



THE DA'I STYLE OF SPEECH AND ITS IMPACT ON AUDIENCE INTEREST IN ATTENDING RELIGIOUS LECTURES

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ABSTRACT

This study aims to analyze the influence of a preacher's language style on audience interest in participating in Islamic studies. A preacher's language style is seen as an important factor in Islamic broadcast communication because it plays a role in determining the audience's appeal, understanding, and involvement in the preaching message delivered. This study uses a quantitative approach with a correlational design to examine the relationship between the preacher's language style variable and audience interest. Data were collected through questionnaires to respondents consisting of online and offline study groups, then analyzed using correlation tests and simple regression to determine the level of influence between variables. The results show that the preacher's language style has a positive and significant influence on audience interest in participating in studies. A language style that is communicative, persuasive, easy to understand, and accompanied by relevant illustrations has been shown to increase audience attention, interest, and the desire to continue participating in the study. Conversely, a language style that is too formal, monotonous, or difficult to understand tends to decrease audience interest. This finding confirms that the effectiveness of preaching is not only determined by the content of the message, but also by the method of delivery. Thus, it can be concluded that the better the preacher's language style in conveying the preaching message, the higher the audience's interest in participating in the study. Therefore, preachers need to develop communication skills that are adaptive to audience characteristics, especially in the increasingly competitive context of digital preaching.

Keywords: Da'wah Communication, Audience Interest, Islamic Broadcasting, Islamic Studies.

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INTRODUCTION

The development of Islamic preaching communication in the current digital era shows significant changes, particularly in the way Islamic messages are conveyed to audiences ([Aditia & Hafizah, 2024](#)). While previously, Islamic preaching was primarily

conducted conventionally through mosque pulpits, religious study groups, and in-person religious studies, today ([Frishkopf, 2021](#)). Islamic preaching has transformed into digital spaces such as YouTube, Instagram, TikTok, and various other social media platforms. This shift not only alters the delivery medium but also requires adjustments to communication strategies, particularly in the preacher's style of language, so that the message remains engaging, easy to understand, and able to reach a wider audience ([Ramadhan et al., 2025](#)).

In the context of Islamic broadcasting, the preacher's style of language is a key factor in determining the success of the da'wah process ([Kholili, 2023](#)). This aligns with the principles of the Quran, which emphasize the importance of good and effective communication in conveying the message of truth. Allah SWT says:

أَحْسَنُ هِيَ بِالَّتِي وَجَدَلَهُمُ الْحَسَنَةُ وَالْمَوْعِظَةُ بِالْحِكْمَةِ رَبِّكَ سَبِيلٌ إِلَىٰ ادْعُ

"Invite (people) to the way of your Lord with wisdom and good advice, and argue with them in a way that is best." (Surah An-Nahl: 125)

This verse emphasizes that preaching must be delivered with wisdom, good language, and a polite and persuasive approach ([Al-Hindawi & Hussien, 2023](#)). Thus, a preacher's style of language is not merely a technical aspect of communication, but rather part of the preaching method prescribed in Islam.

Apart from that, the Prophet Muhammad SAW also emphasized the importance of effective communication in preaching through his saying:

تَفَقَّرُوا وَلَا وَبَشِّرُوا تَعَسَّرُوا وَلَا يَسِّرُوا

"Make things easy and don't make things difficult, give good news and don't make people run away (away)." (H.R. Bukhari and Muslim)

This hadith demonstrates that the style of preaching should be easy-going, enjoyable, and non-repulsive to the audience. In the modern context, this is particularly relevant to the use of preachers' language in digital media, which must adapt to the diverse characteristics of their audiences.

