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### RESEARCH ARTICLE

#### VIRAL VIDEO ON INSTAGRAM BY DA'WA INFLUENCER : QUALITATIVE ANALYSIS

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#### Abstract

Da'wa Influencer has made Instagram (IG) as the main platform for delivering da'wa to public. Instagram functioned as an effective medium for sharing high-quality photos and videos. Majority of influencers own this account to utilize it for personal Da'wah Influencers produced and shared their videos in various forms and creative versions on Instagram, hence these videos still often fail to generate an encouraging viewers response and failed to capture the interest of viewers due to their lack of adherence to the criteria of newsworthiness. Consequently, this study aims to evaluate the application of newsworthiness criteria in viral videos shared by Da'wah Influencers on Instagram. This research is a qualitative-based research that implementing content analysis on 50 viral videos(reels) produced by 10 different Da'wah Influencers on Instagram based on the Theory of News Value which is invented by Harcup and O'Neill. The results gained from this research found that there are five main criteria which frequently being applied by the Da'wa Influencer in their viral videos on Instagram. Criteria with the highest frequency was the human interest which appears in 49 times out of 50 videos analyzed, followed by impact with 43 times, next criteria is proximity with 35 times, conflict with 29 times and the least one was the currency with only 28 times. This research can be set as reference by the Da'wa Influencer in producing a high impact quality videos which fulfilling all the five criteria of newsworthiness to ensure that their videos in social media especially Instagram would be more effective and efficient in terms of viewers and readers acceptance and encouraging a higher understanding from the target audience (Mad'u).

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#### Introduction:-

Instagram (IG) is a popular platform among the younger generation because to its user-friendly interface that facilitates photo and video sharing, enabling seamless connection among users. Research data from Kantar TNS demonstrates that Malaysians own the largest proportion of Instagram users in the Asia Pacific region, surpassing

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other nations such as Singapore, Indonesia, and Hong Kong (Aman, 2016). Instagram incorporates visual and audio components with its reels feature, which enables users to create posts embellished with curated music, enhancing interactivity and enjoyment (Ratri 2020; Ririn & Wei-Loon Koe 2022; Diah et al. 2022). Instagram's advantage is in the inclusion of supporting features, such as like, comment, share, filter, search, hashtag, IG Live dan IGTV, which contributes to its ability to retain a younger user base (Setiawati et al., 2023). This is due to their utilisation of Instagram as a platform for establishing trust and self-identity by sharing updated visual content, such as photographs and videos, with other users (Wulandari, 2022). To maintain the continued relevance of da'wah in contemporary society, Influencers has the expertise to produce compelling video material on social media platforms, hence enhancing the effectiveness of da'wah efforts. According to research conducted by Tika Mutia (2021), movies or short videos containing preaching material are more favoured by internet users compared to photos and infographics. In research conducted by Marwantika (2022), it was discovered that the utilisation of Instagram reels including da'wah themes effectively promotes religious moderation and encourages the celebration of diversity throughout society.

In the field of journalism, news that interests many readers is known as newsworthiness, which generally has more than 20 criteria. In this study, the researcher identified five newsworthiness criteria, namely impact, human interest, proximity, currency, and conflict as a yardstick in determining video content that attracts the public's interest on Instagram. Therefore, how is this newsworthiness feature used as a yardstick to analyse short videos(reels) of popular preachers on Instagram. This study analyses the application of newsworthiness criteria in creating viral video content through Instagram, to identify the most influential newsworthiness in increasing reach and interaction. Following this, newsworthiness is termed as news value, news criteria or news characteristics. In general, newsworthiness criteria are used in news writing to sell a newspaper widely. Nevertheless, this criterion is considered pertinent for implementation in Instagram reels because to the resemblance between the objective of the news and the attraction it has for users. An examination of the five criteria for determining the newsworthiness of posts made by chosen preachers on Instagram. According to previous research, several researchers have proposed over 20 criteria for determining newsworthiness throughout history. From 1960 to 2010, scholarly research revealed that the commonly employed criteria for determining newsworthiness are impact, proximity, prominence, novelty, conflict, unusual nature, celebrities, helpfulness, entertainment, trends, timeliness, significant, interesting, frequency, threshold, unambiguity, meaningfulness, consonance, unexpectedness, continuity, composition, human interest dan negativity Galtung & Mari Ruge, 1965; Brooks, 1988; Harriss & Johnson, S. 1989; Fedler et al., 1997; Othman Lebar, 2007; Nor Azuwan Yaakob, 2008; Kershner, J.W. 2009). In the subsequent year, the incorporation of emotional components in a news article serves to enhance its contagiousness and elicit prompt reactions from readers or listeners, particularly emotions characterised by anger, sadness, fear, excitement, and surprise (Shoemaker, P. J. & Cohen, A. A, 2012; Berger, J. & Milkman, K. L, 2013). Next, the most recent study on these criteria found that the criteria that usually get the public's attention in the new media are positive(good news), negative (bad news), unexpectedness/odd/surprising, elite people (celebrity), entertainment, social significance/magnitude, humor, human interest, sexuality, animals, children, practical value/utility, conflict, emotional content(sadness/anger/anxiety/awe), humour, eroticism dan violence, as in the study by Ahmed Al-Rawi (2019) and Dafonte-Gómez, A et al. (2020). The use of social media to report news is also tied to the concept of shareability. For example, social media platforms such as Facebook, Twitter and Instagram emphasize sharing activities between netizens as a necessary thing in their respective media (Hurcombe, E. et al., 2021).

