Understanding the Dynamics of Islamic Media: Lukman Hakim_A Comparative Analysis of Lensamu and Aisyiyahpusat Instagram Accounts' Digital Communication Strategies

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Understanding the Dynamics of Islamic Media:
A Comparative Analysis of Lensamu and Aisyiyahpusat Instagram Accounts' Digital Communication Strategies

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ARTICLE INFO

ABSTRACT

The purpose of this research is to examine the dynamics of Islamic media on Instagram via a comparative analysis of two da'wah accounts, Lensamu and Aisyiyah Pusat. This study uses a qualitative methodology and content analysis to investigate differences in digital communication methods, message framing, and audience interaction patterns across both accounts. Primary data were taken from Instagram uploads over a specific time period, while secondary data were gathered from literature on digital communication and Islamic media. The study's findings suggest that Lensamu uses an engaging and inspiring visual approach to catch the attention of the younger population with light and easy-to-understand material. Aisyiyahpusat, on the other hand, employs a more formal and analytical communication style, focussing on in-depth material presentation and critical conversations that foster excellent interactions. These findings emphasize the significance of tailoring digital da'wah techniques to audience characteristics, as well as contributing to the creation of more adaptable Islamic communication approaches in the age of social media.

1. Introduction

Digital innovation has transformed the communication landscape, particularly in the dissemination of Islamic da'wah (Wang & Wang, 2020). Technological advancements have facilitated greater access to information and enabled a more interactive and participatory approach to religious messaging, aligning with the evolving needs of modern society (Leal-Rodríguez et al., 2023). Indonesia, as the country with the largest Muslim population, plays a significant role in global Islamic discourse. According to the Pew Research Center (2015), there are approximately 1.8 billion Muslims worldwide, constituting 24% of the global population. Indonesia contributes around 235.6 million Muslims, making up 87.18% of its total population of 270.20 million, as

recorded in the 2020 Census. This substantial demographic underscores Indonesia's pivotal role in the expansion of digital da'wah, particularly through social media platforms.

Indonesia's internet connectivity has increased dramatically during the last decade. This demonstrates that an increasing number of Indonesians have access to the internet (Solahudin & Fakhruroji, 2020). By 2024, more than 221 million Indonesians would have utilized the internet, accounting for around 79.5% of the population. Indonesia's internet user base continues to grow year after year. According to an Indonesian Internet Service Providers Association (Haryanto, 2024), the number of internet users is expected to reach 221.56 million. Previously, the number of internet users was 215.63 million in 2022-2023, a 2.67% growth from 210.03 million in 2021-2022 (Indonesia, 2024). In addition to its large Muslim population, Indonesia also has a significant youth demographic (Utomo & Sutopo, 2020). Based on Government demographic data indicates that individuals aged 15–24 account for approximately 16.35% of the total population, or around 44.2 million people. This age group is highly engaged with social media, particularly Instagram, which has emerged as one of the primary platforms for Islamic organizations to disseminate religious messages in a dynamic and adaptable manner (Faridah, 2016). As a result, leveraging social media for da'wah has become increasingly relevant, especially in reaching young audiences who exhibit digital-native information consumption patterns.

Instagram, as one of the most prominent social media platforms, offers the advantage of delivering visually engaging and easily accessible messages to a broad audience (Aziz et al., 2022). Various Islamic organizations have utilized Instagram as a digital da'wah platform. Muhammadiyah's Lensamu account, for instance, adopts a distinctive digital media strategy, emphasizing engaging and accessible content tailored to a younger audience (Erlinda & Rasyid, 2023). Conversely, Aisyiyahpusat employs a more formal and educational communication approach, focusing on Muslim women's empowerment and critical social issues. The COVID-19 pandemic further highlighted the increasing role of social media as a primary tool for digital engagement, compelling da'wah practitioners to adapt their communication strategies to an evolving media landscape (Abd Hadi Borham, 2018). According to Anggraeni & Suprabowo (2022), da'wah strategies during the pandemic required innovative and flexible approaches to overcome restrictions on face-to-face interactions while ensuring the continuity of religious messaging. This shift demonstrates that social media serves not only as a communication tool but also as a platform for da'wah innovation, particularly in crisis situations.

Research has reinforced the significance of social media in da'wah by emphasizing its role in fostering community engagement and strengthening Islamic identity (Nubowo, 2023). Atikah & Maksudi (2018) assert that social media enables a more inclusive and participatory da'wah strategy, making messages more accessible to diverse segments of society. Similarly, Asrizallis,

(2024) notes that da'wah through social media has undergone a fundamental transformation, where traditional approaches are increasingly being replaced by digital communication strategies that are more innovative and responsive to user dynamics.

