Inclusive Communication in *Dakwahtainment*: Da'wah Strategies for Minority Groups through the 'Log In' Podcast

Suci Ramadhani[1*], Hasan Sazali[2], Retno Sayekti[3]

[1,2,3]State Islamic University of North Sumatra, Medan City, 20235, Indonesia

Abstract. The emergence of digital media has transformed Islamic preaching into more interactive and inclusive forms. One such innovation is the Log In Podcast, which combines religious messages with entertainment *(dakwahtainment)* and features interfaith dialogue. This study explores how inclusive communication strategies are applied in the Log In Podcast Season 3, particularly in engaging religious and cultural minorities. This qualitative research uses a descriptive approach with content analysis techniques. Data were gathered from eight episodes of the Log In YouTube podcast and audience comments. NVivo 12 software was used for coding and thematic mapping of both the content and responses. The analysis reveals three key indicators of inclusive da'wah namely diverse guest speakers (including Muslims, Christians, Buddhists, and cultural figures), a wide range of themes (such as tolerance, psychology, sharia, and the arts), and positive audience engagement. Comments reflect appreciation for the open, respectful tone and the podcast's ability to bridge religious differences. Figures like Habib Ja'far play a central role in mediating dialogue, while audiences respond enthusiastically to recurring interfaith guests and inclusive discussions. The Log In Podcast succeeds as a platform for inclusive digital da'wah, creating a space where religious diversity is respected and discussed. This approach not only appeals to Muslim audiences but also engages minorities and non-Muslims, fostering interfaith understanding. The podcast demonstrates how social media can be effectively used for pluralistic and modern religious communication.

Keywords: *Dakwahtainment*; Inclusive Communication; Log In Podcast; YouTube; Da'wah Communication

1. Introduction

The implementation of inclusive communication in da'wah not only emphasizes the content of the message but also the method used to deliver it. As stated by Wa'Di (2022), The communication process in da'wah must be directed in such a way that the message can be well received, while also empowering the da'i to use approaches that are

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*Corresponding author's email: suci3005243002@uinsu.ac.id, Telp. +6281376531013

appropriate to the context of the society in which they are preaching. This includes the use of accessible language and an engaging communication style.

Da'wah, as a process of conveying information and Islamic teachings, requires adaptive strategies to reach diverse audiences. In this context, Trilaksono et al. (2021) state that emphasize that the utilization of media and accessible speaking techniques is crucial in the new media era, where society has undergone lifestyle changes accompanied by the widespread use of digital technology.

The advancement of digital technology presents both challenges and opportunities for more inclusive da'wah practices. Nikmah (2020) states that explains that with digitalization, Muslims have greater opportunities to disseminate da'wah messages through various social media platforms that strategically reach the current generation. This leads to the utilization of engaging and relevant digital content to bring da'wah messages closer to a broader audience.

One of the emerging da'wah phenomena resulting from media development is *dakwahtainment*. The main driving force behind the growth of *dakwahtainment* is the use of social media. The effectiveness of da'wah through social media has become a subject of interest among many scholars, as these platforms enable preachers to reach a broader and more diverse audience (Wahyuddin, 2020). This phenomenon encourages preachers to innovate by presenting da'wah material in engaging entertainment formats. For instance, entertainment programs that incorporate religious values can be delivered through talk shows, dramas, or music, allowing da'wah messages to be conveyed in a more enjoyable and appealing manner.

Da'i must be able to adapt to the changing times, where those who utilize social media are required to possess strong communication skills and the ability to produce engaging content (Pimay & Savitri, 2021). This is essential to ensure that the message is received and shared by the audience, especially the younger generation who are more active on these platforms. The role of social media in *dakwahtainment* is becoming increasingly important. Social media enhances the accessibility and relevance of da'wah among the public (Ana & Shofa, 2023). Platforms such as Instagram, YouTube, TikTok, and Facebook are widely used by preachers to spread creative and entertaining da'wah content. This content may take the form of short videos, memes, or engaging infographics that not only convey information but also invite interaction and participation from the audience.

