



## Research Article

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# Digital Motivational Da'wah and the Use of Qur'anic Verses: A Content Analysis of the Mood Dakwah YouTube Channel

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This study aims to analyse the use of Qur'anic verses in motivational preaching on the Mood Dakwah YouTube channel. The research focuses on identifying the main themes of the verses, examining the systematics of their presentation in digital content, and understanding the purposes behind their use in delivering motivational messages. The study is important because digital media has increasingly become a significant platform for religious communication, particularly among younger audiences seeking spiritual guidance and motivation through online content. This research employed a qualitative design using a content analysis approach. Data were collected from thirty motivational preaching videos selected purposively from the Mood Dakwah YouTube channel. The videos were documented, transcribed, and analysed using thematic analysis to identify patterns in the themes, presentation styles, and purposes of Qur'anic verse usage. The findings reveal that the verses used in the videos are organised around five dominant themes: the relationship between humans and God, perseverance in facing life's trials, Islamic morals and ethics, sincerity in worship, and spiritual practices related to inner purification. The study also finds that the content consistently employs a monologue preaching format, everyday language, and a friendly communication style to make religious messages more accessible. The results imply that digital motivational preaching can strengthen spiritual engagement and make Qur'anic teachings more relevant to contemporary audiences. This study offers an original contribution by providing empirical insights into how Qur'anic verses are contextualised within digital motivational preaching.

## 1. Introduction

The rapid development of digital technology has significantly transformed the landscape of Islamic da'wah in contemporary society. Social media platforms have become strategic channels for disseminating religious messages, enabling preachers to reach broader and more diverse audiences beyond traditional physical gatherings. Among various platforms, YouTube has emerged as one of the most influential media for Islamic preaching, providing audiovisual content that is easily accessible and widely consumed by the public. According to the report by We Are Social and Hootsuite (2024), Indonesia is among the countries with the largest internet user populations in the world, with more than 213 million internet users and YouTube being the most widely used social media platform. This indicates that digital media plays a significant role in shaping religious communication and the dissemination of Islamic teachings in the modern era.

The increasing popularity of digital platforms has also influenced the style and form of da'wah messages. Contemporary Islamic preaching on social media increasingly incorporates motivational elements that address the psychological and emotional needs of audiences, especially young Muslims who face various challenges in modern life such as academic pressure, career uncertainty, and social anxiety. Motivational da'wah content often combines spiritual teachings with self-development messages, where verses of the Qur'an are used as sources of inspiration and guidance for overcoming personal struggles. This phenomenon reflects an adaptive strategy of Islamic preaching that integrates traditional religious authority with the communication dynamics of the digital age (Nugraha, Parhan, & Aghnia, 2020).

One example of this phenomenon can be found in the Mood Dakwah YouTube Channel, which specifically presents motivational da'wah content based on interpretations of Qur'anic verses. With approximately 99.5 thousand subscribers and considerable engagement from viewers, the channel demonstrates significant public interest in motivational religious content delivered through digital media. The videos typically address themes such as patience in facing difficulties, strengthening faith, sincerity in worship, and moral behavior in everyday life. By using Qur'anic verses as the foundation of motivational messages, the channel attempts to bridge the gap between classical Islamic teachings and contemporary psychological needs. This phenomenon raises important academic questions regarding how Qur'anic verses are selected, contextualized, and communicated within digital motivational da'wah.

Academic discussions regarding digital da'wah and the use of the Qur'an on social media have increased in recent years. Existing studies can generally be categorized into several research tendencies. The first tendency focuses on the application of Qur'anic values in addressing social issues on digital platforms. Darmawan (2019) discusses Qur'anic perspectives on maintaining harmony and combating misinformation in social media environments, while Sabry and Ridwan (2018) analyze ethical guidance from the Qur'an in responding to hoaxes and misinformation online. Similarly, Sukmaningtyas et al. (2024) examine Qur'anic communication principles in shaping ethical behavior in digital da'wah. These studies emphasize the normative values of the Qur'an in guiding ethical communication in digital spaces.

The second tendency examines the role of social media as a medium for Qur'anic education and Islamic learning. Taher and Masrap (2019) highlight the effectiveness of social media in delivering ethical and religious education based on Qur'anic teachings. Likewise, Hasmiza and Humaidi (2023) demonstrate that YouTube can serve as an effective learning medium for Islamic religious education in the digital era, particularly for younger audiences who prefer audiovisual learning formats. These studies underline the pedagogical potential of digital platforms in disseminating Qur'anic knowledge and attracting the interest of young Muslims.

