



Da'wah Communication on the Musawarah YouTube Channel (Perspective of Shafwatut Tafasir Interpretation)

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A B S T R A C T

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Digital da'wah often faces challenges in maintaining emotional depth and theological groundedness amidst the fast-paced nature of social media. This study addresses the need for a da'wah model that balances contemporary communication styles with classical Islamic interpretation. This study analyzes the communication strategy of da'wah through a presentation of the issue's background in the Musawarah Podcast episode "Kekuatan Itu Menjadikan Kita Selalu Bersama" (Strength Keeps Us Together). Using a descriptive qualitative approach with Klaus Krippendorff's content analysis, this study examines Aristotle's rhetorical elements of ethos, pathos, and logos, then integrates them with *Shafwatut Tafasir's* interpretation of QS—Muhammad verse 19. The results show that presenting the background of the issue plays an important role in building the moral credibility of the source (ethos), evoking emotional resonance (pathos), and strengthening the argumentation of Islamic values through life experiences (logos). Theoretically, this study contributes an integrative framework between Western rhetoric and classical Tafsir, and, practically, provides a narrative-spiritual model for digital preachers to reach urban Muslim audiences more effectively.

Introduction

The development of digital media has driven a major transformation in contemporary da'wah practices. Da'wah no longer takes place only in conventional spaces such as mosques, majelis ta'lim, or formal religious forums (Mujahadah, 2020). Da'wah has also shifted towards video-based digital platforms that are more interactive, inclusive, and accessible (Aisyah, 2022). YouTube, as one of the largest video-sharing platforms, has become a new space for preachers and religious communities to convey Islamic messages in creative and engaging ways.

Da'wah that is monological, but dialogical and narrative, will build emotional closeness between the speaker and the audience (Arifin, 2018). The Musawarah Podcast is an interesting adaptation of digital da'wah worth studying. The Musawarah YouTube channel, run by public figures who have converted to Islam, features a format of religious dialogue grounded in personal experiences, life stories, and spiritual reflections. The message of da'wah is conveyed through real stories, hijrah journeys, family experiences, and social activities they engage in. The Musawarah Podcast also demonstrates the integration of religious values into the daily lives of the public figures involved.

The communication of religious teachings is important because digital media not only serves as a means of spreading messages but also as an arena for constructing religious meaning (Elhany & Pujianto, 2022). This phenomenon aligns with research on the role of religious celebrities in shaping religious identity through social media (Masyitoh, 2023). The use of narratives in digital preaching demonstrates how public figures can serve as spiritual role models in fostering religious awareness among urban communities.

The message of da'wah can undergo transformation, reinterpretation, and adaptation in accordance with the communication style and characteristics of the digital platform (Hasyim Iskandar & Binti Amanah, 2024). The rhetorical approach helps reveal the structure of persuasion, the language strategies, and the emotional appeals used by speakers in constructing their messages. Aristotle's rhetoric, which includes ethos, pathos, and logos (Asriadi, 2020), becomes a relevant analytical framework for understanding how religious messages are formed and conveyed through conversations in the Musawarah Podcast.

The use of an interpretive perspective, through Tafsir *Shafwatut Tafasir*, aims to identify the values of da'wah that emerge in the Musawarah Podcast

dialogue. *Tafsir Shafwatut Tafasir*, as one of the concise interpretations rich in thematic explanations, provides a scientific basis for assessing the harmony of the podcast's message with the principles of Qur'anic da'wah (Husna, 2021). The integration of rhetorical analysis with the interpretation of the Qur'an can help provide a comprehensive picture of the quality of the message and the depth of religious values conveyed through digital media.

The YouTube channel Musawarah, with the username @MusawarahOfficial, is the official channel of the Musawarah religious study community, founded by several artists and public figures who have converted to Islam. This channel joined YouTube on April 20, 2018, and currently has 384,000 subscribers, with 531 videos and 19,601,240 views. In this study, one episode of the Musawarah Podcast titled "Kekuatan Itu Menjadikan Kita Selalu Bersama" (Strength Keeps Us Together) was used. It was released on December 16, 2024, on the Musawarah Official YouTube channel and has been viewed 14,784 times.

In the context of digital preaching, conversations in podcasts serve as a medium for constructing meaning, allowing audiences to form new religious understandings (Aripudin, 2018) based on the experiences of the public figures they follow. This study integrates Aristotle's rhetorical analysis and the perspective of *Tafsir Shafwatut Tafasir* to examine da'wah communication in the Musawarah Podcast episode "Kekuatan Itu Menjadikan Kita Selalu Bersama" (Strength Keeps Us Together). This study aims to understand how personal narratives, the credibility of public figures, and Qur'anic values can synergize in shaping effective, humanistic, and relevant da'wah communication for today's urban society.

This study aims to understand how personal narratives, the credibility of public figures, and Qur'anic values can synergize in shaping effective, humanistic, and relevant da'wah communication for today's urban society. While previous studies have extensively explored the role of social media in da'wah transformation (Masyitoh, 2023; Nurziah & Mustopa, 2025), there remains a lack of research that specifically integrates Aristotle's classical rhetoric with contemporary thematic interpretations, such as *Shafwatut Tafasir*, in the context of YouTube podcasts. Most existing literature focuses either on the technical aspects of digital platforms or on purely normative theological content (Rakhmawati, 2013). This study fills that gap by offering a holistic analysis of how rhetorical persuasion and spiritual interpretation converge in narrative-based digital da'wah.

