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## Online Da'wah on Social Media: Personal Branding of a Female Celebrity Preacher on Instagram

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### Abstract

Branding a public persona for a religious preacher in today's digital era is more accessible thanks to social media platforms such as Instagram. Personal branding is essential for boosting a preacher's credibility, which increases public trust. Therefore, this paper aims to reveal the implementation of personal branding for da'wa by a famous female celebrity preacher, Oki Setiana Dewi, who has been active in online da'wa for over a decade. Data for this paper were mainly obtained by documenting Oki Setiana Dewi's Instagram account (@okisetianadewi). The content analysis technique was applied to qualitatively and descriptively analyze the collected data. The findings of this research show that eight principles are actively used in da'wa personal branding: specialization, leadership, personality, difference, visibility, unity, firmness, and good name. Oki Setiana Dewi consistently displays various da'wa content in photos, videos, and written captions to build her image as a female preacher.

**Keywords:** Celebrity, da'wa, female preacher, Instagram, and personal branding.

## Abstrak

Melakukan personal branding untuk seorang da'i/da'iyah pada era digital saat ini cenderung lebih mudah dilakukan berkat adanya platform media sosial seperti Instagram. Personal branding adalah hal yang penting untuk dilakukan demi meningkatkan kredibilitas dari seorang da'i/da'iyah yang pada gilirannya akan meningkatkan kepercayaan public atas mereka. Artikel ini, oleh sebab itu, bertujuan untuk mengetahui penerapan personal branding yang dilakukan oleh seorang da'iyah selebritis populer, Oki Setiana Dewi, yang telah terlibat aktif dalam kegiatan dakwah di media online selama lebih dari satu dekade. Data dalam penelitian ini utamanya bersumber dari akun Instagram Oki Setiana Dewi (@okisetianadewi). Teknis analisis konten diterapkan untuk menganalisis data secara kualitatif dan deskriptif. Hasil penelitian ini menunjukkan bahwa terdapat delapan prinsip yang secara aktif diterapkan dalam personal branding untuk dakwah: spesialisasi, kepemimpinan, personality, pembedaan, visibilitas, kesatuan, keteguhan, dan nama baik. Dalam hal ini, Oki Setiana Dewi secara konsisten menunjukkan sejumlah konten dakwah dalam bentuk foto, video, dan caption tertulis untuk membangun citra dirinya sebagai seorang da'iyah.

**Kata Kunci:** Dakwah, Instagram, penceramah perempuan, personal branding, dan selebritis.

### A. Introduction

As a process of conveying or inviting humanity to the path of Allah, Da'wa, in practice, is not a simple endeavour. Da'wa involves many elements, and each one influences the da'wa's success. Such features include da'i (preacher), mad'u (audience), da'wa messages, da'wa media, and strategies and methods of da'wah. These various elements need special attention to ensure the continuation of da'wah as an obligation to perform *amar makruf nahi munkar*. Throughout history, it has been proven that society will experience developments, including increasingly diverse needs. Different people have different needs that are getting more complex. Not only in terms of physical needs such as clothing, food, and shelter, nonmaterial needs such as education and spirituality are also getting more complicated. In this case, da'wah among the ummah supplies spiritual nourishment and religious education, which is the inner need of every individual, especially Muslims.

Inviting individuals to follow Islam's teachings, known as da'wa, is a multifaceted undertaking involving numerous elements that can influence its effectiveness. These factors include the da'i (preacher), the mad'u (audience), the messages used in da'wa, the media utilized, and the strategies and techniques employed. It is crucial to consider the ongoing nature of da'wa, or the obligation to do good and prevent evil, as a fundamental aspect for Muslims. As society progresses and encounters new challenges, the needs of individuals become increasingly diverse and complex, encompassing physical necessities such as food, clothing, and shelter, as well as nonmaterial needs such as education and spiritual fulfillment. Da'wa within the ummah, or the Muslim community, provides essential spiritual nourishment and religious instruction, which are fundamental inner needs for all individuals, particularly Muslims.

