

Da'wah Communication via Blogging: An Analytical Study on the Role of Blogs in Islamic Preaching

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Abstract

The transformation of digital media has changed the landscape of da'wah communication, encouraging da'i to adapt more relevant and participatory approaches. One platform that attracts attention is that blogs, although not as popular as mainstream social media such as YouTube or Instagram, still have the potential as a text-based and multimedia da'wah communication channel. This research aims to examine the use of blogs as a medium of Islamic da'wah by highlighting the form of interaction, content effectiveness, and communication dynamics between da'i and audiences. This study uses a qualitative approach to the case study method of three Indonesian-language Islamic blogs that have actively published da'wah content in the past year. Data was collected through analysis of blog content, in-depth interviews with blog managers and audiences, as well as participatory observations of the interactions in the comments column. Research shows that da'wah blogs serve as a dialogue space that allows audiences not only to receive religious messages, but also to provide feedback, questions, and discussions. The most effective types of content include practical worship articles, personal inspirational stories, and short video lectures. Two-way interactions and contextual message delivery increase audience involvement and their religious understanding. The study also noted significant challenges such as low comment moderation and the risk of unvalidated dissemination of religious information. The main contribution of this research is to affirm the blog's function as an alternative medium of personal, open, and needs-based da'wah, by integrating the Use and Gratifications theory in analyzing audience motivation.

Keywords: Islamic Blog, Digital Da'wah Communication, Da'i–Audiens Interaction, New Media in Da'wah

Introduction

The development of digital technology has brought fundamental changes in the way Muslims access, produce, and distribute religious knowledge. The da'wah, which was previously one-way and delivered through the pulpit of the mosque or direct discourse, has now begun to transform into a more interactive digital format (Akbar, 2023; Alwardah, 2023). A growing form of digital media is that blogs, although not as popular as YouTube or TikTok, have unique characteristics as text-based and multimedia-based media that enable long, reflective, and personal narratives in the delivery of da'wah messages. (NIM, 2008).

However, academic studies on blogs as a medium of da'wah are still minimal, while most of the literature focuses on visual social media such as Instagram, videos such as YouTube, or short content such as TikTok. (Nurhasanah et al., 2023; Sulastrri et al., 2020). In fact, blogs provide a personalized articulation space for messages, strengthen emotional involvement, and offer written dialogue opportunities between da'i and audiences in a more in-depth format (Rahmawati, 2019; Saputra & Nazim, 2017). This literature vacuum is a scientific gap that needs to be filled to understand how blogs contribute to shaping new patterns of Islamic da'wah communication.

In addition, amid the fragmentation of religious information in the digital world, blogs have the potential to become a more structured and sustainable alternative channel for delivering religious messages (Johori & Rasit, n.d.; Nasrullah, 2016). On the other hand, this potential is accompanied by serious challenges such as lack of moderation, religious disinformation, and misuse of digital religious authority (Zaini, 2013a). Therefore, it is important to critically examine how blogs are run, who their audiences are, what forms of interaction are built up, and what types of content are considered effective in influencing religious understanding and behavior.

Unlike visual platforms such as YouTube or fast interactive media such as TikTok, blogs allow stronger narrative control and ongoing da'wah documentation. From an epistemological point of view, blogs also accommodate a reflective, argumentative, and nuanced da'i communication style of scholarly text, which may be less effective when forced into short video formats. (Muttaqien, 2011; Wahyudi, 2014). The decision to choose a blog as an object of study in this study is based on this unique potential, which strategically represents a transformative form of da'wah communication that has not been touched much in contemporary digital da'wah studies.

The study also considered the social context of blogging audiences, namely urban Muslim communities in Indonesia who tend to access religious content independently, selectively, and based on personal needs (Kasir & Awali, 2024). Using a qualitative approach and case study method to active Indonesian-language Islamic blogs in the last 12 months, this study raises the core question: How is blogging used as a medium for Islamic da'wah communication? What is the most effective type of da'wah content? And what is the pattern of the interaction between da'i and the audience in this digital space?

Thus, the purpose of this study is to explore the role of blogs as a medium of Islamic da'wah communication, analyze emerging forms of content and interaction patterns, and identify strategic opportunities and challenges in the development of digital da'wah through blogging media. This study is expected to enrich the study of digital da'wah communication, as well as provide practical input for da'i, content managers, and religious policy makers who want to optimize digital media in delivering Islamic teachings effectively and responsibly.