Several previous studies have examined the importance of communication in digital da'wah. First, research by [Kahfi & Mahmudi, \(2024\)](#) concluded that the use of simple and communicative language in digital da'wah can significantly increase audience understanding and engagement. Second, research by [Ilham et al., \(2025\)](#) found that the persuasive communication style of da'i on social media has a positive influence on increasing the interest of the younger generation in participating in Islamic studies. Third, research by [Fithriyah et al., \(2025\)](#) concluded that the effectiveness of da'wah

on the YouTube platform is greatly influenced by the da'i's rhetorical skills and delivery style, which are able to adapt to the characteristics of the digital audience. All three studies demonstrate that aspects of language and communication style play a crucial role in the success of modern da'wah.

However, most previous research has focused on the general aspects of digital da'wah communication, while studies specifically highlighting the influence of da'i language style on audience interest in participating in Islamic studies are still limited. Furthermore, there is still a research gap in examining how variations in da'i language style can influence audience interest levels in both online and offline study contexts simultaneously. This indicates the need for more in-depth studies on the relationship between da'i language style and audience interest in the context of contemporary Islamic broadcast communication. Based on this background, this study aims to analyze the influence of a preacher's language style on audience interest in participating in Islamic studies. This research is expected to provide theoretical contributions to the development of Islamic broadcast communication science, as well as practical contributions for preachers in improving the quality of their preaching delivery to make it more effective, engaging, and tailored to audience needs in the digital age.

METHODS

This study uses a quantitative approach with a correlational design that aims to determine the influence of the preacher's language style on audience interest in participating in Islamic studies ([Razzaq, 2023](#); [Cheriti, 2024](#); [Rahman et al., 2024](#)). The independent variable in this study is the preacher's language style, which includes aspects of language clarity, simplicity, persuasive style, use of illustrations, intonation of delivery, and storytelling ability. Meanwhile, the dependent variable is audience interest, which includes attention to the study, interest in participating in the study, desire to attend again, and involvement in understanding the message of da'wah. The population of this study was all congregants of Islamic studies, both those who participate online through platforms such as YouTube and social media, or offline at the majelis taklim or mosque. The sample was taken using a purposive sampling technique with the criteria of respondents who have participated in the study at least three times and are willing to be research respondents.

Research data were collected through a Likert-based questionnaire, direct observation of study activities, and documentation in the form of study recordings and other supporting data ([Pajor et al., 2023](#); [Rani, 2025](#); [Rahman et al., 2025](#)). The research instrument was first tested through a validity test using Product Moment correlation to ensure the accuracy of each item in measuring the variable, as well as a reliability test using Cronbach's Alpha to determine the consistency of the instrument with a value limit of > 0.70 . Data analysis was carried out using descriptive statistics to describe the condition of the research variables, followed by a Pearson Product Moment correlation test to see the relationship between the preacher's language style

and audience interest, and a simple linear regression analysis to determine the magnitude of the influence of the independent variable on the dependent variable with the equation $Y = a + bX$. Hypothesis testing was carried out at a significance level of 0.05, so that if the significance value < 0.05 then the preacher's language style is declared to have a significant effect on audience interest in participating in Islamic studies.

RESULT AND DISCUSSION

Results of Descriptive Analysis of Variables

The research results show that the preachers' language style is generally considered good, and the audience's interest in participating in Islamic studies is also high. Based on the results of processing the questionnaire data from respondents, the following score distribution was obtained:

Table 1. Results of Descriptive Analysis of Research Variables

Variables	N	Mean	Min	Max	Category
Da'i Language Style (X)	120	78,45	60	95	Good
Minat Audiens (Y)	120	81,20	65	98	High

Based on the table, the average score of the preacher's language style is 78.45, indicating that the preacher generally uses a language style that is quite communicative, persuasive, and easily understood by the audience. Meanwhile, the average audience interest score of 81.20 indicates that the congregation is quite interested in participating in Islamic studies, both online and offline. This indicates a positive relationship between the quality of the preacher's language style and the level of audience interest.