Nowadays, Islamic da'wah continues to increase in strategy, media, methods, and so on. In the early days of Islam, Prophet Muhammad carried out da'wah directly, also known as individual da'wa. It then developed into da'wa among small groups of close friends and family members, which further developed into larger groups (Sunarto AS, 2014:85). Da'wah communication at that time was still interpersonal. Still, it has continued to evolve and entered the contemporary era with cutting-edge facilities such as radio, TV, and other media. It has also joined the world of digital da'wah with the use of internet technology.

The widespread use of advanced smartphones and other digital devices in today's Fourth Industrial Revolution has led to the emergence of various social media platforms that allow individuals to connect and interact digitally. These platforms give users the ability to express their identity and participate in multiple online activities with other users (Amanda, 2019:2). The term "social media" is derived from the combination of the words "social" and "media." "Social" refers to the need for individuals to connect and engage with

society, while "media" refers to a means of communication. Therefore, it can be concluded that social media is a platform for users to communicate and interact with others within a networked system (Amanda, 2019). Social media allows people to share information, knowledge, and opinions online. It also allows people to carry out various activities that anyone can see and get responses from multiple directions (Princess & Azeharie, 2021:281). These social media include Facebook, Instagram, Twitter, Telegram, and others (Vivi et al., 2021:105).

Sharing different content, such as photos, videos, and writing, is the primary way to socialize on social media (Greetings, 2020:21). This is in line with the argument of Ievansyah & Sadono (2018:154-155) stating that social media serves as a means to form identity through conversations, sharing information, establishing relationships, and building reputations. In this case, the rapid increase pertaining to the number of users from social media platforms such as Facebook, Twitter, Instagram, and TikTok, has triggered awareness among people about optimal ways to use social media (Fitri, 2015:108). Social media has evolved from just a means of communication among users to a platform for opening business opportunities, acquiring knowledge, generating income, and building one's personal brand.

The term 'personal branding' has gained significance with the rise of Instagram, a photo and video-sharing application that enables users to take and share pictures and videos, apply various digital filters, and connect with other users on various social networking services. Instagram is known for its square-shaped photo display and its association with iconic cameras such as the Kodak Instamatic and Polaroid. It was first launched on October 6, 2010, by its creators, Kevin Systrom and Mike Krieger, and was later acquired by Facebook (Instagram, 2022). Instagram has consistently demonstrated numerous advantages, making it a highly suitable platform for cultivating personal branding. Personal branding refers to self-promotion and the

construction of one's public image, often achieved by highlighting particular skills and experiences. Studies of the Instagram algorithm have indicated that the platform is particularly conducive to developing a strong personal brand. This phenomenon is particularly relevant in the current landscape, where the ability to effectively present oneself to a broad audience is increasingly important for personal and professional success. (Punk, 2017:8).

Personal branding has been observed to be utilized not only by individuals within the business realm, but also by a diverse array of groups. A review of Instagram reveals a range of content creators with diverse backgrounds and skill sets actively working to cultivate and establish their personal brand to provide value to other social media users. In this case, personal branding can be understood as a process or strategy to achieve the individual's brand's objectives ("Personalbrand.Com," 2022). Individuals who wield a significant level of influence within specific communities through the use of social media are commonly referred to as "influencers." One effective strategy for those seeking to propagate Islamic teachings, known as da'wah, is to establish a strong personal brand on social media. Many preachers utilize social media platforms to disseminate their messages, and this approach has been met with favourable reception among Muslims due to its modern and relevant nature. In contemporary society, the successful implementation of da'wah requires incorporating technological and scientific innovations and the analysis of current societal trends such as a desire for novelty, advancement, and collaboration (Hamidi, 2020:110-111). Regarding this, Oki Setiana Dewi is a female preacher who has gained prominence among celebrities and has a significant number of followers and engagement on Instagram.

In this study, the authors examine and analyze the implementation of personal branding strategies utilized by celebrity preacher Oki Setiana Dewi on her personal Instagram account, with a specific focus on the scope of da'wah. Through the analysis of the da'wah content on Oki Setiana Dewi's

Instagram account, the authors aim to understand how personal branding supports the da'wah activities and efforts that have been established and can be observed through the figure's use of social media. The authors also examine the correlation between the audience's interest and trust in the preacher, as evidenced by the high engagement her content receives on her social media

## **B. Research Method**

This research employs a descriptive qualitative method, utilizing a text analysis approach. The data source utilized by the authors is the official Instagram account of Oki Setiana Dewi, specifically the account @okisetianadewi. Prior to conducting the study, the authors conducted an extensive observation of the Instagram account in question. The researcher examined a range of feeds, highlights, as well as stories on the account.