Methods

This study used a descriptive qualitative approach with the exploratory case study method (Hermawan, 2019; Komariah, 2019; Moleong, 2021). It aims to deeply explore the dynamics of da'wah communication through blogging media. The main focus of this research is identifying the type of da'wah content, patterns of da'i-audiences interaction, and the challenges and strategic opportunities of using blogs as digital da'wah media.

Location and Analysis Unit

The analysis unit in this study is three Indonesian-language Islamic blogs that have consistently published da'wah content over the past 12 months at least. All of the blogs studied are from Indonesia, with a segmentation of Muslim urban audiences spread across major cities such as Jakarta, Bandung, and Medan. This geographical context is important because it influences the way da'wah is delivered, the choice of language, and the cultural characteristics of the audience.

Blog Selection Criteria

Blogs are selected using purposive sampling techniques based on the following criteria:

1. Activity consistency: at least one content upload per week in the last six months.
2. Content type: contains Islamic da'wah messages, either in the form of articles, videos, or a combination of multimedia.
3. Interaction: has the feature active comments and responses from the blog manager.
4. Moderate popularity: moderate traffic (not the main influencer), so that studies are not biased to big names but to communication dynamics.
5. Language: all major blog content is written in Indonesian.

This criterion is intended to ensure that selected blogs are not only technically active, but also have substantive da'wah values and interactive potential that can be qualitatively analyzed.

Informants and Data Retrieval Techniques

Informants consist of two main groups:

1. Blog managers (da'i/content writers): 5 people with Islamic educational backgrounds, Islamic universities, and digital da'wah practitioners.
2. Blogging audience: 7 active readers from various ages (20–45), consisting of students, professional workers, and housewives.

Informants are selected through a combination of purposive and snowball sampling, in which early informants recommend other readers who are actively involved in blog interactions.

The gender distribution of informants is relatively balanced (6 men, 6 women), with diverse educational backgrounds and religious experiences. The election was aimed at capturing a spectrum of audience perceptions and responses to blog da'wah representatively.

Data Collection Techniques

Three main techniques are used:

1. An in-depth interview
 - a. Type: semi-structured
 - b. Media: done online via Zoom/Google Meet
 - c. Duration: 45–60 minutes per session
 - d. Instrument: interview guide + digital recorder (with informant approval)
 - e. Objectives: understanding motivation, strategy, challenge, and perception of the effectiveness of da'wah via blog
2. Participatory observation
 - a. Conducted on blogging activities for three months
 - b. Focus: comment patterns, forms of da'i-audiences interaction, responses to specific topics
 - c. Instrument: observation sheet and field notes
3. Document study
 - a. Data: archive articles, comments, and interaction metadata from each blog
 - b. Purpose: to understand the content of da'wah and its delivery style

Data Analysis Technique

The analysis is carried out using a thematic approach, with the following steps:

1. Manual transcription and encoding using open coding system
2. Organizing categories based on themes arising from interviews and observations
3. Development of major themes (e.g. effective content types, interaction forms, audience perception, da'wah barriers)
4. Interpretation of results by referring to the theoretical framework of Uses and Gratifications and Engagement Theory.

Although not using software such as NVivo, all coding processes are systematically recorded in the analysis matrix.

Validity and Validity of Data

The following techniques are used to ensure the validity of the findings:

1. Triangulation of sources: comparing data from interviews, observations, and blog documents
2. Member of checking: the results of the interview were sent back to the informant for confirmation and clarification, with 11 out of 12 informants stating the conformity of the data
3. Audit trail: all analysis processes documented to allow re-evaluation

This study follows the ethical principles of qualitative research:

1. Informed consent obtained before interviews and observations
2. Anonymity is maintained using initials or aliases
3. Explicit approval was obtained to record interviews and use quotes
4. Analytical neutrality is maintained to avoid bias in interpretation especially in religious issues.

Results and Discussions

Based on the literature study and conceptual framework used in this study, there are a number of central themes that form the basis of analysis and discussion in studying da'wah communication through blogging media. These themes not only reflect the theoretical foundations of research, but also illustrate the relationship between concepts that strengthen each other in understanding the dynamics of digital da'wah. Each theme contributes to explaining the functions, advantages, challenges, and transformation of Islamic da'wah in the new media era.