Despite its potential, digital da'wah faces several challenges. Managing da'wah through social media presents notable difficulties, including content competition, ethical considerations, and message credibility (Harahap et al., 2022). Pamungkas & Halwati (2023) highlight these challenges, noting the necessity for da'wah practitioners to develop effective strategies for maintaining engagement and trust in a highly competitive digital space. In this context, Hanif & Agusman (2023) emphasize the importance of technology-driven approaches to optimize the effectiveness of da'wah messaging, particularly in an increasingly complex digital environment. The sustainability of da'wah in the modern era depends significantly on the ability of digital media to convey messages effectively and meaningfully (Virtanen & Lee, 2022). Fitriana and Nurhikmah (2022) argue that the success of digital da'wah is determined not only by the speed of information dissemination but also by the quality and authenticity of the messages delivered. Consequently, analyzing the communication strategies of da'wah platforms such as Lensamu and Aisyiyahpusat is crucial for understanding how different digital approaches influence the effectiveness of Islamic message dissemination on Instagram.

Indonesia's substantial Muslim and youth populations present a significant opportunity for Islamic organizations to develop more effective social media communication strategies (Prakash Yadav & Rai, 2017). Within this context, Instagram accounts such as Lensamu and Aisyiyahpusat play an essential role in promoting Islamic values through distinct approaches. This study aims to examine the dynamics of Islamic preaching through digital media by exploring both the opportunities and challenges involved. By analyzing the communication strategies of Lensamu and Aisyiyahpusat, this research seeks to provide valuable insights into the innovation of digital da'wah and offer strategic recommendations for Islamic media practitioners navigating the complexities of contemporary digital communication (Kammer, 2013; Muhamad Hizbullah, 2022; Reilly, 2020). Understanding these digital da'wah strategies is critical to ensuring the continued relevance of Islamic preaching in engaging younger audiences in the digital era.

2. Theoretical Framework

Islamic Media in Digital Era

The Role of Social Media in Preaching and Spreading Islamic Values

Social media has transformed the way Islamic messages are transmitted by creating an interactive environment in which da'wah is no longer constrained by geographical limits or traditional approaches (Jamirul, 2021). Digital platforms allow religious organisations to share

Islamic ideals in a more dynamic, interactive, and participatory way. According to Faridah (2016) and Fitriana and Nurhikmah (2022), the use of social media in da'wah has boosted the effectiveness of Islamic communication by including visual, audio, and text elements tailored to the needs of today's audience. According to Fitriana and Nurhikmah (2022), social media serves not just as a communication medium, but also as a venue for establishing an inclusive and socially relevant da'wah community.

A study on the use of Instagram as an Islamic communication platform.

Instagram's visual characteristics have made it one of the most popular channels for Islamic media to promote da'wah messages (Akmaliah, 2020; Mutiara, 2023). Erlinda & Rasyid (2023)found that Instagram accounts like @lensamu effectively transmit Islamic ideals to young audiences through visual and participatory ways. This platform enables the presentation of da'wah content in the form of educational graphics, videos, and captions, making religious messages easier to understand. According to these research, Instagram can be used as a strategic medium to blend aesthetic characteristics with da'wah content in order to boost audience engagement and participation.

Digital Communication and Social Media Theory

Mass Communication Theory: How Social Media Influences Public Opinion and Interaction.

McCombs and Shaw's (1972) classical mass communication theory proposes that the media plays a significant role in establishing the agenda and shaping public opinion (McCombs & Shaw, 2017). This concept has been updated in the digital age with the introduction of social media, which allows for two-way contact between the messenger and the audience (Schroeder, 2018). Social media not only disseminates information in one direction, but also allows users to develop opinions via comments, discussions, and content sharing. Thus, social media has a significant potential to influence views and social interactions, including the setting of da'wah.

Agenda Setting and Framing Theory: How the Media Frames Islamic Issues in Digital Content.

Agenda setting and framing theory provides an analytical framework for understanding how the media decides which problems are significant and how those ideas are communicated to the public (Nida et al., 2022; Schroeder, 2018). According to Scheufele (1999), agenda setting is the process by which the media selects key problems, whereas framing is the manner in which information is presented or framed, which influences audience interpretation. This theory can be applied to da'wah on social media to examine how da'wah accounts like Lensamu and Aisyiyahpusat frame Islamic issues and shape public perception through the digital content they provide.

3. Method

This study employs a qualitative approach, with a comparative content analysis method (Jensen, 2013). The qualitative technique was chosen because it allows for the exploration of the meaning, context, and nuances included in each Instagram upload, revealing the communication strategies used by the two Islamic media outlets, Lensamu and Aisyiyahpusat. The comparative content analysis method enables researchers to examine visual features, narratives, and interactions in each story, as well as uncover variances and similarities in presenting the da'wah message in detail.

