

## COMMUNICATION STYLE USTADZ ABDUL SOMAD ON SOCIAL MEDIA

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### **Abstract**

*This research is to describe the communication style of ustadz Abdul Somad on social media that is viral and liked by students of the Faculty of Ushuluddin and Da'wah. The research uses a descriptive qualitative method, which solves the problem investigated by describing the subject/object of research based on facts or the condition of the natural object. In this case, the compiler uses the approach psychology of communication. The research results show that most follow and like Abdul Somad's communication style on social media, and some just like his relaxed, humorous but firm communication style without following it. Then the effects that students get or sense are cognitive effects (additional knowledge), affective effects (emotions, feelings, and attitudes), and behavioural or conative effects (related to behaviour).*

**Keywords:** *communication style, social media, response*

### **A. Introduction**

Allah Almighty created the perfect earth for the creation of humans, who have the potential that other organisms do not, namely the

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ability to communicate. One of man's perfections as depicted in-Qur'an surah *Ar-Rahman* ayat three dan 4:<sup>1</sup>

خَلَقَ الْإِنْسَانَ عَلَّمَهُ الْبَيَانَ

"He (Allah) created man, taught him to speak."

Al-bayan can bring together individuals so they can live and develop social systems. This option allows individuals to have a voice that could have a corresponding meaning. Furthermore, as a community of social life is created, mutual understanding between individuals will be established.<sup>2</sup> The manifestation of the potential of al-bayan, a conversation that opens the door to gaining and transmitting understanding to humans, is also explained as the cause of why adult humans can make fantastic advances in human life.<sup>3</sup> Not only can messages or information be conveyed verbally, but they can also be expressed physically. When you use sound or symbols to transmit messages, the noise will persist.

Interacting with anyone, anywhere, at any time is always possible. It is the human activity that is most widely practised and cannot be ignored in everyday life. Everybody can communicate everywhere thanks to modern life.<sup>4</sup> Everyday life always has included verbal and nonverbal communication. Especially in this day and age, technology is constantly changing and making it easier for individuals to communicate even when they are divided by vast distances.

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<sup>1</sup> Q.S Ar-Rahman

<sup>2</sup> Ahmad Sultra Rustan Dan Nurhakki Hakki, *Pengantar Ilmu Komunikasi*, (Yogyakarta: Deepublish, 2017), hlm. 1.

<sup>3</sup> Ahmad Sultra Rustan Dan Nurhakki Hakki *Ibid.*, hlm. 2

<sup>4</sup> Dedy Mulyana, *Komunikasi Efektif: Suatu Pendekatan Lintas Budaya*, (Bandung: PT. Remaja Rosdakarya, 2005)

Humans are living things with the capacity to communicate, and they employ this capability to keep relationships with one another. Consequently, preaching is a very efficient method of communication to spread kindness.<sup>5</sup> Even nowadays, face-to-face contact is still accomplished through tech, similar to the adage "convey it even if it is only one verse." Consequently, it is feasible to multiply good actions, wildly proselytizing, by taking full advantage of the development of the times.

The art of communication is transmitting information (messages, ideas, attitudes, or ideas) from the communicator to the receiver to effect the communicator's desired change.<sup>6</sup> If the communicant can understand how well the idea is conveyed to receive comments or answers, everything the communicator wants will be achieved.

As long as there is a common understanding about the subject being discussed, the interaction between two people, as in a conversation, will occur. Conversation language similarities might not always transfer to meaning similarities.

In other words, a language does not necessarily convey the messages it does. If both participants understand the language and the message, the conversation can be said to be communicative.<sup>7</sup> For communication to be effective or for the communicator's message to be received, the communicant should be convinced by the communicator's communication style. Every type of communication comprises a variety of behaviour that must be employed to get a reaction or a practical tip in an affected zone. Suitability, from the single communication channel in

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<sup>5</sup> Ahmad Sultra Rustan Dan Nurhakki Hakki *Ibid.*, hlm. 10

<sup>6</sup> Suryanto, *Pengantar Ilmu Komunikasi*, (Bandung: CV. Pustaka Setia, 2015), hlm. 54.

<sup>7</sup> *Ibid.*, hlm. 49

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use, focused on the sender's and receiver's objectives (receiver)<sup>8</sup> The sender can also receive a positive response if they employ a communication style that the receiver likes.