The third tendency focuses on the communication strategies and preaching messages used in digital Islamic da'wah. Jafar and Amrullah (2018) analyze various forms of da'wah messages delivered through digital media, while Nurdianti and Fauzi (2024) examine the communication style and preaching approach of Ustadz Hanan Attaki across different digital platforms. These studies highlight the diversity of communication techniques used by preachers in delivering Islamic messages through social media.

Despite the growing body of literature, previous studies have largely focused on the ethical dimension of Qur'anic teachings, the educational potential of digital platforms, or general communication strategies in digital da'wah. However, relatively little attention has been given to the specific patterns in which Qur'anic verses are selected, contextualized, and presented within motivational da'wah content on social media platforms such as YouTube. In particular, there remains a limited understanding of how Qur'anic verses are systematically associated with motivational themes, how they are communicated within digital content formats, and what purposes they serve in addressing the psychological and spiritual needs of contemporary audiences. This gap highlights the need for a more focused investigation into the role of Qur'anic verses in shaping motivational Islamic preaching in the digital era.

Based on this gap, this study aims to analyze the use of Qur'anic verses in motivational da'wah content on the Mood Dakwah YouTube Channel. Specifically, this research seeks to: (1) identify the main themes associated with the use of Qur'anic verses in motivational preaching content; (2) analyze the systematic presentation and communication strategies used in delivering Qur'anic verses within digital content; and (3) understand the purposes behind the use of Qur'anic verses in motivational da'wah messages. Through these objectives, the study intends to provide a deeper understanding of how sacred texts are contextualized within digital religious communication and how they respond to the motivational and spiritual needs of contemporary Muslim audiences.

This study argues that the use of Qur'anic verses in motivational da'wah content follows a systematic pattern that connects specific religious teachings with the psychological and spiritual needs of audiences. The selection of verses related to themes such as patience, gratitude, sincerity, and faith is expected to strengthen the motivational impact of the message and foster emotional and spiritual engagement among viewers. In addition, the use of a digital preaching format characterized by monologue narration, everyday language, and a friendly communication style is likely to enhance audience reception and understanding of the message. This argument is supported by the Uses and Gratifications theory, which suggests that audiences actively select media content that fulfills their psychological and emotional needs, as well as by da'wah communication theory which emphasizes the importance of delivering religious messages in ways that are relevant to the conditions and characteristics of the mad'u (recipients of da'wah). Therefore, the integration of Qur'anic authority with motivational communication strategies in digital media may serve as an effective approach for strengthening religious engagement and spiritual motivation among contemporary Muslim audiences.

## 2. Methodology

The unit of analysis in this study consists of motivational da'wah videos uploaded on the Mood Dakwah YouTube Channel that explicitly incorporate verses from the Qur'an as the foundation of the preaching message. The analysis focuses on three main aspects: (1) the thematic patterns of Qur'anic verses used in motivational preaching, (2) the systematic presentation and delivery of the verses within digital content, and (3) the purposes of using Qur'anic verses in constructing motivational messages. These three analytical dimensions were determined based on the research objectives, which seek to identify how Qur'anic verses are thematically organized, communicated, and functionally used in digital

motivational da'wah. Thus, the video content serves as a unit of analysis that reflects the interaction between sacred texts, preaching narratives, and contemporary motivational discourse.

This study employed a qualitative research design using a content analysis approach. The qualitative design was selected because the research aims to explore patterns, meanings, and tendencies in the use of Qur'anic verses in motivational preaching in a contextual and interpretative manner. Content analysis allows researchers to systematically examine religious messages conveyed through digital media, particularly how Qur'anic verses are interpreted, contextualized, and integrated into motivational narratives. This approach is appropriate for examining digital preaching content because it enables the researcher to analyze both the textual elements of the verses and the broader communication context in which they are delivered.

The primary data source in this study consists of audiovisual materials in the form of motivational preaching videos published on the Mood Dakwah YouTube Channel. The data analyzed include quotations of Qur'anic verses, explanations provided by the preacher, the motivational themes discussed, and the format of content presentation. These videos were selected because they represent a form of contemporary digital da'wah that integrates religious teachings with motivational messages aimed at addressing the psychological and spiritual needs of modern audiences. The study analyzed thirty videos that explicitly referenced Qur'anic verses and addressed motivational themes relevant to everyday life.