Research Methods and Theory Approach

This study uses a descriptive qualitative approach to examine the rhetorical strategies used in the Musawarah Podcast content. This approach aims to understand the message in depth through the interpretation of the text and the communication context presented in the video (Moleong, 2019). The analysis method used is qualitative content analysis, as developed by Klaus Krippendorff, which allows researchers to systematically and objectively interpret the symbolic meaning in communication messages (Krippendorff, 2018). This approach is relevant because it helps reveal how rhetorical elements in da'wah discourse are constructed and conveyed through digital media.

The object of this study is an episode of the Musawarah Podcast entitled "Kekuatan Itu Menjadikan Kita Selalu Bersama" (Strength Keeps Us Together) on the Musawarah YouTube channel. This episode was chosen because it conveys a message of da'wah that emphasizes the values of spiritual solidarity and the power of faith in facing life, delivered in a reflective, persuasive style characteristic of the Musawarah group. Research data was collected through documentation techniques. Since the primary data source is a digital video on YouTube that remains unchanged in form, the documentation was conducted by watching, transcribing, and noting important parts of the video that contained elements of da'wah rhetoric (Miles dkk., 2019). Each quotation or section of conversation that demonstrates rhetorical elements is analyzed textually to uncover its meaning and message.

Data analysis in this study used a qualitative content analysis model proposed by Klaus Krippendorff, consisting of five main stages: unitizing, sampling, coding, inferring, and interpreting.

1. Unitizing (Determination of Analysis Units)

At this stage, researchers determined the unit of analysis to be quotations or dialogue excerpts from the Musawarah Podcast episode "Kekuatan Itu Menjadikan Kita Selalu Bersama" (Strength Keeps Us Together). Each utterance containing a message of preaching or background information on the issue was separated as a unit of analysis for further analysis.

2. Sampling (Selection of Relevant Data)

From all the video transcripts, researchers selected quotes relevant to Aristotle's rhetorical categories of ethos, pathos, and logos. This stage

ensured that only those parts that demonstrated elements of rhetorical preaching were analyzed in depth.

3. Coding (Coding and Categorization)

Each selected quote is then coded according to the theory of rhetorical preaching, for example, E for ethos, P for pathos, and L for logos. This coding process helps researchers group data by the rhetorical approach used by speakers in delivering their preaching messages.

4. Inferring (Meaning Extraction)

After coding was complete, researchers interpreted the meaning of each category to determine how ethos, pathos, and logos were used strategically to convey the background of the issue. This process focused on analyzing the symbolic meanings and values that emerged from the language style and the discourse's context.

5. Interpreting (Contextual Interpretation and Meaning)

The final stage is to connect the interpretation results with the context of digital da'wah and the perspective of Tafsir *Shafwatut Tafasir*. Through this step, the researcher explains how da'wah communication in the Musawarah Podcast reflects the principles of da'wah based on knowledge, empathy, and spiritual awareness as described in the interpretation (Krippendorf, 2018).

This analysis process is guided by Aristotle's theory of rhetoric, which includes three main elements (Aristotle & Tancred, 2017). Ethos is analyzed through the credibility and morality of the speaker, pathos through the emotional power that moves the audience, and logos through the power of logic and arguments. These three elements are identified in the speakers' remarks to understand how the message of da'wah is conveyed persuasively in a relaxed but meaningful digital format.

Thus, through the stages of qualitative content analysis, which include unitizing, sampling, coding, inferring, and interpreting, this study aims to reveal how rhetorical strategies of da'wah, which include elements of ethos, pathos, and logos, are applied in presenting the background of the issue in the Musawarah Podcast. This approach also allows researchers to interpret these da'wah communication practices from the perspective of Tafsir *Shafwatut Tafasir*, so that the analysis

results not only describe the rhetorical forms used but also the Islamic values that underlie them.

Discussion and Results

Musawarah Channel Profile

The YouTube channel Musawarah, with the username @MusawarahOfficial, is the official channel of the Musawarah religious study community, founded by several artists and public figures who have converted to Islam. The channel joined YouTube on April 20, 2018, and currently has 384,000 subscribers, with 531 videos and 19,601,240 views. The channel was initially launched to introduce Islam in a warmer, more reflective, and non-preachy manner, while striving to offer a down-to-earth, easily accessible form of Islamic preaching that resonates with various segments of urban society.

The Musawarah community was initiated by several well-known artists, including Arie K. Untung, Teuku Wisnu, and Dimas Seto, and involves many other artists, influencers, and entrepreneurs who aim to continue doing good and benefit society. Through this YouTube channel, the Musawarah community seeks to deepen religious knowledge and spread Islamic values positively to a wide audience.

