

# Ustadz Khalid Basalamah's Da'wah Communication Strategy in the 'Curhat Bang' Podcast: A Persuasive Approach to the Issues of Tawhid and Religious Pluralism

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## ABSTRACT

*Abstrak:* Penelitian ini bertujuan menganalisis strategi komunikasi yang digunakan Ustadz Khalid Basalamah (UKB) dalam podcast *Curhat Bang*, khususnya dalam topik tauhid dan pluralisme agama. Menggunakan pendekatan kualitatif dengan metode deskriptif-analitis, penelitian ini mengkaji gaya komunikasi, pola persuasi, dan nilai-nilai yang disampaikan melalui media digital. Temuan utama menunjukkan bahwa UKB memadukan tiga elemen utama: rasionalitas (logos) melalui argumen logis tentang perbedaan agama, kredibilitas (etos) dengan kelembutan dan empati yang menghindari penghakiman dengan tetap menjaga etika Islam, serta aspek emosional dan spiritual untuk membangun kedekatan dengan audiens. Strategi asertifnya tegas namun lembut memungkinkan pesan Da'wah diterima secara luas tanpa menimbulkan penolakan, sehingga menciptakan model "Da'wah Lembut-Rasional" sebagai pendekatan baru dalam Da'wah digital. Kesimpulannya, efektivitas Da'wah di era media baru bergantung pada kemampuan penDa'wah untuk menyesuaikan komunikasinya dengan konteks psikologis dan sosial pendengarnya.

*Abstract:* This study aims to analyze the communication strategies used by Ustadz Khalid Basalamah (UKB) in the *Curhat Bang* podcast, particularly in the topics of monotheism and religious pluralism. Using a qualitative approach with descriptive-analytical methods, this study examines the communication style, persuasion patterns, and values conveyed through digital media. The main findings show that UKB combines three main elements: rationality (logos) through logical arguments about religious differences, credibility (ethos) with gentleness and empathy that avoids judgment while maintaining Islamic ethics, and emotional and spiritual aspects to build closeness with the audience. Its assertive strategy firm but gentle enables da'wah messages to be widely accepted without causing rejection, creating a "Gentle-Rational Da'wah" model as a new approach in digital da'wah. In conclusion, the effectiveness of da'wah in the new media era depends on the ability of preachers to adapt their communication to the psychological and social context of their listeners.

## I. Introduction

In this era of digital technology advancement, podcasts have become one of the strategic channels for spreading Islamic teachings because they can reach a wide and flexible audience without space and time limitations. Podcasts allow preachers to deliver religious material in the form of discussions, dialogues, or light yet profound narratives (Sya'bani et al., 2024). However, the challenge that arises is how to ensure that preaching through audio media such as podcasts is not only broadcast but also touches the hearts and minds of listeners. Therefore, it is very important to examine preaching communication strategies, including persuasive approaches that are in line with Islamic values.

Ustadz Khalid Basalamah is one of the figures who actively utilizes digital media, including podcasts and other online platforms, in delivering his sermons. In previous studies, his preaching strategy on YouTube has been analyzed in terms of method, rhetoric, and adaptation to digital media. One platform that is relevant to this analysis is the *Curhat Bang* podcast, which discusses sensitive and relevant topics such as monotheism and religious diversity. This study aims to examine how Khalid Basalamah uses a persuasive approach in his sermons through podcasts, particularly on two strategic issues that are often the subject of public debate.

The issue of tawhid, or belief in the oneness of Allah, is at the core of Islamic teachings and is often the focus of da'wah. On the other hand, religious pluralism is a social reality that requires preachers to convey their message with tolerance and dialogue. When Ustadz Khalid Basalamah discusses these two issues in the *Curhat Bang* podcast, the process of persuasive communication becomes very important, including how he constructs his arguments, chooses his words, manages his listeners' emotions, and maintains his credibility so that his message is not immediately rejected.

As the basis of the Qur'an, Allah commands that da'wah be carried out "with wisdom and good instruction" (QS. An-Nahl [16]: 125). This approach requires polite and elegant communication, not forceful or harsh communication. This approach requires polite and elegant communication, not forceful or harsh communication (Zahraini & Andrian, 2024). In the Sunnah, the Prophet Muhammad also emphasized the importance of gentleness in preaching: Indeed, Allah is Most Gentle and loves gentleness in all things (Kadir, 2022).