Data Source, This study uses two types of data sources: (1) Primary Data, Primary data was gathered directly from Instagram uploads by the official Lensamu and Aisyiyahpusat accounts. This data contains photographs, videos, captions, hashtags, and engagement information (likes, comments, and shares) that were published during a specific timeframe. This primary data directly reflects the digital communication tactics employed by both da'wah media. (2) Secondary data are papers or journals that cover digital communication, Islamic media, and social media techniques. This literature is used to offer a theoretical foundation and to compare findings from primary data (Creswell & Creswell, 2018).

Data Collection Technique, The data was collected using two basic techniques: (1) Upload Observation, Researchers directly observed Instagram uploads from both accounts. This observation entailed gathering data in the form of images, videos, captions, hashtags, and engagement metrics. To acquire representative data on the da'wah content offered, observations were made systematically throughout time. (2) Content Type Categorisation, each uploaded file was classified according to its principal theme, such as da'wah, social, education, advocacy, or other related themes. This categorisation was performed to aid further investigation and comparison of the categories of content offered by Lensamu and Aisyiyahpusat (Creswell, 2009).

Data Analysis Technique, The data will be analysed using two major techniques: (1) Content Analysis, This technique identifies and describes communication patterns and content strategies in Instagram postings. Content analysis examines visual features, the use of language in captions, and how the da'wah message is communicated. This strategy allows researchers to identify the prevalent themes and communication styles used by each account. (2) Comparative Analysis, Once the content analysis is completed, the researchers will compare the findings from the Lensamu and Aisyiyahpusat narratives. Comparative analysis seeks to uncover parallels and variations in communication styles, message delivery methods, and degrees of audience interaction and engagement. The findings of this comparison analysis are expected to provide a thorough picture of the efficacy of the digital communication tactics used by both media to preach.

4. Result and Discussion

Lensamu dan Aisyiyahpusat Account Profile

History, Vision, Mission, and Target Audiens

Lensamu Instagram account is one of Muhammadiyah-based da'wah media's current efforts, born in response to the digital change of Islamic message dissemination. Lensamu has taken a unique approach since its inception, utilising visual and interactive technologies to engage a younger population that is comfortable with digital media. This account aims to disseminate Islamic ideals in a creative and relevant way, combining current aesthetics with traditional messages for education and inspiration. In this context, Lensamu aims to not only spread da'wah through information, but also to create a digital community that is active and responsive to current religious challenges (Cindy Diva Erlinda & Erwin Rasyid, 2023; Fitriana and Nurhikmah, 2022).

In contrast, Aisyiyahpusat is rooted in Islam's history of women's empowerment. Since its establishment, Aisyiyahpusat has been recognised as part of Muhammadiyah's efforts to advance women's roles in society and religion. This account embodies the objective of offering a forum for critical discourse and in-depth examination of Islamic social issues, particularly those concerning women's empowerment. Its purpose is to give accurate and thorough information while also encouraging constructive dialogue among scholars, activists, and the general public who want to better understand Islamic social processes. Thus, Aisyiyahpusat's target audience comprises not just the younger generation, but also those seeking critical analysis and educational content (Anggraeni & Suprabowo, 2022; Asrizallis, 2024).
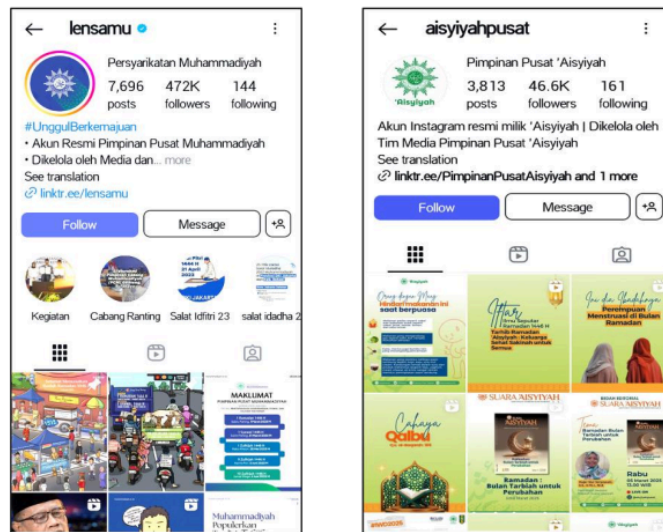

Fig. 1. Front page of Lensamu and Aisyiyahpusat Instagram Account
Source: Instagram Lensamu and aisyiyahpusat, 2025

Both accounts demonstrate a digital communication strategy that is specific to the characteristics and needs of their unique audiences. Lensamu focusses on visual aspects and interactivity to engage young audiences with light but educational information. Meanwhile, Aisyiyahpusat emphasises in-depth and analytical messaging, which aligns with a more varied target audience that expects high-quality information. This distinction reflects the diversification of da'wah techniques in the digital era, with each platform maximising the ability of digital media to deliver Islamic messages based on the qualities of the target audience (Faridah, 2016; Hanif & Agusman, 2023).