Data collection was conducted through several stages. First, the researcher searched and identified motivational da'wah videos uploaded on the Mood Dakwah YouTube Channel that explicitly included Qur'anic verses. Second, videos that met the research criteria were selected using purposive sampling based on their relevance to the research focus. Third, the selected videos were documented and transcribed to capture the Qur'anic verses cited, the narrative explanations provided by the preacher, and the motivational context of the message. Fourth, the researcher recorded key elements from each video, including the themes of the verses, the presentation format, and the communicative approach used in delivering the message.

Data analysis was conducted using thematic analysis. The transcribed data were systematically coded and categorized into three analytical dimensions: (1) the themes of Qur'anic verses used in motivational preaching, (2) the systematic presentation and delivery of the verses in digital content, and (3) the purposes of using Qur'anic verses in motivational messages. Through this process, recurring thematic patterns were identified, such as themes related to the relationship with God, motivation in facing life's trials, Islamic morals and ethics, sincerity, and spiritual practices. The analysis also examined how the verses were communicated through preaching monologues, everyday language, and a friendly communication style. The findings are presented descriptively and analytically to explain how Qur'anic verses function as sources of spiritual motivation within the digital preaching content of the Mood Dakwah YouTube Channel.

### 3. Results

#### **Main Themes in the Use of Qur'anic Verses on the Mood Dakwah YouTube Channel**

Based on the analysis of thirty purposively selected videos from the Mood Dakwah YouTube Channel, this study identified recurring patterns in the use of Qur'anic verses within motivational preaching content. The verses cited in the videos were categorized into five main thematic groups. The identification of these themes was conducted by observing the Qur'anic verses quoted in each video, the context in which they were explained, and the motivational topic discussed by the preacher. The results show that the verses used in the analyzed videos can be grouped into five dominant themes: relationship

with God, motivation and perseverance in facing trials, Islamic morals and ethics, sincerity in worship, and spiritual practice.

The distribution of these themes is summarized in Table 1, which presents the categorization of Qur'anic verses used in the motivational preaching content.

**Table 1. Categorization of the Main Themes of Qur'anic Verses Used in the Videos**

No.	Main Theme	Examples of Verses Used
1	Relationship with God	QS. Al-Baqarah [2]:186, QS. Adh-Dhariyat [51]:56, QS. Al-Mulk [67]:2
2	Motivation and Fortitude in Facing Tests	QS. Al-Baqarah [2]:153, QS. Ash-Sharh [94]:5-6, QS. At-Thalaq [65]:2-3
3	Islamic Morals and Ethics	QS. Luqman [31]:14, QS. Al-Hujurat [49]:12, QS. Al-Isra' [17]:53
4	Sincerity	QS. Al-Bayyinah [98]:5, QS. Az-Zumar [39]:2-3
5	Spiritual Practice and Heart Purification	QS. Ar-Ra'd [13]:28, QS. Ibrahim [14]:7, QS. An-Nur [24]:31

To illustrate how each theme appears in the analyzed videos, several representative examples of videos are presented below.



**Figure 1. Example of Video with the Theme of Relationship with God**

Source: (Hidayat, 2025)

The first theme identified in the analyzed videos is the relationship with God. Videos categorized within this theme include discussions of faith, prayer, worship, and the purpose of human life. Several Qur'anic verses repeatedly appear in these videos, including QS. Al-Baqarah [2]:186 which explains Allah's closeness to those who pray, QS. Adh-Dhariyat [51]:56 regarding the purpose of human creation to worship Allah, and QS. Al-Mulk [67]:2 which describes life as a test. These verses appear in videos that discuss the importance of strengthening spiritual awareness and maintaining a relationship with God.



**Figure 2. Example of Video with the Theme of Motivation and Perseverance in Facing Life's Trials**

Source: (Attaki, 2025c)

The second theme identified in the videos is motivation and perseverance in facing life's challenges. Videos within this category frequently cite QS. Al-Baqarah [2]:153 concerning patience and prayer, QS.

Ash-Sharh [94]:5-6 which states that ease follows difficulty, and QS. At-Thalaq [65]:2-3 regarding the promise of a way out for those who are pious. These verses appear in videos discussing difficulties in life and encouraging viewers to remain patient and rely on divine guidance.