This hadith emphasizes that gentleness is a key characteristic in Islamic communication, which must be considered, especially in media that contain emotional elements such as podcasts. This study aims to reveal how Ustadz Khalid Basalamah designs persuasive communication strategies in the *Curhat Bang* podcast, particularly regarding issues of monotheism and religious pluralism. This analysis will help us understand how he delivers his sermons, not only conveying messages but also encouraging listeners to think, feel, and act. The findings of this study are expected to contribute to the literature on digital preaching and serve as a practical guide for preachers in managing their communication in the new media era.

This study offers innovation through its choice of subject, platform, and analytical methods, which distinguish it from previous studies. This study places Ustadz Khalid Basalamah in the context of the *Curhat Bang* podcast, an interactive medium that has rarely been explored, while previous studies have focused more on sermons on YouTube or one-way channels. Furthermore, this study examines specific topics related to monotheism and religious diversity by integrating the logos ethos pathos rhetorical framework, the concept of soft power, tasamuh communication, and theological framing, resulting in a unique outcome in the form of a Rational Soft Da'wah Model that has not been found in previous studies.

In recent developments, this study discusses the gap in digital da'wah literature, which previously focused on the communication patterns of preachers without linking them to sensitive theological discourse. Unlike studies such as Husein Ja'far Al-Hadar's communication style, which only identifies clear trends, this study presents a more in-depth analysis by highlighting communication persuasion tactics in interfaith topics through podcast formats. (Science et al., 2023).

## II. Method

This study uses a qualitative, descriptive, and analytical approach. The aim is to explore and describe in depth how Ustadz Khaled Basalamah uses persuasive communication strategies in his podcast *Curhat Bang* regarding issues of monotheism and religious pluralism. Qualitative research was chosen because of its suitability in understanding meaning, style of language, and persuasive strategies, which are difficult to measure quantitatively. Understanding communication psychology helps preachers tailor their speeches to the background of their audience, so that the message conveyed is more effective and more easily accepted (Yunidar Cut Mutia Yanti, 2019).

Data were collected through documentation and transcription techniques. The analysis technique used in this study is qualitative content analysis combined with rhetorical analysis. The researcher analyzed the data through several stages: data reduction, data coding, categorization, and interpretation. The analysis focuses on identifying persuasive communication strategies using the rhetorical framework of ethos (credibility), logos (logic), and pathos (emotion), as well as Islamic communication principles such as *hikmah*, *tasamuh*, and *soft power communication*.

To ensure data validity, this study uses theoretical triangulation by comparing findings with theories of da'wah communication, persuasive communication, and digital media communication. This method allows the researcher to systematically analyze how persuasive da'wah communication strategies are constructed and delivered through podcast media in the digital era

The subject of this study is Ustadz Khalid Basalamah as an Islamic preacher in one episode of the *Curhat Bang* podcast, which discusses the themes of monotheism and religious pluralism, as the specific title and episode are expected to provide clear examples of persuasive strategies. The subject was selected using purposive sampling, namely the selection of episodes and da'wah material based on criteria that touch on the issues of tawhid and religious plurality, using a podcast format in the form of dialogue or audio narration that allows for communicative persuasion, and has a wide enough audience distribution to be relevant to the social context. The research data consists of video or audio recordings of podcasts from the official *Curhat Bang* channel (selected episodes) that have been fully transcribed, while supporting data was obtained from journal literature

### III. Result and Discussion

#### A. Definition of Communication Strategy

The term "strategy" comes from the Greek word "stratego." This word is a combination of "stratos," which means army, and "ego," which means leader (Marfu et al., 2017). Strategy is defined as the art of leading troops to achieve specific goals. In the modern era, this concept is no longer limited to the military sphere, but has expanded to fields such as management, communication, and preaching. In the field of communication, strategy refers to a comprehensive plan to convey messages efficiently, tailored to the characteristics of the audience. Therefore, strategy is the art of directing communication so that messages are received, understood, and have a positive impact on audience behavior.

Communication is the primary means of human interaction, so no individual can avoid it, whether in a personal or social context. Communication occurs everywhere, such as in the office, at home, at school, and in all locations where social interaction takes place. In essence, human activities in a social environment are carried out through communication, because humans are able to connect with one another in social life (Suranto et al., 2023).