One of the most widely used social media platforms for da'wah is YouTube. Da'wah on YouTube does not rely solely on verbal methods but also incorporates various engaging media formats. Da'wah videos often utilize strong visual elements, including animation, graphics, or direct visual representation. According to Fauzi (2022), da'wah makes use of communication techniques based on both emotional and rational elements to capture the audience's attention.

Many preachers adopt a communicative style and slang that resonate with the younger generation, as analyzed by Syam et al (2023) who noted the use of slang in da'wah content as a means to create a sense of closeness with the audience. Da'wah on YouTube is also seen as a space for innovation and creativity. Muslim content creators produce engaging and entertaining content while still conveying religious values (Mutia, 2022). Preachers like Gus Iqdam employ strategies that include easily understandable language and visual arts to attract the interest of Generation Z, demonstrating how innovation can influence the way da'wah is delivered (Royani et al., 2024).

YouTube, as the largest video-sharing platform in the world, provides a strategic space for podcasters to reach a broader audience. According to research by Kurniawan et

al. (2024), 93.88% of podcast audiences in Indonesia are interested in genres related to current issues, indicating that content relevance is crucial for achieving user engagement. Podcasts on YouTube serve not only as a form of entertainment but also as a medium for education and fostering discussion around important themes, such as social and political issues, which are often featured on well-known channels like that of Deddy Corbuzier (Dewi & Rusadi, 2023). Podcasts have emerged as one of the most innovative and effective forms of media for disseminating information, including within the context of da'wah. With the advancement of digital technology, many communities and individuals have utilized podcast platforms to convey religious and da'wah messages in a more interactive and engaging manner. The presence of podcasts offers opportunities to reach diverse audiences, especially the younger generation who are familiar with digital content (Fauzana, 2022; Taufiqurrahman, 2023).

Podcasts have become a highly popular medium in Indonesia and are utilized by various groups to discuss a wide range of topics, including da'wah. Many podcasts are specifically created to deliver information and education about Islamic teachings, while also addressing current issues that are relevant to the Muslim community (Fauzana, 2022). One example of a podcast that is popular among young audiences and contains da'wah content is "Log In", a program owned by Deddy Corbuzier, featuring Habib Ja'far a Muslim scholar as the main speaker, alongside Onadio Leonardo and Boris Bokir who serve as moderators and discussion initiators.

The Log In podcast has gained popularity due to its inclusive approach to da'wah. Although it is a religious-themed program broadcast specifically during the month of Ramadan, the podcast has successfully captured the attention of a broader audience—not limited to Muslims alone. One of the key factors behind this success is the diversity of its guests. Log In features individuals from various religious backgrounds, including Confucianism, Christianity, Buddhism, and Islam, as well as public figures from different professions such as actors, musicians, and cultural practitioners. This approach sets the podcast apart significantly, as da'wah programs typically only present Islamic religious figures as speakers.

Considering the success of Log In in presenting da'wah in an inclusive manner through a *dakwahtainment* approach, it becomes essential to examine how its communication strategies are able to reach audiences of different religions and backgrounds. This unique format creates a space for interfaith dialogue and extends the reach of da'wah messages in the digital era. Although previous studies have explored the use of digital media and *dakwahtainment* as strategies for Islamic preaching in the modern era, there remains a lack of research specifically examining how the principles of inclusive communication are applied within the context of interfaith preaching through podcast platforms particularly in the *Log In* program, which is unique for its inclusion of speakers from diverse religious backgrounds. This study addresses that gap by offering an in-depth analysis of preaching strategies that are inclusive not only in content but also in method, and how such an approach fosters interreligious dialogue within an entertainment-based format. The novelty of this research lies in its focus on the interaction between the podcaster and interfaith guests within the *dakwahtainment* framework to systematically explore the dynamics of communication in digital preaching content.

2. Methods

This study employs a qualitative research method with a descriptive approach to explore inclusive communication strategies in *dakwahtainment* through the Log In

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podcast, Season 3. The method used is content analysis, supported by NVivo software to facilitate the systematic process of coding and data categorization.

The primary data in this study were obtained from transcripts of the 'Log In' podcast Season 3, which comprises a total of 30 episodes. From this corpus, the researcher purposively selected 8 episodes for analysis based on thematic relevance, particularly those addressing issues related to diversity, inclusivity, and the representation of minority groups. These episodes were chosen not only for their topical content but also for featuring guests from diverse religious, professional, and social backgrounds, thereby reflecting the pluralistic nature of Indonesian society. The selection was conducted to ensure a focused and in-depth analysis of inclusive da'wah communication strategies within the framework of *dakwahtainment* media.

