



Received: 01-10-2025	Accepted: 02-02-2026	Published: 09-05-26
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Digital Da'wah Semiotics: Content Analysis of Artificial Intelligence on Abu Marlo's Instagram

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Abstract

This research aims to analyze several pieces of da'wah content on Abu Marlo's Instagram account that were created using Artificial Intelligence (AI). The approach used is descriptive qualitative. Analysis using Roland Barthes' semiotics. In this discussion, the author analyzes several images from Abu Marlo's Instagram account using denotative, connotative, and mythic meanings. The research findings indicate that the image content used in Abu Marlo's preaching not only serves as a visual medium but also carries strong symbolic and ideological meaning. Therefore, it can be concluded that Islamic preaching through image content on Abu Marlo's Instagram account is an effective form of visual communication for conveying Islamic values in a contextual and attractive manner. This research shows that a semiotic approach can reveal layers of meaning in digital preaching content. This is also related to contributions in the field of communication in the digital era, where technological developments are currently accelerating, leading to the emergence of the term "contemporary da'wah."

Keywords: *Artificial Intelligence (AI), Abu Marlo, Instagram, Semiotics, Roland Barthes, Contemporary Da'wah*

Abstrak

Penelitian ini bertujuan untuk menganalisis beberapa konten dakwah di akun Instagram Abu Marlo yang dibuat menggunakan Artificial Intelligence (AI). Metode pendekatan yang digunakan yaitu deskriptif kualitatif. Analisis menggunakan semiotika Roland Barthes. Dalam pembahasan kali ini, penulis menganalisis beberapa gambar dari Instagram Abu Marlo beserta makna denotatif, konotatif, dan mitosnya. Hasil penelitian menunjukkan bahwa konten gambar yang digunakan dalam dakwah Abu Marlo tidak hanya berfungsi sebagai media visual, tetapi juga mengandung makna simbolik dan ideologis yang kuat. Dengan demikian, dapat disimpulkan bahwa dakwah Islam melalui konten gambar di akun Instagram Abu Marlo merupakan bentuk komunikasi visual yang efektif dalam menyampaikan nilai-nilai keislaman secara kontekstual dan menarik. Penelitian ini menunjukkan bahwa pendekatan semiotik dapat mengungkap lapisan makna dalam konten dakwah digital. Hal ini juga berkaitan dengan kontribusi dalam bidang komunikasi di era digital, di mana perkembangan teknologi saat ini kian masif sehingga muncul istilah dakwah kontemporer.

Kata Kunci: *Artificial Intelligence (AI), Abu Marlo, Instagram, Semiotika Roland Barthes, Dakwah Kontemporer*

A. Introduction

In the era of globalization, technology continues to develop at a very rapid pace. One of them is the raising of the emergence of Artificial Intelligence (AI). The capabilities of this human-made system have a very significant impact, one of which can be utilized positively for proselytization. As a result, the practice of spreading Islamic preaching has now become much easier. Furthermore, as social media develops and its user base grows, it can serve as a platform for sharing Islamic messages. The consequences of advance technology is enhancement of the ideology of digitalization. As humans, we also need to adapt to things like this, and so do the preachers out there. As a preacher, it's necessary to adapt to both society and the audience, who tend to be more concerned with technology and production time efficiency.

Through digital media-based da'wah content, combined with the ease of creating da'wah content using AI, this phenomenon can change the perspective of some people, especially those who want to learn Islamic values in a different way. With AI, non-verbal communication doesn't feel monotonous because it can take the form of visual images. Because this kind of da'wah content can be packaged with more attractive visuals, which certainly adds value to the process and makes the da'wah content more varied. In essence, da'wah itself is a strategic step to improve the personality of society (Muhaemin, 2017). Da'wah itself is absolutely necessary and cannot be ignored in the Islamic concept. From the quote, the role of da'wah has a very important value in spreading goodness.

Furthermore, the figure chosen by the author for this research is Abu Marlo. He is an Indonesian preacher with an Instagram account @abumarlo, with 92.2 thousand followers and 9,191 posts (Abu Marlo, 2026). The author chose him because he represents contemporary religious communicators. Contemporary individuals can use digital media as their primary means of communication, with Instagram being particularly popular. According to Nasrullah (2015), Instagram is a platform for sharing activities and complaints. Thus, this platform allows its users to share stories and experiences without time or distance limits with their friends (Sianturi & Robin, 2024). Citing data from the goodstats.id website based on the Global Statistics source, Instagram ranked first with a percentage of at least 84.80% of the 5 most frequently downloaded applications in Indonesia in 2024 (Lia, 2024). From there, it can be concluded that disseminating information through this medium has considerable potential to reach a wider audience. It cannot be denied that the digital media era has also greatly influenced the development of contemporary preaching.