This paper aims to uncover the strategies employed by Oki Setiana Dewi, a celebrity da'iyah and influencer among female preachers, in building her personal brand for da'wah. The researcher utilizes Montoya's concept of "The Eight Laws of Personal Branding" that includes *The Law of Specialization* (Specialization), *The Law of Leadership* (Leadership), *The Law of Personality* (Personality), *The Law of Distinctiveness* (Difference), *The Law of Visibility* (Visibility), *The Law of Unity* (Unity), *The Law of Persistence* (steadfastness), and *The Law of Goodwill* (Good name) (Montoya & Vandehey, 2002). Findings are then compared with the principles of Islamic da'wah and the concept of self-presentation in attribution theory.

## **C. Results and Discussion**

### **1. Implementation of Oki Setiana Dewi's Da'wah Personal Branding on Instagram**

In this research, the personal branding theory put forward by Montoya (2002) is employed as a framework for analyzing the personal branding efforts made by Oki Setiana Dewi on her Instagram account, @okisetianadewi. Oki, a

female preacher among celebrities, began her career in the entertainment industry with her portrayal of the female lead, Ana Atofatun Nisa, in the popular religious film "Ketika cinta bertasbih" (2009) based on a novel by Habiburrahman. The film, set in Indonesia and Egypt, follows the story of Ana Atofatun Nisa, a student from Indonesia studying in Egypt and the daughter of the founder of an Islamic boarding school in Solo, Central Java.

Several years later, Oki re-emerged on the media scene, but no longer as a film actress. Instead, she became a prominent figure in a religious lecture program broadcast on a television station named "Islam itu indah." Oki had apparently been honing her skills in the field of Islamic da'wah, or Islamic proselytization, while attending university by participating in religious organizations and activities, and studying the religion itself. Her exceptional talent for public speaking, coupled with her charm and personal branding on social media that portrays her as an attractive and wise Muslim woman, have elevated her to even greater fame. Many Muslim women in Indonesia became fans of her, as evidenced by the numerous events at which she speaks, particularly at Muslimat events or in offline studies in various cities in Indonesia and online events organized by various institutions and organizations abroad. Those interested in learning more about Oki's various activities can follow her on Instagram at @okisetianadewi.

The Instagram account @okisetianadewi has received a blue tick from Instagram, the symbol for an account that has been verified as an official account. This blue tick is usually given by Instagram to people who are public figures. This symbol is a sign that the account is authentic and belongs to the owner, who is quite well-known in the world of social media, commonly known as "Influencers." These people have many followers on Instagram and can influence others through their posts, with high engagement. The account now has active followers of 16.1 million Instagram users, with an average of tens of thousands of likes on each post, and even up to 100,000 likes.

Personal branding is a personal identity related to the qualities and values that a person has that can cause an emotional response to others (Prakoso, 2016:20). Personal branding is a representation of an individual's abilities, strengths, and reputation that showcases their distinctive qualities and advantages in a specific field. According to Montoya in Haroen (2014), personal branding is an art that attracts and retains more customers by actively formatting public perception (Haroen, 2014:13). According to Erwin and Tumewu (2014) in (Stevani & Widayatmoko, 2017:68) Personal branding is defined as the impression associated with one's skills, behavior, or accomplishments, which is deliberately or inadvertently crafted to convey an individual's image. From this definition, it can also be understood that personal branding is a result of a communication process that explains a person's personality, abilities, skills, uniqueness, values, achievements, and the like. This results in a view of society that is used to form an identity to describe that person's profile. According to Rizka & Setiawan, the practice of personal branding for a preacher is actually a form of sincerity in practicing the teachings of Islam in everyday life (Setiawan & Nurmandi, 2020:42). Meanwhile, according to Haroen (2014), Personal branding refers to the personal identity associated with the qualities and values that a person possesses, which can elicit an emotional response from others. Montoya (2014) in Haroen further explains that there are eight main concepts of personal branding, commonly referred to as "The Eight Laws of Personal Branding(Haroen, 2014).

