# FRAMING ANALYSIS OF ABI AZKAKIA'S DAKWAH MESSAGE IN THE VIDEO "THE FIRST DAKWAH MATCH IN MLBB!? NURUL LEGEND ASSEMBLY"

**Nurul Huda Rizky Ukasah¹, Khomsahrial Romli², Yunidar Cut Mutia Yanti³**

Faculty of Da'wah and Communication Sciences, Universitas Islam Negeri Raden Intan, Lampung, Indonesia

*Corresponding author*: rukasah3673@gmail.com

## Abstract

This research aims to determine the framing of Ustadz Abi Azkakia's preaching message in a YouTube broadcast containing the video game "First Da'wah Match in MLBB!? Nurul Legend Assembly" and analyzed the content of the da'wah message contained in it. This research is descriptive qualitative research, the main source is Abi Azkakia's YouTube video content. William A Gamson and Andre Modigliani's method of analyzing the framing of preaching messages and content analysis is to see the frame and content of the message or event constructed in the video. The research results show that the da'wah video succeeded in framing Islamic religious messages in a creative and interesting way. Using the Mobile Legends game as a medium makes these messages easier for the younger generation to accept. The results of the content analysis of da'wah messages teach basic principles in Islam and ethical behavior related to faith, morals, and sharia regarding the importance of guarding one's words, being patient in facing trials, and not being influenced by worldly temptations. Overall, this video utilizes a creative approach to relate religious teachings to everyday activities and entertainment, by adopting analogies and framing that are relevant to its audience.

**Keywords:** Analysis; framing; preaching message

## INTRODUCTION

The growth of information technology and the availability of social media platforms, such as YouTube, has created new opportunities to spread the message of da'wah and religious values. This is inseparable from the development of technology in today's digital era, where everything can be accessed quickly and affordably by social media users. This factor makes preachers try to use social media as a medium in conveying their da'wah, where the use of this media is more up to date and more effective than other da'wah media (Faisol 2017). The use of the latest da'wah media as a way or way to build and develop an Islamic society makes it a qur'ani society with noble character is called the contemporary da'wah method (Masduki and Shaleh 2018).

Da'wah is an activity of inviting, calling and conveying the goodness and teachings of Allah SWT in accordance with the Quran and Hadith. Efforts to invite and influence people to move from one situation to another, that is, from a situation that is far from the teachings of Allah to a situation that is in accordance with His instructions and teachings. This is based on the words of Allah QS. An-Nahl (16): 125

ٱدْعُ إِلَىٰ سَبِيلِ رَبِّكَ بِٱلْحِكْمَةِ وَٱلْمَوْعِظَةِ ٱلْحَسَنَةِ ۖ وَجَٰدِلْهُم بِٱلَّتِى هِىَ أَحْسَنُ ۚ إِنَّ رَبَّكَ هُوَ أَعْلَمُ بِمَن ضَلَّ عَن سَبِيلِهِۦ ۖ

وَهُوَ أَعْلَمُ بِٱلْمُهْتَدِينَ

Means: "Call (people) to the way of your lord with good wisdom and lessons and refute them in a good way. Indeed, your Lord He knows better about those who have strayed from His ways, and He knows better than those who seek guidance." (QS. An-Nahl: 125)

The verse expresses God's command to call man to His guidance. This appeal must be done with wisdom and good lessons. This verse also commands an appeal in the form of a rebuttal in a good way. The delivery of religious messages should be carried out in a way that is easy to understand, in accordance with daily life and in accordance with the times.

فَاصْدَعْ بِمَا تُؤْمَرُ وَاَعْرِضْ عَنِ الْمُشْرِكِيْنَ

Means: "So, tell (the Prophet Muhammad) openly all that is commanded to you and turn away from the polytheists." (QS. Al-Hijr: 94)

The role of a da'i has a major position in supporting the course of da'wah. The great contribution of a da'i lies in how his series of materials can touch on knowledge and even change the attitude and behavior of the recipient of the message. By paying attention to effective da'wah, the da'i certainly needs to use certain strategies in approaching mad'u. The suitability of topics and communication styles are two of the factors that affect the da'wah communication method so that it can run effectively (Nasikhin 2023).