**Figure 3. Example of Video with the Theme of Islamic Morals and Ethics**

Source: (Attaki, 2025a)

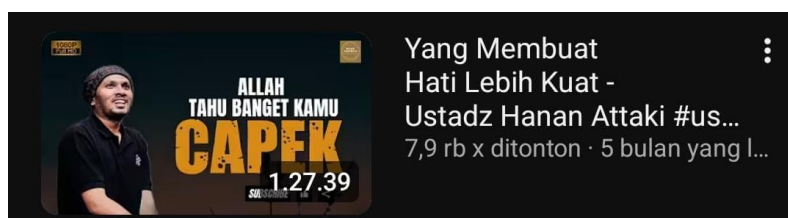
The third theme found in the analyzed videos relates to Islamic morals and ethics. Several verses frequently appear in this category, including QS. Luqman [31]:14 concerning devotion to parents, QS. Al-Hujurat [49]:12 which prohibits suspicion and backbiting, and QS. Al-Isra' [17]:53 which encourages speaking kindly. These verses appear in videos discussing ethical behavior in everyday social interactions.



**Figure 4. Example of Video with the Theme of Sincerity in Worship**

Source: (Attaki, 2025b)

The fourth theme identified in the videos concerns sincerity in worship and intention. The verses most commonly cited in this category include QS. Al-Bayyinah [98]:5 which commands believers to worship Allah sincerely, and QS. Az-Zumar [39]:2-3 which emphasizes sincerity in religion. These verses appear in videos that discuss the importance of intention and devotion in religious practice.



**Figure 5. Example of Video with the Theme of Spiritual Practice and Inner Purification**

Source: (Attaki, 2025d)

The fifth theme identified in the analyzed videos relates to spiritual practice and inner purification. Several verses frequently appear in this category, including QS. Ar-Ra'd [13]:28 which explains that hearts find peace through remembrance of Allah, QS. Ibrahim [14]:7 concerning gratitude, and QS. An-Nur [24]:31 regarding repentance and self-restraint. These verses appear in videos discussing spiritual awareness, remembrance of God, and personal reflection.

Based on the analysis of 30 motivational preaching videos uploaded on the Mood Dakwah YouTube channel, this study found that the Qur'anic verses used in the content can be grouped into five main themes. These themes include the relationship between humans and God, motivation and perseverance

in facing life's trials, Islamic morals and ethics in everyday life, sincerity in worship, and spiritual practice and purification of the heart. Each theme is represented by Qur'anic verses frequently cited in the videos, such as QS. Al-Baqarah [2]:186 which emphasises God's closeness to His servants, QS. Ash-Sharh [94]:5–6 which explains that every difficulty is accompanied by ease, QS. Luqman [31]:14 which highlights the importance of respecting parents, QS. Al-Bayyinah [98]:5 which emphasises sincerity in worship, and QS. Ar-Ra'd [13]:28 which states that hearts find peace through remembrance of God. These findings show that the Qur'anic verses presented in the videos address various spiritual, moral, and psychological aspects of daily life experienced by the audience.

The analysis of the Qur'anic verses used in the motivational preaching videos reveals several recurring patterns in the selection and thematic organisation of the verses. The first pattern shows that many of the Qur'anic verses used in the videos emphasise the relationship between humans and God. Several frequently cited verses discuss themes such as prayer, faith, worship, and reliance on God. Verses such as QS. Al-Baqarah [2]:186 and QS. Adh-Dhariyat [51]:56 appear in multiple videos that encourage audiences to strengthen their spiritual connection with God. This indicates that the motivational messages in the videos often begin with reinforcing spiritual awareness and reminding viewers of the importance of maintaining a close relationship with God.

The second pattern indicates that a large portion of the verses used in the videos relate to motivation and perseverance in facing life's challenges. Verses such as QS. Al-Baqarah [2]:153 and QS. Ash-Sharh [94]:5–6 are frequently used to emphasise patience, trust in God, and hope during difficult situations. These verses appear in videos discussing struggles in everyday life, suggesting that motivational da'wah content often frames personal difficulties within a spiritual perspective that encourages resilience and optimism.

The third pattern reveals that several videos incorporate Qur'anic verses related to Islamic morals and personal character. Verses such as QS. Luqman [31]:14, QS. Al-Hujurat [49]:12, and QS. Al-Isra' [17]:53 are used to discuss ethical behaviour, including respecting parents, avoiding negative assumptions, and speaking kindly. These verses appear in videos that address social interactions and everyday behaviour, indicating that moral guidance forms an important component of the motivational messages delivered in the content.

