

ABSTRAK

Muhamad Hendri Nugraha : STRATEGI DAKWAH ABI AZKAKIA MELALUI LIVE STREAMING MOBILE LEGENDS DI TIKTOK DALAM MEMBANGUN ENGAGEMENT AUDIENS

Media sosial mengubah cara dakwah disampaikan kepada audiens. TikTok memberi ruang bagi para da'i menyampaikan pesan Islam secara interaktif melalui fitur *live streaming*. Abi Azkakia memadukan permainan Mobile Legends dengan dakwah sehingga menarik perhatian viewers lintas kalangan. Fenomena ini membuktikan dakwah bisa dikemas kreatif tanpa mengurangi substansi ajaran Islam.

Penelitian ini mengkaji perhatian audiens terhadap dakwah dalam *live streaming* TikTok Abi Azkakia, keterikatan da'i dan *mad'u* yang terbentuk melalui interaksi selama siaran berlangsung, serta perubahan pemahaman, sikap, dan perilaku audiens setelah mengikuti tayangan tersebut.

Teori Komunikasi Dakwah, *Computer Mediated Communication* (CMC), dan *Parasocial Interaction* menjadi landasan untuk menjelaskan proses komunikasi, interaksi, dan hubungan pendakwah dengan audiens di media digital. Penelitian memakai paradigma konstruktivisme dengan pendekatan kualitatif deskriptif. Peneliti mengumpulkan data melalui wawancara mendalam, observasi aktivitas *live streaming* TikTok Abi Azkakia, dan dokumentasi, lalu menganalisisnya melalui reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian memperlihatkan perhatian audiens terhadap *live streaming* dakwah Abi Azkakia terbentuk dari konsep penyampaian dakwah yang dipadukan dengan permainan Mobile Legends, sehingga durasi menonton bertahan dan partisipasi audiens meningkat melalui komentar, tanda suka, *gift*, serta fitur *share*. Keterikatan da'i dan *mad'u* tumbuh melalui komunikasi dua arah yang responsif, penyebutan nama audiens, tanggapan atas pertanyaan, dan interaksi yang konsisten sepanjang siaran. Penelitian juga menemukan perubahan positif pada sebagian audiens, di antaranya pemahaman ajaran Islam yang meningkat, berkurangnya penggunaan bahasa kasar saat bermain gim, serta tumbuhnya motivasi memperbaiki perilaku dan kualitas ibadah.

Strategi dakwah Abi Azkakia melalui *live streaming* TikTok berhasil membangun *engagement* audiens lewat perhatian, interaksi, dan hubungan yang berkelanjutan. Pengemasan dakwah secara kreatif melalui media digital menjadikan pesan keagamaan lebih dekat, komunikatif, dan relevan dengan karakteristik viewers, khususnya generasi muda.

Kata kunci : Strategi Digital, *Live Streaming*, TikTok, Mobile Legends, *Engagement* Audiens

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Muhamad Hendri Nugraha : ABI AZKAKIA'S DA'WAH STRATEGY THROUGH MOBILE LEGENDS LIVE STREAMS ON TIKTOK TO BUILD AUDIENCE ENGAGEMENT.

preaching is delivered to audiences. TikTok provides a platform for preachers to convey Islamic messages interactively through its live-streaming feature. Abi Azkakia combines the game Mobile Legends with Islamic preaching, thereby attracting viewers from diverse backgrounds. This phenomenon demonstrates that Islamic preaching can be presented creatively without compromising the substance of Islamic teachings.

This study examines audience engagement with da'wah in Abi Azkakia's TikTok live streams, the bond formed between the da'i and the audience through interactions during the broadcast, as well as changes in the audience's understanding, attitudes, and behavior after watching the broadcast.

Theories of Da'wah Communication, Computer-Mediated Communication (CMC), and Parasocial Interaction serve as the foundation for explaining the processes of communication, interaction, and the relationship between the preacher and the audience in digital media. The study employs a constructivist paradigm with a descriptive qualitative approach. The researcher collected data through in-depth interviews, observation of Abi Azkakia's TikTok live-streaming activities, and documentation, then analyzed it through data reduction, data presentation, and drawing conclusions.

The results show that the audience's engagement with Abi Azkakia's da'wah livestreams stems from the concept of delivering da'wah integrated with the game Mobile Legends, thereby sustaining watch time and increasing audience participation through comments, likes, gifts, and the share feature. The bond between the preacher and the audience grows through responsive two-way communication, addressing audience members by name, responding to questions, and consistent interaction throughout the broadcast. The study also found positive changes in some audience members, including an increased understanding of Islamic teachings, a reduction in the use of profanity while gaming, and a growing motivation to improve behavior and the quality of worship.

Abi Azkakia's da'wah strategy via TikTok live streaming has successfully built audience engagement through attention, interaction, and sustained relationships. The creative presentation of da'wah through digital media makes religious messages more accessible, communicative, and relevant to the characteristics of viewers, particularly the younger generation.

Keywords: Strategy Da'wah, Live Streaming, TikTok, Mobile Legends, Audience Engagement.