As a result, a thorough grasp of the histories, vision-mission statements, and target audiences of these two accounts is required to analyse the variations in communication tactics used on Instagram. A comparative analysis of Lensamu and Aisyiyahpusat is expected to illustrate how digital tactics can be adapted to effectively transmit da'wah messages in today's society.

Follower and Engagement Stats

Follower and engagement numbers are essential markers for determining the performance of both accounts' digital communication strategies. This metric includes not only the overall number of followers, but also a detailed analysis of how the audience interacts with the produced content. On the one hand, follower statistics reflect an account's initial appeal. A large number of followers suggests that the da'wah message has successfully captured the attention of numerous users since its inception. Furthermore, analysing follower growth over time can provide insight into the content marketing strategy's success and message consistency. For example, Lensamu account has grown significantly in followers due to an innovative and dynamic visual style that effectively addresses the younger age (Erlinda & Rasyid, 2023).

In contrast, participation, as measured by likes, comments, shares, and views on videos, provides a more detailed picture of audience participation. A high degree of engagement not only signals audience interest, but also that the message was effectively communicated. According to a study conducted by Erlinda & Rasyid (2023), uploads with Islamic da'wah and lifestyle topics have a higher average engagement rate, ranging from 5-7% of total followers, which exceeds the industry average of 2-3%.

In addition to the number of interactions, the quality of engagement is extremely crucial. Although the engagement rate on the Aisyiyahpusat account is not as high as Lensamu's in terms of likes and shares, the comments that appear are frequently analytical and in-depth, indicating that the audience not only appreciates the content but is also engaged in critical discourse on Islamic issues. This strategy allows for healthy interaction, which is one of the strategic goals of presenting da'wah messages digitally (Pamungkas & Halwati, 2023).

Table 1. Comparative analysis of Lensamu and Aisyiyahpusat Account

Statistic	Instagram Account	
	Lensamu	Aisyiyah
Post in numbers	7,696	3,813
Followers	472K	46,6K

External factors, such as Instagram algorithms, also influence follower and engagement data. Algorithms that favour high-engagement content ensure that postings that effectively capture the attention of the audience have a larger reach, boosting the likelihood of acquiring new followers. Thus, the effectiveness of a da'wah campaign on social media is measured not only by the number of followers, but also by how the audience interacts with and responds to the content provided. Overall, the examination of follower and engagement statistics paints a comprehensive picture of the effectiveness of both accounts' digital communication tactics. This data comparison allows researchers to identify strengths and areas of improvement in message delivery, as well as understand how the different approaches between Lensamu and Aisyiyahpusat impact audience interaction.

Content Catagories and Patterns

Analysis of Dominant Content Types.

Lensamu's content analysis reveals that the company posts more about da'wah, education, and Islamic living, with the goal of increasing enthusiasm and creativity among the youth. These pieces typically take the form of photographs, short films, and infographics that are easy to comprehend and visually appealing. In contrast, Aisyiyahpusat addresses more issues of advocacy, empowerment, and in-depth Islamic debate. The content offered is typically instructive, focussing on societal issues and efforts to build Islamic identity through in-depth examination. Analysis of the prominent content on both Instagram accounts Lensamu and Aisyiyahpusat reveals disparities in techniques for spreading da'wah messages via digital media. The following is an in-depth description of the types of content that dominate each account:

1) **Lensamu:**
a) Main Theme: Lensamu offers more da'wah programming that incorporates Islamic teaching and lifestyle features. These uploads have an appealing visual style, combining photos, short movies, and infographics.

b) Visual Approach: The use of vibrant colours, trendy font, and dynamic graphic components improves visual appeal. This strategy is intended to capture the attention of the younger generation, which is particularly responsive to interactive visual content.

c) Interactive information: In addition to static information, Lensamu encourages audience participation with interactive features such as tales, polls, and Q&A. This not only boosts interaction but also contributes to the formation of a strong community around the da'wah message (Erlinda & Rasyid, 2023).