Even though the public knows about Oki Setiana Dewi on television as a woman preacher. When she speaks on online forums on the internet, people know her as a scholar. However, through sharing her daily life on social media, people also learn about her as a housewife and as a teacher at one of the tahfiz boarding schools (Islamic boarding school specializing on memorizing the entire chapter of the Qur'an) and various other roles. Through her Instagram



profile, authors analysed the personal branding that she displays through her social media by using the personal branding theory initiated by Montoya which is known as the eight laws of personal branding with a focus on analysis from the point of view of personal branding in da'wah. The results and discussion of the analysis are as follows:

a. The Law of Specialization (specialization)

Specialization is the principle of personal branding that focuses on strengths and certain skills. Oki has specialized herself as an expert in the field of Islamic da'wah. This specialization can be understood through a variety of content that conveys da'wah, photos, videos, and writings, all of which contain or describe her as a preacher. According to Ali Aziz (Aziz, 2014:11), the da'wah itself is defined as an attempt to invite people to obey the teachings of Allah SWT by doing *amar ma'ruf nahi munkar*, in order to obtain happiness in this world and in the hereafter.

Through his Instagram profile, it can be seen that in the first part of his bio, she is one of the administrators/personnel of the Tahfidzul Qur'an Islamic Boarding School named Maskanul Huffadz, followed by email and Instagram da'wah management whose role is to accommodate his da'wah affairs namely OSD (Oki Setiana Dewi) Official @okisetianadewiofficial. The Instagram accounts are part of the businesses she owns. Other businesses under her ownership includes the syar'i headscarves @mekartukisah, and BA products (brand ambassadors) such as the Islamic herbal skincare @batrisyiahherbalindonesia.

Through direct spotlight we can see her track record in preaching. With this specialization Oki is on an equal footing with other preachers such as Ustadz Soleh Mahmud, Umi Pipik, and various preachers who are known as da'i or da'iyah celebrities because they often appear on television and have huge number of followers on their social media, Instagram to be precise. Oki

specializes in being a female preacher and her preaching content covers the daily problems of a married woman. For example, about the role of a wife in the household or tips on parenting and parenting for mothers, being an independent woman, and various advice packaged as da'wah for Muslim women.

b. The Law of Leadership (Leadership)

Leadership is a key characteristic of personal branding, and it is crucial for society to have leaders who can make tough decisions in uncertain situations and provide clear guidance to meet the needs of their followers. Oki, as a woman, demonstrates strong leadership skills through the content she shares and her charisma. She has the courage to invite her followers, or "mad'u," to follow Islamic law and displays leadership traits in group settings, such as when she organizes events. As a "da'i," or religious leader, Oki uses her leadership skills to protect and influence her followers.

This finding is in line with Widyastuti, et al (2017:4) who explained that some of the benefits of Personal Branding include strengthening authority and trust in decisions, clearing mind, gaining validation or recognition, positioning yourself in a leadership role, increasing authority, and achieving the desired goal. Meanwhile, aspects of leadership in building personal branding can be obtained from three areas; excellence, position, and awareness.

Excellence refers to being an expert and demonstrating a high level of knowledge and skill in a particular field. Through her use of Instagram, Oki has established herself as an expert in Islamic matters and has experience in da'wah. Secondly, position refers to the idea of authority and can be achieved by expressing actions and ambitions. Oki is a well-known public figure and influencer in the field of women's da'wah and has her own da'wah management team. Lastly, awareness relates to receiving praise and recognition from others and can be achieved by publicizing achievements. Oki

has achieved many accomplishments in the field of da'wah, such as being a performer of da'wah programs on TV and other platforms, which she showcases on her Instagram page. She aims to create awareness among her audience and establish herself as a preacher.

c. The Law of Personality (Personality)

Many preachers provide counsel; however, their guidance is not consistent with the intended meaning and scope of the advice. According to Sheikh Ali Mahfuzh, as cited by Saputra (2011), the essence of da'wah is to inspire individuals to engage in virtuous actions and adhere to the commandments of God, to invite individuals to perform good deeds, and to abstain from committing evil deeds in order to attain happiness in both this world and the hereafter. (Saputra, 2011:2).

