

ABSTRAK

Fathin Intania Putri Setiawan: “Strategi Konten Dakwah pada Akun Instagram (Studi Kasus pada Akun Instagram @dakwahvisual.id)

Perkembangan media sosial, khususnya Instagram, membuka ruang bagi penyampaian dakwah melalui konten visual. Akun Instagram @dakwahvisual.id memanfaatkan media tersebut melalui ilustrasi, infografis, tipografi, dan carousel dengan tema keislaman yang relevan dengan kehidupan sehari-hari. Penelitian ini dilakukan karena kajian strategi konten dakwah dengan kerangka The Content Strategy Quad masih terbatas.

Adapun tujuan dari penelitian ini untuk mengetahui dan menganalisis strategi konten dakwah pada akun Instagram @dakwahvisual.id berdasarkan aspek *Substance*, *Structure*, *Workflow*, dan *Governance*.

Penelitian ini menggunakan teori *The Content Strategy Quad* dari Kristina Halvorson dan Melissa Rach yang mencakup empat komponen, yaitu *Substance*, *Structure*, *Workflow*, dan *Governance*. Keempat komponen tersebut digunakan untuk menganalisis strategi konten dakwah pada akun @dakwahvisual.id.

Dalam penelitian ini menggunakan paradigma konstruktivistik dengan pendekatan kualitatif dan metode studi kasus. Data diperoleh melalui observasi, wawancara mendalam dengan Sigit Setiawan selaku *founder* sekaligus pengelola tunggal, dan dokumentasi. Analisis data dilakukan melalui reduksi data, penyajian data, serta penarikan kesimpulan dan verifikasi.

Hasil penelitian menunjukkan bahwa *Substance* diterapkan melalui konten edukasi, motivasi, dan nasihat Islami dengan sasaran utama usia 17–24 tahun serta sumber materi yang diverifikasi. *Structure* diterapkan melalui format carousel, reels, dan feed dengan dukungan cover, hashtag, dan caption interaktif. *Workflow* dilakukan secara sistematis mulai dari pencarian ide berbantuan AI hingga evaluasi melalui Instagram Insights. *Governance* diterapkan melalui pengelolaan mandiri oleh *founder*, target minimal satu unggahan per hari, serta pengambilan keputusan dan pemeliharaan konten secara terstruktur. Keempat aspek tersebut saling berkaitan dalam menghasilkan konten dakwah yang kredibel secara materi, menarik secara visual, teratur dalam proses kerja, dan konsisten menjangkau audiens.

Kata Kunci: Strategi konten, konten dakwah, Instagram, *the content strategy quad*.

ABSTRACT

Fathin Intania Putri Setiawan: *“Da’wah Content Strategy on Instagram Account (A Case Study of the Instagram Account @dakwahvisual.id)”*

The development of social media, particularly Instagram, has created opportunities for delivering da’wah through visual content. The Instagram account @dakwahvisual.id utilizes the platform through illustrations, infographics, typography, and carousels featuring Islamic themes relevant to everyday life. This research was conducted because studies on da’wah content strategy using The Content Strategy Quad framework remain limited.

The purpose of this research is to identify and analyze the da’wah content strategy implemented by the Instagram account @dakwahvisual.id based on the aspects of Substance, Structure, Workflow, and Governance.

This research employs The Content Strategy Quad theory developed by Kristina Halvorson and Melissa Rach, which consists of four components: Substance, Structure, Workflow, and Governance. These four components are used to analyze the da’wah content strategy implemented by the @dakwahvisual.id account.

This research uses a constructivist paradigm with a qualitative approach and case study method. Data were obtained through observation, in-depth interviews with Sigit Setiawan as the founder and sole manager, and documentation. Data analysis was conducted through data reduction, data display, and conclusion drawing and verification.

The results show that Substance is implemented through educational, motivational, and Islamic advice content, primarily targeting audiences aged 17–24, with verified sources of material. Structure is implemented through carousel, reels, and feed formats supported by attractive covers, relevant hashtags, and interactive captions. Workflow is carried out systematically, beginning with AI-assisted idea generation and continuing through evaluation using Instagram Insights. Governance is implemented through independent management by the founder, a target of at least one post per day, and structured decision-making and content maintenance. These four aspects are interrelated in producing da’wah content that is credible in terms of its material, visually appealing, orderly in its workflow, and consistent in reaching its audience.

Keywords: *Content strategy, da’wah content, Instagram, the content strategy quad.*