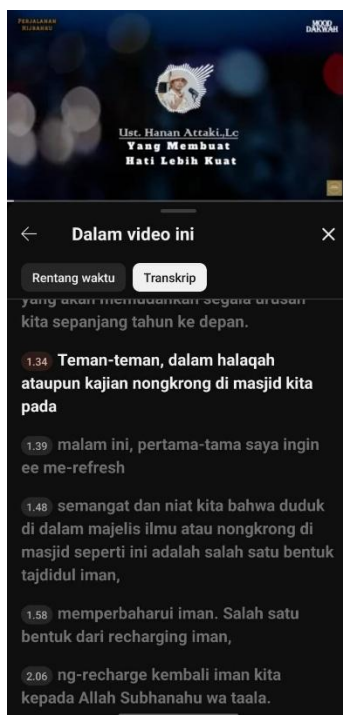
Overall, the patterns identified from the analysed videos suggest that the Qur'anic verses used in motivational preaching content tend to focus on three main areas: strengthening spiritual relationships with God, encouraging perseverance in the face of life's challenges, and guiding ethical behaviour in everyday life. These findings indicate that the motivational da'wah videos integrate spiritual teachings, psychological encouragement, and moral guidance through the use of Qur'anic verses.

### **Systematics of Presentation and Delivery of Qur'anic Verses in Digital Content**

Based on the analysis of motivational preaching videos uploaded on the Mood Dakwah YouTube channel, it was found that the presentation and delivery of Qur'anic verses in the videos follow a relatively consistent pattern. The analysis was conducted by observing how the preacher presents the Qur'anic verses, the communication format used in the videos, and the language style employed in explaining the religious messages. The findings indicate that the delivery system of Qur'anic verses in the motivational preaching content generally consists of three main elements: a monologue preaching format, the use of everyday language, and a friendly and personal communication approach.

An example of this form of presentation can be observed in the video shown in Figure 6. In the video, Ustadz Hanan Attaki discusses the importance of attending religious gatherings or study circles at

the mosque. In his explanation, he states that attending such gatherings is not only intended to increase religious knowledge, but also to renew one's faith, which may weaken due to various life problems and daily busyness. He further explains that mosques and religious gatherings serve as places where individuals can strengthen their faith so that their hearts may regain peace and become closer to God. The message is delivered through verbal explanation accompanied by references to Qur'anic teachings and examples related to everyday experiences.



**Figure 6. Example of a Preaching Video on the Mood Dakwah Channel**

From this example, it can be observed that the delivery of Qur'anic verses is presented through a simple preaching format that focuses on the preacher's verbal explanation. The visual appearance of the videos tends to be minimal, usually consisting of a static background, while Qur'anic verses are displayed on the screen in Arabic text accompanied by their Indonesian translation. The preacher explains the verses through a calm and continuous narration, enabling viewers to follow the explanation and understand the motivational message more easily.

Based on the data obtained, the delivery of Qur'anic verses in motivational preaching videos on the Mood Dakwah channel generally follows a consistent communication pattern. The verses are not only cited but are also explained through the preacher's narration using simple language, a conversational tone, and a delivery format that emphasises verbal explanation.

From the presented data, several patterns can be identified in the system of delivering Qur'anic verses within the motivational preaching videos on the Mood Dakwah channel. The first pattern indicates that the Qur'anic verses are delivered through a monologue preaching format, in which the preacher communicates the message directly to the viewers through verbal narration without interactive dialogue. This format allows the audience to focus on the explanation of the verses and the motivational messages conveyed.

The second pattern shows the use of everyday language in explaining the Qur'anic verses. The preacher tends to employ simple vocabulary and sentence structures that are easy to understand, often accompanied by examples and analogies drawn from daily life situations.

The third pattern reveals a friendly and personal communication style in the delivery of the preaching message. The preacher frequently addresses the audience using informal greetings such as “friends” or “pals”, which creates a more approachable and conversational atmosphere between the preacher and the viewers.

Overall, these patterns suggest that the system of presenting Qur’anic verses in motivational preaching videos on the Mood Dakwah channel tends to employ a communication approach that is simple, engaging, and accessible to viewers, particularly audiences who are accustomed to consuming religious content through digital media.

### The Purpose of Using Qur’anic Verses in Motivational Preaching Content

Based on the analysis of thirty motivational preaching videos uploaded on the Mood Dakwah YouTube channel, this study found that the Qur’anic verses used in the videos serve several recurring purposes in delivering motivational messages. The identification of these purposes was conducted by analysing how the preacher explained the verses, the context of the discussion, and the motivational message associated with the verses. The results show that the use of Qur’anic verses in the analysed videos can generally be grouped into three main purposes: providing Islamic education, strengthening faith and motivation, and conveying moral lessons through inspirational narratives. The categorisation of these purposes can be seen in Table 2.

