

DAFTAR PUSTAKA

- Abdullah. (2019). *ILMU DAKWAH: Kajian Ontologi, Epistemologi, Aksiologi dan Aplikasi Dakwah* (Abdullah, Ed.; 1st ed.). Rajawali Pers.
- Afif Muhtar, A., Rohman, M., & Mirwan Hariri, M. (2023). Dakwah Islam dan Karakter Da'i di Era Teknologi Informasi artikel ABSTRACT. *Tahun*, 3(2), 27–38. <https://doi.org/10.28926/sinda.v3i2>
- Anas, Yusra, & Amin, S. (2024). Penggunaan Media Sosial sebagai Sarana Dakwah dan Pendidikan Agama Islam bagi Generasi Milenial. *KIIIES 5.0: Prosiding Kajian Islam Dan Integrasi Ilmu Di Era Society 5.0 (KIIIES 5.0) Pascasarjana Universitas Islam Negeri Datokarama Palu*, 3(2), 396–399. <https://doi.org/10.37092/khabar.v3i2.350>
- Andriyani Hamidah, Nurdin Ali, & Sunarto. (2024). *Kreativitas Dalam Berdakwah : Menginspirasi Lewat Potret Instan* (Andiyani Hamidah, Ed.; 1st ed.). CV. Adanu Abimata.
- Aulia, A. R. (2025). *Citra Da'i Dimata Masyarakat*. 04(02), 418–422.
- Barri, M. A. F., Ramadhan, F. H., Putra, M. A., Satresna, D., & Fajrussalam, H. (2025). FENOMENA KONSUMSI KONTEN DAKWAH DIGITAL PADA KALANGAN MAHASISWA: SYSTEMATIC LITERATURE REVIEW. *Jurnal Da'wah: Risalah Merintis, Da'wah Melanjutkan*, 8(1), 129–138. <https://doi.org/10.38214/jurnaldawahstidnatsir.v8i1.332>
- Budiantoro Wahyu. (2017). Dakwah di era digital. *KOMUNIKA, Vol.11, No.2*, 263–281.
- Bull, F. C., Al-Ansari, S. S., Biddle, S., Borodulin, K., Buman, M. P., Cardon, G., Carty, C., Chaput, J. P., Chastin, S., Chou, R., Dempsey, P. C., Dipietro, L., Ekelund, U., Firth, J., Friedenreich, C. M., Garcia, L., Gichu, M., Jago, R., Katzmarzyk, P. T., ... Willumsen, J. F. (2020). World Health Organization 2020 guidelines on physical activity and sedentary behaviour. In *British Journal of Sports Medicine* (Vol. 54, Issue 24, pp. 1451–1462). BMJ Publishing Group. <https://doi.org/10.1136/bjsports-2020-102955>

- Campbell, H. (2012). *Digital Religion: Understanding Religious Practice in New Media Worlds* (1st ed.). Routledge Taylor & Francis Group. <https://www.researchgate.net/publication/293958274>
- Cangara, H. (2005). *Pengantar Ilmu Komunikasi*. PT. Raja Grafindo Persada.
- Chanra, M., & Tasruddin, R. (2025). Peran Media Sosial sebagai Platform Dakwah di Era Digital: Studi Kasus pada Generasi Milenial The Role of Social Media as a Platform for Preaching in the Digital Era: A Case Study on the Millennial Generation. *Jurnal Kolaboratif Sains*, 8(1), 872–881. <https://doi.org/10.56338/jks.v8i1.6862>
- Dearing, J. W., & Cox, J. G. (2018). Diffusion of innovations theory, principles, and practice. *Health Affairs*, 37(2), 183–190. <https://doi.org/10.1377/hlthaff.2017.1104>
- Erlistiana, D., & Andani, M. (2020). Efektivitas Olahraga 3B (Berenang, Berkuda, Berpanah) sebagai Sarana Dakwah Islam. *BUSYRO: Journal of Broadcasting and Islamic Communication Studies*, 2.
- Fahrezi, I. A., Ramadhan, M. S., Bahar, S. A., Nggego, T. D., & Musi, S. (2024). PEMANFAATAN PLATFORM INSTAGRAM SEBAGAI MEDIA DAKWAH DI ERA GLOBALISASI. *Triwikrama: Jurnal Ilmu Sosial*, 1(2), 16–23. <https://doi.org/10.47945/al-hikmah.v1i2.722>
- Fahrurrozi. (2017). *Model - Model Dakwah di Era Kontemporer* (Abdullah Subhan, Ed.). LP2M UIN Mataram.
- Fatimatul Aula, Z., Wahyudin, A., Sutisna, D., Komunikasi dan Penyiaran Islam, J., Dakwah dan Komunikasi, F., & Sunan Gunung Djati, U. (2025). Interaksi Simboli Da'i dalam Membangun Citra Da'i Di Media Sosial. In *Jurnal Komunikasi dan Penyiaran Islam* (Vol. 10).
- Gagliardi, A. (2025, February 27). *How the Instagram Algorithm Works in 2025 (and How to Make It Work for You)*. Later Blog. <https://later.com/blog/how-instagram-algorithm-works/>
- Hasnah, S., Susanto, N., Syahrudin, S., Solehuddin, Moh., Yuniarti, E., & Irawan, I. (2023). Implementasi Nilai-Nilai Islam dalam Pendidikan Jasmani dan Olahraga untuk Membentuk Karakter Ulul Albab. *At-Ta'dib*, 18(1), 18–27. <https://doi.org/10.21111/attadib.v18i1.9909>