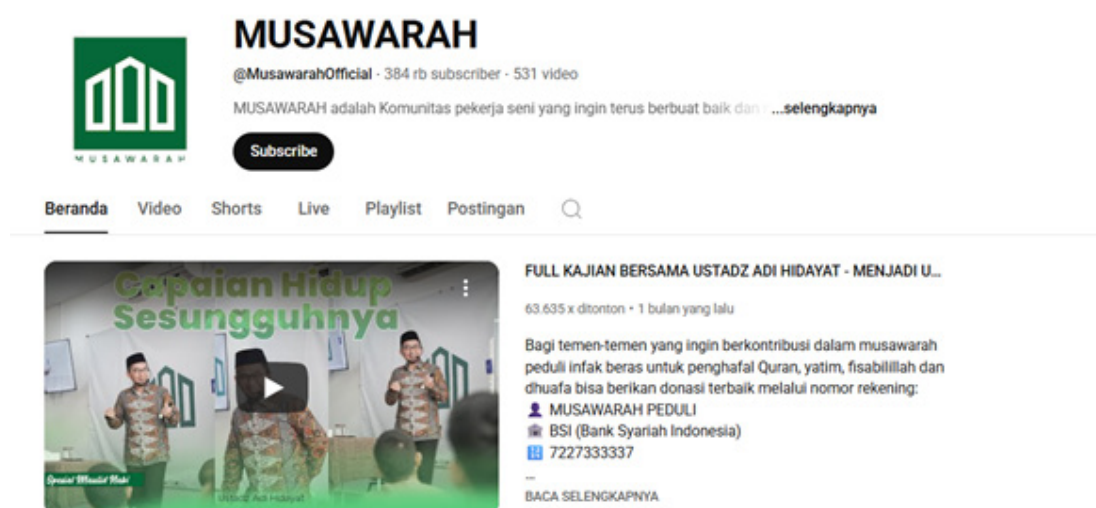


Figure 1 Home Page of YouTube Channel Musawarah

The content presented on the Musawarah channel is diverse, ranging from Islamic studies and thematic discussions to documentation of social activities. Several well-known ustadz and speakers, such as Ustadz Adi Hidayat and Ustadz Felix Siauw, also often appear in their shows. This channel is not owned by one individual, but is collectively managed by the Musawarah community as a forum for joint da'wah. Some of the playlists on this channel include the first, Musawarah Podcast, which features casual yet meaningful conversations with guests from diverse backgrounds, discussing life journeys, migration, and Islamic values. Second, Podcast Short, which are short clips from Musawarah Podcast that highlight inspirational messages in a more concise duration.

The next playlist is Ustadz Menjawab, featuring a religious question-and-answer session with an ustadz who explains contemporary Islamic issues. There is also a special playlist showcasing Al-Qur'an education and learning activities organized by a Musawarah community called Rumah Qur'an Musawarah. In addition to this playlist, the Musawarah channel also has several other categories of content that are regularly updated in line with the themes of da'wah and ongoing community activities. This channel is a concrete example of how digital media can be used for collaborative da'wah that unites the spirit of hijrah, creativity, and Islamic values amid the rapid development of social media.

The communication style in Musawarah tends to be dialogical, persuasive, and humanistic, highlighting the daily lives and spiritual journeys of its members. They do not simply deliver lectures, but also build emotional closeness with the audience through stories, personal experiences, and reflections on Islamic values. The success of Musawarah as a digital da'wah channel can also be seen in its ability to feature public figures with inspiring spiritual journeys. This makes the content more accessible, as the audience feels close to the figures they previously knew through the entertainment world. The da'wah developed by Musawarah has become a new form of religious communication in the digital era by combining Islamic values with a contemporary media approach and communication style.

Playlist of Musawarah Podcast

The Musawarah Podcast Playlist is one of the newest programs on the Musawarah Official YouTube channel. The program first aired on December 16,

2024, and features casual conversations between the host and guest stars from various backgrounds. Not only artists and public figures from the entertainment world, but also community leaders, entrepreneurs, and religious activists are invited as guest speakers. This playlist contains four videos, each lasting around twenty minutes. Each episode features a different guest, including Teuku Wisnu, Nadzira Shafa, Kojay Garage, and Dhini Aminarti.

In general, Musawarah Podcast promotes reflective, inspirational dialogue. The main theme is the life journey and the spiritual values experienced by the speakers, which are then linked to life lessons that can serve as examples for the audience. This format sets Musawarah Podcast apart from one-way lecture content. Instead of taking the form of conventional sermons or *tauisyah*, this program is more like a light conversation that is rich in meaning. Each host plays a role in sparking stories with contextual questions, while guests respond with inspiring, authentic personal stories.

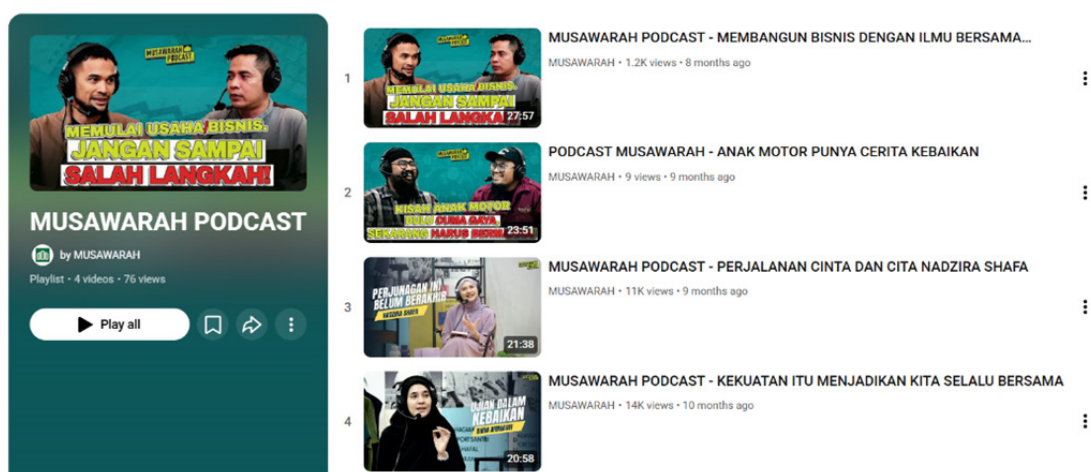


Figure 2 Playlist of Musawarah Podcast

In terms of communication, the delivery style in Musawarah Podcast is sympathetic and dialogical. The hosts' tone of voice is not dominated by formal religious language, but rather by a familiar, empathetic everyday style of speech. This communication approach shows an awareness of the need to build emotional closeness between the speaker and the listener. In this way, the messages in the speakers' stories are more readily accepted because they are delivered with a humanistic approach that resonates with today's audience's experiences.