2) **Aisyiyahpusat:**

a) Main Themes: Aisyiyahpusat typically addresses issues of advocacy, empowerment, and in-depth Islamic debate. The programming focusses on providing informational and analytical messages, with a particular emphasis on Islamic social issues and women's empowerment.

b) Narrative Approach: Uploads to Aisyiyahpusat typically include longer and more descriptive captions that enable critical and reflective narratives. The usage of images that are congruent with brand identity is also a crucial aspect of communicating the message, albeit in a more formal manner than Lensamu.

c) Contextual Engagement: The content offered frequently encourages the audience to engage in deeper discussions via comments. The responses provided tend to be more analytical and reflect critical thinking, in accordance with the target audience, who wants more thorough knowledge based on in-depth Islamic studies (Anggraeni & Suprabowo, 2022).

Overall, the study of content categories demonstrates that, while both accounts have da'wah goals, the tactics adopted are vastly different. Lensamu emphasises visual innovation and interactivity to convey messages in a more light-hearted and entertaining manner, whereas Aisyiyahpusat focusses on providing more informational and analytical content to foster critical discourse. These distinctions reflect the variety of techniques for using digital media as a da'wah tool, with each account leveraging its unique capabilities to reach a certain target demographic.

Visual Style, Use of Captions, and Design Elements

In this aspect, both accounts use visual and narrative elements as the main weapons to convey the message of da'wah, although with different approaches according to their respective identities.

1) Lensamu:

Lensamu has a modern, colourful, and energetic visual style. Each upload has an appealing style, consisting of photographs, graphics, and videos with great contrast and a vivid colour palette. This design approach not only captures attention but also stimulates immediate involvement, making it ideal for a younger generation audience. Captions on Lensamu are often brief, simple, and to the point, with pertinent emojis and hashtags added to improve reach. The captions frequently include

an invitation to participate, such as a question or a call-to-action, encouraging viewers to leave a remark or share the post. Design components such as a responsive layout, constant usage of filters, and minimalist graphic representations help establish the visual identity of this account (Erlinda & Rasyid, 2023).
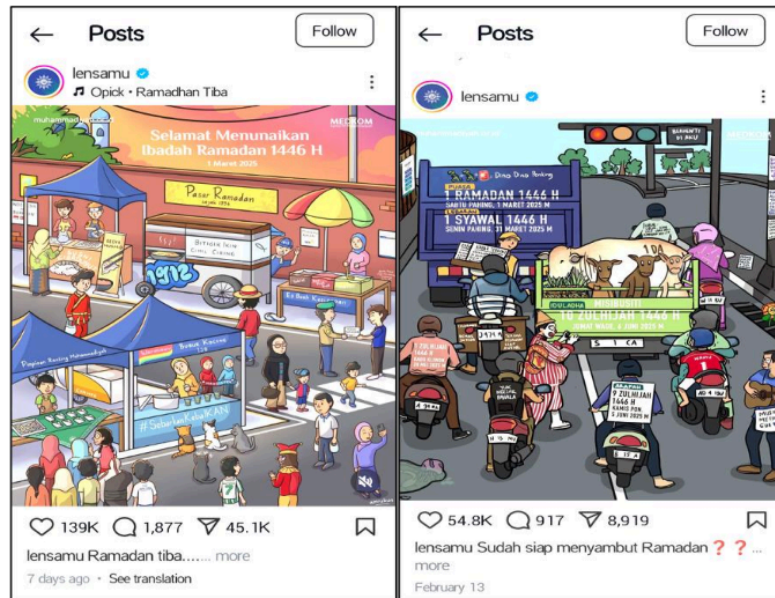
Fig. 2. Visual Style of Lensamu Account Content
Source: Instagram lensamu, 2025

2) Aisyiyah:

In comparison, Aisyiyahpusat has a more formal and consistent design style. The visuals exhibited tend to employ a calmer and more elegant colour palette, with an emphasis on typographic consistency and design elements that enhance a professional image. Each post is intended to convey information in depth, therefore the visual elements used supplement the lengthy story found in the captions. Captions on Aisyiyahpusat are typically narrative and instructive, providing context and in-depth analysis of Islamic problems, empowerment, and activism. These titles are frequently accompanied by allusions or quotations, lending credence to the information being delivered. Logos, borders, and consistent layouts can assist preserve a formal impression and make it easy for audiences to recognise account's brand identity (Anggraeni & Suprabowo, 2022; Asrizallis, 2024). Overall, Lensamu and Aisyiyahpusat's visual styles and caption usage differ, indicating communication tactics adapted to the peculiarities of their different target groups. Lensamu uses new images and interactive subtitles to pique audiences' interest and encourage immediate participation, whereas Aisyiyahpusat focusses on conveying in-depth information with a more formal narrative to educate and inspire them through critical debate.
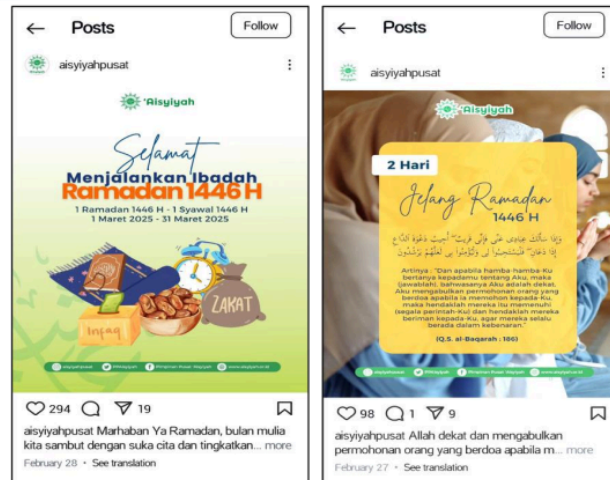
Fig. 3. Visual Style of Aisyiyahpusat Account Content
Source: Instagram Aisyiyahpusat, 2025