The following figure presents a conceptual thematic map used as a basis for analyzing data, consisting of seven main focuses:

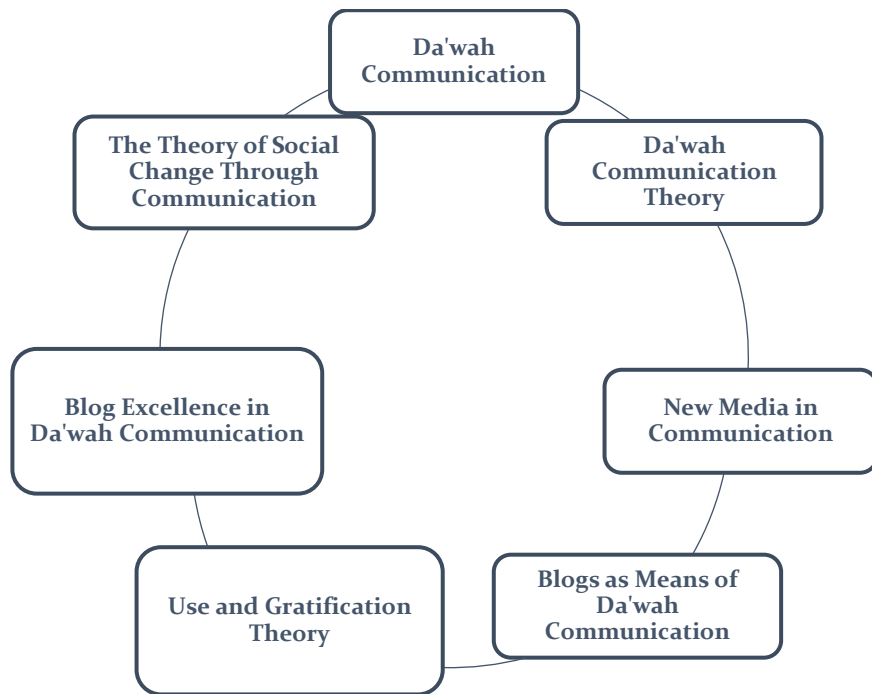


Figure 1. Conceptual Thematic Map of Da'wah Communication through Blog

The figure above illustrates the relationship between these themes in a single complete conceptual framework. Each theme contributes to explaining how blogs are used not only as a channel for delivering religious messages, but also as a dialogue medium capable of forming emotional, cognitive, and social engagement between da'i and audiences. This pattern suggests that blogs as a da'wah medium are not independent, but rather work in a network of meanings that influence each other between the message structure, the media used, the social context, and the purpose of the da'wah itself.

Da'wah Communication

The Qur'an in Arabic means invitation or invitation. In the context of Islam, da'wah refers to the activity of conveying the message of Islam, both related to faith, worship, muamalah, and ethics of life to mankind. Da'wah can be done through various media, either directly such as lectures, recitations, or through mass media, including social media and blogs (Kustadi Suhandang, 2014).

Da'wah Communication Theory

Da'wah communication can be understood as a form of communication that contains moral messages, religion, and Islamic teachings. Some of the basic concepts in da'wah communication that are relevant to this study are (Kustiawan et al., 2022):

- Da'wah Message:** The da'wah message contains Islamic values that want to be conveyed to the audience. The message of da'wah on the blog needs to consider the context of the audience as well as the way it is delivered.
- Two-way Interaction:** One of the characteristics of da'wah communication in the digital era is the two-way interaction between bloggers and readers. Readers can provide feedback or ask questions through the comments column that allows bloggers to provide further explanations or clarifications.
- Da'wah Effectiveness:** One of the purposes of da'wah is to change individual understanding and behavior towards goodness according to Islamic teachings.

Therefore, it is important to measure the effectiveness of da'wah media, including blogs, in achieving that goal.

New Media in Communication

With the advancement of information technology, da'wah communication is now limited not only to conventional media such as radio, television, and face-to-face lectures, but also to new media such as the internet and blogs. These new media have different characteristics from conventional media, including ease of access, audience involvement, and time flexibility. New Media Theory: New media theories relevant to understanding blog usage in da'wah include:

1. **Agenda-Setting Theory:** This theory explains how media can influence audiences' priorities and attention to specific issues. In the context of da'wah blogs, bloggers can determine the topics to be discussed, thus influencing audiences' views and attention to relevant religious issues. (Sulastris et al., 2020)
2. **Social media, including blogs, provides a space for audiences to interact directly with content creators.** This audience's involvement is an important aspect in da'wah communication because it can increase the understanding and application of the teachings delivered.
3. **This theory emphasizes that communication not only serves to convey information, but can also change thinking and behavior.** In the context of da'wah, blogs serve not only to disseminate religious information, but also to change the reader's way of view and behavior according to Islamic teachings.
4. **Blogs as Means of Da'wah Communication**

Bloggging is a new form of media that allows its management to upload articles, images, videos, and various other content. As a communication tool, blogs have advantages such as ease of publishing content, audience involvement through commentary columns, and flexibility in scheduling publications (NIM, 2008).