In contemporary digital-based da'wah, the preachers see the information revolution as a great blessing for humanity. However, it also presents challenges and opportunities for them to actively participate in the process (Rahman, 2023). Especially for urban communities, this phenomenon is often associated with modern or advanced citizens, unlike rural residents or those often referred to as

traditional societies, which can be seen from a cultural perspective (Haeruddin, 2022). Then, the lifestyle tends to be busy and mobile, leading to a greater inclination to access religious content on social media for convenience. Therefore, preachers need to adapt to this.

The term "Artificial Intelligence" (AI) refers to the science of creating computer systems that possess various intelligent properties. In this context, AI encompasses technological advancements and the ability of systems to perform tasks that were previously only possible for humans (Yanti et al., 2023). To operate this, you first need to create a prompt. A prompt is an instruction or command given to a generative AI system to produce a specific output. Prompts are provided by the user so the AI model can understand the desired context, goal, and style, ensuring the generated output is relevant and accurate.

One example is that the system can create images or illustrations, which Abu Marlo is trying to use as a medium for visual communication. According to Martin Lester, visual communication is any form of message that stimulates the sense of sight and is understood by those who witness it (Hamidooyo & Riyanti, 2022). In visual communication theory, visual metaphors help enhance emotional and cognitive understanding of the message (Lidwell et al., 2010). This becomes unique because preaching is no longer solely text-based or lecture-based. This message can be written or presented as an image; this communication falls into the non-verbal category. Preliminary research was conducted by Kamilah et al (2023), which examined the utilization of TikTok as a medium for da'wah. With the average user being from the millennial and Gen Z generations, they can be motivated by the da'wah content uploaded on the platform, enabling many da'wah activists to provide information and encouragement, and leading to the emergence of young da'is to preach. Then there's research by Iskandar & Habibi (2023) that discusses Habib Jafar's preaching communication style on Instagram. Iskandar's research examined body movements and facial expressions in some of Habib Jafar's content, including lecture videos, writings with religious quotes, and images. The author's research differs from this research in that it provides a more specific discussion of the overall meaning of several images. Secondly, Iskandar's research method is solely data analysis, making it less specific than the author's use of semiotics. This analysis aims to explore in depth the meaning of the image content on Abu Marlo's Instagram, starting with initial visual perceptions and uncovering meanings such as color characteristics and text within the image's unity. In this study, the author attempts to analyze using Roland Barthes' semiotic theory.

B. Methods

The method used in this study is descriptive qualitative research. This type of research describes and illustrates various phenomena, both natural and human-made (Hardani et al., 2020). Then it was analyzed using semiotic theory, which

provides an explanation of the signs that can be used to describe objects, concepts, states, situations, feelings, and conditions. One area of communication theory that will become a tradition is semiotics. According to Littlejohn (2009), in his book titled *Communication Theories: Human Communication Theories*, 9th Edition, semiotics aims to understand what is contained in a sign or interpret its meaning so that we can understand how communicators create messages (Kevinia et al., 2022). One of the most famous figures in semiotics is Roland Barthes.

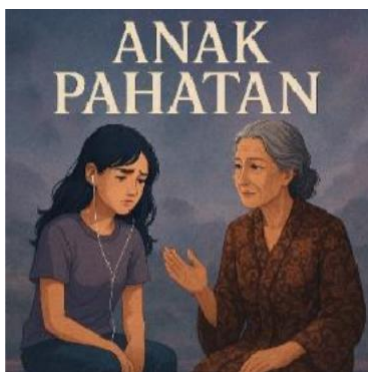
According to Roland Barthes, semiotic analysis is the study of sign systems and how humans give meaning to signs through two levels of signification: denotation and connotation (Al Fiatur Rohmaniah, 2021). The first meaning is literal and explicit, while the second meaning is subjective and indicates a more complex meaning related to a specific ideology or culture (myth). The object of this research is several image posts on Abu Marlo's Instagram. The data collection process for this study involved the author gathering three image contents with different visuals and message meanings. This was done to ensure a more varied discussion without being too broad. Therefore, the three posts on Abu Marlo's Instagram, uploaded in May 2025, were chosen.