Secondary data were drawn from supporting literature, including scholarly journals, digital documentation, and relevant theories related to inclusive communication, da'wah, and *dakwahtainment* media. This methodological approach aims to uncover how da'wah communication strategies are packaged in an open, humanistic, and contextually relevant manner through the podcast medium.

Table 1 Selected Podcast Content for Analysis

Podcast Title	Guest	Profession	Religion
All Chinese Are Confucian? Om Deddy Is Chinese but Why Is He Muslim?	JS Kristan	Confucian Religious Leader	Confucianism
Habib Ja'far vs Catholic Priest: Not Married but Giving Marriage Advice?	Father Asran	Catholic Religious Leader	Roman Catholic
Da'wah Strategy 5.0 Delivery: Monkey King's Teacher Walks, Monk Takes a Campervan?	Bhante Dira	Buddhist Religious Leader	Buddhism
Southeast Asia's Largest Protestant Church: Habib, Don't Act Like a Minority	Rev. Binsar Pakpahan	Protestant Religious Leader	Protestant Christianity
Quraish Shihab Speaks: The Miracle of the Seal of the Prophets	Quraish Shihab	Islamic Scholar	Islam
Why Defend God: Who Do You Think You Are?	Sujiwo Tejo	Cultural Figure	Islam
Sharia Reggae, Really?: This Is Bob Marley, Boss!	Bob Marley	Musician	Rastafarian
Dr. Aisah Dahlan, Defender of Men: A Silent Husband Secretly Makes His Wife Happy	Dr. Aisah Dahlan	Doctor	Islam

Table 1 presents a selection of eight podcast episodes from Log In Podcast Season 3 that were analyzed in this study. Each episode title reflects a creative and often provocative approach to exploring religious and social issues through inclusive and dialogical communication. The guest speakers come from a wide range of religious and professional backgrounds, including a Confucian leader (JS Kristan), a Catholic priest (Father Asran), a Buddhist monk (Bhante Dira), a Protestant pastor (Rev. Binsar Pakpahan), and Muslim scholars and figures such as Quraish Shihab and Dr. Aisah Dahlan.

In addition, cultural icon Sujiwo Tejo and symbolic representation of Bob Marley introduce alternative voices from artistic and non-institutional religious perspectives. This diversity of guests showcases the podcast's commitment to promoting interfaith dialogue and breaking down stereotypes through engaging and respectful conversations.

The selected topics not only illustrate the diversity of the guests but also demonstrate the podcast's inclusive approach to da'wah in a modern digital format. For example, the episode with Bhante Dira discusses religious teaching strategies within a pop-cultural framework, while conversations with Christian leaders address minority experiences and interfaith relations in Indonesia. Episodes featuring Sujiwo Tejo and Quraish Shihab offer reflective insights into theology and spirituality, while the symbolic episode with Bob Marley uses music and morality as entry points into religious discussion. The titles are intentionally provocative, combining humor, curiosity, and critical questions to attract younger and multicultural audiences. Overall, the table provides clear evidence of how Log In Podcast successfully applies a *dakwahtainment* strategy that blends Islamic preaching with inclusive communication, making religious discourse more accessible, relevant, and engaging across different segments of society.

3. Result and Discussion

3.1. Inclusive Themes and Diverse Speakers

The findings of this study reveal that Log In Podcast Season 3 applies a da'wah strategy rooted in inclusive communication within the creative framework of *dakwahtainment*. This means that religious messages are delivered not only with a spiritual mission but also with an entertainment sensibility making the content more relatable and accessible to a broad audience. This strategy is evident in three main dimensions: the diversity of guest speakers, the richness of the thematic content, and the way audiences respond to the messages. Together, these elements indicate a deliberate effort to craft a form of Islamic preaching that is adaptive to the realities of a pluralistic and media-savvy society.