5. **Uses and Gratifications Theory**

This theory states that media users have a particular purpose in accessing media. They choose media based on needs they want to meet, such as entertainment, information, or social interaction. In the context of da'wah blogs, audiences can access blogs to meet spiritual needs, seek information about religion, and receive guidance in everyday life. Blogs as da'wah media provide opportunities for readers to search for information and learn more about religious teachings more easily and flexibly (Alwardah & Bandung, 2023).

6. **Blog Excellence in Da'wah Communication**

- **Interactivity:** Blogs allow audiences to interact directly with managers through comments, discussions, and even through other features such as forums.
- **Affordability:** Blogs can be accessed anytime and anywhere, provided users have an internet connection, which makes them more accessible than conventional da'wah media (Kasir & Awali, 2024).
- **Ease of Spread:** Blog content can be widely shared through various social media platforms, which facilitate the spread of preaching messages to a wider audience.

Da'wah communication, at its core, is the act of delivering Islamic teachings to a wider audience, aiming to guide human behavior in alignment with Islamic values. In the modern context, this communication has expanded beyond traditional methods such as sermons and religious gatherings, embracing digital platforms like blogs and social media. The theoretical foundation of da'wah communication emphasizes

delivering meaningful messages that consider the audience's context, fostering two-way interactions, and measuring the effectiveness of the message in shaping thoughts and behavior. These elements are critical in the digital space where audience engagement and message delivery are influenced by the dynamics of online interaction.

The integration of new media theory into da'wah communication highlights the transformation of religious discourse in the digital era. Blogs, as a form of new media, serve as a strategic platform for agenda-setting where bloggers can determine religious issues to be emphasized. Supported by the Uses and Gratifications Theory, it is understood that audiences actively seek out da'wah blogs to fulfill spiritual, informational, and social needs. These platforms allow readers to engage with content through comments and discussions, thus enhancing understanding and making religious teachings more relatable and applicable. The ability of blogs to foster behavioral change aligns with communication goals that go beyond information delivery toward influencing perception and action.

In relation to the research theme, "Da'wah Communication Through Blog: A Study on the Use of the Blog in the Da'wah World," blogs offer a dynamic and accessible medium for conveying da'wah messages. Their strengths such as interactivity, affordability, and wide dissemination make them powerful tools for religious outreach in the modern age. This study explores how blogs function as digital pulpits, evaluating their effectiveness in engaging audiences and shaping religious understanding. By analyzing the interplay between communication theory, media interactivity, and audience behavior, the study provides insight into how blogs not only disseminate Islamic teachings but also transform the very nature of da'wah communication in the digital era. Here is the Inter-Concept Links table described above.

Table 1. Interconnection of Key Concepts in Da'wah Communication through

Concept	Explanation	Relevance to Da'wah Blog
Da'wah Communication	Delivering Islamic teachings to guide human behavior and faith.	Blogs serve as a medium for spreading Islamic messages to broader and diverse audiences.
Da'wah Communication Theory	Emphasizes meaningful messages, two-way interaction, and communication effectiveness.	Blogs enable dialogue through comments and allow feedback that improves message clarity and engagement.
New Media Theory	New media offer interactivity, flexibility, and high audience involvement.	Blogs represent a new form of da'wah that leverages digital tools for greater impact.
Agenda-Setting Theory	Media influence public attention and issue salience.	Bloggers can shape the audience's focus on certain Islamic themes or societal concerns.
Uses and Gratifications Theory	Audiences use media to fulfil specific needs information, entertainment, social interaction.	Readers visit da'wah blogs for spiritual fulfilment, learning, and guidance on religious matters.
Blog Excellence	Blogs offer interactivity, accessibility, and ease of content distribution.	These features enhance da'wah efforts by making content more engaging, reachable, and shareable.

7. The Theory of Social Change Through Communication

Communication through blogs can also be seen as a form of social change. This theory of social change refers to how communication can be a tool for transforming society, whether in terms of thinking, behavior, or social structure (Nugroho, 2021; Rahayu & Syam, 2021). In the context of da'wah, blogs can influence readers' views and actions on religious teachings, and encourage them to practice Islamic values in their daily lives (Zaini, 2013b).

Innovation Diffusion Theory (Mailin et al., 2022; Sugiono, 2024): This theory explains how innovation or new ideas spread among individuals or groups. In the context of da'wah through blogs, innovations in the form of new ways of conveying religious messages, namely using digital media can spread and be accepted by the public. Blogs containing da'wah content can be a medium that introduces new ways of religion and practices them according to Islamic guidance.