Da'wah refers to the process of conveying information or messages by an individual or group to others, with the main sources being the Qur'an and Hadith. The goal is to encourage positive changes in attitudes, views, or behavior in line with Islamic teachings, either through direct verbal interaction or indirectly through various media (Islam & Iain, 2020).

#### B. Da'wah Methods Through Youtube

Currently, almost all sectors or aspects of social life are integrated with the internet, including the field of religious preaching. One consequence of this development is its ability to become the main reference for religious knowledge sought by some of its users (Hasan et al., 2021). People are no longer limited to conventional religious gatherings, but can easily access religious lectures, studies, and discussions through various digital platforms, especially YouTube. This platform is an effective medium because it combines audio and visual elements that are attractive, interactive, and easily accessible to all groups.

Through YouTube, preachers can convey Islamic messages through various approaches, such as lectures, podcasts, dialogues, and creative content tailored to the characteristics of the audience.

Additionally, the comment and sharing features enable two-way communication, allowing the audience to respond, ask questions, and even spread Islamic messages to a wider network. Preaching through YouTube also requires preachers to understand media algorithms, message design, and digital persuasion techniques, so that the messages conveyed are not only informative, but also touch the emotional and spiritual sides of the audience (Hilmi, 2021). Thus, YouTube plays an important role as an effective, interactive, and relevant modern medium of preaching for the digital generation.

In addition to being a medium for spreading messages, YouTube also serves as a space for dialogue and the formation of religious opinions in the digital age (Yahya et al., 2021). Preachers who utilize this platform can build closeness with their congregation through a more personal and flexible communication style, for example by answering questions in the comments section or discussing current issues that are prevalent in society. This advantage makes YouTube not just a broadcasting medium, but also an arena for social interaction and participatory religious learning. However, the success of preaching on this platform greatly depends on the preacher's ability to maintain the authenticity of Islamic messages, communication ethics, and consistency in presenting content that educates, calms, and inspires the congregation amid the rapid flow of digital information.

### C. Brief Profile of Ustadz Khalid Basalamah

Ustadz Khalid Basalamah, whose full name is Khalid Zeed Abdullah Basalamah, was born in Makassar on May 1, 1975. Ustadz Khalid Basalamah grew up in Makassar until he completed his junior high school education. After graduating from junior high school, Ustadz Khalid Basalamah went to Madinah, Saudi Arabia to continue his senior high school education. Ustadz Khalid Basalamah continued his undergraduate studies at the Islamic University of Madinah, then continued his master's degree at the Indonesian Muslim University in Makassar. After that, he continued his doctoral studies at Tun Abdul Razak University in Malaysia (Bimantara et al., 2022).

Ustadz Khalid Basalamah is active in preaching, both offline and online (on social media). He preached offline a lot before the COVID-19 pandemic in mosques in the Jakarta area, and his preaching has even reached other countries. He is very active in preaching on social media. His YouTube account has 3.22 million subscribers, his Instagram account has 3.6 million followers, his Twitter account has 132,080 followers, and his Facebook account has 359,000 followers. His preaching activities have had a wide-reaching influence on Muslims, particularly in Indonesia. He even won the 3rd Moeslim Choice Award in the category of scholars and preachers. In the 3rd Muslim Choice Award, Ustadz Khalid Basalamah was named Charismatic Figure.

### Data Presentation and Analysis

The results of the observation show that the communication strategy applied by Ustadz Khalid Basalamah (UKB) in the *Curhat Bang* podcast is a contemporary model of da'wah that is adaptive to the digital media ecosystem, while still adhering to the foundations of gentleness and steadfastness of faith. This approach is in line with the hadith of the Prophet Muhammad SAW: "Indeed, Allah is Gentle and loves gentleness in all things" (HR. Bukhari).

This hadith serves as a normative basis that emphasizes that the effectiveness of communication strategies in da'wah does not solely depend on the substance of the message, but also on the method of delivery. In the realm of new media, this significance is even more prominent, given that digital audiences tend to be more responsive to humanistic and empathetic approaches than dogmatic rhetoric.