The visual setting also supports this communicative atmosphere. Based on observations, the Musawarah Podcast studio features two chairs facing each other, set against a mural backdrop documenting the social activities of the Musawarah community, such as charity wells and solidarity with Palestine. The presence of these visual elements reinforces the community's identity as a social da'wah movement focused on concrete action and compassion. The warm color palette and soft lighting enhance the informal feel, making viewers feel as though they are listening to the conversation directly.

The storytelling style it presents demonstrates the power of narrative communication in digital da'wah. Through real-life stories, the speakers not only convey moral messages but also present a reflective, learning process that engages the cognitive, affective, and spiritual aspects of the audience. This communication model is in line with the principles of da'wah that emphasize bil hikmah, inviting others with wisdom and empathy. Therefore, Musawarah Podcast can be understood as a form of contemporary da'wah that combines religious values with a modern communication approach that is closer to digital culture.

Episode "Kekuatan itu Menjadikan Kita Selalu Bersama" (Strength Keeps Us Together)

The Musawarah Podcast episode titled "Kekuatan Itu Menjadikan Kita Selalu Bersama" (Strength Keeps Us Together) was released on December 16, 2024, on the Musawarah Official YouTube channel and has been viewed 14,784 times. In this approximately twenty-minute episode, the guest star is Dhini Aminarti, a public figure known for her spiritual journey and active involvement in various social activities alongside her husband, Dimas Seto. The episode is hosted by Ricky Perdana, who leads the conversation in a relaxed yet reflective manner, infused with the values of Islamic preaching.

The conversation begins with a warm greeting from the host, who explains that Musawarah Podcast features not only artists but also community leaders and entrepreneurs with inspiring life stories. Dhini then introduces her various activities with the Musawarah community, including managing the Musawarah Quran House, organizing the Run for Humanity social activity, and leading the Radeyah Class family education program. At the beginning of the interview, Dhini

emphasizes the importance of keeping her promise and of performing every good deed solely for Allah, as a form of gratitude for the opportunity to do good that He has given her.

In the middle of the conversation, Dhini recounted how she and Dimas Seto balance their busy lives in the entertainment world with their responsibilities in preaching and social activities. She admitted that although they are still involved in the entertainment industry, they are now more selective in choosing projects so that their work aligns with Islamic values. One emotional moment arises when Dhini recounts their struggle to preserve the Musawarah Quran House, which was on the verge of losing its location. With deep emotion, she shares how their faith and intentions for the sake of Allah opened a way out through the assistance of kind-hearted individuals who donated to the location.



Figure 3 Episode Preview: Strength Keeps Us Together

In addition to highlighting the struggles of preaching, this conversation also reveals Islamic family values. Dhini describes her husband as a patient leader, mentor, and preaching partner who always reminds her to have pure intentions for the sake of Allah. For her, Dimas's presence is a medium for fostering a spirit of doing good and spreading benefits to many people. She also shares that

through da'wah activities and education, they strive to atone for past sins in the entertainment industry by increasing their charitable deeds.

Towards the end of the episode, Dhini conveyed the essence of the conversation: the true meaning of life. For her, life becomes more meaningful when someone can benefit others. She feels more alive when she sees the people around her change for the better through the inspiration or small examples that she and her husband provide. The episode closes with an invitation to “Never tire of being a good person,” a motto that is also the tagline of the Musawarah Peduli movement.

Overall, this episode presents the spiritual journey of a public figure who has transformed from the world of entertainment to preaching and social service. With its light, empathetic, and relatable conversational format, the Musawarah Podcast successfully delivers inspiring da'wah without sounding preachy. This episode demonstrates how values such as sincerity, responsibility, and spiritual solidarity can be conveyed through a warm, heartfelt narrative style.

The Rhetoric of Preaching in the Musawarah Podcast

Rhetoric is a key element in da'wah communication because it determines how messages are conveyed, received, and internalized by thee (Rakhmawati, 2013a). Aristotle argued that rhetoric consists of three components, namely ethos, pathos, and logos(Alvino, 2021)an overview of his preaching rhetoric application is expected to got, especially in routine recitations. In addition, the da'wah rhetoric presented by KH Syukron Djazilan can be used as a comparison material to the da'wah development for novice preachers. The method used in this study is a qualitative method with descriptive analysis based on the canon of rhetoric theory. The data collection techniques are conducted by observation and documentation through interviews. Observation by observing the preaching rhetoric of KH Syukron Djazilan in one of the themes presented in routine recitations at the Rahmat Kembang Kuning Mosque in Surabaya. The results of this research show that KH Syukron Djazilan has applied the canons of rhetoric in preaching (discovery, arrangement, style, delivery, and memory. The three elements form a highly relevant analytical framework for interpreting the Musawarah Podcast's communication strategy. The casual conversation-based podcast format allows these three elements to work

harmoniously through speech, expression, gestures, and narrative flow. This analysis is based on the Musawarah Podcast episode with Bunda Dhini Aminarti, which aired on the Rumah Musawarah YouTube channel. All quotations in this section refer directly to the content of the podcast conversation.