Basically, Islamic da'wah is the behavior of a Muslim who practices Islam as a religion of da'wah. In this case, the process involves elements of da'wah, namely da'i elements, da'wah messages, ways of da'wah, mad'u (da'wah targets) and da'wah media. Along with the development of technology, da'wah online Through the internet network, it is considered very effective and potential for various reasons, namely: (1) being able to penetrate the boundaries of space and time in an instant with relatively affordable costs and energy, (2) the number of internet service users every year increases dramatically, and this affects the number of absorbers of da'wah missions/da'wah practitioners. (3) the experts and ulama' / ustadz who are behind the media of da'wah through the internet can be more concentrated in responding to every discourse and event that demands legal status according to sharia and others, (4) da'wah through the internet finally becomes one of the prima donna of choice for the community, and (5) the way of delivery is more varied making da'wah through the internet affordable in various segments of society (Amrozi 2009).

One of the da'wah practitioners who also uses the platform YouTube with a unique approach is Ustadz Abi Azkakia. He took advantage of YouTube to show videos of da'wah messages through content that is integrated with the game Mobile Legends Bang Bang (MLBB). The first da'wah uploaded in the form of a video on YouTube channel Ustadz Abi Azkakia titled "First Da'wah Match in MLBB!? The Nurul Legend Assembly" attracted the attention of the public as an innovation in the da'wah approach. In the video, Ustadz Abi Azkakia not only conveyed religious messages, but also inserted elements of the MLBB game to convey moral values and religious teachings. This is done because of his anxiety in today's young generation who spend more time playing games and even often say harsh words in playing(Rohman 2023). Abi Azkakia hopes the video will be broadcast YouTube game Mobile Legends what he does can change the way a person expresses words, not using these harsh words and replacing them with dhikr to Allah.

Use YouTube as an Islamic da'wah media based on Gyta research in 2021 analyzing accounts YouTube Addu'a Way Halim Mosque Bandar Lampung explained that the spread of da'wah through social media YouTube provide many benefits for preachers. This method of da'wah does not require a large cost when compared to conducting da'wah directly or face-to-face. Simply by recording a video and uploading it on YouTube social media, the wider community can see and benefit from the study. This method also helps reduce concerns from people who still

don't know or can't attend the study, as they can view video footage that has been uploaded to their YouTube account (Dhela 2020).

Based on this phenomenon of using social media as a da'wah medium, the researcher is interested in analyzing the framing of da'wah messages in a video entitled "The First Da'wah Match in MLBB!? Nurul Legend Assembly" as a representation of the merger between da'wah and game content in a digital context. This video is in the spotlight of the community's children Mobile Legends. This was done by Ustadz Abi Azkakia, the owner of the Channel YouTube Choosing the target is young people who play Mobile Legends game based on his anxiety because many young people are playing Online Games This and has an impact on a bad behavior such as using bad words to be spoken. This is corroborated by Anggoro Adi's research on the attitude of aggressiveness of speaking in those who play online games found that there is a strong correlation between the level of religiosity and the level of aggressiveness of speaking. Religiosity is the relationship between man and his God. Verbal aggressiveness can experience an upward trend, if adolescents do not apply values to the religion of adolescents.(Rochansyah, Rini, and Pratitis 2023)

The problems that are the reasons for the need to analyze the framing of da'wah messages conveyed through YouTube videos in this study are:

1. The phenomenon of using social media as a da'wah media tends to be monotonous so that it is not optimal to reach the target users, especially the younger generation.
2. The problem of the characters of today's young generation who spend more time playing games is not uncommon even to say rude words in playing.

Based on these problems, the objectives of this study are

1. Analyzing the framing of Ustadz Abi Azkakia's da'wah message in a YouTube show containing a video game titled "The First Da'wah Match in MLBB!? Nurul Legend Assembly"
2. Analyzing the content of Ustadz Abi Azkakia's da'wah message to his audience through a YouTube video in his first Mobile Legends game.

This research can be an interesting study of message frames that place da'wah content while playing on YouTube videos as one of the da'wah media and add treasures as well as references for the development of science in the field of Islamic communication and broadcasting. This research is expected to provide input and add insight into Islamic Da'wah for science, elements of society and da'wah practitioners that every Muslim can play an active role in developing da'wah tasks as carried out by Ustadz Abi Azkakia through YouTube videos of da'wah while playing the Mobile Legends game.