### A. Rational Framing of Theological Issues

Ustadz Khalid Basalamah (UKB) began his preaching activities by answering basic questions about religious diversity: "If God is One, why are there different religions?" This approach demonstrates the use of a logic-based message delivery strategy. With well-reasoned arguments, UKB explains that the core teachings of all prophets are the same, namely obedience to Allah, while the differences lie only in practical rules. This explanation illustrates the use of logic as a

communication tool that emphasizes rational thinking and open conversation, rather than just rigid rules (Rahmawati et al., 2024).

#### B. *Soft Assertiveness Strategy in Sensitive Issues*

During a discussion session on religious defamation and the behavior of religious communities, Ustadz Khalid Basalamah (UKB) demonstrated a firm yet gentle communication style, a combination known in Islamic communication as hikmah. He emphasized that defaming religious symbols, such as mentioning the name of Allah in an inappropriate context, constitutes spiritual abuse, not merely an expression of freedom.

However, UKB clearly distinguishes between mistakes made by individual Muslims and the image of Islam as a whole. Statements such as “Don't judge a company by its bad employees, but by its high-achieving employees” are examples of effective analogical reasoning strategies. These analogies not only facilitate understanding but also help reduce the emotional tension of the audience, so that the conversation remains within the bounds of ethical preaching.

This approach reinforces the idea of soft power-based communication in preaching, emphasizing that gentleness and logic are more effective in defusing ideological conflicts than confrontational rhetoric (Afidatul Asmar, 2024).

#### C. *Islam Concept Tolerance Limits in the Perspective of Islamic Communication*

In discussing interfaith tolerance, Ustadz Khalid Basalamah (UKB) explained the important difference between social and ritual aspects. He emphasized that Islam provides ample room for social tolerance such as cooperation, business, and interfaith relations, but still rejects compromise in matters of faith.

This statement is in line with the principle of balanced communication of tolerance: respecting differences without compromising beliefs not as a sign of exclusivity, but as an affirmation of ethical boundaries. (Mahfud et al., 2022). UKB uses the verse:

لَكُمْ دِينُكُمْ وَلِي دِينِي ۗ

Meaning : “To you your religion, and to me my religion” (QS. Al-Kafirun: 6)

In interfaith communication theory, this strategy can be classified as Boundary Maintenance Discourse, which is an effort to maintain identity through open communication but with clear conceptual boundaries. UKB has successfully applied this principle without giving the impression of discrimination

#### D. *Emotional Approach and Reflective Spirituality*

In addition to using rational arguments, UKB also optimizes emotional aspects (pathos) to build spiritual closeness with the audience. He invites listeners to engage in direct dialogue with God when they experience doubts about their faith, an invitation that is in line with the concept of tazkiyatun nafs (purification of the soul) in Islam.

This approach demonstrates a deep understanding of the religious psychology of the digital audience, who tend to seek personal spiritual experiences rather than mere doctrinal knowledge. By framing Islamic teachings as a soothing inner journey, UKB returns da'wah to its original essence: touching hearts, not judging. This reinforces the findings of the study (Jannah, 2025) which states that preachers who prioritize empathy and reflective narratives have higher levels of audience engagement on social media.

#### E. *Synthesis: The Gentle-Rational Da'wah Model as a New Paradigm*

Overall, UKB's da'wah strategy in this podcast represents a model of da'wah communication that integrates three main dimensions: rationality (logos), credibility (ethos), and empathy (pathos). This approach is relevant to the needs of a digital society that is critical yet emotional. UKB's gentleness is not merely a style of speech, but a communication strategy rooted in theological and

psychological principles. This shows that gentleness is not a sign of weakness, but an instrument of spiritual strength that effectively penetrates the hearts of listeners.