People engaging in communication can change attitudes due to successful communication methods. Through better, more complete language, balanced delivery and feedback, and excellent non-verbal skills, the goal is to make it easier for the giver and receiver to understand one another's a message.<sup>9</sup> The style of communication cannot separate a person. Every individual has an innate sense of style, essential for conveying ideas so audiences can understand them. It is simple to understand the language, choice of words, rhetoric, and body language in information interaction; it will evoke feedback with minimal to no background sound.

Based on the above explanation, communication must also reflect the tastes of individuals regularly exposed to changing circumstances. Similarly to something like this, Ustadz Abdul Somad, popularly known as the UAS, has modified his proselytizing to suit his unique style to attract the public's interest.

The manner Ustadz Abdul Somad teaches has its unique characteristics. People may easily understand what Abdul Somad says cos of his simple terms. His lectures often include concealed humour. Though not forced, the ustad's humour is direct or overt to make the audience laugh. Ustadz Abdul Somad's lectures usually used screenshots from social media sites like Facebook, WhatsApp, and YouTube instead of conventional news organizations such as national television. His talk has

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<sup>9</sup> Zamris Habib, *Gaya Komunikasi Dakwah Mama Dede*. (Media Pendidikan: Forum Pencerahan Anak Bangsa, 30 Januari 2014).

become popular and advocates for the "silent majority." Today, social media can be an effective instrument for evangelism.<sup>10</sup>

The first viral video of Ustadz Abdul Somad was made during a Friday sermon about Ottoman Turks. Users on social media spread his videos, and some audiences liked his talk. Based on the author's observations on social media, especially YouTube, there have been a lot of positive messages from visitors, such as:

A quote from the YouTube channel "One of the people who left input on the UAS lecture video was "Cronfansius Style," who has said:

*"Thankfully, when Islam wants to be oppressed, Ustadz Abdul Somad turned up, a great teacher who made many Muslims aware who were already perverted and so easily provoked and instigated by unilateral! May UAS always be in excellent health and be blessed all along the way, Ustadz."*

Many reviewers said his statement brought a tear to their hearts and gave them goosebumps. Many audiences were anxious to see UAS even when Fadel Muhammad guests to a lecture in Gorontalo, as seen by the many individuals who stayed at the site night to secure the best seat in the house and meet UAS in reality at the event tomorrow.

Based on the author, the Ushuluddin and Dakwah faculties share the same thing. Even though Ustadz Abdul Somad's lectures are only short, edited videos, some students frequently view them on Facebook, YouTube, or Whatsapp. Many FUD students modify their communication style to use the words that Ustadz Abdul Somad used in his lectures and discussions.

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<sup>10</sup>Dakwatuna.com, [ustadz-abdul-somad-dan-media-sosial-dalam-dakwah, 2017/06/22](http://ustadz-abdul-somad-dan-media-sosial-dalam-dakwah, 2017/06/22).

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Some of the exciting information provided above piqued researchers' interest, prompting them to interview people with a variety of speakers to understand further Ustadz Abdul Somad's communication style, in addition to the responses and effects of it. Communication style is a matter of perspective.<sup>11</sup> The situations and conditions communicator experiences affect their communication style.

In the book "Paradigms and Models of Communication Research" by H. Ardila, this study employed a qualitative method. "Plural reality" represents qualitative research. As a consequence, it does not use population samples. The sample is completely independent; it could include three people, nine people, or any number that is appropriate for your requirements. The capacity to achieve the study objectives is what counts. This research assessed a social phenomenon and a human problem using a methodology based on knowledge and research.<sup>12</sup> Based on this idea, the qualitative research in this study attempts to select a sample that can be used for analysis and satisfy the study's requirements.

The researcher utilized the psychological approach to communication for the study. Psychology includes the science of the soul as established systematically by scientific methods that include speculation about the soul, according to the Jusmawati Journal of UIN Alauddin Makassar graduates quoted in the book "Social Psychology" by W.A German. In the meantime, Mufidah talks about how human behavior is considered an indication of the psyche in the book Islamic family psychology, which Jusmawati cited in her diary. The psychological approach looks at how one behaviour impacts another and reaches a point

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<sup>11</sup> Morissan, *Teori Komunikasi Individu Hingga Massa*, (Jakarta : Kencana, 2013)

<sup>12</sup> H. Ardial, *Paradigma dan Model Penelitian Komunikasi*, (Jakarta: Bumi Aksara, 2014), hlm. 249.

about it.<sup>13</sup> In order to foster excellent communication and ensure that informants easily comprehend communications, this research employs a communication psychology strategy.