C. Results and Discussion

The results of the author's analysis of three Artificial Intelligence (AI) content pieces found on Abu Marlo's Instagram, using Roland Barthes' semiotic theory, starting from the denotative, connotative, and mythic meanings. In these three posts, the author aims to analyze in depth the meaning or message of several selected pieces of visual content. Besides the content being AI-based, there is also the potential for generic images. Therefore, it is necessary to filter some images so that they do not look the same in design. Another reason for choosing these images is that they are likely to be readily accepted by the public at large because they use a familiar language (Indonesian). One more thing is the difference in theme between the three pieces of content. The first one conveys an old woman's advice to the young, while the second is about not judging people from a narrow perspective. Not necessarily; someone who takes a different path from us doesn't have a different goal. Thirdly, it conveys the message of someone reflecting on themselves, with a friend serving as a helper and advisor. This is done to avoid excessive analysis of the content and to make the analysis more specific to the uploaded edition. These three images were uploaded in May.

First Content: titled "Child of Sculpture" as seen at Figure 1, posted on May 25, 2025, with 865 likes, 41 comments, and 123 reposts (captured on February 19, 2026). The image features two figures representing two different generations. On one side, there's a young woman with long, flowing hair, wearing a plain t-shirt and jeans, and with earphones in her ears. His facial expression showed sadness, anxiety, or perhaps alienation. On the other hand, an old woman with gray hair in a bun, wearing a classic batik kebaya, seemed to be talking to him, making open-hand gestures as if to explain or offer advice. The cloudy sky background seemed to reflect a gloomy and heavy mood.

Figure 1: A post that says "Child of Sculpture."



Source: <https://www.instagram.com/p/DKDgTtxhbSi/?igsh=N2kzdHlvYnEzeXY2>

Figure 1 represented by young woman, the modern generation, alienation, and sadness. That can be identified through his facial expression, as facial expressions are emotions that can be recognized based on a person's micro-expressions, and micro-expressions performed by humans are universal (Guntoro et al., 2022). By understanding someone's emotions at a given time and under specific conditions, we can assess that person's psychological state. An old woman, a symbol of honor, a role model, and a link to the past, was found. This is reinforced by the portrayal of parental roles through works like the 2018 film *Keluarga Cemara*, which depicts parents as supportive, listening figures, presenting them as wise and loving (Andraini & Sukmawati, 2025). A metaphor for communication barriers, rejection, or self-isolation comes from earphones. Then, young women's clothing, a dark purple shirt, symbolizes depth, introspection, and personality. Through color psychology, the color purple has different representations, such as in Thai culture, where it is interpreted as a sign of mourning (Kumari & Artayasa, 2023). Or, in Indonesia mythology, it is interpreted as an expression of women's sorrow.

As a symbol of culture, tradition, and the values of the past, Batik Kebaya seems to represent an experienced old woman offering advice to a young woman. whereas a cloudy sky symbolizes a gloomy emotional atmosphere, conflict, or sadness. Color can add significant meaning to visual communication. In situations where speech is inappropriate or incomprehensible for conveying thoughts or feelings, color plays a crucial role in the communication process, especially when speech is inappropriate or difficult to understand (Miswar et al., 2022). Overall, the color palette in this image is neither bright nor cheerful, but was deliberately chosen to create a serious, introspective atmosphere.

In terms of fonts, Serif fonts are known for their professional, classic, bold, and elegant appearance (Dewi et al., 2022). Some serif fonts have a clear contrast between thick and thin lines in their letters, adding dimension and visual appeal. It means that Child of Sculpture implies the process of character formation through communication between an old woman (the communicator) and a young woman (the recipient), which may go smoothly or encounter obstacles. Regarding the myth of intergenerational conflict (generations that don't understand each other), identity crises (younger generations feeling confused and uncertain about their identity and life goals), or

Lentera: Jurnal Ilmu Dakwah dan Komunikasi

Vol.10, No.01, Juni 2026

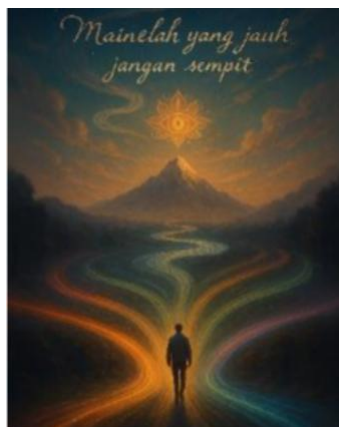
P-ISSN: 2549-7391, E-ISSN: 2549-578X

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the importance of communication in a relationship. Because strong communication relationships can build a foundation of trust and understanding, enabling good conflict management resolution.