**METHOD**

This research is descriptive qualitative research. Qualitative research is research that is used to investigate, find, describe, and explain the qualities or privileges of social influence that cannot be explained, measured, or described through a quantitative approach(Saryono 1998). This research is carried out in a descriptive manner that describes certain objects and explains things related to or systematically describes the facts or characteristics of a certain population in a certain field factually and carefully(Azwar 1998). The study did not look for or explain relationships, did not test hypotheses and make predictions.

The main source of data in this study is sourced from Abi Azkakia's YouTube video content in a video entitled "The First Da'wah Match in MLBB!? Nurul Legend Assembly" at the https://www.youtube.com/watch?v=FqRa9s8kxa0&t=8s link. Secondary data as a supporting reference was obtained from books about da'wah, journals and articles about da'wah media and Youtube as well as social media sites related to Abi Azkakia's videos.

The data collection techniques used in this study are observation and documentation. Direct observation of the content of the video "The First Da'wah Match in MLBB!? Nurul Legend Assembly" in this study to identify in framing the da'wah message, visual elements, and delivery styles used. Meanwhile, documentation through the collection of video description text data, both in the form of dialogues, images, music, in the video shown.

**Framing Analysis Method**

The framing analysis used is the Gamson and Modigliani model which is based on a constructivist approach that looks at media representation; news and articles, consisting of Interpretive package which contains a certain meaning construction. Therefore, Gamson and Modigliani see Frame as a way of telling a story (story line) or a cluster of ideas that are arranged in such a way and present a construction of meaning from an event. The way to tell the story is in the form of packaging (Package) which is a series of clusters of ideas organized in such a way from an event. In this package there are two structures, namely core frame and Considering symbols (Sobur 2015). The steps of framing analysis are as follows.

1. **Define Units of Analysis**
   a. **Video:** In this context, the unit of analysis is Abi Askakia's da'wah video.
   b. **Segments:** For longer videos, you can split them into smaller segments for more in-depth analysis.
2. **Video Transcript**
   Create a full transcript of the video to be analyzed. This transcript will be the basis for the identification of framing devices and reasoning devices.
3. **Framing Device Identification:**
   a. **Keywords:** Identify keywords, phrases, or terms that are repetitive and have an emotional or evaluative charge.
   b. **Metaphors:** Look for the use of metaphors or analogies that are used to compare an issue to another.
4. **Identification of Reasoning Device:**
   a. **Causality:** Identify how Abi Askakia explains the cause-and-effect of an event or problem.
   b. **Moral:** Look for moral arguments or values used to support a claim.
5. **Critical Analysis:**
   a. **Purpose of Framing:** What is Abi Askakia's purpose in framing a particular issue? Is it to persuade, inspire, or criticize?
   b. **Framing Effect:** How does the framing used affect the audience's understanding of the da'wah message?

The framing analysis scheme of this model is described through the following flow.
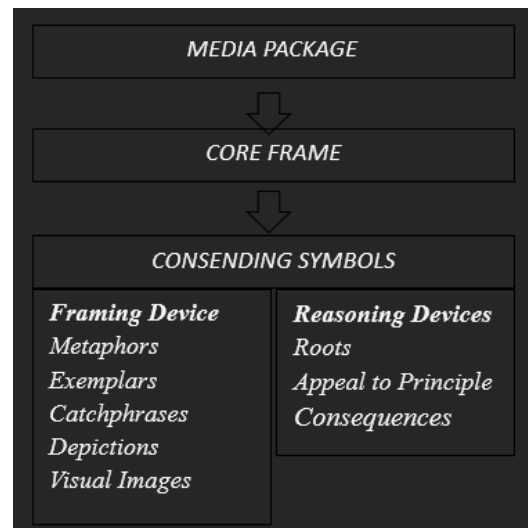
Figure 1. Gamson and Modigliani Model Framing Analysis Scheme

**Method of Analysis of the Content of Da'wah Messages**

This research was conducted by analyzing both oral and written texts from a video entitled "The First Da'wah Match in MLBB!? Nurul Legend Assembly" on Abi Azkakia's YouTube Channel which was released on March 9, 2023. The data obtained from observation and documentation are then transcribed into writings that will be used to obtain da'wah messages related to moral values and religious teachings through content analysis techniques. The content of da'wah materials containing Islamic teachings is grouped into three, namely (1) matters of faith (Aqidah) related to beliefs and beliefs; (2) the issue of Islamic law (Sharia) obeying all the rules/laws of Allah; and 3) moral problems related to ethics, temperament, behavior, or character (Aziz 2019).