### **Instagram Viral Videos**

An analysis of a viral video may be conducted from several perspectives. The viral notion, as established by Rushkoff (1994), is strongly associated with the fundamental concept in media articulated by Rayport (1996). This is highly relevant to the marketing campaign conducted by a product in the market. Virality, in its essence, refers to a marketing strategy that emphasises the widespread dissemination of a product's content to other users. This alternative approach aims to generate interest among users and ultimately lead to successful sales. Influencers play a crucial role in increasing user interest towards a product (Dinda Sekar & Reni Nuraeni, 2019).

Prior research examines the spread and attributes of information on social media, as seen in the study conducted by Subramani & Rajagopalan (2003) and Woerndl Maria et al. (2008). Based on the above reasoning, it can be inferred that the term "viral" pertains to information that is readily disseminated from one user to several users. Video may be defined as a medium that conveys messages or material through moving visuals, which are visually engaging and capture the viewers' attention. Thus, a viral video may be defined as a widely seen video that has garnered a minimum of 100,000 views and is rapidly disseminated among users through email, text messages, and websites

(Wallsten, 2010; Dianthe & Iskandar, 2016). Viral refers to any content that is widely shared and uploaded, gaining popularity through social media. This occurs when the content is perceived as controversial, sensational, or provocative, leading to widespread debate and discussion among the public (Izzal Khairi et al., 2021). To what degree does this infectious notion impact society? Hence, this study specifically examines viral videos created by Da'wah Influencers on Instagram that receive the greatest number of likes, comments, and views.

### Da'wah Influencer

A Da'wah Influencer or preacher is a someone who possesses a significant number of Instagram followers and possesses expertise in religious knowledge, as well as the ability to effectively preach on the Instagram platform. Instafamous is an alternative term used to refer to influencers or influential individuals on Instagram (Wawarah et al., 2019). Hence, the significance of preachers as influencers in disseminating preaching should not be underestimated (Rahmat 2021). According to research conducted by Nazirah and Muhammad Faisal (2018), preachers in the contemporary era may be categorised into three distinct groups:

1. The religious individual or organisation possess expertise in the realm of religion and enjoy recognition within the society.
2. This religious individual or organisation possesses extensive understanding about Islamic topics, although their renown has not yet spread across the society.
3. The non-religious individuals with a keen interest in disseminating religious knowledge and promoting it via new media platforms.

Accordingly, there are presently preachers known as Da'wah Influencers who lack of religious education while coming from a religious background (Aisyah Ab Rahim et al., 2023). Most of these individuals emerge from religious reality programmes on television, such as *Imam Muda*, *Ustazah Pilihan*, *Solehah* and *Pencetus Ummah*. These programmes are generally focused on delivering religious teachings in line with the current context and promoting virtuous behaviour in society (Nur Afifi et al., 2023; Naemah & Mashitah, 2021; Muhidin & Zaharah, 2017). The presence of preachers on a significant scale has effectively enhanced the preaching movement on social media, aligning with the advancements in technology today (Husna Nashihin et al., 2020). Simultaneously, there are also Da'wah Influencers comprised of prominent community members, activists, and a select few artists who have risen after making the decision to relocate.