Figure 2 with the text "Play far, don't be narrow," posted on May 15, 2025, with 1,459 likes, 79 comments, and 133 reposts (captured on 19 February 2026).

Figure 2: A post that says "Play far, don't be narrow."



Source: <https://www.instagram.com/p/DJpsOnjh3BB/?igsh=cnJhemMwem9tcTAz>

From the denotative meaning, the image with the words "Play far, don't be narrow" depicts a person in silhouette, standing with their back to the audience, appearing to be on a journey, with a mountain in the distance. Then the person was faced with a branching, winding, and luminous path that looked like the convergence of many streams of different-colored light, yet had a single goal: the mountain. Adding to that is a symbol shaped like an eye within a lotus flower, radiating above the mountain. In the text, the phrase "Play fair, don't be narrow" is written in cursive. Literally, it means "Play far, don't be narrow." All those events were set against a backdrop of natural landscapes, including hills, valleys, and a sunset sky filled with stars and clouds.

In denotative terms, a personal figure represents an individual or a seeker on a journey of self-discovery or enlightenment. The backs of the people in the object are facing away from us, making them seem like ordinary, universal human beings. The winding, brightly colored road symbolizes the journey of life or the spiritual path. Its diverse colors represent the variety of experiences, choices, and emotions that come together in a person's life. This is a path of light, which implies hope and a positive direction. Whereas mountains often symbolize challenges, goals, or ultimate truths. Their snow-capped peaks can represent high, difficult, but satisfying goals, or perhaps spiritual or personal achievements.

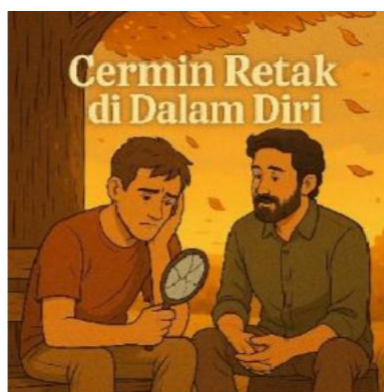
The eye on the lotus flower is a powerful symbol. Eyes symbolize awareness, insight, or enlightenment. The lotus flower symbolizes purity, rebirth, and spiritual growth because it grows beautifully in murky water. According to mythology, it holds unique philosophical meanings behind its beautiful colors. The white lotus has white petals that symbolize purity, enlightenment, and the perfection of mind, body, and spirit (Febriyanti, 2018). The position of this symbol atop the mountain indicates that

enlightenment is the ultimate goal of this journey. From text: "Play far" means stepping outside your comfort zone, embracing new experiences, and seeking fresh perspectives. "Playing" here means engaging with the world broadly and without limitations. Then "Don't be narrow" is a warning for us not to have a narrow perspective, a closed soul, or a limited life. This encourages being more open and avoiding a limited life, which can be defined as having a narrow perspective. For example, it's easy to judge someone for their different ways of thinking, even though those ways aren't necessarily wrong, and vice versa. Therefore, as long as they don't disturb other religious communities or lead them astray, wise Muslims should respect such opinions. This will prevent interfaith conflict. The text used in this image uses the Script Font. Designed to resemble interconnected handwriting, it gives an elegant and personal impression. This font features smooth curves that lend a natural, creative touch (Dealls, 2025).

The myth in this image is a call for personal and spiritual expansion. According to this myth, mountains and eyes symbolize the search for enlightenment and truth. This journey comprises various experiences known as the "colorful path." Maintaining an open and broad mindset, a wide perspective not limited by narrow thinking, is the most important part of this search. This image is a visual parable, a contemporary myth, that encourages viewers to seek what is distant and avoid what is narrow in their own life journeys. This is also related to the meaning of religious tolerance. Kevin Osborn argues that tolerance is the fundamental basis for democracy, depending on one's ability to respect and accept others' views, as well as to hold firm to one's own (Gafur et al., 2021).

