

ABSTRAK

Fenomena dakwah digital melalui media sosial semakin marak dan menjadi alternatif baru dalam menyampaikan ajaran Islam, termasuk yang dilakukan oleh Ustaz Handy Bonny melalui akun Instagram pribadinya. Popularitas beliau tidak lepas dari gaya komunikasi yang dinilai dekat dengan generasi muda, namun juga menuai kritik terkait kredibilitas, gaya bahasa gaul, serta tuduhan komersialisasi dakwah. Penelitian ini dilakukan untuk menganalisis bagaimana komunikasi profetik diterapkan dalam konten dakwah Ustaz Handy Bonny di Instagram dengan menyoroti enam konsep *qaulan* (*sadidan, balighan, ma'rufan, kariiman, maysuuran, dan layyinan*).

Penelitian ini menggunakan metode kualitatif dengan pendekatan studi kasus. Data dikumpulkan melalui wawancara mendalam dengan Ustaz Handy Bonny, manajer, pakar komunikasi dakwah, serta pengikut aktif, ditambah observasi partisipan terhadap konten Instagram yang mencakup *reels, carousel, dan quotes*. Analisis data menggunakan model Miles dan Huberman (reduksi data, *display data*, dan penarikan kesimpulan).

Hasil penelitian menunjukkan bahwa enam prinsip komunikasi profetik tercermin dalam konten dakwah Ustaz Handy Bonny, meski dalam penerapannya masih menghadapi tantangan. Bahasa yang digunakan relatif komunikatif, lembut, dan kontekstual, namun penggunaan istilah gaul tertentu dianggap berpotensi multitafsir. Selain itu, kritik terkait latar belakang pendidikan non-pesantren serta profesionalisme dakwah menjadi isu yang turut memengaruhi persepsi publik.

Kesimpulannya, komunikasi profetik terbukti menjadi pendekatan yang relevan untuk dakwah digital, namun implementasinya menuntut kehati-hatian agar tetap sesuai dengan nilai kenabian, menjaga kredibilitas *da'i*, serta menjawab tantangan media sosial yang dinamis.

Kata Kunci: Dakwah digital, komunikasi profetik, Instagram, Ustaz Handy Bonny

ABSTRACT

The phenomenon of digital da'wah (preaching) through social media is increasingly widespread and has become a new alternative for conveying Islamic teachings, including that of Ustaz Handy Bonny through his personal Instagram account. His popularity is inseparable from his communication style, which is considered accessible to the younger generation, but has also drawn criticism regarding credibility, slang, and accusations of commercializing da'wah. This study was conducted to analyze how prophetic communication is applied in Ustaz Handy Bonny's da'wah content on Instagram by highlighting six concepts of qaulan (religious teachings) (sadikan, balighan, ma'rufan, kariiman, maysuuran, and layyinan).

This research used a qualitative method with a case study approach. Data were collected through in-depth interviews with Ustaz Handy Bonny, his manager, da'wah communication experts, and active followers, along with participant observation of Instagram content including reels, carousels, and quotes. Data analysis used the Miles & Huberman model (data reduction, data display, and conclusion drawing).

The research results show that the six principles of prophetic communication are reflected in Ustaz Handy Bonny's preaching content, although its implementation still faces challenges. The language used is relatively communicative, gentle, and contextual, but the use of certain slang terms is considered potentially open to multiple interpretations. Furthermore, criticism regarding his non-Islamic boarding school educational background and the professionalism of his preaching are issues that influence public perception.

In conclusion, prophetic communication has proven to be a relevant approach for digital preaching, but its implementation requires caution to remain compliant with prophetic values, maintain the preacher's credibility, and address the challenges of dynamic social media.

Keywords: Digital preaching, prophetic communication, Instagram, Ustaz Handy Bonny