### Methodology:-

This study employed a qualitative methodology to accomplish the predetermined objectives. This methodology enables researchers to optimise space utilisation and is particularly well-suited for handling data that is highly expressive (Othman, 2007). This study employs a qualitative technique to comprehensively depict the data using three primary approaches: study design, study data gathering methods, and study data analysis methods. Data acquisition is the beginning part of the investigation, involving the collection of pertinent information and data. In this study, the researcher conducted a comprehensive review using library research methods, social media research methods, and content analysis. During this phase, the process of gathering information and data for the research may be conducted seamlessly and with more efficiency, thanks to the availability of several alternative sources and data surveys. Social media observation methods are employed to immediately and effectively acquire research information and data. For this study, the researcher selected the Instagram accounts of 10 Da'wah Influencers, as indicated in Table 1:

**Table 1:-** List of Da'wa Influencer and Total Number of their Followers in Instagram(IG).

BIL	Da'wa Influencers	Total Followers in Instagram
1	Ustaz Azhar Idrus	1.7M
2	Ustaz Wadi Annuar	1.1M
3	Ustaz Abdullah Khairi	1.1M
4	Habib Ali Zainal Abidin	1.4M
5	Dr Zulkifli Bakri	1.2M
6.	Ustazah Asma Harun	1.1M
7.	Ustazah Norhafizah Musa	1.0M
8.	Aisyah Hijanah	1.5M
9.	Ustazah Isfadhiah Dasuki	298K
10.	Ustazah Fatimah Syarha Nordin	263K

The subsequent procedure involves accessing the reels of the chosen preachers who garnered the highest number of views throughout the six-month period spanning from January 1 to June 30, 2023. The collected data consists of 50 viral videos created by Da'wah Influencers, which have been carefully chosen and are appropriate for study. The dataset analysed consisted of 50 viral videos featuring 10 Da'wah Influencers, specifically chosen from the Malay language version and within a defined research time. Ultimately, the process of rendering data is executed in its entirety. The data is categorised based on news value and shown in chronological order, starting from June 2023, and ending in December 2023. Hence, this study focuses solely on five newsworthiness criteria that are deemed suitable for reels that become viral on Instagram. These criteria can then be modified for the purpose of da'wah application via video on Instagram.

### Harcup & O'Neill's Theory of News Value

The application of theory is crucial in every investigation as it has a direct impact on the study's outcomes. Thus, this study employs the theoretical framework of news value proposed by Harcup and O'Neill (2017) to accomplish the study's predetermined aims.

**Table 2:-** Harcup & O'Neill's Theory of News Value.

News Value	Descriptions
Power elite	News events pertaining to prominent persons, organisations, or institutions.
Celebrity	Events pertaining to renowned personalities.
Human interest/Hobbies	News events that focus on aspects of human interest, humor, or inventive wit.
Conflict/Negative news	News events that provide explanatory information is unfavorable.
Positive news	News coverage of positive occurrences.
Impact/Magnitude	News events that are deemed noteworthy and have the potential to cause an effect.
Proximity/Relevance	News events that pertain to the problem that is of relevance to the audience.
Suprise	Unforeseen news developments characterized by an element of astonishment and/or inconsistency.
Currency/Follow-up	News events pertaining to the most recent/current matters.
Newspaper agenda	News occurrences that align with the news organization's own agenda.

Regarding this news indigo theory, the five newsworthiness criteria are highly relevant and sufficient in assessing the application of the criteria in the viral video (reels) by the Da'wah Influencer, which is human interest, conflict, currency, proximity and impact. This is because the modification and implementation of the framework based on these five categories of news value will be implemented in every videodata that is assessed systematically and holistically as stated to Norazirawati and Sudirman (2021).