In terms of guest selection, the podcast features individuals from a wide array of religious and professional backgrounds. Among the speakers are leaders and scholars representing Buddhism, Protestant Christianity, Roman Catholicism, Islam, and Confucianism showcasing the podcast's commitment to interfaith dialogue. In addition to religious figures, the podcast also includes voices from non-clerical professions such as medical doctors, artists, musicians, and cultural thinkers. This diversity not only enriches the conversation but also breaks the monotony often associated with religious discourse, making the da'wah process more inclusive and less hierarchical.

The thematic content discussed in the episodes further supports this inclusive approach. Instead of focusing solely on classical Islamic jurisprudence or theological debates, the podcast explores a variety of topics that resonate with modern audiences. These include sharia, morality, tolerance, psychology, *tauhid* (monotheism), and broader sociocultural issues like music, art, and entertainment. By doing so, the podcast bridges religious knowledge with everyday human experience. The themes reflect an intention to position Islam as a faith that is not only doctrinally rich but also socially responsive and emotionally intelligent.

To analyze and validate these thematic patterns, the researcher employed NVivo 12 software, a qualitative analysis tool that allows for detailed coding, categorization, and visualization of data. Through this process, major themes were systematically identified and grouped based on their frequency and contextual relevance in each episode. The

resulting visual map offers a clear representation of how the podcast strategically blends religious discourse with contemporary life concerns. This demonstrates the podcast's success in implementing a *dakwahtainment* model that is not only theologically grounded but also culturally sensitive and inclusive—reaching beyond traditional audiences to include minorities, interfaith participants, and younger digital natives.
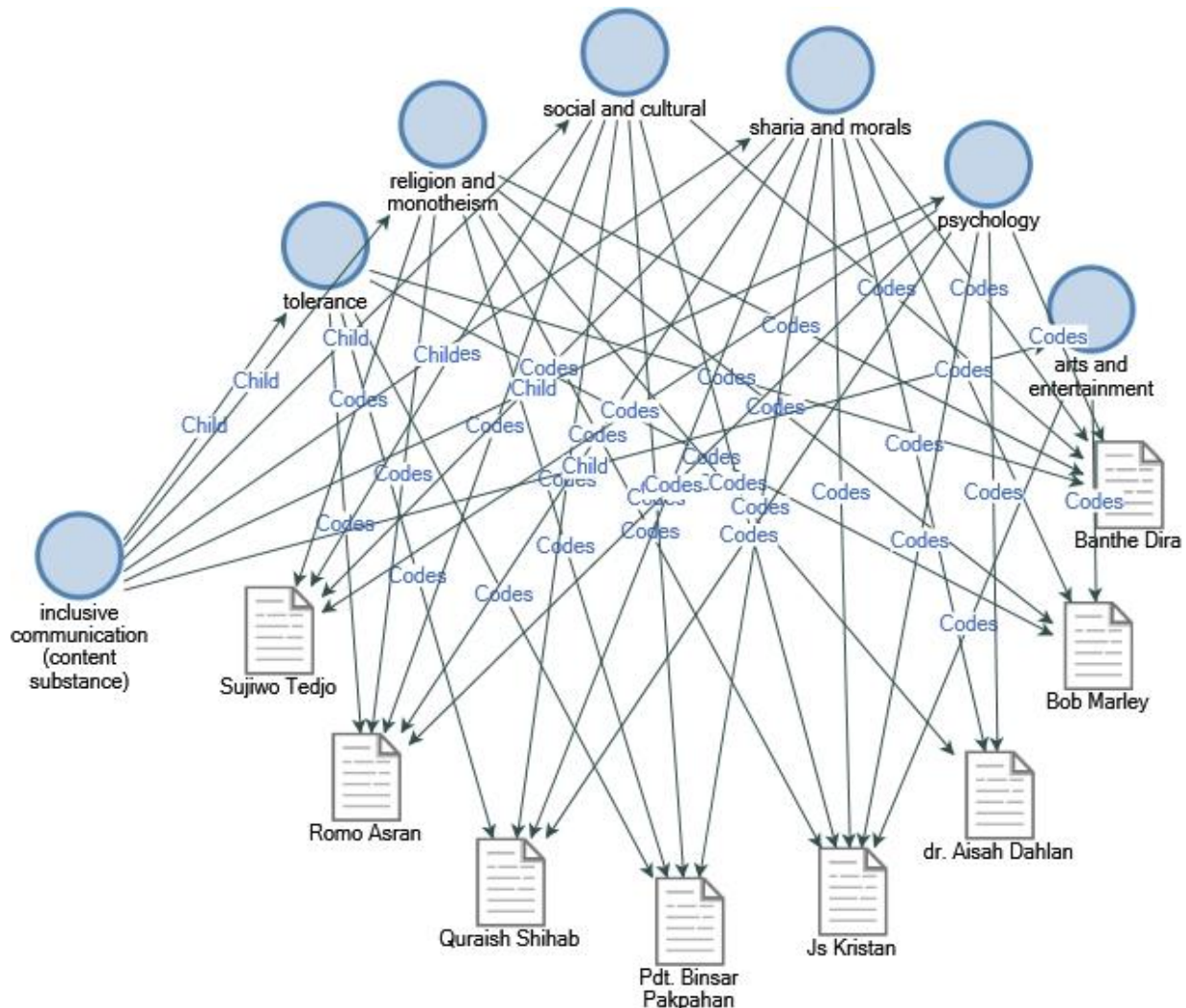