## **B. Discussion of the Findings**

### **Ushuluddin And Da'wah Faculty Student Response to Ustadz Abdul Somad's Communication Style on social media**

Every communication consists of actions that evoke a particular response or response in a particular circumstance. The sender's intention and the receiver's expectations determine whether a specific communication style is acceptable. With a communication style desired by the *receiver*, the *sender* can also get a response with good results.

The psychological variables that mould a person's character play a significant role in determining communication style. Every person has unique attitudes and characteristics. We occasionally fail to apply comparable communication techniques to individuals with various personalities and entities.<sup>14</sup>

There are various categories of communication styles, including the six that Ardianto suggested<sup>15</sup> and Norton's perspective communication style. An expert in communication, Norton, has identified ten categories or types of communication styles in this case:<sup>16</sup>

1. A person's dominant style is just how they handle social situations.

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<sup>13</sup> [Jusmawati, repositori.UIN-Alauddin Makassar.](#)

<sup>14</sup> Ponijan Liaw, *Understanding Your Communication Styles*. (Bandung: Sidoku Press, 2005). H. 14

<sup>15</sup> Elvinaro Ardianto, *Komunikasi Organisasi*. (Tangerang: Universitas Terbuka, 2017), h.5

<sup>16</sup> Alo Liliweri, *Communication: Serba Ada Serba Makna*, (Jakarta: Kencana, 2011), pp. 309-310

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2. An individual with such a dramatic style communicates in a way that is always "live."
3. A problematic style of communication refers to one that is quick or argumentative all the time.
4. A person who actively communicates through nonverbal signals has an animation style (animated style).
5. An imposing style of communication, one that evokes others so that it is simple to remember.
6. A person with such a placed communication style smiles and chuckles a little despite talking calmly.
7. An attentive communication style will pay particular attention to others, feel compassion, and even listen.
8. A person with just an open style is someone who communicates freely,
9. A person communicates in a friendly style if they are accessible, feel close to the other person, always respond positively, and express solidarity.
10. In oral communication, the authentic style is where the communicator asks to talk about specific and specific content.

According to Norton's theory of the several communication styles mentioned above. As a result, Abdul Somad's communication style falls under various categories, including:

**Friendly Style**

According to Norton's theory, one of the communication styles is a friendly style, which is characterized by displaying a friendly communication style, feeling close to the other person, and consistently reacting positively and positively.



Table 1. FUD Students' Response to UAS Communication Style

No	Report	Interview Excerpts	Communication Style
1.	AK	Strictly speaking, it is easy to understand for young people and the elderly.	Friendly Style
2.	IS	It is easy to understand for all circles, from children to the elderly, which touches the youngest people.	
3	HD	I like the communication style because I understand that many pearls of wisdom can be obtained with many jokes. Even ordinary people accept it quickly because the delivery of UAS based on the Quran and hadith is precise.	

*Source: Based on the researcher's findings*

Even though this communication style is not the most apparent from the appearance of UAS when lecturing people, it more or less dramatically affects the audience. Ustadz Abdul Somad showed humility and interacted with the audience to promote camaraderie.

### **The Right Style**

Either in verbal or non-verbal communication, the communicator must ask to address specific and accurate content.

**Table 2. FUD Students' Response to UAS Communication Style**

No	Report	Interview Excerpts	Communication Style
1.	DL	My response was very good to his communication style when preaching because the Messenger of Allah also, when delivering his speech, did the same thing, namely with a loud and firm voice, and I also quickly understood it.	The Right Style
2.	HA.S	That is my opinion, seriously. However, seriously, there is a joke. So, I did not feel bored until I was sleepy when I watched Abdul Somad's lecture.	
3	RS	Ustadz Abdul Somad's communication style is straightforward and flexible. He is good at adjusting himself or his language to the audience he faces.	

***Source: Based on the researcher's findings***

The material or information given by UAS is precise and accurate for making. His communication style is also affected by this. The given serious of the UAS's communications does not affect the quality of its lecture. Particularly given that this material directly relates to the public.

### **Open Style**

Open style: the style of communication shown bluntly or honestly.