### Results and Discussion:-

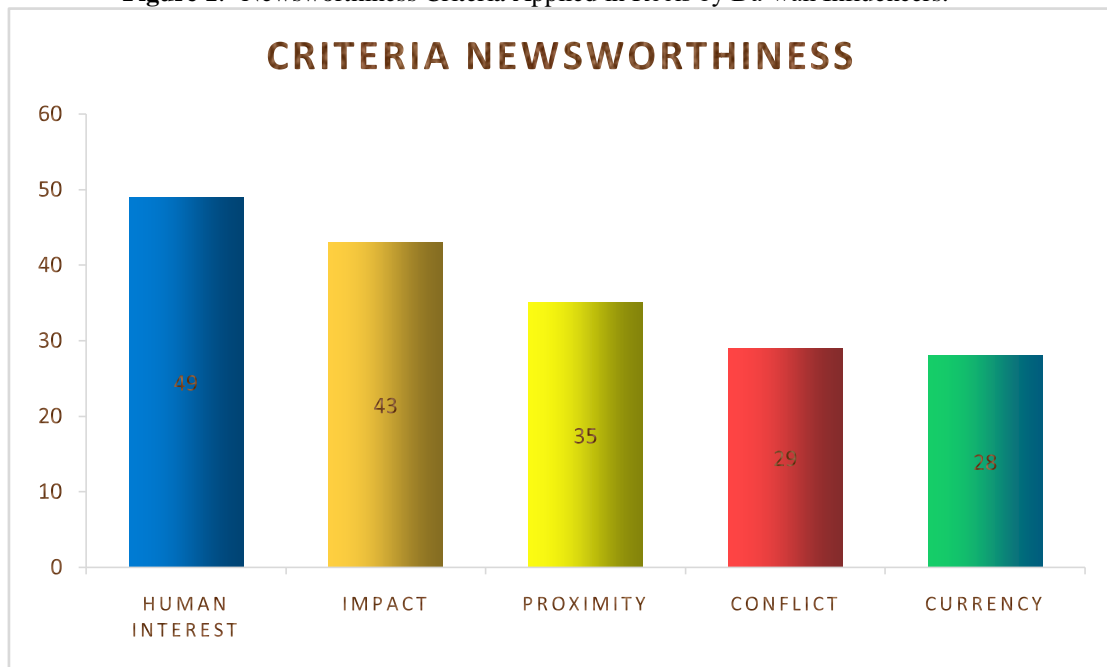
This section presents the results of data analysis conducted to examine the newsworthiness criteria in 50 Instagram short videos (reels) created by chosen Da'wah Influencers. The study is based on the five newsworthiness criteria proposed by Harcup and O'Neill (2017). Figure 1 and appendix 1 provide a comprehensive presentation of the study's findings about the use of newsworthiness criteria in reels on Instagram by Da'wah Influencers.

The research findings, as depicted on Figure 1, demonstrate the frequency at which 10 Da'wah Influencers apply newsworthiness criteria to 50 Instagram reels. The criterion of human interest is the most prevalent, which times out of 50 reels analyzed. It is followed by impact with 43 times, and proximitys with 35 times. Conflict with 29 times, while currecy criteria is the least often applied criterion with 28 times out of 50 reels. Consequently, the reels on Instagram that achieve a significant number of views because of meeting these requirements are produced by the Da'wah Influencers.

The researcher also discovered that the criterion of human interest is considered highly significant and relevant to Instagram as a platform for time when the netizens are free from work or other duties and can relax. Conversely, the currency criteria is the least favoured among Da'wah Influencers due of its transient nature and little impact on netizens. Moreover, the dispute ranks as the second least captivating aspect, after the present situation. This is due to the astuteness of the Da'wah Influencer, who skilfully address societal challenges in a creative and laid-back manner

using reels through Instagram. Indeed, the effectiveness and efficiency of Da'wah Influencers's video postings may be enhanced by actively engaging with the target audience in the comment part of their video posts.

**Figure 1:-** Newsworthiness Criteria Applied in Reels by Da'wah Influencers.



### Human Interest Criteria

In this study, the majority of Da'wah Influencers in this study utilised the criteria of human interest while creating updated reels on Instagram except for one reel post by Ustazah Hafizah Musa,. One of the factors that draws individuals to watch these criteria is anything that incorporates enjoyable forms of entertainment, such as humour and practical jokes. This is intricately connected to the inherent human inclination for amusement. The study revealed that Ustaz Abdullah Khairi's postings predominantly use components of human enjoyment, such as humour, to enhance the acceptance and comprehension of the conveyed message among the audience. By employing these factors, the preacher might indirectly establish a closer connection with the intended audience. Posts that meet these characteristics have been demonstrated to capture the attention of numerous internet users and even achieve viral status. Da'wah Influencers frequently utilise Instagram to showcase appealing elements that captivate individuals, such as the utilisation of high-end products, picturesque travel places, and delectable cuisine with a premium price tag. Consequently, they are perceived as astute in capitalising on prevalent concerns that resonate with many individuals in line with Islamic principles, thereby enticing online users to express their approval or provide feedback (Faradillah Iqmar, 2014). Technically, they are skilled in processing sentences on reel titles that are changed by using the 'clickbait' strategy. This method seeks to captivate the reader's attention by presenting novel information that was previously absent, depending on its level of importance to the person (Bazaco & García, 2019). The ongoing development of this issue will pique the curiosity of internet users, who are eager to gather further details and address the question posed in the news headline. They seek to satisfy their inquisitiveness regarding novel subjects by referring to the captions provided in the updated videos shared by influential individuals advocating on social media platforms.