Table 1 Rhetorical Analysis of Da’wah Episode Strength Keeps Us Together

Elements of Rhetoric	Quotation	Rhetorical Form	The Meaning of Da’wah
Ethos (Moral credibility and life experience)	Ricky, as the host, introduced Bunda Dhini as a public figure who devotes her energy to charitable activities. (01:16–01:36)	Credibility framing by the host.	The host provides external legitimacy that reinforces the ethos of the source.
	“Kita selalu berdua... lebih selektif memilih pekerjaan karena ingin menjaga nilai.” (05:10–05:29)	Moral reputation in real life.	Ethos is built through consistency in life choices.
	“Mas bilang, niatin semuanya karena Allah, itu benar-benar Allah bukain jalan.” (09:52–09:57)	Presenting real spiritual experiences as a source of moral credibility.	The audience sees the speaker as a role model of steadfast faith.
	“Kami dititipkan 45 santri... itu membuat aku jauh lebih hidup.” (16:55–17:19)	Role models of social responsibility.	Demonstrating consistency between words and actions (walk the talk).
Pathos (Evoking emotion through stories and poignancy)	“Capek pasti capek... tapi Mas Dimas selalu bilang niatin semuanya karena Allah.” (08:43–09:04)	Emotional identification.	Inspiring empathy for the psychological dynamics of religious activists.
	“Aku sampai nangis... masa sih mereka harus kita pulangin lagi.” (09:21–09:37)	Authentic emotional expression.	Making the audience feel the emotional burden of the struggle of preaching.

Pathos (Evoking emotion through stories and poignancy)	An emotional atmosphere when discussing santri & Rumah Qur'an (repeatedly every minute 09:12–10:25 dan 17.01–17:23).	Emotional repetition.	Emotional emphasis that internalizes the value of preaching.
	“Mbak Din, aku pakai hijab gara-gara Mbak Dhini.” (17:48–17:51)	Afeksi interpersonal.	Strengthen emotional closeness with the audience.
Logos (Argumentation of values and reasoning in preaching)	The logic of choosing beneficial activities (Radeyah, Run for Humanity, Rumah Qur'an). (02:12–02:37 and 13:33–15:33)	A systematic explanation of life priorities.	Presenting da'wah through practical and contextual arguments.
	Explanation of the sin of jariyah from entertainment works in ancient times (05:43–06:42).	Moral arguments based on simple religious logic.	The message is conveyed through a cause-and-effect sequence that is easy to understand.
	“Kalau niatnya karena Allah, pasti Allah kasih jalannya.” (08:59–09:03)	Religious reasoning.	Linking the value of monotheism with empirical experience.
	“Sebaik-baiknya manusia adalah yang paling bermanfaat bagi orang lain.” (18:16–18:20)	Religious reasoning that refers to Islamic moral principles.	Summarizing the reasons for preaching in a logical formula.

The episode “Kekuatan Itu Menjadikan Kita Selalu Bersama” (Strength Keeps Us Together) showcases the practice of rhetorical preaching built through the close integration of ethos, pathos, and logos. Ethos refers to the credibility of the speaker (Asriadi, 2020) and has become an important foundation for the Musawarah Podcast. The speakers were not only religious teachers, but also public figures who had undergone a journey of conversion. Their credibility did not come from formal academic authority, but from their life experiences, moral

exemplarity, and consistent behavior. From an ethos perspective, Dhini Aminarti's credibility as a resource person is constructed not only through her experience as a public figure who is consistent in her charitable activities, but also through the host's affirmation from the outset that she invests her energy in social and religious activities. The consistency of her actions, such as her involvement in Rumah Qur'an, Radeyah Class, and various humanitarian programs, reinforces an ethos of exemplary behavior, an important aspect of modern da'wah rhetoric.

Pathos, or emotional influence, (Asriadi, 2020), plays a strong role in the Musawarah Podcast. The interviewees' storytelling creates emotional resonance through life experiences marked by challenges, regrets, and spiritual turning points. Stories about loss, the ups and downs of migration, the struggle to maintain the House of the Qur'an, and tears held back when remembering difficult moments all create a deep emotional connection. From the pathos perspective, this episode is full of authentic emotional elements. The story of the threat of the Rumah Qur'an's closure and the narrator's tears at the thought of students being sent home reveals an emotional depth that is not contrived. These emotions are not passive sentiments but rather sparks of inspiration, building closeness and encouraging the audience to understand the inner burdens behind every step of da'wah. The repetition of emotion and expressions of gratitude also strengthen the emotional resonance that is characteristic of Musawarah Podcast.

Logos as an argumentative element (Asriadi, 2020), presented through explanations of Islamic values linked to the interviewees' real-life experiences. Musawarah Podcast rarely uses explicit arguments, but implicitly, the interviewees often relate their actions to the principles of gratitude, trustworthiness, sincerity, trust in God, and social solidarity. Religious arguments are conveyed through everyday logic, rather than complex theological terminology. Logos is present in the form of simple yet rational moral arguments. For example, a guest explains why she and her husband are now more selective in the entertainment world due to the potential for sin, and how the principle of intention for Allah's sake serves as a framework that guides every decision in life. The formulation of values such as benefit, trustworthiness, sincerity, and the priority of da'wah is explained narratively and concretely, making the religious message more down-to-earth and relevant to the reality of the urban Muslim audience.