**Table 2. Purpose of Using Qur’anic Verses in Motivational Preaching Videos**

No	Purpose of Using Qur’anic Verses	Example Verses Used
1	Islamic education and understanding of religious teachings	QS. Luqman [31]:14, QS. Al-Hujurat [49]:12
2	Strengthening faith and providing spiritual motivation	QS. Al-Baqarah [2]:153, QS. Ash-Sharh [94]:5-6
3	Conveying moral lessons through prophetic narratives	QS. Yusuf [12]:86, QS. Ibrahim [14]:7

The first purpose identified in the analysed videos is to provide education and understanding of Islamic teachings in everyday life. In many videos, Qur’anic verses are explained in relation to practical aspects of life such as respecting parents, maintaining good social relations, and developing positive character. The preacher often connects the meaning of the verses with real-life situations experienced by the audience so that the teachings can be more easily understood and applied.

The second purpose identified in the videos is to provide motivation and strengthen the audience’s faith when facing life’s challenges. Several videos use Qur’anic verses that discuss patience, trust in God, and hope. Verses such as QS. Al-Baqarah [2]:153 and QS. Ash-Sharh [94]:5–6 appear in videos that discuss difficulties in life and encourage viewers to remain patient and optimistic. In these videos, the verses are presented as spiritual encouragement that helps the audience maintain faith during challenging situations.

The third purpose found in the analysed videos is to convey moral lessons through inspirational stories related to the prophets and figures mentioned in the Qur’an. In several videos, the preacher connects Qur’anic verses with narratives about the experiences of prophets such as Prophet Ibrahim, Prophet Yusuf, and Prophet Muhammad. These stories are used to illustrate examples of patience, perseverance, and strong faith in facing various life trials.

In summary, the analysis shows that Qur'anic verses in the motivational preaching videos on the Mood Dakwah channel are used mainly for three purposes: providing Islamic education, strengthening spiritual motivation, and conveying moral lessons through inspirational narratives. These purposes indicate that the verses are not only recited but are also explained in ways that relate to the everyday experiences of the audience.

From the data presented above, several patterns can be identified regarding the purposes of using Qur'anic verses in the motivational preaching content on the Mood Dakwah channel. The first pattern shows that many Qur'anic verses are used to provide practical understanding of Islamic teachings. Several videos explain verses related to social behaviour, morality, and personal character development, indicating that the preaching content aims to guide viewers in applying Islamic teachings in their daily lives. The second pattern indicates that Qur'anic verses are frequently used as a source of spiritual motivation when discussing life difficulties. Verses concerning patience, hope, and trust in God appear repeatedly in videos that discuss personal struggles, suggesting that motivational preaching often frames life challenges within a spiritual perspective. The third pattern reveals that Qur'anic verses are sometimes accompanied by narratives about the prophets and other figures mentioned in the Qur'an. These narratives are used to illustrate examples of perseverance, faith, and moral integrity in facing trials. Overall, the patterns identified from the analysed videos suggest that the use of Qur'anic verses in motivational preaching content tends to integrate three main functions: providing religious guidance, strengthening spiritual resilience, and presenting moral examples that can inspire viewers in their everyday lives.

#### 4. Discussion

This study examined the use of Qur'anic verses in motivational preaching on the Mood Dakwah YouTube Channel by analysing the themes of the verses, the systematics of content presentation, and the purposes for which the verses are used. The findings show that the Qur'anic verses cited in the analysed videos are primarily organised into five dominant themes: the relationship between humans and God, motivation and perseverance in facing life's trials, Islamic morals and ethics, sincerity in worship, and spiritual practice related to inner purification. In addition, the study reveals that the channel consistently employs a simple and structured presentation format characterised by a preaching monologue, the use of everyday language, and a friendly communication style. The findings also indicate that Qur'anic verses are used for three main purposes: providing Islamic education, strengthening spiritual motivation, and conveying moral lessons through inspirational narratives.

The dominance of themes related to spirituality, perseverance, and moral conduct suggests that motivational preaching in digital media emphasises the internal dimension of religious life. Rather than focusing mainly on legalistic or ritual aspects of religion, the content prioritises emotional and spiritual encouragement that resonates with the personal experiences of the audience. This pattern may occur because digital audiences—particularly younger viewers—often seek religious content that helps them address everyday psychological challenges such as stress, uncertainty, and personal struggles. Consequently, the Qur'anic verses selected in the videos tend to emphasise patience, hope, gratitude, and faith, which function as sources of spiritual reassurance and motivation. The presentation format also plays an important role in shaping the effectiveness of the message. The use of a monologue format, combined with minimal visual distractions, allows the audience to focus on the verbal explanation of the Qur'anic verses. At the same time, the use of simple language and relatable examples makes the religious message easier to understand and more applicable to daily life. This communication approach

demonstrates how digital preaching adapts traditional religious messages to the communicative characteristics of contemporary digital audiences.