**Table 3. FUD Students' Response to UAS Communication Style**

<b>No</b>	<b>Report</b>	<b>Interview Excerpts</b>	<b>Communication Style</b>
1.	TA	I think the communication style is polite, acceptable to society and not monotonous.	Open Style
2.	HD	I like his communication style because it is not convoluted even though he is inseparable from the koran and hadith, but the delivery is shortened and packaged so that the people who hear it are not saturated.	
3	RS	Ustadz Abdul Somad's communication style is straightforward and flexible.	
4	RK	The communication style corrects in the sense that he likes to be outspoken in giving sentences whose real examples already exist as a kind of offensive but wrapped in humour so that people who listen are not offended but instead think that what Abdul Somad said is true	

*Source: Based on the researcher's findings*

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The UAS exhibits an open and genuine manner of communication when preaching. UAS also appears to abhor complications, preferring to state the obvious when it is the case. This fashion is popular among many Faculty of Ushuluddin and Da'wah students.

#### **Attentive Style**

The attentive communication style involves paying close attention to other people, showing empathy, and even really listening to what they say.

**Table 4. FUD Students' Response to UAS Communication Style**

No	Report	Interview Excerpts	Communication Style
1.	SM	When preaching, Abdul Somad adjusts his communication style to the locale. If he preaches in Java, he combines Javanese and other languages; if in Makassar, he adopts Makassar.	Attentive Style
2.	RS	He is adept at changing his behaviour or tone to suit the audience he is speaking to.	

*Source: Based on the researcher's findings*

Ustadz Abdul Somad may deliver powerful sermons by paying close attention to the requirements of his audience. The advantages of this talent will benefit his future missionary work. He is currently regarded as an ustadz who knows the modern setting where the pilgrims he preaches live.

### **Casual Style**

A person's natural communication style is informal, tranquil, or joyful and characterized by smiles and laughs. People who appear composed when speaking with their communication partners, especially in high-stress circumstances, exhibit this communication style.

**Table 5. FUD Students' Response to UAS Communication Style**

No	Report	Interview Excerpts	Communication Style
1.	P	Because of his humorous communication style, many people are interested in seeing him when he preaches.	Casual style

*Source: Based on the researcher's findings*

The informal communication style of Ustadz Abdul Somad is amusing. The pilgrims can use this fashion. Similar to how Ushuluddin Faculty students demonstrate their liking for him by following most of his lectures on social media.

### **Effective Style**

A distinctive style is one that impresses a person or is an engaging communication style to be remembered.

**Table 6. FUD Students' Response to UAS Communication Style**

No	Report	Interview Excerpts	Communication Style
1.	P	Ustadz Abdul Somad uses a unique method of preaching in which he communicates his message through his unique traits or manner of speaking.	Effective Style

- |    |    |   |
|----|----|---|
| 2. | RK | Even though it is inseparable from the Koran and hadith, it is not complicated; the delivery is condensed and packaged so that those who hear it are neither overwhelmed nor bored. |
|----|----|---|
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***Source: Based on the researcher's findings***

Researchers can infer from the respondents' responses that students at the Faculty of Ushuluddin and Da'wah are curious in Abdul Somad's informal, outspoken communication style and the appropriate style to impress an audience. This facilitates the audience's understanding and reception of the intended message. As a result, his communication style is clear to audiences of all ages, including teenagers and the elderly.

**The Effect Of Ustadz Abdul Somad's Communication Style On Social Media On Students Of Ushuluddin Faculty And Da'wah**

Mainstream media has many consequences, including intellectual, emotive, and behavioral effects. Among cognitive effects are greater awareness, learning, and enhanced understanding. Hearts, feelings, and attitudes are interrelated to the affective effects. The conative effect, therefore, is linked to action and the desire to act in a specific manner.<sup>17</sup>

Researchers can use the mass communication impacts listed below to compile information from many sources. The consequences of Abdul Somad's distinguishing qualities were a topic of discussion among respondents at the Faculty of Ushuluddin and Da'wah, and the researcher found certain parallels in their responses based on the findings of the interviews (communication style).

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<sup>17</sup> Khomsahrial Romli, *Komunikasi Massa*, (Jakarta: PT. Grasindo, 2016), h.

Researchers can conclude that some respondents have similar effects to those attained by students of the Faculty of Ushuluddin and Da'wah from Abdul Somad's communication style, specifically the three effects of mass communication that researchers have grouped above by how the resource person felt. Therefore, Abdul Somad's communication style can stir emotions and persuade listeners to make positive life changes.