Ethically, before inviting others to follow a certain path or belief, a preacher must first practice and embody the message they wish to convey. This phenomenon is prevalent in the sphere of da'wah on social media, where the advice given is often not in line with the knowledge and understanding of the preacher, leading to misinformation and deviation from the truth. This can have a negative impact on the overall message of da'wah. In order to mitigate this, it is important for preachers to focus on the content of their message rather than entertainment and to ensure that their message is in line with Islamic principles and teachings. According to Muhammad Ghazali, there are three primary characteristics that a preacher must possess in order to effectively convey the message of da'wah: being loyal to the truth, enforcing the principles of truth, and presenting the truth to all humankind (Ghazali, 1961).

Oki possesses desirable characteristics and traits in a da'iyah, or Islamic preacher. For example, in her da'wah videos, Oki comes across as a woman who is firm in her beliefs yet gentle and wise. She is modest and does not

intimidate others, which makes her approachable and easy to listen to. Additionally, she appears to be well-versed in her da'wah material, which allows her to deliver her message confidently and establish a strong connection with her audience, including those she reaches through the internet by sharing aspects of her personal life.

Furthermore, Oki's personal content such as her travels, endorsements, and other activities reflect her admirable moral character, as she encourages her audience to give charity, seek knowledge, and strive to become pious and healthy individuals, thus promoting positive impressions. Oki also makes an effort to maintain a positive image as a preacher by embodying the moral qualities that are expected of a role model, as outlined by Al-Bayanuni. Overall, Oki presents herself as a Muslim woman with admirable morals and a good personality, inspiring her audience.

#### d. The Law of Distinctiveness (Difference)

Effective personal branding requires a person to distinguish themselves from others or competitors in their field. In addition to having expertise in the field of da'wah, personal branding also requires an individual to have unique characteristics that set them apart from other da'wah figures. While Oki's speaking style and approach to da'wah may resemble that of other popular preachers, her distinctiveness can be observed through the content or selection of her da'wah materials. This could include the specific issues or topics she addresses, her unique perspective on these issues, or the methods she uses to convey her message. By emphasizing these distinct qualities, Oki can establish herself as a unique and recognizable figure in the field of da'wah.

The form of da'wah materials can encompass a wide range of topics. According to Hasibuan (Anshori, 2016:83-84), the scope of da'wah activities can be divided into two groups: (1) Guiding in personal development, which includes instruction on matters of *aqidah*, worship, morals, and *muamalah*, as

well as guidance on monotheism, prayer, fasting, zakat, pilgrimage, and religious knowledge. The aim of this type of guidance is to improve the quality of faith and piety to Allah SWT vertically and to improve relationships between fellow human beings and the surrounding environment horizontally in order to attain happiness in this world and the hereafter, and (2) Guiding in the development of practical matters, which covers fields such as economics, education, social issues, health, household, culture, politics, and other bilateral relations. This type of guidance aims to improve the quality of faith and devotion to Allah vertically and to improve the relationships between human beings and the surrounding environment horizontally, to attain a peaceful life in the sight of Allah.

It appears that Oki has a niche or differentiation in the field of da'wah, which is focused on the position and role of women in the household, as well as parenting tips and guidance on how a mother can raise and care for her child. This distinction in her da'wah material likely influences the segment of her audience that she aims to reach, which is mostly housewives. As a result, the products that she promotes on her Instagram (whether they are her own products or endorsed) tend to be geared towards women, such as skincare products, headscarves, or products that can be used by families. This is reflected in her branding, as she directs her promotion towards household products, such as multivitamins, portable Wi-Fi, children's toys, children's and parents' fashion sets, and other products that are relevant to her target audience.

It appears that Oki has a unique approach to delivering her da'wah message, as demonstrated by one of her posts where she mentions that she has just completed a da'wah trip with the theme "Building Sakinah Households in a Civilized Country." This, along with other posts, shows that she has a distinct focus in terms of her da'wah material, which is based on the perspective of women, wives, and housewives. This approach allows her to

provide guidance and coaching to her audience that is specifically tailored to their needs and concerns, which is likely to be more effective and impactful for her target audience.

e. The Law of Visibility(visibility)

Personal branding must be consistent and sustained in order for it to be recognized and well-known. Oki has built her personal branding through her efforts to increase visibility, as her content on Instagram makes it clear that she is an active female preacher. Her consistent efforts to preach in both online and offline forums are visible from her social media posts. Anyone who visits her Instagram account, whether they are followers or not, can easily identify her as a da'iyah. To maintain her personal branding, she has a separate account for her da'wah management, named @okisetianadewiofficial or OSD management, where she posts content related to her travel records and da'wah activities, and another personal account, named @okisetianadewi, where she posts more general and personal content.