When compared with previous research, the findings of this study support earlier studies which highlight the effectiveness of conversational and personal communication styles in digital preaching. Ramdhani (2024) and Setiawan and Arif (2023) found that digital da'wah delivered through everyday language and a personal tone tends to be more easily accepted by younger audiences. The findings of this study reinforce these conclusions by showing that the Mood Dakwah channel adopts a similar communication strategy to make its motivational messages more accessible. However, this study also presents a difference from the findings of Nasution et al. (2024), who emphasised that many digital preaching contents rely heavily on visual elements such as animations, dynamic graphics, and multimedia effects. In contrast, the Mood Dakwah channel adopts a relatively minimalist approach by placing the Qur'anic verses and verbal narration at the centre of the message. This approach creates a more reflective and contemplative style of preaching, where the focus remains on the meaning of the Qur'anic message rather than visual stimulation.

This study further interprets the findings through three analytical perspectives—historical, social, and ideological—in order to understand how digital motivational preaching shapes the transformation of religious communication, audience engagement, and ethical orientation in the contemporary Muslim digital sphere. From a historical perspective, the findings illustrate the transformation of religious communication in the digital era. Traditionally, Islamic preaching was primarily conducted through direct lectures, sermons in mosques, or printed religious literature. However, the development of digital technology and social media has significantly altered this pattern of religious dissemination. Digital da'wah enables Islamic teachings to transcend geographical and temporal boundaries, allowing religious messages to reach wider audiences across different regions and social groups through platforms such as YouTube, Instagram, and messaging applications (Sikumbang, Dalimunthe, Kholil, & Nasution, 2024; Zaenuri, 2025). Studies have also shown that social media-based da'wah has become particularly influential among younger audiences, as these platforms provide accessible, engaging, and interactive forms of religious communication (Makhrian, Mat, & Noh, 2026; Raya, 2024). In addition, the digital environment allows preachers and religious influencers to adapt their preaching styles and utilise various digital tools to enhance audience engagement and dissemination efficiency (Al-Zaidi, Ali, & Jabbel, 2025; Rohmatulloh, As'ad, & Malayati, 2022). Consequently, the emergence of digital platforms such as YouTube has expanded the reach of Islamic preaching beyond physical and geographical boundaries, enabling religious messages to be accessed by broader audiences regardless of time and place.

From a social perspective, digital preaching on the Mood Dakwah channel contributes to strengthening the emotional and spiritual engagement of young Muslims with Islamic teachings. The use of accessible language, motivational narratives, and relatable examples allows religious teachings to be understood within the context of everyday life. This pattern reflects the broader phenomenon of online religious engagement, where digital platforms facilitate participation in religious learning and interaction beyond traditional settings (Abd Rahman, 2015). Studies have also shown that religious engagement, whether through communal participation or personal spiritual practices, can positively influence psychological well-being, emotional stability, and life satisfaction (Chen, Kim, & Vanderweele, 2020; Maghfiroh, 2023). For younger audiences in particular, engagement with religious content can strengthen personal identity, social connection, and a sense of meaning in life when supported by accessible communication and supportive networks (Bond, Lun, & Li, 2012). Consequently, the motivational preaching content on the Mood Dakwah channel not only functions as a source of religious knowledge

but also operates as a form of emotional and spiritual support for individuals facing personal challenges, while simultaneously fostering stronger religious engagement within the digital Muslim community.

From an ideological perspective, the use of Qur'anic verses in motivational preaching reinforces the role of Islamic teachings as a source of ethical guidance and spiritual resilience. By linking Qur'anic messages with personal experiences and life challenges, the content frames faith not merely as a theological belief but as a moral framework that guides behaviour and inner development. Within Islamic ethical thought, values such as *tawḥīd* (the unity of God), *'adl* (justice), and *amānah* (trust and responsibility) form the foundation of ethical conduct and encourage individuals to act with integrity, fairness, and accountability in various aspects of life (Kurbiyanto, Yusmaliana, Fitriana, Altiarika, & Sabri, 2024). These principles demonstrate that Islamic ethics is not limited to ritual practice but extends to social interaction, personal morality, and decision-making in contemporary contexts (Mowlana, 2013). Consequently, the integration of Qur'anic teachings in motivational preaching helps audiences interpret life difficulties through an ethical and spiritual lens, encouraging them to maintain moral integrity, develop spiritual resilience, and cultivate inner peace grounded in Islamic ethical values.