Third content at figure 3 with titled "Cracked Mirror Within," posted on May 17, 2025, with 718 likes, 27 comments, and 58 reposts (captured on February 19 2026).

Figure 3: A post that says "Play far, don't be narrow."



Source:

<https://www.instagram.com/p/DJwaDyEBGDv/?igsh=eWNxMHA1azA3MDV5>

The literal meaning of the image titled "Cracked Mirror Within" features two male figures. The man on the left, with a sorrowful expression, looks down while holding a cracked mirror. This crack is not just physical damage, but a powerful metaphor for the inner wounds and fragility felt by the individual. He seemed to be looking at his fragmented reflection, as if his identity had been shattered by the weight of his thoughts or bitter experiences. Then, on the right side, there's a man

sitting upright with a calm expression on his face. As if wanting to advise the man beside him. His calm presence created a safe space for the man to reflect on his suffering. Adding to this is the autumn dusk, which lends emotional depth to this scene.

The implied meaning in this study is that the Man Holding a Cracked Mirror, with his simple clothing and gloomy facial expression, conveys a sense of sadness, disappointment, or emotional fragility. A cracked mirror is a sign that connotes 'self-image' or a fragmented self-perception. According to Bailey (2003), self-image is a subjective perception of oneself, including body image, impressions of one's personality, and so on. A person's self-image is a mental picture, physical appearance, and the integration of one's expressions, desires, and feelings (Selviana & Yulinar, 2022). This is a symbol of inner wounds, failure, or an incomplete identity. From the Accompanying Man, his calm presence and empathetic facial expression connote support, friendship, or the role of a good listener. It became a symbol of hope and unconditional acceptance amidst hardship. In situations like the person holding the broken glass, we sometimes need something healing. A friend or human being can be a solution. Talking to someone we trust to help heal slowly is a form of therapeutic communication that promotes calm from the communicator to the recipient through appropriate diction. The font also conveys the image's sense of unity. The font used is slab serif, which is still part of the serif family. One of its characteristics is thicker letter blocks. The meaning conveyed is strong and assertive. According to Zapf, typography is a special skill for arranging and organizing letters for a specific purpose so that it can create a certain aesthetic impression and make readers comfortable while maximizing information intake (Setiawan et al., 2025). The autumn twilight background is a very supportive visual element in this image. The warm colors of sunset lend a melancholic touch, but also convey warmth even in a gloomy atmosphere (Arsitur Team, 2024). From there, the psychology of color in an image is very influential.

In this analysis, the author found two myths: the first is the fragility of masculinity. Due to societal stigma, men are often expected to demonstrate strength and emotional resilience. This image is a stark contrast to that stigma, showing a man who feels broken and sad in front of his friend. This creates a new narrative affirming that emotional vulnerability is a natural human trait shared by all people, regardless of gender. This myth conveys the idea that seeking and accepting emotional support is natural and important. The Two Powers of Friendship: this myth is built through the interaction between the two men. Instead of offering advice or solutions, this image conveys the meaning or message of the power of 'just being there' simply by being present and listening. This is a modern myth that contradicts the narrative of friendship, which is supposed to involve heroically helping a friend. In fact, emotional support is the most powerful action.

D. Conclusion

In this study, we argue that, as a speaker or preacher, it is necessary to change how messages are delivered because society today is transforming and becoming more open to technology, as evidenced by the presence of Artificial Intelligence (AI). The presence of AI itself is very helpful in the current era; for example, it can create images or illustrations. Abu Marlo has already tried to utilize the technology to create da'wah content on his Instagram account. Specifically, one unique aspect of

Lentera: Jurnal Ilmu Dakwah dan Komunikasi

Vol.10, No.01, Juni 2026

P-ISSN: 2549-7391, E-ISSN: 2549-578X

<https://journal.uinsi.ac.id/index.php/lentera>

AI-based preaching content is personalization, which can enhance message relevance and audience engagement. Additionally, metaphorical visuals can help improve emotional understanding and the way the message is perceived. Based on Roland Barthes' semiotic analysis, the author identified a statement in the myth section relevant to current societal issues. Such as interpersonal communication problems between children and parents, religious tolerance, and masculinity, which perpetuates the stereotypes that men must be strong. The usefulness of this analysis lies in its ability to break down each element of the image, reveal the hidden meanings that form the main message, and train one's thinking about deeper meanings. Then, future researchers can use the same approach, focusing on presenting the content as a video. Or different social media platforms could work too.

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