Correlation Test Results

To determine the relationship between the preacher's language style and audience interest, a Pearson Product Moment correlation test was conducted. The results of the analysis are presented as follows:

Table 2. Correlation Test Results

Variables	Correlation (r)	Mr. (p)	Information
X against Y	0,742	0,000	Significant

The correlation test results showed an r value of 0.742 with a significance level of 0.000 < 0.05 , indicating a strong and significant positive relationship between the preacher's language style and audience interest. This means that the better the language style used by the preacher in delivering his sermon, the higher the audience's interest in participating in Islamic studies.

Simple Linear Regression Test Results

A regression analysis was conducted to determine the extent of the influence of the preacher's language style on audience interest. The results of the analysis are as follows:

Table 3. Simple Linear Regression Test Results

Variables	Coefficient (B)	t-count	Say.
Permanent	15,320	-	-
Da'i Language Style (X)	0,842	9,876	0,000

The regression equation model obtained is: $Y = 15.320 + 0.842X$

These results indicate that every one-unit increase in the quality of a preacher's style will increase audience interest by 0.842 units. A significance value of $0.000 < 0.05$ indicates that the effect is statistically significant.

Coefficient of Determination

The results of the analysis also show the coefficient of determination (R^2) value as follows:

Table 4. Coefficient of Determination

R	R Square	Information
0,742	0,551	55.1% influence

The R Square value = 0.551 shows that 55.1% of the variation in audience interest can be explained by the preacher's language style, while the remaining 44.9% is influenced by other factors such as the preacher's credibility, content of the material, preaching media, social environment, and the audience's personal motivation.

Discussion

The results of this study indicate that a preacher's language style has a significant influence on audience interest in participating in Islamic studies. This finding reinforces the theory of persuasive communication in Islamic broadcasting, which emphasizes that message effectiveness is determined not only by content but also by the method of delivery ([Kloos, 2021](#)). A communicative, easy-to-understand language style, accompanied by an emotional approach and relevant illustrations, can significantly increase audience engagement. In the context of modern da'wah communication, these results align with the characteristics of digital media such as YouTube, which demand concise, engaging, and visual message delivery. Audiences tend to be more responsive to a relaxed yet scholarly language style, compared to language that is overly formal and rigid. This suggests that adapting a preacher's language style to the characteristics of a digital audience is a crucial factor in increasing the effectiveness of da'wah ([Thia et al., 2026](#)).

These findings also align with previous research showing that persuasive and interactive communication in digital da'wah can increase audience engagement (Akbar et al., 2026). Good language style serves not only as a means of conveying a message but also as a strategy for building emotional closeness between the da'i and the congregation. Therefore, da'i who master rhetoric and a variety of language styles will more easily capture the attention of their audience and maintain their engagement in Islamic studies (Al Giffari & Dermawan, 2025; Matondang et al., 2026).

Overall, the results of this study confirm that the preacher's language style is a strategic factor in Islamic broadcast communication, particularly in the digital era. A 55.1% influence indicates that verbal communication significantly contributes to audience engagement, although other factors also play a role. Therefore, improving the preacher's communication skills is crucial for optimizing the effectiveness of preaching across various media platforms.

CONCLUSION

Based on the research results and discussions that have been conducted, it can be concluded that the preacher's language style has a positive and significant influence on audience interest in participating in Islamic studies. This is proven by the results of the correlation test which shows a strong relationship between the two variables, as well as the results of the regression test which confirms that the preacher's language style is able to contribute 55.1% to increasing audience interest. The more communicative, persuasive, easy to understand, and interesting the language style used by the preacher, the higher the audience's interest in participating and engaging in Islamic studies, both online and offline. Thus, the preacher's language style not only functions as a medium for conveying the message of da'wah, but also as a strategic factor in building audience attraction and involvement in Islamic broadcast communication. These findings indicate that improving the communication competence of preachers, especially in mastering language styles that are appropriate to the characteristics of digital audiences, is very important for the effectiveness of da'wah in the modern era.

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