

ABSTRAK

Perkembangan teknologi informasi telah mengubah pola penyampaian pesan keagamaan di era digital, di mana *storytelling* di media sosial menjadi pendekatan alternatif yang efektif. Penelitian kualitatif studi kasus ini bertujuan untuk menganalisis strategi *storytelling* pada akun Instagram @quranreview sebagai media dakwah serta mengidentifikasi faktor daya tarik pesannya. Data dikumpulkan melalui observasi konten, wawancara mendalam bersama *founder*, dan analisis tanggapan pengikut. Hasil penelitian menunjukkan bahwa @quranreview mengonversi retorika lisan menjadi tulisan dengan memodifikasi kerangka *digital storytelling* Joe Lambert, yang didukung pemikiran Bernard Robin, Bull & Kajder, serta Jason Ohler. Dari tujuh elemen Lambert, akun ini menerapkan dan memodifikasi lima elemen (*Point of View* berbasis kebutuhan audiens dan Al-Qur'an, *Emotional Content* yang fleksibel, *Soundtrack* minimalis untuk algoritma, *Economy* melalui strategi lintas platform ke YouTube, dan *Pacing* berbasis jeda teks kontras). Sebaliknya, dua elemen secara sadar ditiadakan, yaitu *Dramatic Question* (guna menghindari kesan mendikte) dan *The Gift of Your Voice* melalui konsep *faceless content* (guna meminimalkan risiko *personal branding* bagi komunikator sekaligus menjaga fokus audiens murni pada substansi ayat Al-Qur'an tanpa terdistraksi oleh figur individu). Strategi ini berhasil membangun daya tarik pesan rasional melalui penyampaian solusi logis, daya tarik emosional melalui bahasa humanis, serta daya tarik ketakutan halus untuk evaluasi diri (*muhasabah*). Penelitian ini mempertegas pentingnya strategi dakwah digital yang empatik, interaktif, dan transformatif dalam menyebarkan nilai keagamaan.

Kata Kunci: *Dakwah Digital, Digital Storytelling, Daya Tarik Pesan, Instagram, @quranreview.*

ABSTRACT

Information technology developments have transformed the patterns of religious message delivery in the digital era, where social media storytelling has emerged as an effective alternative approach. This qualitative case study aims to analyze the storytelling strategy used on the Instagram account @quranreview as a da'wah medium and to identify the factors behind its message appeal. Data were gathered through content observation, in-depth interviews with the founder, and an analysis of followers' responses. The findings reveal that @quranreview converts oral rhetoric into written form by modifying Joe Lambert's digital storytelling framework, supported by the conceptual insights of Bernard Robin, Bull & Kajder, and Jason Ohler. Of Lambert's seven elements, the account applies and modifies five elements (Point of View based on audience needs and the Qur'an, flexible Emotional Content, minimal Soundtrack tailored for algorithmic reach, Economy through a cross-platform strategy to YouTube, and Pacing built on contrasting text pauses). Conversely, two elements are deliberately omitted: Dramatic Question (to avoid sounding prescriptive) and The Gift of Your Voice through the implementation of faceless content. The purpose of adopting faceless content is to minimize personal branding risks for the communicator while keeping the audience's focus purely on the core message of the Qur'an without distraction from an individual figure. This strategy successfully constructs rational message appeal through logical solutions, emotional appeal through a humanized tone, and subtle fear appeal for self-evaluation (muhasabah). This study underscores the importance of empathetic, interactive, and transformative digital da'wah strategies in communicating religious values.

Keywords: *Digital Da'wah, Digital Storytelling, Message Appeal, Instagram, @quranreview.*