Overall, the integration of ethos, pathos, and logos in this episode results

in a warm, humanistic, and persuasive form of preaching rhetoric. The dialogical approach, which is not patronizing, allows Islamic values to be presented organically through stories, experiences, and reflections, rather than through rigid normative preaching. The success of Musawarah Podcast's rhetoric is evident in the warm atmosphere of the conversation, the calm delivery, and the speakers' ability to convey Islamic values through simple yet profound language. Thus, Musawarah Podcast has succeeded in building an inclusive, communicative digital preaching model that is closely aligned with the dynamics of contemporary life.

Musawarah Podcast from the Perspective of *Shafwatut Tafasir*

The phenomenon of digital preaching through online platforms is increasingly demonstrating its relevance in shaping how people understand Islamic teachings in the modern era. Media such as YouTube has not only become a space for distributing messages but also a space for dialogue that enables more fluid, personal, and contextual communication (Sukayat, 2023). In this context, Musawarah Podcast serves as a form of digital da'wah that combines religious values with an informal, life-experience-based approach.

The communication pattern used by hosts, who are usually public figures or artists who have undergone hijrah, shows how da'wah can be conveyed persuasively through personal narratives, empathy, and the presentation of background information before the core message. This shows a shift in da'wah from a one-way lecture model to a more humanistic, inclusive, dialogical communication (Khiyaroh, 2024). This model is very much in line with the principles of science-based and empathetic preaching as emphasized in QS—Muhammad verse 19.

فَاعْلَمْ أَنَّهُ لَا إِلَهَ إِلَّا اللَّهُ وَاسْتَغْفِرْ لِذَنْبِكَ وَلِلْمُؤْمِنِينَ
وَالْمُؤْمِنَاتِ ۗ وَاللَّهُ يَعْلَمُ مُتَقَلَّبَكُمْ وَمَثْوَاكُمْ

Meaning: “So know that there is no god worthy of worship except Allah, and ask forgiveness for your sins and for the believers, men and women. Allah knows where you strive and where you dwell.”(Kementerian Agama Republik Indonesia, 2019)

This verse is in the middle of Surah Muhammad, the 19th of 38 verses, a Madaniyah surah that discusses the attitudes of believers, disbelievers, and hypocrites toward the Prophet's preaching (Khiyaroh, 2024). This surah also places verse 19 as an important transition from the discussion of the consequences of disbelief to the affirmation of the importance of knowledge, faith, and asking for forgiveness. In general terms, this verse commands the Prophet Muhammad to know (*fa'lam*) that there is no god but Allah as the first foundation of da'wah. Therefore, this verse is often used as a reference regarding the importance of prioritizing understanding, contextual explanation, and strengthening the foundations of faith before delivering more specific teachings or calls (Ashari dkk., 2022).

This verse is then followed by a command to seek forgiveness, reflecting the Prophet's empathy towards his followers, including a principle of communication in preaching that prioritizes compassion over judgment. Thus, QS. Muhammad verse 19 is the foundation that the process of preaching must begin with a correct understanding, accompanied by spiritual concern for the condition of the people. These two elements are key to the verse's relevance to the communication pattern used by Musawarah Podcast, in which the background of the issue is presented as a foundation before moving on to the core message.

To deepen understanding of this verse, this study draws on references from *Shafwatut Tafasir* by Ali ash-Shabuni, a contemporary interpretation that emphasizes the Qur'an's thematic and practical aspects. Through this interpretive perspective, the meaning of QS. Muhammad verse 19 is analyzed to examine how the values of da'wah it contains are reflected in the communication patterns used by Musawarah Podcast, especially in conveying the background of the issue before entering into the main messages of da'wah. The following is the text of Ali ash-Shabuni's interpretation of *Shafwatut Tafasir* regarding QS. Muhammad verse 19 (Ash-Shabuni, 1997):

فاعلم أَنَّهُ لَا إِلَهَ إِلَّا اللَّهُ { أَي فَمَنْ يَا مُحَمَّدُ عَلَى مَا أَنْتَ عَلَيْهِ }
من العلم بوحداية الله { واستغفر لذنبيك وللمؤمنين والمؤمنات } أي
اطلب من الله المغفرة لك وللمؤمنين والمؤمنات { والله يعلم متقلبكم

وَمَثْوَاكُمْ { أَي يَعْلَمُ تَصْرُفِكُمْ فِي الدُّنْيَا، وَمَصِيرِكُمْ فِي الْآخِرَةِ، فَأَعِدُوا الزَّادَ لِيَوْمِ الْمِيْعَادِ

Ash-Shabuni interprets the phrase “فَاعْلَمْ أَنَّهُ لَا إِلَهَ إِلَّا اللَّهُ” as a command to the Prophet to remain grounded in the knowledge of the oneness of Allah, because knowledge is the foundation of all deeds. The meaning of *fa'lam* is not merely to know, but to know with certainty, to live by it, and to continuously maintain it. This emphasis shows that preaching cannot stand without knowledge and understanding. In the next part, “وَاسْتَغْفِرْ لِدُنْيِكَ وَالْمُؤْمِنِينَ وَالْمُؤْمِنَاتِ” Ash-Shabuni explains that the Prophet was commanded to ask for forgiveness for himself and all male and female believers. This interpretation emphasizes the Prophet's position as a figure of empathy who considered the spiritual condition of his people as a whole. The Prophet's attitude of asking for forgiveness for his people shows a model of da'wah communication that is gentle, attentive, and oriented towards collective goodness.