All of Oki's accounts are open and accessible to the public, allowing anyone to learn about who she is and how she conducts her da'wah. Her presence on various social media accounts consistently demonstrates her dedication to preaching and spreading her message. She promotes products in accordance with Islamic values and da'wah, and describes all her activities and posts with the nuances of da'wah. The value of visibility and consistency in her preaching is closely related to her efforts to promote herself as a professional preacher, which is an important aspect of personal branding for a da'iyah. This helps her to establish herself as a credible and reliable source of guidance and information for her audience.

f. The Law of Unity (Unity)

The personal life of an individual behind their branding must align with the ethical principles and attitudes conveyed in their image and message. Oki,

as a da'iyah, demonstrates consistency and compatibility between the content she displays in cyberspace, in the form of da'wah, and her personal life as a preacher. However, it is important to note that according to the principles of unity, a person's personal life should align with the ethical principles and attitudes that are conveyed in their image and branding. Oki, as a preacher, not only displays content related to her preaching, but in every post, she uses wise language and contains Islamic educational values. This consistency and unity of values is evident in all of her posts on her personal Instagram, on television, YouTube, and other social media accounts, which supports her self-image as a da'iyah.

Even though Oki sometimes shares posts about product promotion, she still includes elements related to da'wah values in her captions. For example, when promoting skincare, she encourages self-care and self-love from an Islamic perspective. Similarly, when promoting family fashion, she explains the importance of family from a religious perspective. In general, no content is found in her posts that deviates from Islamic da'wah or her character as a preacher. This consistency and unity in her personal branding as a da'iyah strengthens her self-image as a preacher, and helps to establish her credibility and reliability as a source of guidance and information.

g. The Law of Persistence (firmness)

Personal branding takes time to develop, and it is important to pay attention to each step and follow the trends. Oki has made consistent and persistent efforts to establish her personal branding for her da'wah, which is evident in the high engagement in her posts, the large number of followers, and the blue tick symbol indicating verification on her account. Being known as a celebrity has likely contributed to her quick rise in popularity and recognition on social media, but her status as an established and active da'iyah figure in the world of da'wah for a significant period of time also plays a role in her personal branding.

To be persistent in building personal branding, it is important to stay current with the trends, as Oki has done. For example, she has used her involvement in films by including awards she has won in her posts, and she is often involved in Give Away projects, which helps to increase engagement and promote her brand. In addition, she has also posted about visiting the house of the late Eril, the son of the governor of West Java, which went viral recently (in 2022) due to the tragic but notable way of his death. Even though this post is just a form of condolence, it also shows her effort to be up-to-date with current events, as long as it contains elements of da'wah. Determination is the key to successfully implementing and maintaining personal branding.

#### h. The Law of Goodwill (the good name)

Personal branding is more effective and long-lasting when an individual is viewed positively by others. Oki has a big name in the country and is known for her positive image as a young celebrity preacher with commendable character, which supports her credibility and reputation as a preacher. While some controversies arose from one of her video lectures which were perceived to support domestic violence, she quickly clarified her stance. She apologized for any errors or mistakes in her wording, which is essential in maintaining her excellent reputation as a da'iyah. Maintaining a good reputation is crucial for a preacher as it allows them to be trusted and loved by their audience. If a preacher's reputation is damaged, the public's trust in them will also be damaged. Therefore, maintaining public trust by maintaining a good reputation is fundamental for a preacher, including Oki as a popular preacher in Indonesia.