- Heilmann, F., Weinberg, H., & Wollny, R. (2022). The Impact of Practicing Open- vs. Closed-Skill Sports on Executive Functions—A Meta-Analytic and Systematic Review with a Focus on Characteristics of Sports. In *Brain Sciences* (Vol. 12, Issue 8). MDPI. <https://doi.org/10.3390/brainsci12081071>
- Hidayat-ur-Rehman, I., Akram, M. S., Malik, A., Mokhtar, S. A., Bhatti, Z. A., & Khan, M. A. (2020). Exploring the Determinants of Digital Content Adoption By Academics: The Moderating Role of Environmental Concerns and Price Value. *SAGE Open*, 10(2). <https://doi.org/10.1177/2158244020931856>
- Highfield, T., & Leaver, T. (2016). Instagrammatics and digital methods: studying visual social media, from selfies and GIFs to memes and emoji. *Communication Research and Practice*, 2(1), 47–62. <https://doi.org/10.1080/22041451.2016.1155332>
- Huang, S., Yuan, Y., & Ji, Y. (2024). “The Strength of Weak Ties” Varies Across Viral Channels. *ArXiv Cornell University*. <http://arxiv.org/abs/2408.03579>
- Husna, F. (2020). *SPORTS HIJAB: Keeping Healthy Suggestion, Muslimah, and Islamic Da’wa Practice*. <https://www.fimela.com/news-entertainment/read/4258649/tetap-olahraga-di-rumah-simple-workout>
- Instagram. (2010, August 5). *Introducing Instagram Reels*. Instagram.Com. <https://about.instagram.com/blog/announcements/introducing-instagram-reels-announcement?>
- Irmayanti, A., & Saidah, M. (2024). Difusi Inovasi Dakwah Digital pada Komunitas @Remisyaoofficial di Instagram dalam Mempersuasi Program Dakwah di Kalangan Remaja. *Medium: Jurnal Ilmiah Fakultas Ilmu Komunikasi*, 11(2), 192–212.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- KEMENAG. (2019). Al-Qur’an dan Terjemahnya. In Lajnah Pentashihan Mushaf Al-Qur’an (LPMQ) (Ed.), *Al-Qur’an dan Terjemahnya* (Penyempurnaan 2019, pp. i–1232). Kementerian Agama Republik Indonesia. <https://quran.kemenag.go.id>

- Kemp Simon. (2024, January 31). *Digital 2024: Global Overview Report*. Data Reportal. <https://datareportal.com/reports/digital-2024-global-overview-report>
- Khan, W., Ali, A., Khan, S., & Yazdani, N. (2020a). Islamic perspective regarding the promotion of health and participation in sports activities. *Journal of Islamic Thought and Civilization*, 10(1), 365–374. <https://doi.org/10.32350/jitc.101.20>
- Khan, W., Ali, A., Khan, S., & Yazdani, N. (2020b). Islamic perspective regarding the promotion of health and participation in sports activities. *Journal of Islamic Thought and Civilization*, 10(1), 365–374. <https://doi.org/10.32350/jitc.101.20>
- Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social media? Get serious! Understanding the functional building blocks of social media. *Business Horizons*, 54(3), 241–251. <https://doi.org/10.1016/j.bushor.2011.01.005>
- Konopka, M. J., Keizer, H., Rietjens, G., Zeegers, M. P., & Sperlich, B. (2024). A critical examination of sport discipline typology: identifying inherent limitations and deficiencies in contemporary classification systems. *Frontiers in Physiology*, 15. <https://doi.org/10.3389/fphys.2024.1389844>
- Kozharinova, M., & Manovich, L. (2024). Instagram as a narrative platform. *First Monday*, 29.
- Krisna, C., & Pratama, R. (2025). DAKWAH DI ERA DIGITAL: INOVASI MEDIA SEBAGAI RESPON TERHADAP KEBUTUHAN UMAT KONTEMPORER. *Al-Idarah: Jurnal Manajemen Dakwah DARA*H: *JURNAL MANAJEMEN DAKWAH*, 1(1), 11–21. <https://doi.org/10.61341/idarrah/v1i1.002>
- Lin Fuqi, Lu Xuan, & Ai Wei. (2023). Adoption of Recurrent Innovations: A Large-Scale Case Study on Mobile App Updates. *ACM Journal*, 18(1).
- Liu, Q.-H., Lü, F.-M., Zhang, Q., Tang, M., & Zhou, T. (2018). *Impacts of Opinion Leaders on Social Contagions*. <https://doi.org/10.1063/1.5017515>