Communication Digital Strategies

Approaches for delivering Islamic messages

Both Instagram accounts, Lensamu and Aisyiyah Pusat, use different digital da'wah tactics to transmit Islamic messages based on their target audiences' traits and requirements.

1) Lensamu:

Lensamu conveys Islamic messages in a calm, engaging, and visually appealing manner. Lensamu messages are typically presented in basic, easy-to-understand language, accompanied by visually appealing components such as images, videos, and illustrations. This strategy is encouraged by the use of short subtitles, which frequently include emojis and calls to action to stimulate direct participation, such as polls and Q&As. Lensamu has so successfully reached a young audience that is more responsive to visual formats and real-time interactions, allowing the message of da'wah to be efficiently transmitted in the context of dynamic social media platforms (Erlinda & Rasyid, 2023).

2) Aisyiyahpusat:

On the other hand, Aisyiyahpusat conveys Islamic messages in a more formal and analytical manner. Posts on this account typically have lengthy and narrative captions that provide background and in-depth explanations on Islamic and empowerment themes. This approach emphasises the significance of presenting thorough information accompanied by critical analysis, making it appropriate for audiences seeking in-depth comprehension and constructive engagement. This strategy enables Aisyiyahpusat to foster in-depth discourse in which followers are urged to think critically about the messages delivered, rather than simply consuming information (Anggraeni & Suprabowo, 2022; Pamungkas & Halwati, 2023).

3) Synthesis of approaches:

Both approaches demonstrate the variety of digital da'wah strategies based on audience preferences. Lensamu effectively harnesses the power of graphics and quick interactions to transmit ideas in a creative and light-hearted manner, whereas Aisyiyahpusat focusses on conveying in-depth contents via structured and analytical storytelling. Each account uses Instagram to impart Islamic ideals tailored to its followers, resulting in a confluence of digital innovation and da'wah traditions.

Comparative framing in the presentation of Islamic issues.

In presenting Islamic topics, framing tactics are critical in affecting audience interpretation and perception. Scheufele (1999) defines framing as a process in which the media frames and emphasises key aspects of an issue in order for the audience to understand it in a specific way. Lensamu and Aisyiyah Pusat use framing tactics in distinct ways based on their individual qualities and communication aims.

1) Lensamu:

Lensamu uses motivating and visually appealing framing. Lensamu uploads are intended to deliver da'wah messages in a positive and motivating manner using appealing visual components. The use of brief and concise subtitles, accompanied by emoticons and calls-to-action, provides a light and simple impression. This strategy is intended to capture the attention of a youthful audience that is more receptive to visual stimuli and messages that immediately encourage positive action (Erlinda & Rasyid, 2023). Thus, the framing used by Lensamu emphasizes the aesthetic and emotional aspects that support the rapid and dynamic spread of the da'wah message.
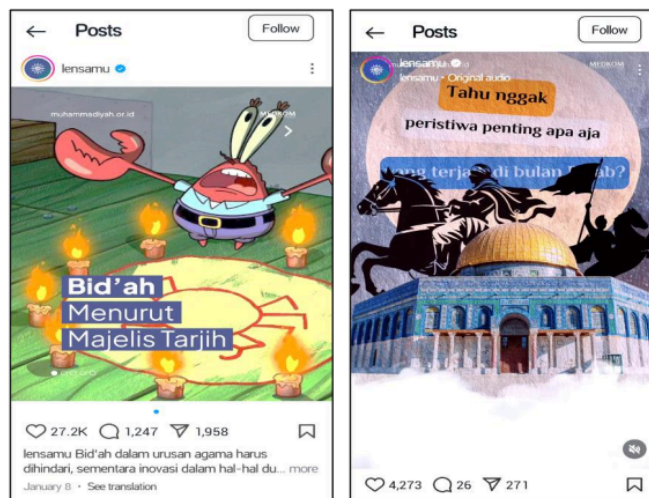