The findings of this study reveal several positive functions of motivational digital preaching. First, it helps make Islamic teachings more accessible and relevant to contemporary audiences, particularly young people who are accustomed to consuming religious content through digital platforms. Second, the integration of motivational messages with Qur'anic verses strengthens the spiritual and psychological dimension of preaching by encouraging viewers to develop patience, gratitude, and resilience. Third, the use of relatable communication styles reduces the perceived distance between the preacher and the audience, thereby making the message more engaging and approachable. Nevertheless, this approach also presents potential limitations. The emphasis on motivational interpretation may risk oversimplifying the broader exegetical context of Qur'anic verses if it is not supported by adequate scholarly references. In the tradition of Qur'anic interpretation (*tafsīr*), scholars have long emphasised the importance of analysing verses through linguistic, historical, and contextual approaches in order to preserve the richness and complexity of their meanings (Abu-Deeb, 2020; Sachedina, 2021). Contemporary studies further highlight that modern interpretations often seek to connect Qur'anic teachings with present-day social realities through contextual and *maqāṣid*-based approaches, which aim to balance classical scholarship with contemporary relevance (Calis, 2022; Said, Mukri, Anggriani, & Wakhid, 2025). When Qur'anic verses are primarily framed as motivational messages, there is a possibility that their deeper theological, legal, or interpretative dimensions may receive less attention. Therefore, maintaining a balance between motivational communication and rigorous scholarly interpretation remains an important consideration for digital preaching so that the Qur'anic message can remain both accessible to audiences and faithful to the broader tradition of Islamic scholarship.

Based on the findings of this study, several practical implications can be proposed for the development of digital preaching. Religious institutions, preachers, and content creators should consider adopting communication strategies that align with the characteristics of digital audiences, such as the use of accessible language, relatable narratives, and concise presentation formats. The motivational preaching model used by the Mood Dakwah channel demonstrates how religious messages can be communicated effectively while remaining relevant to contemporary social contexts. Furthermore, efforts should be made to strengthen digital religious literacy so that audiences are able to access and interpret online religious content critically and responsibly. Religious organisations and educational institutions may also support the development of digital preaching platforms that promote balanced and credible interpretations of Islamic teachings. By combining motivational approaches with sound religious

scholarship, digital preaching can function not only as a medium for disseminating religious knowledge but also as a space for meaningful spiritual development in the modern digital era.

## 5. Conclusion

This study examined the use of Qur'anic verses in motivational preaching on the Mood Dakwah YouTube channel by analysing the main themes of the verses, the systematics of their presentation, and the purposes behind their use in digital preaching content. The findings reveal that the use of Qur'anic verses in motivational preaching tends to follow a relatively consistent pattern. The verses are predominantly organised around five major themes: the relationship between humans and God, motivation and perseverance in facing life's trials, Islamic morals and ethics, sincerity in worship, and spiritual practices related to inner purification. In addition, the presentation of the preaching content follows a structured communication format characterised by a monologue style, the use of everyday language, and a friendly approach that makes religious messages more accessible to contemporary audiences. The analysis also shows that Qur'anic verses in the analysed videos serve three primary purposes: providing Islamic education, strengthening spiritual motivation, and conveying moral lessons through inspirational narratives.

This study contributes to the growing field of digital religion and Islamic communication by providing empirical insights into how Qur'anic verses are utilised in motivational preaching within digital media environments. The research highlights how religious messages are adapted to the communicative characteristics of online audiences while maintaining their spiritual and ethical functions. By identifying thematic patterns, presentation strategies, and motivational purposes in digital preaching content, this study offers a conceptual framework for understanding how Qur'anic teachings are contextualised in contemporary digital da'wah. The findings also enrich discussions on the relationship between digital media, religious communication, and spiritual engagement in modern Muslim societies.

Nevertheless, this study has several limitations. First, the analysis focuses only on a limited number of videos from a single YouTube channel, which may not fully represent the diversity of digital preaching practices across different platforms and preachers. Second, the study primarily analyses the content of the videos without examining audience reception or the direct impact of the content on viewers' religious attitudes and behaviours. Future research could therefore expand the scope by analysing a larger dataset of digital preaching content, comparing different da'wah platforms, or investigating audience responses through surveys, interviews, or digital ethnography. Such approaches would provide a more comprehensive understanding of the role of digital preaching in shaping religious engagement in the contemporary digital era.

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