

ABSTRAK

Hasna Zahra Annabilah: Resepsi *Content Creator* pada Naskah Dakwah Ustaz Amar Mirza (Studi Kasus Pada Produksi Konten TikTok @bedaieofficial).

Pengelolaan konten dakwah di era digital menuntut adaptasi pesan keagamaan agar mampu menjangkau khalayak media sosial secara efektif. Akun TikTok @bedaieofficial mengadaptasi naskah ceramah Ustaz Amar Mirza dari Malaysia untuk audiens Indonesia. Penelitian ini membedah tantangan menerjemahkan naskah fikih yang kaku ke dalam format video pendek tanpa mengikis substansi ajaran Islam.

Penelitian ini bertujuan untuk menganalisis proses resepsi dan adaptasi *content creator* @bedaieofficial dalam mengolah naskah ceramah menjadi konten TikTok yang relevan bagi audiens Indonesia.

Menggunakan pendekatan kualitatif deskriptif dan teori *Encoding, Decoding* Stuart Hall (*frameworks of knowledge, relations of production, technical infrastructure*), data dihimpun melalui observasi, dokumentasi, dan wawancara mendalam bersama dua *content creator* utama BeDaie Official.

Hasil penelitian menunjukkan: (1) *frameworks of knowledge* diwujudkan melalui produksi 5 video/hari berbasis KPI, pemahaman karakter audiens TikTok, serta penyampaian edukatif non-reaktif; (2) *relations of production* terwujud lewat pengawasan institusional via *spreadsheet* oleh tim Malaysia, kerja mandiri tanpa grup WhatsApp formal, dan fleksibilitas improvisasi naskah demi mengejar target GMV; (3) *technical infrastructure* menerapkan format vertikal 9:16, *visual hook* 6–10 detik awal, efek audio-visual proporsional, serta penggunaan AI sebatas visual abstrak.

Dapat disimpulkan bahwa *content creator* berhasil mengadaptasi pesan dakwah melalui negosiasi kreatif antara kaidah fikih dan algoritma TikTok, sehingga substansi ajaran tetap terjaga sekaligus memenuhi target performa media digital.

Kata Kunci: *Content Creator, Dakwah Digital, Encoding-Decoding, Stuart Hall, TikTok.*

ABSTRACT

Hasna Zahra Annabilah: *Content Creators' Reception of Ustaz Amar Mirza's Dakwah Scripts (A Case Study on TikTok Content Production at @bedaieofficial).*

Managing dakwah content in the digital era requires adapting religious messages to effectively reach social media audiences. The TikTok account @bedaieofficial adapts Ustaz Amar Mirza's lecture scripts from Malaysia for Indonesian viewers. This study examines the challenge of translating rigid fiqh scripts into short-video formats without compromising Islamic teachings.

This study aims to analyze the reception and adaptation process executed by @bedaieofficial's content creators in converting lecture scripts into relevant TikTok content for the Indonesian audience.

Using a qualitative descriptive approach grounded in Stuart Hall's Encoding, Decoding theory (frameworks of knowledge, relations of production, and technical infrastructure), data were collected through observation, documentation, and in depth interviews with two primary content creators at BeDaie Official.

The results indicate: (1) frameworks of knowledge are realized through a daily production quota of 5 videos driven by KPIs, a strong grasp of TikTok audience traits, and an educational, non-reactive communication strategy; (2) relations of production manifest through institutional oversight via spreadsheets by the Malaysian core team, independent workflows without formal WhatsApp groups, and script improvisations to meet GMV targets; (3) technical infrastructure applies a 9:16 vertical format, 6–10 second initial visual hooks, balanced audio-visual effects, and AI limited to abstract visuals.

In conclusion, the content creators successfully adapt dakwah messages through a creative negotiation between rigid fiqh guidelines and TikTok's algorithm, maintaining the integrity of religious principles while achieving digital performance targets.

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Keywords: *Content Creator, Digital Dakwah, Encoding-Decoding, Stuart Hall, Tiktok.*