- Lungu, M. (2022). The Coding Manual for Qualitative Researchers. *American Journal of Qualitative Research*, 6(1), 232–237. <https://doi.org/10.29333/ajqr/12085>
- McDowell, M. L. (2022). What do we mean when we say ‘sport’? *Sport in History*, 42(4), 467–490. <https://doi.org/10.1080/17460263.2022.2111600>
- McQuail, Denis. (2011). *McQuail’s mass communication theory* (6th ed.). Sage Publications, Sage Publications.
- Meta Newsroom. (2025, June). *New Instagram Features to Help You Connect*. Meta.Com. <https://about.fb.com/news/2025/08/new-instagram-features-help-you-connect/>
- Nasrullah Rulli. (2015). *Media Sosial: Perspektif Komunikasi, Budaya, dan Sosioteknologi* (Nurbaya S. Nunik, Ed.; 4th ed.). Simbiosis Rekatama Media.
- Nisa, E. F. (2018a). Creative and Lucrative Dawa: The Visual Culture of Instagram amongst Female Muslim Youth in Indonesia. In *Asiascape: Digital Asia* (Vol. 5, Issues 1–2, pp. 68–89). Brill Academic Publishers. <https://doi.org/10.1163/22142312-12340085>
- Nisa, E. F. (2018b). Creative and Lucrative Dawa: The Visual Culture of Instagram amongst Female Muslim Youth in Indonesia. In *Asiascape: Digital Asia* (Vol. 5, Issues 1–2, pp. 68–89). Brill Academic Publishers. <https://doi.org/10.1163/22142312-12340085>
- O’Connor, J., Alfrey, L., & Penney, D. (2024). Rethinking the classification of games and sports in physical education: a response to changes in sport and participation. *Physical Education and Sport Pedagogy*, 29(3), 315–328. <https://doi.org/10.1080/17408989.2022.2061938>
- Palinkas, L. A., Horwitz, S. M., Green, C. A., Wisdom, J. P., Duan, N., & Hoagwood, K. (2015). Purposeful Sampling for Qualitative Data Collection and Analysis in Mixed Method Implementation Research. *Administration and Policy in Mental Health and Mental Health Services Research*, 42(5), 533–544. <https://doi.org/10.1007/s10488-013-0528-y>

- Prawira, Y. B., & Simamora, I. Y. (2025). *Strategi Komunikasi Da'i dalam Menanamkan Nilai-Nilai Agama Islam di Medan Tembung*. 15(1), 2025. <https://doi.org/10.47766/liwauldakwah.v15i1.6103>
- Prihadyanti, D., Aziz, S. A., & Sari, K. (2024). Diffusion of Social Innovation: the Innovation Provider's Perspective. *Journal of the Knowledge Economy*, 15(1), 4516–4570. <https://doi.org/10.1007/s13132-023-01365-y>
- Puspitasari, Y., Tinggi, S., Dakwah, I., Komunikasi, D., & Bogor, I. (2024). TABAYYUN JURNAL KOMUNIKASI PENYIARAN ISLAM Volume 4 No 2 (2024) MEDIA DAKWAH PEMUDA HIJRAH BANDUNG: ANALISIS TEORI DIFUSI INOVASI. *TABAYYUN: Jurnal Komunikasi Dan Penyiaran Islam*, 4(2), 18. <https://ejournal-stidkibogor.ac.id/index.php/tabayyun>
- Rejeki, A. S., Ma'ruf, A., & Husna, L. (2024). Efektivitas Video Pendek dalam Meningkatkan Nilai Keislaman Gen Z. *At-Thullab: Jurnal Pendidikan Islam*, 1, 25–38.
- Rogers, E. M. . (2003). *Diffusion of innovations (5th ed.)* (5th ed., Vol. 5). Free Press, New York.
- Ruhandi Rudi, Nugroho A. Wildan, & Mahardhani J. Ardhana. (2021). Olahraga Kebugaran Dan Kesehatan Dalam Perspektif Islam. *Jurnal Pelangi: Jurnal Pemikiran Dan Penelitian Anak Usia Dini*, 3 No.2, 64–80.
- Safko, Lon. (2010). *The social media bible : tactics, tools, and strategies for business success*. Wiley.
- Sassine, J., Ramandad Hazhir, & Tucker, C. (2020). *How network structure impacts socially reinforced diffusion?*
- Schlunegger, M. C., Zumstein-Shaha, M., & Palm, R. (2024). Methodologic and Data-Analysis Triangulation in Case Studies: A Scoping Review. In *Western Journal of Nursing Research* (Vol. 46, Issue 8, pp. 611–622). SAGE Publications Inc. <https://doi.org/10.1177/01939459241263011>
- Seghal, M. (2024). *A STUDY ON THE USE OF INSTAGRAM REELS TO DRIVE CUSTOMER ENGAGEMENT*.