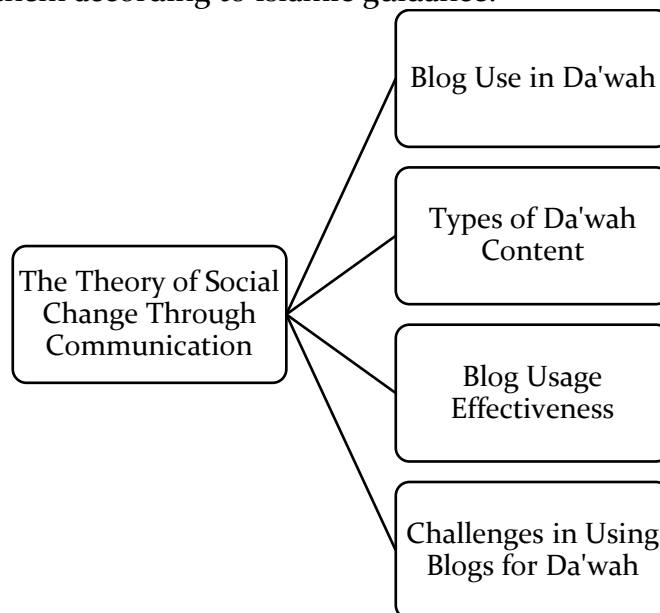


Figure 2. The Theory of Social Change Through Communication

a. Blog Use in Da'wah

Based on the research results, it was found that blogs were used as a platform for delivering da'wah messages in a more personal and interactive way. Some blogs focus on delivering religious material, such as interpretation, hadith, and fiqh, while others focus on moral and ethical values in everyday life. Blogs are also used to share personal experiences and tell inspiring stories related to Islamic teachings.

b. Types of Da'wah Content

The content of the da'wah on the blog is diverse (Habibi, 2018), among others:

1. Religious Articles: Presenting explanations about Islamic teachings, such as procedures for worship, explanations about basic teachings of Islam, and Islamic laws.
2. Online Lectures and Lectures: Several blogs also contain records of lectures or video of da'wah delivered by scholars or da'i.
3. Interactive Discussion: A blog that allows readers to comment or discuss posted articles (Nurhasanah et al., 2023)

4. Inspirational Story: Presenting stories that provide motivation and inspiration, both about the life of the Prophet Muhammad and the stories of friends and scholars.

c. Blog Usage Effectiveness

The effectiveness of blogging in da'wah is quite high, as it allows da'wah messages to be reached by a wider audience without being limited by time and space (Rusdi & Aisyah, 2024). Readers from various backgrounds, whether in remote areas or abroad, can easily access da'wah messages. In addition, the presence of direct interaction through the comments column also gives readers an opportunity to ask and get clarification, which makes the da'wah process more dynamic.

d. Challenges in Using Blogs for Da'wah

Although blogs have great potential, there are several challenges facing them (Aziz, 2018; Fadila et al., 2024; Restianty, 2018), among others:

1. Inaccurate Content: Not all information spread on blogs is reliable, so it is important for readers to verify the truth of the content.
2. Lack of Supervision: Some da'wah blogs do not have a supervisory team or moderator that can ensure the quality and accuracy of published material.
3. Blogs are sometimes accessible to anyone, including those who are not interested or even disseminate information that is not in accordance with Islamic teachings.

Blogs have emerged as effective platforms for da'wah communication, enabling the delivery of Islamic messages in a more personal, interactive, and accessible manner. They offer a variety of content, including religious articles, recorded lectures, inspirational stories, and interactive discussions, allowing readers from diverse backgrounds to engage with Islamic teachings beyond the limits of time and geography. The interactivity of blogs enhances their effectiveness by facilitating dialogue and clarification. However, challenges remain, such as the spread of inaccurate content, lack of moderation, and the risk of misuse by individuals who may not align with Islamic values, highlighting the need for greater content supervision and digital literacy among readers.

Conclusion

This study finds that blogs serve as a significant medium for digital da'wah by enabling two-way, participatory, and contextual communication. Rather than merely delivering one-way messages, blogs allow for interactive dialogue, fostering deeper engagement with digital audiences. Personal reflections, inspirational stories, and practical religious guidance are the most effective content types in attracting and sustaining audience interest. Applying the Uses and Gratifications theory, audiences use blogs to fulfill spiritual needs, strengthen identity, and gain religious knowledge. Engagement and Social Change theories highlight interactivity and potential behavioral transformation. Despite its limited blog samples and absence of software-assisted analysis, this study affirms that blogs remain relevant tools for inclusive and reflective Islamic communication, bridging personal experiences with broader religious discourse.

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