Based on the explanation of each of the above messages, it can be understood that Ustadz Khalid Basalamah (UKB) consistently uses simple language and does not use long-winded language. The delivery of his da'wah messages also does not contain messages that could offend or hurt the mad'u (listeners) with the messages he conveys. In addition, in some parts, there is also an implied hope that the problems of the mad'u can be overcome or solved by providing solutions to the problems that arise. It seems that Ustadz Khalid Basalamah considers his messages by considering the ideas, feelings, and hopes of the mad'u. Thus, his lectures are constructed with narratives that tend to be informative without judging or giving negative labels. Informative messages are conveyed based on observations and reinforced with stories of the Prophet and his companions. Thus, it can be said that Ustadz Khalid Basalamah's communication style in his sermons tends to lean toward an assertive style. No characteristics of aggressive or passive communication styles were found in the sermons. Throughout the lecture, which lasted 1:02:01 minutes, no aggressive communication style was found that ignored the ideas or feelings of the audience. Similarly, no communication style was found that was too passive to convey his expectations as a preacher. More specifically, the characteristics of assertive communication styles that can be identified in Ustadz Khalid Basalamah's lectures are presented in the following table :

| No | Idea   | Characteristics of Assertive Communication Style  |
|----|--|---|
| 1. | Ustadz Khalid Basalamah (UKB) answers theological questions such as "If God is One, why are there different religions?" with logical arguments and systematic language.  | This strategy demonstrates the use of rational message framing that emphasizes logical thinking, in line with the principles of wisdom and the Prophet's hadith about gentleness. UKB's da'wah frames theological issues with an open, non-dogmatic approach. |
| 2. | In discussions about religious insults, UKB has shown a firm but gentle stance. He rejects religious abuse but explains it without confrontation, using the analogy, "Don't judge a company by its bad employees." | This approach reflects soft power communication, which is conveying the truth firmly but ethically. The "soft assertiveness" strategy maintains the authority of preaching while avoiding emotional conflict with the audience.                               |
| 3. | UKB emphasizes the importance of interfaith social tolerance, but rejects compromise in matters of faith, referring to QS. Al-Kafirun: 6.  | This strategy includes tasamuh (balanced tolerance) communication, which maintains the boundaries of belief while still leaving room for dialogue. This is in line with the concept of boundary maintenance discourse in interfaith communication.            |
| 4. | UKB encourages the audience to engage in direct dialogue with Allah when experiencing doubts, in accordance with the concept of tazkiyatun nafs  | This emotional and spiritual approach emphasizes pathos in preaching that touches the heart and builds inner closeness. This demonstrates UKB's understanding of the religious psychology of its digital audience.  |
| 5. | All UKB communication styles combine logos (rationality), ethos (credibility), and pathos (empathy).   | This combination forms the Gentle-Rational Da'wah model, a new paradigm of digital da'wah that balances the power of reason and gentleness of heart.  |

From the table above, it can be concluded that Ustadz Khalid Basalamah's communication strategy is rational, gentle, and empathetic. This approach is effective in the context of digital da'wah because it not only conveys Islamic teachings in an informative manner but also touches the emotional and spiritual sides of the audience.

#### IV. Conclusion

Based on an evaluation of Ustadz Khalid Basalamah's (UKB) da'wah communication methods in the *Curhat Bang* podcast, it can be concluded that the success of da'wah through digital platforms does not solely depend on the content of religious messages, but also on a communication style that is logical, subtle, and empathetic. UKB successfully integrates Islamic theological teachings into context-appropriate conversations based on common sense and respect for the diversity of his listeners.

The logical approach applied by UKB when discussing theological topics such as religious diversity shows that da'wah messages are more widely accepted when supported by historical explanations and logical analysis, rather than merely dogmatic rules. On the other hand, its gentle approach in handling sensitive issues reflects UKB's expertise in the psychology of da'wah communication, where the principles of patience (*rifq*) and wisdom (*hikmah*) are the main tools for maintaining the image of Islam as a peaceful religion.

The results of this study also reveal that the use of podcasts as an interactive platform for preaching has a significant impact on the response of online audiences. Feedback from listeners shows intense emotional and spiritual participation, indicating that UKB's subtle-logical communication style not only stimulates the mind but also touches the feelings of its listeners. These findings reinforce Audience Reception Theory, which states that the effectiveness of a message depends on the communicator's ability to align themselves with the social and mental context of the audience.

Therefore, Ustadz Khalid Basalamah's approach to da'wah communication can be used as a reference for preachers in the digital age, namely the "Subtle-Rational Da'wah" model, which combines the power of *logos* (reason), *ethos* (trust), and *pathos* (emotion). This model emphasizes that a gentle attitude is not a sign of weakness, but rather an ethical and spiritual strength capable of penetrating the human soul amid the flood of online information.

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