats that trigger instant attention. Hadith preaching videos packaged with strong visuals, emotional background music, or a dramatic delivery style tend to be more successful in attracting high attention scores. The algorithm utilizes a pattern recognition system to assess whether a video possesses characteristics previously proven to go viral, so that hadith content that meets these patterns will receive an additional distribution boost. In this context, a process of simplifying the meaning of hadith occurs, as more dramatic and concise content is often prioritized by the algorithm over videos that provide lengthy explanations or in-depth analysis. This shows that the virality of hadith does not solely reflect society's need for religious knowledge, but also the creators' adaptation to algorithmic preferences that prioritize speed of consumption and emotional appeal (Srikandi et al., 2023).

The TikTok algorithm also uses a collaborative filtering system that matches content with audience groups with similar interests. Hadith content can fall into spiritual, motivational, self-help, and even emotional healing clusters, depending on the user's interaction history (Bakar & Manik, 2024). When a video containing a hadith falls into one of these clusters, the algorithm automatically places it within a broader, yet still relevant, audience network. This mechanism results in the hadith undergoing a process of "audience boundary expansion," meaning it is consumed not only by users seeking religious knowledge but also by those interested in motivational content or life reflections. This is why hadith content often becomes trending, even though it originates from accounts that initially do not have a large following. This cluster amplification mechanism demonstrates that the virality of hadith is the result of the intersection of spiritual relevance and algorithmic intelligence.

The virality of algorithms in the dissemination of hadith demonstrates that religious authority on social media is becoming increasingly distributed. Creators who skillfully utilize algorithmic patterns can disseminate hadith far more widely than formal religious institutions or authorities that are digitally inactive. Algorithmic mechanisms that prioritize engagement, retention, and matching interest patterns enable the dissemination of hadith to operate within the logic of virality, not solely

the logic of scholarship. This presents both challenges and opportunities: while the risk of distortion of meaning is always possible, algorithms also open up new spaces for the popularity of hadith among the younger generation. Understanding these mechanisms is crucial for developing more effective da'wah strategies and maintaining the integrity of hadith scholarship in a highly competitive digital ecosystem (Bakar & Manik, 2023). Analysis of these virality mechanisms enriches our understanding of how hadith transform and circulate within TikTok popular culture.

Audience Interpretation of Hadith in Viral Culture

Audiences' interpretation of the hadith messages in viral culture no longer relies on traditional reception patterns that place text as the central reference point, but rather is formed from a complex interaction between visual content, short narratives, and emotional dynamics constructed by the creator. Viral culture on TikTok creates conditions in which hadith are understood not through thorough study, but through quick impressions formed by the experience of watching them for a few seconds (Putri et al., 2025). Audiences tend to grasp meaning based on the emotional impressions that arise in that moment, whether it's a feeling of being moved, motivated, or simply feeling "touched." This mechanism shifts the interpretation of hadith from a textual understanding to an affective understanding, where truth is more often associated with how the content is "felt" rather than how it is studied in depth.

The meaning of hadith is often perceived as a universal moral message directly relevant to the audience's daily lives, without considering the historical context or the accompanying Islamic jurisprudence. When audiences encounter content featuring hadith about time, patience, or morality, they automatically integrate the message into their personal experiences and interpret it as encouragement to improve themselves. This interpretation actually demonstrates the positive side of viral culture: its ability to resonate Islamic moral values in an easily understood format. However, on the other hand, this tendency to universalize the meaning of hadith can also lead to oversimplification, where the interpretive nuances and diversity of scholars' interpretations become invisible in the audience's reception process (Muflihini, 2024).

This phenomenon is increasingly influenced by TikTok's algorithmic logic, which displays similar content based on user preferences. Audiences who frequently watch hadith-based da'wah content are continually exposed to short motivational videos with similar themes, creating an echo chamber that reinforces certain interpretations of hadith. Within this echo chamber, audiences not only receive spiritually nuanced messages but are also exposed to a homogenous presentation style: short sentences, dramatic visuals, and motivational narratives. This leads audiences to repetitively interpret hadith within the same pattern of meaning, reducing their opportunities for richer and more comprehensive

interpretations. Technology plays a role in standardizing patterns of hadith interpretation in the digital realm (Setiawan, 2024).

This situation has given rise to a phenomenon where audiences consider the messages of hadith to be part of their digital identity. When viral da'wah content is deemed "relevant," audiences not only consume the message but also share it, save it, or incorporate it into their self-expression through comments or reposts. In this context, the interpretation of hadith is no longer merely a cognitive event but also a form of social performativity. Audiences want to demonstrate that they are religious, moral, or on a journey of self-improvement (Hidayah & Widodo, 2021). This performative interpretation is a key characteristic of viral culture, where religious messages are treated as social markers that reinforce group identity.

However, this performative interpretation does not always translate into a deep, substantive understanding. Many audiences are emotionally moved by certain preaching content but do not pursue it further into a more serious religious learning process. Viral hadith messages often trigger momentary emotional motivation, but do not transform into long-term understanding (Angfi, Aqim, Rizki, 2023). This phenomenon can be seen in the many comments containing emotional expressions such as "I've realized it," "It fits my situation perfectly," or "This is a hard slap for me," without further discussion of the source of the hadith or its context. Thus, viral culture creates a space for instant spirituality: affectively powerful, but often epistemologically shallow.

Audience interpretation within viral culture still holds positive potential if mobilized appropriately. Viral content can be an effective gateway to deeper religious learning, especially for the younger generation who have traditionally felt distanced from formal Islamic discourse. When da'wah content can spark curiosity and open new dialogues between audiences and authoritative sources of knowledge, viral culture can become a bridge to strengthening religious literacy. Thus, the primary challenge lies not in viral culture itself, but in how creators, scholars, and educational institutions can direct audience reception toward a more critical, balanced, and profound interpretation of hadith. This overall phenomenon demonstrates that interpretation within viral culture is a multifaceted process simultaneously influenced by technology, emotions, identity, and social interactions.

Conclusion

This study reveals that hadith-based da'wah on TikTok has undergone profound recontextualization driven by viral culture and algorithmic logic. To achieve speed, simplicity, and visual-emotional appeal, creators systematically simplify hadith by extracting short texts, lecture snippets, or popular dialogues, often omitting scholarly context, chains of transmission, and interpretive diversity. Consequently, hadith is transformed into accessible moral advice that prioritizes emotional resonance and immediacy over epistemological depth.

TikTok's algorithm significantly amplifies this process by favoring emotionally engaging, motivational content, thereby creating echo chambers that reinforce selective interpretations while marginalizing nuanced scholarly readings. Credibility and authenticity are further challenged when hadith are commodified for virality and monetization without proper source attribution.

Nevertheless, the impact is not entirely negative: audience responses demonstrate that such content can still foster moral awareness, personal transformation, and religious identity among digital natives. Ultimately, sustaining the integrity of hadith transmission in the digital age requires enhanced digital religious literacy, ethical guidelines for creators, and sustained collaboration between Islamic scholars and content producers.

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