Provocative content on social media, such as gossip and defamation, frequently captivates netizens' attention, despite its negative nature. Initially, the purpose of social media was mostly for leisure and amusement. Nevertheless, if an overabundance of entertainment fosters a culture of hedonism that jeopardises the prospects of the younger generation (Nur Shahidah et al., 2020), it is imperative to address this issue comprehensively. Hence, the use of these standards by preachers in each social media post aligns with the requirements of syarak to guarantee that it does not possess a sensational nature devoid of any impact on consciousness or the improvement of society. Hence, the implementation of these requirements should be driven by religious imperatives, while also effectively expanding the reach of da'wah through its swift dissemination on social media platforms.

**Impact Criteria**

Within this study, impact can manifest itself through elements that possess either a minor or significant influence on the audience. This effect criteria are utilised in 43 out of 50 reels on Instagram evaluated, making it the second most often employed criterion after the human-interest criterion. Ustazah Hafizah Musa's fourth reels successfully raised awareness in the community on the detrimental effects of Sugar Daddy relationships on the younger generation, particularly students. This was evident from the reel's on Instagram, with around 500 thousand viewers from netizens. This issue is of great gravity and requires a comprehensive resolution including all stakeholders. Failure to address it adequately will have detrimental consequences for the community. Regarding this issue, it has been determined that any content that is shared should not have any conscious influence on either the person sharing it or the viewer.

This criterion will immediately impact the audience's physical, emotional, and spiritual perspectives. This phenomenon is attributed to the fact that a significant proportion of social media users prefer sharing their everyday experiences and emotions with other Instagram users by means of regularly updated photographs or videos. To create a highly impactful video, the material must consider elements that deeply resonate with the audience's emotions and sentiments. The positive influence of the viral film would effectively modify negative behaviour and enhance netizens' comprehension of da'wa. Nazirah and Muhammad Faisal (2018) conducted a study which revealed that video that evoke feelings such as grief, fear, and realisation among netizens can enhance self-awareness and inspire individuals to maintain religious practices. Undoubtedly, the level of technological advancement significantly impacts the acquisition of knowledge and information, particularly in the realm of religious understanding (Mohamad Adib et al., 2019).

Moreover, the utilisation of Instagram as a platform for preaching is observed to be highly efficient and impactful. This is achieved through the utilisation of high-quality visual content such as pictures, symbols, and signs in reels and captions, as well as the use of straightforward and easily comprehensible writing (Ganjar 2021; Norhudi'in & Nurul Ashikin 2022). Consequently, this will profoundly influence the audience's psyche, enabling them to comprehend the content effectively, be it through video or audio mediums (Rosmawati Mohamad Rasit & Md Rozalafri Johori 2011; Ade Wahyudin et al. 2022). From a journalistic standpoint, this criterion is a primary factor used to ensure that every news broadcast receives public attention. The dependability of news significantly influences the reporting aspect, which in turn affects how netizens assess the impact or consequences of a given subject. This assessment is based on four key elements: necessity, preference, authenticity, and recency. According to research conducted by Amoroso, V. N., et al. (2018), the speed at which something happens is referred to as "instantaneity".

**Proximity Criteria**

This study examines the proximity criteria, which offers an assessment of the physical or psychological closeness between the intended audience and the preacher. Despite the seeming challenge in meeting this requirement, it pertains to addressing matters or handling content that is relevant to a wide range of individuals, particularly on social media platforms. Indeed, proximity will limit the target audience of the post to specific demographic segments. Nevertheless, this survey revealed that Da'wah Influencers utilised this criterion 35 times, ranking it as the third greatest frequency, behind human interest and impact. The study discovered that this criterion is situated at an intermediate level, and it is utilised to a modest extent in posting's reels on Instagram. The fourth reels by Habib Ali, garnered significant attention with 490 thousand viewers. This post delves into LGBT representatives' inquiries directed to Habib Umar on the circumstances faced by those seeking personal growth and transformation. The question posed has been answered with sagacity and has the potential to foster a deeper connection to religion within this community.