Oki Setiana Dewi is a well-known female celebrity preacher in Indonesia, known for her speaking engagements on various topics related to Islam, parenting, Islamic household, self-improvement and motivation, Muslim women and other related topics. She runs a da'wah safari management team called OSD Official, where she captures special moments of her da'wah travels



to various parts of the country. She is also known as an Instagram celebrity, often receiving endorsements on her Instagram feed and stories. She is a business owner of various products such as Hijab Knitting Stories, TiinVit, EC Lemon, and Maryama. She also acts as the brand ambassador for various halal products such as Batrisyia Herbal Indonesia, Sahabat Khadeejah, and frozen food Hato. Despite her busy schedule, she also teaches at the Maskanul Huffadz Tahfizul Qur'an Islamic boarding school in Bintaro and Bogor areas and other Maskanul Huffadz branches.

In addition to her various successful careers, Oki Setiana Dewi also prioritizes her role as a housewife and mother. She has four young children and often shares her experiences as a multitasking mother and housewife on social media. Her posts and captions share parenting tips and advice on building a happy family, communication styles with her husband and being a pious wife. By sharing her personal experiences, she is able to connect with her followers, many of whom are also mothers and housewives, and remind them that while having a career and aspirations is necessary, the responsibilities of a wife and mother should always be the top priority for a Muslim woman. She conveys her da'wah message to Muslim women that serving her husband and seeking his pleasure is the primary obligation of a wife, and taking care of household affairs should be the top priority.

## 2. Personal Branding as Da'iyah Self-Promotion on Instagram social media

As stated by Pertiwi and Irwansyah (2020:16), individuals who aspire to establish a career in their respective fields possess the capability to cultivate personal branding. Personal branding is not restricted to public figures or celebrities, it is also relevant for everyday individuals. With the proliferation of social media, an increasing number of individuals are striving to establish personal branding within their areas of expertise and preferences to enhance their reputation and self-image, increase popularity, or leverage social media for promotional business ventures (Butar & Ali, 2018:87).

Personal branding has been identified as a crucial aspect for individuals in the preaching profession, particularly for those functioning as Islamic communicators (da'i). This is due to the need for effective leadership of the target audience (mad'u) in adherence to Islamic teachings and the message of the da'wah. Research has shown that a da'i with specific personal attributes, such as honesty, trustworthiness, and expertise in the subject matter being conveyed, has a greater chance of success. Additionally, other factors that have been found to positively impact a communicator's effectiveness include popularity, physical appearance, and an attractive persona (Fatoni & Mugni, 2019:54-55). Even though a religious leader (da'i) with higher popularity may be more sought after by followers (mad'u) than one who is not well-known, it would be advantageous for the da'i to focus on deepening their expertise in order to support their popularity. Therefore, for a da'i to become increasingly popular, they must strive for self-identity and self-actualization. However, the self-image of a da'i plays a significant role in the success of their mission, as it can influence how followers (mad'u) perceive the da'i. (Nurjuman et al., 2022:191). This will determine the receptiveness of followers (mad'u) to the information, advice, or teachings conveyed by the da'i. The more positively the self-image of a da'i is perceived by followers (mad'u), the greater their trust in the da'i will be, thereby increasing the da'i's influence and acceptance among followers (mad'u). Conversely, if the self-image of a da'i is perceived negatively, it will decrease the trust and acceptance of their teachings among followers (mad'u). Montoya (2002) in (Rachmawati & Ali, 2018:35) stated that personal branding involves the intention to control how others perceive us, and utilizing that perception to accomplish pre-determined goals.

Oki Setiana Dewi, as a female religious leader, also engages in personal branding to shape her image as a preacher. Personal branding allows for the creation of a professional identity that evokes emotional responses from others and highlights an individual's qualities and values to establish a positive

image. The personal branding efforts undertaken by Oki Setiana Dewi are a means for her to present herself effectively as a religious leader. De Lamater and Myers (2007) in (Nurfajrina, 2022) defines self-presentation as the effort made by an individual, whether consciously or not, to present themselves in a certain way in social interactions. She demonstrates this self-presentation through self-promotion and attribution, which is an effort to promote herself as a female religious leader among women. As mentioned in Goffman's theory as argued by Hunaidah (T & Hunadiah, 2009), It is suggested that there are six types of self-presentation strategies that a person can use. These behaviors and associated attributes can be summarized in several types of attributions and characteristic strategies that must be employed for each attribution (Li, 2021). One of the attributions that can be observed is self-promotion behavior, which demonstrates competency in a specific field to a broader audience (Melyani & Wihardi, 2021).

