

ABSTRAK

Suci Ramdhiani: *Public Speaking* Ustadz Adi Hidayat di Kanal Youtube (Studi Deskriptif Kualitatif pada Kanal Youtube Adi Hidayat Official)

Perkembangan dakwah Islam melalui media digital kian pesat, salah satunya melalui platform YouTube. Ustadz Adi Hidayat menjadi salah satu pendakwah yang aktif menyampaikan ceramah keislaman melalui kanal YouTube dengan gaya komunikasi yang khas dan menarik jutaan penonton. Penelitian ini bertujuan untuk mengetahui teknik *public speaking* yang digunakan Ustadz Adi Hidayat dalam menyampaikan dakwah di kanal YouTube, dengan menggunakan teori *public speaking* dari Stephen E. Lucas. Teori ini menekankan pada beberapa elemen penting dalam komunikasi lisan, seperti vokal, ekspresi wajah, gerak tubuh, kontak mata, artikulasi, penguasaan pesan, serta metode penyampaian.

Penelitian ini menggunakan pendekatan kualitatif dengan metode riset digital. Teknik pengumpulan data dilakukan melalui observasi dan dokumentasi terhadap lima video ceramah yang dipilih berdasarkan jumlah penonton terbanyak. Penelitian ini berfokus pada tiga elemen utama, yaitu *methods of delivery*, *the speaker's voice*, dan *the speaker's body*.

Hasil penelitian menunjukkan bahwa Ustadz Adi Hidayat menggunakan metode penyampaian ekstempore, yakni berbicara spontan namun tetap sistematis. Pada aspek suara, beliau mampu mengatur volume, intonasi, dan artikulasi secara dinamis sesuai konteks isi dakwah. Pada aspek bahasa tubuh, beliau memaksimalkan kontak mata, gerakan tangan, dan ekspresi wajah untuk memperkuat pesan dakwah serta membangun kedekatan emosional dengan audiens.

Kata Kunci: *Public Speaking*, Media Sosial, YouTube, Ustadz Adi Hidayat.

ABSTRACT

Suci Ramdhiani: Ustadz Adi Hidayat's Public Speaking on YouTube Channel (A Descriptive Qualitative Study on Adi Hidayat Official YouTube Channel)

The presence of Islamic preaching in digital media is growing rapidly, one of which is through the YouTube platform. Ustadz Adi Hidayat is one of the preachers who actively delivers Islamic lectures through his YouTube channel with a distinctive communication style that attracts millions of viewers. This study aims to identify the public speaking techniques used by Ustadz Adi Hidayat in delivering da'wah on YouTube, based on Stephen E. Lucas's public speaking theory. This theory emphasizes several key elements in oral communication such as voice, facial expressions, body movements, eye contact, articulation, message mastery, and methods of delivery.

This research uses a digital research approach. Data collection was carried out through digital observation and documentation of five selected lecture videos with the highest number of viewers on YouTube. The study focuses on three main elements: methods of delivery, the speaker's voice, and the speaker's body.

The findings reveal that Ustadz Adi Hidayat employs the extemporaneous method of delivery—speaking spontaneously while maintaining a structured and systematic message flow. In terms of voice, he effectively manages volume, intonation, and articulation to match the context and emotional tone of the message. Regarding body language, he consistently uses eye contact, measured hand gestures, and appropriate facial expressions to enhance message clarity and build emotional connection with the audience.

Keywords: Public Speaking, Social Media, YouTube, Ustadz Adi Hidayat.