Figure 1 NVivo 12 Data Analysis Results

The Figure 1 presents the results of data analysis using NVivo 12 software, which maps the main themes in the content of the *Log In* Podcast. Based on the analysis, it was found that the podcast content raises various themes, including: tolerance, religion and monotheism (tauhid), social and cultural issues, sharia and morality (akhlaq), psychology, as well as arts and entertainment. This thematic diversity indicates that the communication built in the podcast is not exclusive, but inclusive, capable of addressing cross-cutting issues and the interests of a broader audience.

More specifically, inclusive communication in this podcast is reflected in the variation of themes discussed by each speaker. For instance, Sujiwo Tejo emphasized the themes of religion and monotheism, social and cultural issues, sharia and morality, and psychology. Romo Arsan discussed many topics related to tolerance, religion, socio-cultural issues, and psychology. Quraish Shihab highlighted the themes of tolerance, socio-cultural issues,

sharia and morality, and psychology. Meanwhile, Reverend Binsar Pakpahan focused on tolerance, religion, socio-cultural issues, and morality.

Other speakers, such as JS Kristan, mostly raised themes of arts and entertainment, psychology, morality, socio-cultural issues, and religion. Dr. Aisah Dahlan discussed themes of psychology, sharia and morality, as well as religion and monotheism. Bob Marley (discussed symbolically) presented themes of arts and entertainment, morality, tolerance, and religion. Lastly, Bhante Dira addressed themes of psychology, morality, religion, socio-cultural issues, and tolerance.

From the overall analysis, the most dominant themes that emerged in this podcast were tolerance, religion and monotheism, socio-cultural issues, and psychology. This affirms that the *Log In* Podcast consistently presents da'wah communication that is open, reflective, and adaptive to the diversity of the audience and the complexity of religious and humanitarian issues.

The research findings reveal that the da'wah strategy through podcasts that combine elements of entertainment and religious messages known as the concept of *dakwahtainment* has proven effective in reaching a wider audience. Although each speaker conveys their religious views according to their respective backgrounds, the da'wah strategy used still leans toward an inclusive approach.

The role of Habib Ja'far as a podcaster is highly significant. He not only facilitates dialogue but also actively compares the values discussed with Islamic perspectives. This approach provides a broad learning space for the audience, particularly non-Muslims, to understand the complexity of Islamic teachings in an open and non-judgmental atmosphere. Although the *Log In* Podcast is produced specifically for the month of Ramadan, the presence of speakers from various religions, cultures, and professions makes this podcast an inclusive interfaith dialogue space. This becomes an effective da'wah strategy to reach minority groups and expand interreligious understanding.

The presence of non-Muslim religious figures further strengthens the impression that this podcast is not only intended for Muslims but is also able to attract the attention and participation of followers from other religions.

Inclusive communication in da'wah through the *Log In* Podcast is also analyzed through audience responses recorded in the YouTube comment section of the eight episodes studied. These comments reflect the audience's views, appreciation, and even criticism of the da'wah method presented especially in the context of interfaith, cross-cultural, and minority group engagement.

