

ABSTRAK

Ifah Latifah: Konstruksi Wacana *Marriage isn't scary* dalam Video Dakwah pada E-course "Menikah Seharusnya Indah" Karya Ustaz Naufal Fatyu (Analisis Wacana Kritis Teun A. Van Dijk).

Narasi negatif pernikahan "*Marriage is scary*" yang viral di media sosial membentuk kecemasan kolektif di kalangan Generasi Z, sehingga dakwah Islam memerlukan wacana tandingan yang mampu membingkai ulang makna pernikahan secara kontekstual dan menyentuh akar kecemasan umat. Fenomena ini tampak pada video e-course "Menikah Seharusnya Indah" karya Ustaz Naufal Fatyu yang mengusung tema *Marriage isn't scary* sebagai respons atas maraknya ketakutan generasi muda terhadap institusi pernikahan, sehingga menarik dikaji melalui perspektif Analisis Wacana Kritis Teun A. Van Dijk.

Penelitian ini bertujuan mengungkap konstruksi wacana *Marriage isn't scary* melalui tiga dimensi analisis Van Dijk, yaitu dimensi teks, kognisi sosial, dan konteks sosial. Penelitian menggunakan paradigma kritis dengan pendekatan kualitatif dan metode Analisis Wacana Kritis. Data primer diperoleh melalui observasi terhadap sepuluh video e-course di platform Bincang Nikah serta wawancara mendalam dengan Ustaz Naufal Fatyu selaku produser dan pengisi materi. Data sekunder dikumpulkan melalui studi pustaka, kemudian dianalisis melalui tahapan kondensasi data, penyajian data, verifikasi data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa pada dimensi teks, wacana dibangun melalui struktur makro yang mendekonstruksi ketakutan dominan Generasi Z, superstruktur dialogis, serta struktur mikro yang memanfaatkan elemen semantik, sintaksis, stilistik, dan retorik untuk memberikan legitimasi teologis dan empiris. Pada dimensi kognisi sosial, Ustaz Naufal mengonstruksi wacana melalui skema person yang memosisikan Gen Z sebagai korban informasi tidak seimbang, skema diri sebagai mentor dekat, skema peran yang menekankan keseimbangan hak dan kewajiban, serta skema peristiwa yang menafsirkan fenomena *Marriage is scary* sebagai efek dominasi narasi negatif di media sosial. Pada dimensi konteks sosial, wacana ini merupakan perlawanan diskursif terhadap hegemoni narasi negatif pernikahan dengan memanfaatkan otoritas keagamaan da'i dan akses eksklusif platform e-course.

Temuan penelitian ini menjelaskan bahwa video dakwah pada e-course berfungsi sebagai instrumen konstruksi sosial yang membentuk kesadaran kolektif baru dengan menyajikan solusi rasional dan praktis bagi kecemasan generasi muda.

Kata kunci: analisis wacana kritis, Teun A. Van Dijk, *Marriage isn't scary*, dakwah digital, e-course.

ABSTRACT

Ifah Latifah: Construction of the Marriage isn't scary Discourse in the Da'wah Videos on the E-course "Menikah Seharusnya Indah" by Ustaz Naufal Fatyu (Teun A. Van Dijk's Critical Discourse Analysis).

The negative narrative of marriage "Marriage is scary" that went viral on social media has formed collective anxiety among Generation Z, so Islamic da'wah requires a counter-discourse capable of reframing the meaning of marriage contextually and addressing the roots of public anxiety. This phenomenon is evident in the e-course video "Menikah Seharusnya Indah" by Ustaz Naufal Fatyu, which promotes the theme Marriage isn't scary as a response to the widespread fear of marriage among the younger generation, making it interesting to examine through Teun A. Van Dijk's Critical Discourse Analysis.

This study aims to reveal the construction of the Marriage isn't scary discourse through Van Dijk's three dimensions: text, social cognition, and social context. The research employs a critical paradigm with a qualitative approach and Critical Discourse Analysis method. Primary data were obtained from observation of ten e-course videos on the Bincang Nikah platform and in-depth interviews with Ustaz Naufal Fatyu as the producer and presenter. Secondary data were collected through literature review, then analyzed through data condensation, display, verification, and conclusion drawing.

The findings indicate that in the text dimension, the discourse is constructed through macro structures that deconstruct dominant fears of Generation Z, dialogic superstructures, and micro structures utilizing semantic, syntactic, stylistic, and rhetorical elements to provide theological and empirical legitimacy. In the social cognition dimension, Ustaz Naufal constructs the discourse through person schemas positioning Gen Z as victims of unbalanced information, self schemas as a close mentor, role schemas emphasizing balanced rights and obligations, and event schemas interpreting Marriage is scary as an effect of negative narrative dominance on social media. In the social context dimension, this discourse constitutes discursive resistance against the hegemony of negative marriage narratives by leveraging the da'i's religious authority and the e-course platform's exclusive access.

The findings explain that da'wah videos on e-courses function as instruments of social construction that shape a new collective consciousness by presenting rational and practical solutions to the anxieties of the younger generation.

Keywords: *critical discourse analysis, Teun A. Van Dijk, Marriage isn't scary, digital da'wah, e-course.*