Fig. 4. Lensamu Account Issue News Framing Style
Source: Instagram Lensamu, 2025

2) Aisyiyah Pusat:

In contrast, Aisyiyahpusat's framing is more in-depth and analytical. Aisyiyahpusat posts typically offer Islamic concerns in the form of lengthy and contextual tales, with each message supported by a full explanation that incorporates historical, social, and cultural components. This framing strategy tries to encourage critical thinking and a more comprehensive discussion of Islamic problems among the audience. This approach contributes to Aisyiyahpusat's aim of not only conveying knowledge but also developing deep comprehension through thorough analysis (Anggraeni & Suprabowo, 2022; Pamungkas & Halwati, 2023).
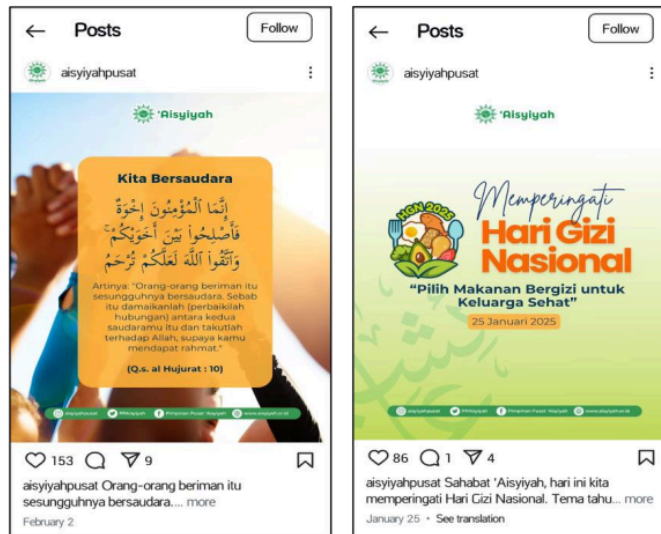

Fig. 5. Aisyiyahpusat Account Issue News Framing Style
Source: Instagram aisyiyahpusat, 2025

3) Comparative Synthesis:

Lensamu and Aisyiyahpusat use different framing tactics, highlighting the diversity of digital da'wah methodologies (Comparative Synthesis). Lensamu, with its light and uplifting framing, harnesses the power of visuals to capture and hold young audiences' attention. While Aisyiyahpusat emphasises critical analysis and in-depth background, this aligns with audiences who seek more reflective and informative speech. This distinction demonstrates that the effectiveness of da'wah communication in digital media is heavily reliant on the message deliverer's ability to tailor the framing to the characteristics of the target audience and the communication goals to be reached.

Audience Engagement and Content Effectiveness

Audience engagement is the primary metric of how efficiently content transmits the message of da'wah via digital media. Metrics such as likes, comments, shares, and video views are used to evaluate the audience's activity and responsiveness to the submitted content.

Lensamu has a strong engagement rate, with an average of likes and shares each post. The use of dynamic pictures and short captions with a call-to-action effectively encourages the viewers to respond promptly. For example, a high number of shares implies that the content provided is well-accepted and has the potential to reach a larger audience naturally. Then, For The comments area typically receives quick and spontaneous responses, indicating a young readership that values speed and inventiveness in message delivery. Although the comments are usually light-hearted, they demonstrate a great deal of enthusiasm and interest in the visual content given.

4) Aisyiyah Pusat:

Engagement Rate and Interaction:

Although the average number of likes per post on Aisyiyahpusat is significantly lower than Lensamu's, this account stands out for its level of involvement. The comments are frequently smart and analytical, showing an audience eager for a more comprehensive grasp of Islamic concerns. Meanwhile Aisyiyahpusat audiences frequently respond with critical debates and questions that enrich the dialogue. This demonstrates that, while the numerical involvement (such as the number of likes) may be lower than Lensamu's, the kind of engagement achieved supports the purpose of conveying a more informational and reflecting message. On the other hand, the effectiveness of content is determined not only by the number of interactions, but also by the quality of the responses obtained. Lensamu, with its appealing visual style and quick interaction, has effectively transmitted the message of da'wah by increasing the number of likes and shares. Meanwhile, Aisyiyah Pusat, through a more in-depth and narrative approach, creates a critical discourse space that produces quality comments and a deeper understanding of Islamic issues.