This podcast serves as an open dialogue space presenting diversity issues, thus attracting public attention from various backgrounds, including those from non-Muslim or religious minority groups. Through this approach, the researcher was able to capture the extent to which the da'wah message was received by the public and how the values of inclusivity were perceived and responded to by the audience.

The analysis was carried out by processing the comments into a visualization in the form of a word cloud, which shows the frequency and pattern of the most dominant keywords. This visualization serves as an initial basis for understanding the main themes, central figures, and prominent inclusive values in da'wah communication to a broad audience, including minorities.

3.2. Audience Reflections on Inclusive Da'wah

One of the most significant findings in this study is the overwhelmingly positive response of audiences to the inclusive da'wah strategy implemented in Log In Podcast

Season 3. Through a qualitative content analysis of the YouTube comment sections of eight selected episodes, the research revealed that the audience not only welcomed the presence of interfaith figures but also actively participated in the discourse. Using NVivo 12 software, a word cloud visualization was generated to identify dominant patterns and recurring keywords. The results show that inclusivity, dialogue, and religious tolerance were among the most appreciated values by viewers. This indicates that audiences are not passive recipients, but active meaning-makers in digital da'wah spaces.

Figure 2 Word Cloud of "Log In" Podcast Comments

A prominent pattern in the word cloud is the frequent appearance of the name "Habib", referring to Habib Ja'far, the podcast host. His role as both facilitator and interlocutor was consistently praised by audiences, particularly for his respectful, humorous, and relatable approach in presenting Islamic teachings alongside other religious perspectives. Viewers expressed admiration for his ability to bridge theological differences without judgment, thereby creating a safe space for reflection and interfaith understanding. His popularity also reflects the importance of personal charisma and communicative style in digital religious communication.

The word cloud also highlights the names of several guest speakers namely Quraish, Bhante, Romo, Pastor, Sujiwo, Onad, and Boris which signifies their strong presence and impact on audience engagement. Onad and Boris, in particular, are repeatedly mentioned for their witty, critical, and humorous questions that mirror public curiosity, often raising issues that may be seen as sensitive in traditional religious contexts. This dynamic interaction between speakers and audience reflects a two-way communicative process

rarely present in conventional dakwah forums, making the podcast format more dialogical than monological.

In addition to names, the appearance of thematic keywords such as "religion," "Islam," "Catholic," "God," "interfaith," "tolerance," and "knowledge" points to the broad spectrum of issues that resonate with the viewers. These words demonstrate that the audience values discussions that move beyond doctrinal rigidity, welcoming instead a holistic exploration of spirituality, culture, morality, and social issues. Moreover, words like "music," "comedy," "prayer," "sin," "family," and "women" reflect the relevance of the podcast topics to daily human experiences, indicating that *dakwahtainment* succeeds in integrating religious discourse with real-life concerns.

Another notable finding is the audience's active participation in shaping future content. The emergence of words like "invite" and "Felix" shows that viewers not only consume but also contribute suggestions proposing speakers such as Ustadz Felix Siauw to be invited for future episodes. This highlights the interactive nature of digital platforms and the collaborative potential between content creators and their audiences. It also illustrates that the Log In Podcast is not merely broadcasting religious knowledge but facilitating a participatory digital religious public sphere.

To illustrate these patterns, the following table summarizes the most frequently occurring words in the audience comments, categorized by thematic focus. These keywords affirm that Log In Podcast has successfully captured public attention and trust by promoting da'wah that is inclusive, relatable, and dialogical especially for younger, digitally connected, and religiously diverse audiences.