By employing these qualities, Instagram reels facilitate the effective transmission of messages, allowing them to be quickly comprehended and logically contemplated, since they resonate deeply with the viewer. This is due to a study conducted by Muhammad Yuzryshah et al. (2022) which demonstrates that the practice of delivering oral bills through short video (reels) is more widely embraced by individuals. This preference may be attributed to the contemporary inclination of people towards video consumption as opposed to reading written content. This research also examined this criterion in the second reels by Ustazah Asma' Harun. Ustazah Asma' mentioned in her reels that Muslims engage in four daily jihads, which include combating desires, pursuing knowledge, sharing information, and patiently enduring the responsibility of preaching. In this case, he has a strong affinity with the essence of a preacher who frequently encounters diverse challenges and difficulties while conveying da'wah. This role also has

an influence on the preachers' spirits, ensuring the perpetuation of their preaching endeavours, irrespective of any personal circumstances they may encounter.

### **Conflict Criteria**

Based on the results of this study, the conflict criteria employed by Da'wah Influencers rank as the second lowest, just above the currency criteria. The researcher encountered difficulty incorporating this criterion into a reels post because to the limited ability of certain preachers to effectively analyse and communicate complex themes or subjects. This criterion of conflict 77777777 was employed on 29 times out of 50 video on reels through Instagram, with the highest frequency seen in a reel by Ustaz Azhar Idrus. In this reel, he provided elucidation on contentious matters that have sparked disputes and controversies within society. On other reel on Instagram by Da'wah Influencers, this standard is often employed in about 40% to 60% of the reels by each of them.

Based on the conducted research, it is evident that Ustaz Azhar Idrus consistently addresses a particular criterion in all of his reels on Instagram. Specifically, his reels delve into the internal struggle experienced by Muslims regarding legal matters, such as the debate surrounding the use of vape smoking and the issue of missing prayers due to traffic congestion. The answers provided are readily comprehensible to the community, and as a result, they will indirectly disseminate this post to their acquaintances, therefore propagating the message on social media. Consequently, the post has rapidly gained widespread attention, unbeknownst to its originators. Furthermore, Ustaz Wadi Anuar's second reels incorporated aspects of conflict and successfully garnered 1.7 million views. The inherent struggle of a youngster torn between his desire to be dutiful towards his parents and the multitude of obstacles and trials he encounters in fulfilling this commitment. The one reels by Ustazah Hafizah Musa included an external conflict, showcasing a video of the enemies of Islam attacking the atmosphere of Aqsa. Ustazah Isfadhiah also contributed to this conflict by highlighting how the enemies of Islam aim to dismantle world civilization through the destruction of family institutions, disruption of the education system, and undermining religious leaders within society.

Simultaneously, when examining news pertaining to the political realm, it is unavoidable to emphasise the criterion of conflict. Political conflicts often garner attention and become a trending subject on social media due to issues surrounding political instability, the introduction of new laws by the government, and the behaviour of certain irresponsible politicians that provoke public outrage. Conversely, the researcher discovered that the da'wah influencers examined in this study seldom incorporate aspects of conflict in their updated video postings. In research conducted by Inyoung Park & Daeho Lee (2020), it was shown that most individuals who share news or other content on social media tend to align their actions with their initial intentions and goals. This aligns with the principles of Islam, which emphasise the need of consistently intending to engage in virtuous actions and promote peace, rather than engaging in sinful behaviour and fostering conflict among individuals. The study discovered that the preachers examined exhibited a greater degree of prudence and deliberately emphasised a favourable and optimistic portrayal in every post. This is because of the need to prevent any potential conflicts that may occur once the content is shared on social media, particularly in the case of brief video uploads that might convey a misleading impression. Undoubtedly, when viewed from an alternative perspective, the inclusion of conflict is a frequent tactic employed to generate interest in a current news publication or news website.