Overall, this comparison demonstrates that each technique has unique advantages. Lensamu thrives in capturing attention with inspiring visual content, whereas Aisyiyahpusat is more effective at fostering in-depth dialogue through critical discussions. The combination of these two approaches illustrates the diversification of digital communication strategies in da'wah that are suited to the features and interests of the intended audience.

Comparison and Main Findings

A comparative analysis of the Instagram accounts Lensamu and Aisyiyahpusat revealed several key similarities and differences in the digital communication strategies used, as well as the main factors influencing the effectiveness of delivering da'wah messages via social media.

Similarities and Differences in Content Strategy.

Although both accounts have the same ultimate purpose of spreading the Islamic message and educating their audiences, their content techniques differ significantly.

1) Similarities:

a) Both use Instagram's visual capacity to successfully deliver the da'wah message.

b) Lensamu and Aisyiyahpusat use interactive components to stimulate audience interaction, such as call-to-action buttons and conversation threads in the comments section.

2) Differences:

a) Lensamu prioritises light, uplifting, and visual-based content with short captions, targeting a younger audience who respond well to visual stimuli.

b) Aisyiyahpusat, on the other hand, provides instructive and analytical content with longer and more in-depth captions, catering to an audience seeking critical conversation and a greater understanding of Islamic themes.

The effectiveness of each account in reaching and influencing audiences.

The strengths of each account's strategy are in how they adjust their messaging to the qualities of their target audience:

1) Lensamu:

a) excels at creating great visual appeal with brilliant colours, dynamic graphic design, and an interactive approach.

b) A short and direct caption strategy promotes speedy replies, resulting in high likes and shares.

c) This strategy is effective at generating interest and establishing an active following, particularly among the younger generation.

2) Aisyiyahpusat:

a) Its strength is in conveying in-depth and analytical messages with a more contextual and narrative framework.

b) The use of longer captions enables critical discourse and in-depth involvement via comments.

c) This strategy has proven successful in establishing a dedicated audience, particularly among those seeking in-depth knowledge and analysis on Islamic societal concerns.

Factors Influencing the Effectiveness of Islamic Media Communications on Instagram.

Some of the major aspects that influence the success of da'wah communication via digital media include:

a) Visual Content Quality: Visually appealing content increases the likelihood of capturing user attention and stimulating interaction.

b) Presentation Consistency: Maintaining consistency in visual style, message delivery, and post frequency promotes audience identity and trust.

c) Interactivity and responsiveness: High levels of involvement, such as likes, shares, and comments, are reliable indications of communication efficacy.

d) Message Framing: How messages are constructed and framed (framing) influences how people comprehend and respond to Islamic topics.

e) Relevance of Issues and Social Context: Messages that are relevant to social conditions and audience needs help to improve communication effectiveness.

To sum up, this comparative study highlights that the success of Islamic preaching communication on Instagram depends not only on the number of followers or numerical metrics, but also on the quality of interaction and ability to convey messages tailored to the audience's characteristics. Lensamu excels at visual innovation and quick interaction, whereas Aisyiyahpusat is better at developing in-depth discourse and critical analysis. This research demonstrates that the digital communication technique must be tailored to the interests of the target audience in order for Islamic teachings to be heard and responded to effectively in the digital media era.

5. Conclusion

By comparing two accounts, Lensamu and Aisyiyah Pusat, this study unveils the dynamics of da'wah communication using Instagram media. The following conclusions can be drawn from the analysis's findings: (a) Different Content Strategy: Aisyiyahpusatprioritises the presentation of in-depth and analytical messages through lengthy narrative captions, whereas Lensamu uses an inventive and interactive visual approach with short captions to appeal to younger audiences. (b) Divergent Framing of Messages: There are notable variations in the framing strategies used. Aisyiyahpusatvalues historical context and critical analysis when framing Islamic topics, whereas Lensamu employs motivational and easily understood framing. (c) Audience Engagement and Interaction: While Lensamu received a lot of likes and shares, Aisyiyahpusatreceived more in-depth comments and critical feedback. This demonstrates that the effectiveness of communication is judged not just in quantitative terms, but also in the quality of relationships. (d) Success of Strategy Differentiation: Both accounts have unique advantages in reaching their respective audiences, emphasising the significance of tailoring digital communication tactics to audience characteristics. This tailored strategy is critical for boosting the effectiveness of transmitting Islamic messages in the digital media era.

Overall, this study demonstrates that the effectiveness of transmitting Islamic teachings via digital media necessitates a communication approach that prioritises visual characteristics while also presenting relevant, informative content that aligns with audience preferences. These findings

contribute significantly to the development of adaptable da'wah strategies in the digital era, as well as recommendations for future research on religious communication innovation.

Acknowledgment

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