Table 2 Dominant Keywords from Audience Word Cloud Analysis

Keyword	Category	Interpretation
Habib	Person	Central figure, appreciated for inclusive and dialogical approach
Tolerance	Value	Emphasized as the core message of inclusive da'wah
Religion	Theme	Shows interest in interfaith and theological dialogue
Knowledge	Value	Audience appreciation for educational, insightful content
Islam, Catholic	Religion	Reflects engagement with religious plurality
God, Jesus	Theology	Indicative of cross-religious interest and spiritual reflections
Comedy, Music	Culture & Entertainment	Highlights the appeal of entertainment in faith communication
Onad, Boris	Speaker	Audience engagement with critical-humorous voices
Invite, Felix	Interaction	Active audience participation and content suggestion
Podcast, Episode	Format	Acceptance and familiarity with YouTube-based digital da'wah

Table 2 summarizes the dominant keywords extracted from the word cloud analysis of audience comments on eight episodes of Log In Podcast Season 3. These keywords are categorized into thematic groups such as person, value, theme, religion, theology, culture

and entertainment, interaction, and media format. The prominence of the word "Habib" highlights the central role of Habib Ja'far as a respected figure who is perceived as inclusive, approachable, and open to interfaith dialogue. Keywords like "tolerance" and "knowledge" reflect the audience's appreciation for values of diversity and educational depth in the da'wah content. Meanwhile, the recurring appearance of "religion," "Islam," and "Catholic" indicates strong audience interest in interfaith discussions and a desire to explore religious plurality within a respectful and engaging space.

Moreover, names like "Onad" and "Boris" suggest the appeal of non-clerical voices who bring humor and critical thinking into the discourse, representing public curiosity in a more relaxed yet meaningful way. The presence of words such as "comedy" and "music" reinforces the effectiveness of the *dakwahtainment* approach, showing that entertainment elements can enhance religious engagement. Interestingly, words like "invite" and "Felix" reveal active audience participation, as viewers suggest new speakers to be featured—illustrating a dynamic two-way interaction between content creators and the public. Lastly, the frequent mention of "podcast" and "episode" confirms that the digital YouTube format is widely accepted as a relevant and effective platform for modern Islamic preaching, particularly among younger and diverse audiences.

The use of social media in da'wah has a significant impact, particularly in reaching minority groups. Other studies conducted in Indonesia indicate that social media facilitates the dissemination of da'wah messages to various segments of society, including youth and minority communities, who have broader access to information. (Burhanudin et al., 2019; Fauzana, 2022; Idris, 2022). With its interactive nature and rapid dissemination capabilities, social media provides an ideal platform for preachers to convey religious teachings in ways that are engaging and relevant to modern audiences. (Habibi, 2018; Khumaedi & Fatimah, 2019).

4. Conclusion

This study concludes that Log In Podcast Season 3 successfully implements inclusive communication strategies within the framework of *dakwahtainment*, allowing Islamic preaching to resonate across diverse audience segments. The research findings demonstrate that the podcast's strategic use of interfaith guest speakers representing Islam, Christianity, Buddhism, Confucianism, and cultural communities combined with universal themes such as tolerance, ethics, social relations, and the arts, plays a pivotal role in creating a dialogical and non-judgmental space. The selection of these episodes and the analysis of audience comments show strong engagement from a wide range of viewers, including those from minority religious backgrounds, suggesting that digital da'wah in this form can successfully transcend religious and cultural boundaries.

From the perspective of inclusive communication theory, this podcast represents a compelling example of how religious discourse can evolve through media innovation and narrative openness. The study highlights that the fusion of da'wah and entertainment *(dakwahtainment)* when managed with respect, humor, and interfaith sensitivity can transform conventional preaching into a collaborative dialogue that values difference rather than suppresses it. The presence of audience-driven content, visible in suggestions and praise found in YouTube comments, further affirms the two-way nature of digital da'wah communication. In doing so, the podcast not only educates but also invites mutual understanding, empathy, and religious literacy among listeners of varying faiths.

Despite these valuable insights, this study has certain limitations. Only 8 out of 30 available episodes were analyzed due to time and scope constraints, potentially leaving

out additional nuances in inclusive communication practices. Furthermore, audience reception was assessed solely through YouTube comments, without triangulation via interviews, surveys, or focus group discussions, which limits the depth of understanding regarding the audience's interpretative engagement. For future research, it is recommended to adopt a mixed-methods approach, incorporating both qualitative and quantitative data to capture richer insights. Studies could also explore other digital platforms such as TikTok, Instagram, or Spotify to examine how inclusive da'wah adapts to varied content formats and algorithmic environments. Additionally, applying alternative frameworks such as digital ethnography or critical discourse analysis could further deepen our understanding of meaning-making and power relations in interfaith religious communication.

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