- Setyawan, S. (2017). POLA PROSES PENYEBARAN DAN PENERIMAAN INFORMASI TEKNOLOGI KAMERA DSLR. *146 Komuniti*, 9(2). www.canon.co.id
- Silvia, M., & Sukmayadi, V. (2019a). STRATEGI CONTENT CREATOR PADA DAKWAH DI MEDIA SOSIAL (Studi Kasus pada Akun Instagram @pejuang.mahar). *ResearchGate*. <https://doi.org/10.13140/RG.2.2.30224.76804>
- Silvia, M., & Sukmayadi, V. (2019b). *STRATEGI CONTENT CREATOR PADA DAKWAH DI MEDIA SOSIAL (Studi Kasus pada Akun Instagram @pejuang.mahar)*. <https://doi.org/10.13140/RG.2.2.30224.76804>
- Spann, B., Mead, E., Maleki, M., Agarwal, N., & Williams, T. (2022). *Applying Diffusion of Innovations Theory to Social Networks to Understand the Stages of Adoption in Connective Action Campaigns*.
- Sprout Social. (2023, March 16). *Hashtags: What they are and how to use them effectively*. Sprout Blog. <https://sproutsocial.com/insights/what-is-hashtagging/>
- Suisyanto. (2020). *Retorika Dakwah-dalam Perspektif Al-Quran* (Alviana, Ed.). Samudra Biru.
- Sukayat, T. (2023). Jurnal Ilmu Dakwah Da'wah communication in the Contemporary Era: Implementing da'wah ethics on social media. *Jurnal Ilmu Dakwah*, 43(2), 375–390. <https://doi.org/10.2158/jid.43.2.18465>
- Taufikurrahman, & Setyowati, E. (2024). Sistem Komunikasi Dakwah di Era Digital Melalui Instagram, Tiktok, Youtube. *Al-Mada: Jurnal Agama, Sosial, Dan Budaya*, 7, 103–116. <https://doi.org/10.31538/almada.v7i1.4977>
- Ulfa Ni, L., & Pramayuani, T. (2020). *Dakwah Dan Pencak Silat: Mengenalkan Islam Melalui Jalan Hikmah* (Vol. 4, Issue 1).
- Uyun, N., & Syaputra, A. (2025). Analisis Tren, Pendekatan, dan Strategi Implementasi Difusi Inovasi dalam Pendidikan Dasar. *Jurnal Pedagogos : Jurnal Pendidikan STKIP Bima*, 7(1).

- Yin, R. K., Calvin, Y., & Mali, G. (2018). *61 A BOOK REVIEW: CASE STUDY Title: Case Study Research and Applications: Design and Methods (6 th ed.)*. <https://doi.org/http://dx.doi.org/10.1563>
- Yuliasih, M. (2021). PEMANFAATAN INSTAGRAM SEBAGAI MEDIA DAKWAH BAGI GENERASI MILLENIAL. *Jurnal DA'WAH: Risalah Merintis, Da'wah Melanjutkan*, 4(2), 65–76. <https://doi.org/10.38214/jurnaldawahstidnatsir.v4i02.106>
- Yusuf Yunan, & Nasir Haedar. (2020). *Tafsir Musibah: Esai Agama, Lingkungan, Sosial-Politik, dan Covid-19* (Hakim A. Sudarnoto & Zubair, Eds.; 1st ed., Vol. 1). Suara Muhammadiyah.
- Zhai, Y., Ding, Y., & Zhang, H. (2021). *Innovation adoption: Broadcasting vs. Virality*.
- Zino, L., Ye, M., & Cao, M. (2022). Facilitating innovation diffusion in social networks using dynamic norms. *PNAS Nexus*, 1(5). <https://doi.org/10.1093/pnasnexus/pgac229>
- Zondo, N. S., & Ndoro, J. T. (2023). Attributes of Diffusion of Innovation's Influence on Smallholder Farmers' Social Media Adoption in Mpumalanga Province, South Africa. *Sustainability (Switzerland)*, 15(5). <https://doi.org/10.3390/su15054017>