Meanwhile, the phrase “وَاللَّهُ يَعْلَمُ مُتَقَلَّبَكُمْ وَمَثْوَاكُمْ” is understood as an affirmation that Allah is All-Knowing of all of humanity's journeys, struggles in life, changes in circumstances, and places of return. According to Ash-Shabuni, this verse is a call for humans to prepare provisions of goodness because their life's journey is under Allah's supervision. Implicitly, this interpretation emphasizes that humans have dynamics, changes, and complexities that must be understood before they can be directed towards goodness, which is an important foundation for empathy-based da'wah communication. From the perspective of *Shafwatut Tafasir*, this verse emphasizes three main principles of da'wah, namely knowledge-based preaching, compassionate preaching, and context-sensitive preaching. These three principles are highly relevant to the narrative communication pattern in the Musawarah Podcast.

The values expressed in QS. Muhammad verse 19, especially in *Shafwatut Tafasir's* explanation, is very much in line with the communication pattern of Musawarah Podcast's da'wah. First, this podcast always places an explanation of the issue's background as the opening part of the conversation. The speakers usually begin by describing their life journeys, inner conflicts, spiritual challenges,

or transformative experiences before turning to religious themes. This approach fulfills the principle of *fa'lam*, which is to understand the context deeply before conveying the essence of da'wah (Nurziah & Mustopa, 2025).

Second, the host of the Musawarah Podcast demonstrates an empathetic communication model, starting with active listening, non-judgmental attitudes, and providing the interviewee with space for reflection. This aligns with the verse, "and ask forgiveness for your sins and for the believers," which reflects the Prophet's compassion and spiritual concern for his followers. The principle of empathy as the foundation of da'wah is also supported by contemporary da'wah research, which emphasizes that effective digital da'wah prioritizes emotional connection and the psychological comfort of the audience (Ummah, 2023).

Third, the Musawarah Podcast demonstrates its ability to gradually connect the interviewees' life stories to Islamic values. This approach is relevant to the verse's final message: that Allah knows the journey of human life and that every spiritual journey has phases that need to be appreciated. This gradual approach also reflects the principle of delivering da'wah that considers the audience's psychological readiness. Thus, QS. Muhammad verse 19, through the perspective of *Shafwatut Tafasir*, provides a strong theoretical framework for interpreting the communication patterns of the Musawarah Podcast as da'wah based on knowledge, empathy, and contextual understanding.

In addition to the normative basis of QS. Muhammad verse 19 and the explanation in *Shafwatut Tafasir*, the interpretation of the pattern of communication in Musawarah Podcast, also need to be strengthened with the Prophet's hadith, which provides a practical description of how a preacher should understand a person's psychological condition and background before giving advice. In the tradition of da'wah, hadiths that emphasize the importance of an empathetic, science-based approach, as well as those that give hope to the object of da'wah, become the moral foundation that complements the understanding of the verse. Therefore, it is relevant to present one of the hadiths that emphasizes the importance of proper guidance grounded in contextual understanding, namely Sahih Muslim Hadith 4967. This hadith illustrates how da'wah that begins with an understanding of a person's background can lead to significant and merciful spiritual change.

Hadith Sahih Muslim number 4967 tells the story of a man who had killed

ninety-nine people, then killed one more to make it a hundred, after receiving the wrong answer from a monk about the impossibility of repentance. After that, he sought out another scholar and met a learned man who gave him a different answer, that the door to repentance is never closed to anyone. The scholar advised him to leave his bad environment and move to an area where the people were righteous so that he could improve himself. On his way there, the man died, and the angels disagreed about his status, whether he belonged to the group that deserved mercy or punishment. In the end, it was decided that he was closer to his goal of repentance, so he was entrusted to the angels of mercy (Muslim bin Al-Hajjaj, No. 4967).

This hadith provides a profound lesson about the power of intention, the effort to change, and the importance of an environment that supports repentance. It also emphasizes that no matter how great a mistake may be, it does not prevent a person from returning to Allah as long as there is a determination to change. Scholars interpret this hadith as evidence that gentle, hope-inspiring guidance is the key to bringing someone closer to the path of righteousness. The attitude of the scholar in the story demonstrates a model of da'wah communication that does not judge but understands the psychological condition of the object of da'wah, provides realistic guidance, and encourages them towards a better environment.

The relevance of this hadith to QS. Muhammad verse 19 lies in two main principles: the importance of knowledge as the basis for delivering advice, as seen in the difference in impact between the uneducated monk's answer and the scholar's correct answer. As well as the importance of empathy and concern for the spiritual condition of the object of da'wah. These values align with the communication model used in the Musawarah Podcast, which gives the guest space to explain the background of the issue. At the same time, the host responds with empathy, reflection, and hope, rather than judgment. This approach is in line with the principle outlined in *Shafwatut Tafasir*, which holds that preaching must be based on knowledge (*fa'lam*) and accompanied by concern for the spiritual condition of human beings. Thus, this hadith reinforces the idea that effective preaching is not only about delivering a message but also about understanding a person's path towards goodness and strengthening them through gentle guidance based on knowledge.

