

ABSTRAK

Faychan Muhammad Ridwan: Tabligh Ayah dan Anak dalam Media Podcast (Analisis Retorika pada Podcast “Nasihat Ayah” Youtube Ahmad Risyad)

Perkembangan digital menggeser medium dakwah dari mimbar konvensional menuju ruang siber. Podcast "Nasihat Ayah" di kanal YouTube Ahmad Risyad hadir sebagai inovasi dakwah berbasis dialog interaktif antara ayah dan anak. Pendekatan yang hangat dan humanis ini diteliti karena representatif dan adaptif dalam menjawab kebutuhan spiritual serta psikologis Milenial dan Generasi Z di era masyarakat jaringan.

Penelitian ini bertujuan menganalisis elemen persuasi (ethos, pathos, logos), metode penyampaian, dan praktik retorika digital dalam podcast tersebut. Landasan utamanya mengintegrasikan Teori Retorika Klasik Aristoteles (2007) dan Teori Retorika Digital Douglas Eyman (2015).

Pendekatan yang digunakan adalah kualitatif dengan paradigma konstruktivis dan metode analisis isi pesan. Data dikumpulkan melalui observasi tayangan, dokumentasi, dan studi pustaka, kemudian dianalisis melalui tahap reduksi, penyajian, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa keseimbangan persuasi klasik berhasil dicapai melalui ethos yang terbangun dari keteladanan otentik figur ayah, pathos yang mewujudkan ruang empati bagi kelelahan mental audiens, serta logos yang dibumikan lewat analogi keseharian rasional. Hierarki dakwah konvensional berhasil didekonstruksi menjadi komunikasi horizontal melalui rekayasa tata letak visual yang menyerupai ruang tamu dan gestur bersahabat yang mengikis jarak psikologis. Praktik retorika digital diimplementasikan melalui optimalisasi algoritma pencarian, penggunaan format reaksi atas isu viral, serta konversi obrolan domestik menjadi pencerahan publik yang mendemokratisasi otoritas dakwah.

Kesimpulannya, integrasi persuasi humanis dan arsitektur media baru menjadikan podcast ini medium dakwah yang masif dan efektif. Implikasi penelitian membuktikan bahwa retorika klasik Aristoteles tidak usang, melainkan semakin berdaya guna ketika dipadukan dengan teknologi siber.

Kata Kunci: Dakwah digital; podcast; retorika digital; tabligh; YouTube.

ABSTRACT

Faychan Muhammad Ridwan: Father and Son Tabligh in Podcast Media Rhetorical Analysis of the "Nasihat Ayah" Podcast on Ahmad Risya's YouTube Channel)

Digital developments shift the medium of da'wah from conventional pulpits to cyberspace. The "Nasihat Ayah" podcast on Ahmad Risya's YouTube channel emerges as a da'wah innovation based on interactive dialogue between a father and son. This warm and humanistic approach is studied because it is representative and adaptive in answering the spiritual and psychological needs of Millennials and Generation Z in the network society era.

This study aims to analyze the persuasion elements (ethos, pathos, logos), delivery methods, and digital rhetorical practices in the podcast. Its main foundation integrates Aristotle's Classical Rhetoric Theory (2007) and Douglas Eyman's Digital Rhetoric Theory (2015).

The approach used is qualitative with a constructivist paradigm and a message content analysis method. Data were collected through broadcast observation, documentation, and literature review, then analyzed through the stages of data reduction, data display, and conclusion drawing.

The results show that a balance of classical persuasion is successfully achieved through ethos built from the authentic exemplary figure of a father, pathos that creates an empathetic space for the audience's mental exhaustion, and logos grounded through rational everyday analogies. The conventional da'wah hierarchy is successfully deconstructed into horizontal communication through visual layout engineering resembling a living room and friendly gestures that erode psychological distance. Digital rhetorical practices are implemented through search algorithm optimization, the use of reaction formats to viral issues, and the conversion of domestic conversations into public enlightenment that democratizes da'wah authority.

In conclusion, the integration of humanistic persuasion and new media architecture makes this podcast a massive and effective da'wah medium. The research implications prove that Aristotle's classical rhetoric is not obsolete, but rather becomes increasingly powerful when combined with cyber technology.

Keywords: Digital da'wah; digital rhetoric; podcast; tabligh; YouTube.