Oki builds her personal branding through the internet and social media. This media is indeed immensely effective and practical for self-promotion, because anyone can easily upload content. This method is known as "Online Personal Branding", that is implementing personal branding through content that describes that person's life at a glance, including her personal and professional life (Qonitat, 2019:110). The purpose of this online personal branding is to connect all stimuli (content and various activities in the online world) to become a unified message so that a person can create a reputation and image of herself (Frischmann, 2014:8).

Oki utilizes various online platforms, such as Instagram and YouTube, to cultivate her personal brand and skillset. She has established a personal branding unit focused on da'wah, or Islamic preaching. Through her online presence, Oki projects an image of a devout Muslim woman who is both a devoted wife and mother, while also actively engaging in preaching and

spreading the teachings of Islam. This consistent and unique personal branding has helped to solidify her identity as a successful and distinct da'iyah.

She builds Personal Branding through Instagram social media by using visual features such as captions, tags, hashtags, comments, likes, stories, and highlight stories (Efrida & Diniati, 2020:68). Oki's consistent sharing of da'wah content on social media platforms has also played a role in shaping her self-image. The regularity of these posts and the themes they address can create a certain perception of the individual among online audiences, which in turn can contribute to the formation of their self-image (Islamiyah & Rachman, 2018:3). In uploading content on social media, Oki's self-image as a preacher is formed. Self-image is the perception and understanding of oneself that is constructed through the processing, organization, and storage of information received from various sources, including the views and descriptions of others. It can be thought of as a personal identity card that is presented to the world and shapes how one is perceived by others (Restusari & Farida, 2020:176). The large number of social media users gave birth to a phenomenon where people who are considered to have great influence on social media are called "influencers" (Ardiano, 2021:3), including Oki who currently can be categorized as an influencer from the da'iyah circle. The term influencer on social media also gives rise to various similar terms depending on the type of social media, such as Selebgram (Instagram Celebrity).

Selebgram refers to individuals who have gained fame on the Instagram platform. These individuals can be found in a variety of niche fields, such as beauty, food, comedy, and travel, and they typically share content that is relevant to their area of expertise on their Instagram accounts (Rachmawati & Ali, 2018:35). Social media platforms offer the ability to reach a wide range of audiences, making it an effective tool for personal branding. Even with a small number of followers, an individual can use the content they share on social media to shape and project a desired self-image. With the increased

availability of internet access and the growing popularity of social media as a communication tool, individuals from various backgrounds are able to create and promote their personal brand at relatively low cost, making it a valuable tool for personal and professional development (Setiawan & Nurmandi, 2020).

Instagram is one of today's social networks which is considered a pioneer in building one's personal branding because it is very popular for uploading photos or videos. Users can digitally upload photos or videos and share them with others. Instagram is a pioneer of photo sharing applications for mobile phone users with more than 200 million users. Apart from uploading photos, Instagram users can also add effects to beautify the photos to be uploaded. In addition, users can also use special hashtags to make it easier for other users who have the same interests to find uploaded photos. Instagram is a social media platform under the auspices of Facebook or Meta (Soraya, 2017:33-34). Thus, its users are connected with their Facebook accounts so their Facebook friends can also follow them on Instagram. With the growing popularity of Instagram as an application for sharing photos and videos, many users are starting online businesses and marketing their products through Instagram (Nisrina, 2015). Products or services can be offered via Instagram by uploading interesting photos and short videos to display products so potential customers can see the types of goods and services provided.

#### **D. Conclusion**

Oki Setiana Dewi is a prominent female preacher in Indonesia, known for her wisdom, intelligence, and authoritative presence on screen. Through her Instagram account, researchers have observed her personal branding efforts. Her followers can discover that she holds various roles, including participating in academic events, both in-person and online, mentoring students in the study of Tahfidz, serving as a brand ambassador for various halal products, and managing multiple business ventures. In her personal life, she is a housewife

with four young children, and her posts often focus on the challenges and successes of balancing her roles as a mother and a career woman. Her Instagram account also demonstrates efforts in personal branding. The preaching content and other material she presents have been found to impact the effectiveness of her preaching among women significantly. There is a high level of engagement in her posts, with a notable enthusiasm for participating in online events featuring her lectures. Her business ventures have also seen significant growth due to her strong influence in da'wah.

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