Integration of Rhetoric and *Shafwatut Tafasir* Perspectives in Musawarah Podcast

The integration of Aristotle's rhetorical theory and *Shafwatut Tafasir's* interpretive perspective provides a comprehensive interpretive framework for understanding the patterns of communication in Musawarah Podcast. Rhetoric, as the art of persuasion, explains how messages are structured, framed, and delivered to the audience. Meanwhile, interpretation provides a spiritual value framework that serves as the moral orientation of a da'wah context. When the two are combined, a form of digital da'wah emerges that is not only communicative but also rooted in Islamic knowledge and ethics, as emphasized in QS. Muhammad:19 (Shihab, 2019).

In Aristotle's rhetorical framework, ethos refers to the credibility and moral character of the speaker (Aristotle & Tancred, 2017). This perspective aligns with *Shafwatut Tafasir's* interpretation, which holds that knowledge and piety are the main foundations for conveying religious messages. Al-Shabuni interprets the command *fa'lam* in QS. Muhammad:19 as an affirmation that da'wah stems from true knowledge and sincerity of heart (Ash-Shabuni, 1997). In the context of the Musawarah Podcast, this integration is evident in the figures of the speakers, who do not come as teachers but as public figures who set an example through their life experiences. Credibility is built not through formal academic authority, but through a track record of hijrah, consistency in worship, and commitment to religious social activities. This is a modern ethos aligned with the principle of da'wah based on exemplary behavior (*uswah*) in Islamic tradition (Ya'qub, 2017).

In addition to ethos, pathos, or emotional appeal, it also finds its spiritual foundation in interpretation. Aristotle explains that emotions are an important mechanism that influences the reception of messages (Aristotle & Tancred, 2017). In the *Shafwatut Tafasir* interpretation, the emotional aspect relates to the clarity of the heart (*qalb*), the gateway to guidance. Al-Shabuni emphasizes that a pure heart is more receptive to the truth and feels closer to Allah (Ash-Shabuni, 1997). When guests on the Musawarah Podcast share personal stories about life's trials, the struggles of migration, or gratitude after hardship, these stories create a natural emotional resonance. This emotional element is not manipulative but serves to internalize values aligned with interpretations that emphasize the importance of spiritual readiness in understanding religious messages.

Meanwhile, logos, the argumentative dimension of rhetoric, is present in the Musawarah Podcast through explanations of Islamic values linked to concrete everyday experiences. Aristotle believed that strong arguments are built on reasoning that is easy for the audience to follow (Aristotle & Tancred, 2017). Al-Shabuni, in interpreting the end of verse QS. Muhammad:19 explains that Allah knows human actions, so every decision must be based on rational awareness of spiritual values and consequences (Ash-Shabuni, 1997). This practice is evident in the podcast when the interviewees explain the logic behind their life choices: leaving a bad environment because it affects their faith, setting intentions in social activities, or choosing a job based on the value of blessing. All of these are forms of religious logos, namely, Islamic rationality that grounds religious messages through reflection on life experiences.

When ethos, pathos, logos, and interpretation are combined, a new narrative-spiritual model of da'wah emerges. This model uses life experiences as a medium for da'wah, presents emotions as a bridge to understanding, and uses Islamic rationality to reinforce values. This approach results in digital da'wah that is relevant, humanistic, and communicative, making it a distinctive feature that attracts young urban Muslims to the Musawarah Podcast. Da'wah does not come across as rigid instructions, but as reflections on life that are relatable, tangible, and easy to internalize. Thus, integrating Aristotelian rhetoric with Shafwatut Tafasir's perspective not only yields rich analysis but also demonstrates how digital da'wah can be transformed into a space that harmoniously balances knowledge, emotion, and spiritual values.

Closing

An analysis of the Musawarah Podcast episode "Kekuatan Itu Menjadikan Kita Selalu Bersama" (Power Brings Us Together) shows that presenting the issue's background is an effective communication strategy for digital narrative formats. Using Aristotle's rhetorical framework, it was found that the narrator's ethos is formed from moral credibility, consistency in hijrah, and religious social activities that provide spiritual legitimacy in the eyes of the audience. Pathos is strongly present in emotional life stories, especially in the struggles of managing the Rumah Qur'an, facing limitations, and setting intentions, which can create empathy and psychological resonance. Logos is evident through reflective explanations of the

importance of intention, trust, and a good environment, all of which are explained using everyday logic so that the audience easily accepts them.

These three elements of rhetoric are integrated with *Shafwatut Tafasir's* interpretation of QS. Muhammad verse 19, especially regarding the importance of knowledge-based preaching, asking for forgiveness, and caring for the people. The podcast's speakers first explain the issue's context before delivering the core message, in line with the fa'lam command, which emphasizes deep understanding before giving advice. The empathy, humility, and moral concern that emerge in the conversation reflect the Prophet's values of compassion as explained in the interpretation. Thus, da'wah in the Musawah Podcast is not delivered through normative lectures but through a narrative-spiritual model that combines exemplary behavior, emotion, and rationality with a contextual interpretation of Qur'anic verses. This integration of rhetoric and interpretation forms a pattern of da'wah communication that is relevant, humanistic, and effective for the urban Muslim generation.

This integration of rhetoric and interpretation forms a pattern of da'wah communication that is relevant, humanistic, and effective for the urban Muslim generation. However, this study is limited by its focus on a single podcast episode and a specific interpretive lens (*Shafwatut Tafasir*). Therefore, future research is encouraged to expand the scope by analyzing a broader range of podcast genres or utilizing multiple tafsir perspectives to provide a more comparative and comprehensive understanding of digital da'wah dynamics.

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