### **Cognitive Effects**

A cognitive effect is a communication that appears in the recipient's inbox and is genuinely informative for the recipient.

**Table 7. Effect of UAS Communication Style on FUD Students**

<b>No</b>	<b>Report</b>	<b>Interview Excerpts</b>	<b>Communication Style Effects</b>
1.	Ak	The benefit of contact is increased knowledge of the da'wah content I am interested in.	Cognitive Effects
2.	P	Yes, from my perspective, it can inspire me and provide me with new information about religion.	
3.	SM	The message he conveyed alone made my knowledge increase.	
4.	AK	Thanks to Abdul Somad's communication approach, I was eager to learn more about religion. Because I am one of those individuals with limited knowledge of religion. Therefore, listening to lectures with this communication style	

		makes it simpler for me to comprehend religious-related topics.
5	YA	I was eager to learn about Islam because of how Abdul Somad communicated—considering I am one of those persons with limited knowledge of religion. I find it easier to understand religious matters because of the lectures' communication approach.

*Source: Based on the researcher's findings*

The lectures of Ustadz Abdul Somad are simple to understand, especially given his standard communication style that many people enjoy. Students' knowledge of an issue, excitement for further learning, etc., can be influenced by their lectures as connoisseurs of their lectures.

### **Affective Effects**

**Table 8. Effect of UAS Communication Style on FUD Students**

No	Report	Interview Excerpts	Communication Style Effects
1.	DL	The result could be a distortion of my faith when it is again really low and low.	Affective Effects
2.	FP	"If the result I receive is that I can self-reflect, and I have trouble understanding something if it is delivered in a communication style that is too tense without any sort of hilarious or comical break," the author says.	



3.	IS	"Moved, hitting on somebody's feelings, particularly me as a devoted UAS fan," I said.
4.	HD	"As a result, I can now see that preaching does not always have to be serious or boring. In addition, UAS always offers illustrations encouraging viewers to consider the topic rather than merely stumbling over the presenter's intentions. The public can therefore learn through instances or knowledge in addition to theories.
5	MM	"I might think about myself and gain more religious knowledge as a result,"

*Source: Based on the researcher's findings*

The heart and emotions of those who heard Ustadz Abdul Somad's teachings were affected. They can interpret it as a tauladan because of the illustration or parable used.

### **Behavioral Effects**

The results that an audience's actions, behaviors, or other activities have on them are known as behavioral impacts.

**Table 9. Effect of UAS Communication Style on FUD Students**

No	Report	Interview Excerpts	Communication Style Effects
1.	AY	"I frequently mimic the UAS manner when debating in class. A casual communication style and maintaining composure."	Efek Behavioral

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2.	NH	The result is that I quickly comprehend, and even I can learn a lesson from the proselytizing message being communicated to apply to my daily life.
3.	TA	"My desire to preach in a manner akin to UAS—one that does not rapidly weary listeners with their constant use of amusing flashlights—was driven by their communication approach. I will not have to change who I am; I can still be myself."
4.	RS	"If the communication style is affected, he may adapt to that individual, and other people have no trouble understanding the language. That is what I frequently do."
5	SM	"Regarding the effect this UAS communication approach had on me, I doubt it had much of an effect. One of them is that I am simply rigorous on matters of religion, and then I am funny because I speak like him; I am funny occasionally, but I am also aggressive occasionally, and that is it."

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*Source: Based on the researcher's findings*

Someone later followed or was influenced by Ustadz Abdul Somad after hearing his presentation. Both his communication style and the information he gives are simple to understand.

Researchers can conclude that some respondents experience the same effects as they do, namely the three effects of mass communication that the researchers have grouped above according to how the source feels, based on the various effects that students of the Faculty of Ushuluddin and Dakwah obtained from Abdul Somad's communication style. Therefore, Abdul Somad's communication style can stir emotions and persuade audiences to alter their behavior.

### **C. Conclusion**

Based

1. Most respondents stated that they prefer the UAS communication style because it is informal and transparent, making it more straightforward for the audience to comprehend and take in the message. Both on an elderly or elderly level and from the level of teens. Others appreciate his direct yet lighthearted communication approach.
2. The effect that respondents reported from the UAS communication style is more pronounced on cognitive effects, i.e., to add insight and make it simpler for audiences to learn new information. Some respondents had practical impacts that just impacted their thoughts or feelings, while others were persuaded to use the UAS communication style in everyday interactions, which is a behavioral effect.

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