### **Currency Criteria**

The analysis revealed that the present criterion had the lowest frequency of occurrence among the criteria used in the Instagram reels of da'wah influencers. Put simply, these are viral videos that are shared in response to ongoing and widely debated contemporary events. This criterion is likely to generate attention from internet users in terms of replying and commenting on Instagram postings. If these criteria are not appropriately implemented, this issue will lead to the lack of attention from internet users since the updates do not align with current trends or occurrences (Kilgo & Sinta 2016). The study discovered that the Da'wah Influencers utilised this criterion the fewest number of times, namely only 28 times. Posts authored by Ustaz Azhar Idrus, Ustaz Wadi Anaur, and Ustaz Asma' Harun hardly adhere to this criterion. Ustazah Isfadhiah omitted this criterion from all five reels that were examined. Unlike other preachers such as Habib Ali, Dr Zulkifli, Aisyah Hijannah, Ustazah Hafizah, and Ustazah Fatimah, who utilise it in 4 out of 5 reels, the frequency of its usage is lower.

In the present circumstances, Da'wah Influencers must exhibit intelligence and ingenuity in conveying da'wah messages on social media to avoid surprising themselves. Indeed, there exist preachers who possess expertise in using social media platforms to cater to the preferences and inclinations of their intended audience. They adeptly

consider ongoing events and contemporary matters inside the nation. For instance, preachers proficient in writing tend to utilise Facebook or Twitter for their content, while those skilled in video and photo editing are more inclined towards platforms like Instagram, TikTok, and YouTube. On the other hand, preachers who excel in speaking are commonly found on Podcast or Telegram channels. This is because the approach employed accurately depicts the acts or conduct of a preacher in a manner similar to that of a vendor who physically or visually exchanges their views. If the concept receives extensive commentary and widespread sharing by internet users, it might be considered as if the sale products have already been sold, regardless of whether the remarks are bad or not (Anon, 2012). Hence, the virality of any content on social media is heavily determined by the level of engagement it receives. This content is very pertinent and suitable to the prevailing challenges and tendencies of that period.

Social media platforms like Instagram serve as a means of disseminating da'wah, and it is crucial to populate them with captivating content that engages people and integrates da'wah material that is pertinent to contemporary matters. This feature allows the preacher's well-crafted message to be prominently displayed on the news feed of other users, even those who are not followers. The visibility of the message depends on how effectively the social media algorithm delivers relevant content to users based on their interests, preferences, and previous interactions. Therefore, this criterion is appropriate as a benchmark for assessing the potential virality of a post by gauging its alignment with current trends and challenges. Neglecting this criterion may result in the preacher being perceived as out of touch while delivering sermons on social media. For instance, the first, fourth, and fifth reels by Aisyah Hijanah effectively highlight the ambiance of her holiday in Dubai, garnering the highest number of viewers. Habib Ali's reels primarily focuses on the significance of the month of Rajab and provides recommendations for practices during this time. Furthermore, it has been observed that Ustazah Hafizah and Ustazah Fatimah frequently foster a familial ambiance and like commemorating Aidil Adha with their cherished relatives through reels on Instagram.

### **Conclusion:-**

This study aims to indirectly assess the efficacy of Instagram as a medium for rapidly disseminating da'wah through influential social media platforms. Thus, the study demonstrates that a comprehensive and extensive examination of five criteria for newsworthiness in Instagram videos by Da'wah Influencers is possible. The study discovered that visual and auditory stimuli, including as images and music shown on reels, have a crucial role in influencing and altering the perspective of internet users about certain events. Ultimately, the process of selecting topics or concerns for a video on social media involves assessing their newsworthiness based on their capacity to captivate the attention of internet users. This will lead to more efficient and streamlined updating of preachers' social media posts, enabling them to swiftly reach a larger audience and generate engagement through likes, comments, and shares. Hence, this study is anticipated to serve as a preliminary reference for novice researchers seeking the most recent discoveries in exploring novel dimensions related to the implementation of these standards in visual and audio formats across various social media platforms. Additionally, it aims to lay the groundwork for future systematic expansions of this investigation. The researcher proposed doing a study on brief videos seen on various platforms, such as TikTok, Facebook (reels), and YouTube (shorts). This study might employ either the news value theory developed by Harcup and O'Neill (2017) or the Discursive News Value Analysis Theory formulated by Bednarek & Caple (2017). Undoubtedly, for a video become viral on Instagram, it must adhere to the standards of newsworthiness criteria, which is human interest, conflict, currency, proximity and impact. This ensures that the message reaches beyond the existing target audience and garners a larger number of new followers in social media platforms.

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