To analyze the da'wah message from the video show, it is obtained based on the following analysis steps:

1.  Watching and Understanding Content. During the viewing, take note of the key points, the main themes, and the message that the speaker wants to convey.
2.  Identify the main message. Determine the big theme of the da'wah message conveyed and identify the key messages you want to convey.
3.  Analyze the Message Structure in the introduction, body and closing.
4.  Evaluation of delivery methods. Pay attention to the use of language, media and visuals used, as well as the tone and emotions of the speaker conveyed with enthusiasm, firmness, or tenderness.
5.  Context Analysis which includes the intended target audience and consider the social and cultural context used in the video.
6.  Reflection and Evaluation by looking at the effectiveness of the da'wah message conveyed and paying attention to the response from the audience or the impact of the video.

**RESULT AND DISCUSSIONS**

**1. Findings**

The framing analysis in Abi Askakia's da'wah video refers to the model of William A. Gamson and Modiglian. In the context of this video, the research focuses on how Abi Askakia frames Islamic religious messages related to patience, gratitude, and avoiding bad words by using the online game media Mobile Legends. Meanwhile, the analysis of the content of the da'wah message in Abi Askakia's video aims to understand the main message, the structure of delivery,

da'wah methods, context, and reflection of the message conveyed. This video is interesting because it combines elements of online games with religious messages.

### a. Framing Analysis Findings

Framing analysis uses the Gamson and Modigliani model to analyze texts that are formed through specific structures and formations, involving the production and consumption of a text. Based on the research findings in this video, four main segments are obtained which are packaged as a presentation frame.

1. **The first segment** contains an introduction to the story and framing of religion (0:00 - 1:30) to compose the religious background and moral context, introducing the theme of pride and obedience to God. This segment tells the story of the devil and the Prophet Adam which shows a comparison between humans and demons, who refuses to bow down to Adam. This aims to convey a message about the devil's pride and refusal to prostrate to Adam. This comparison is used to frame that vanity is a bad trait.

2. **The second segment** contains mobile legends game interactions (1:30 - 7:00). In terms of content, this segment is a transition to Mobile Legends gameplay, a discussion of game characters and analogies with genies and demons. This largest segment depicts gameplay interspersed with short lectures as Abi Azkakia's medium to convey a moral message. He attributes the element of play to religious teachings to show that even in leisure activities, we must maintain religious principles.

3. **The third segment** explained about Device Damage and Response experienced by Abi Azkakia (7:00 - 12:00). Device (tablet/cellphone) damage that occurred during live streaming, response to damage, and reflection on patience and tawakkal. This segment talks about the disaster experienced by Abi Askakia, namely the breakage of his cellphone screen. This disaster is then used as an example to explain patience and gratitude. In this segment, Abi Azkakia frames da'wah by using device breakdown as an example of testing and patience, emphasizing a positive attitude and belief in a better replacement from Allah.

4. **The fourth segment,** as a closing and tips (12:00 - 15:00). The last segment of Abi Azkakia concludes with practical advice to maintain good behavior and language in cyberspace. In addition, he also gave tips to avoid bad words and keep speech, as well as increase dhikr.

The findings of framing analysis from the video entitled "The First Da'wah Match in MLBB!? Nurul Legend Assembly" is presented in the following Table 1.

Table 1. Results of Youtube Video Framing Analysis "First Da'wah Match in MLBB!? Nurul Legend Assembly"

| MEDIA PACKAGE (Online Media Youtube integrated Mobile Legend Game) | |
|---|---|
| CORE FRAME (First Da'wah Match in MLBB!? Nurul Legend Assembly.) | |
| CONSENDING SYMBOLS (Ustadz Abi Azkakia) | |
| **Framing Devices** | **Reasoning Devices** |
| **Framing Device 1 (Exemplaar): Religious Stories (0:00 - 1:30)** | **Reasoning Device 1 (Consequences): Devil's Arrogance (0:00 - 1:30)** |
| **Framing:** Uses the story of the devil and the Prophet Adam to emphasize moral themes of pride and obedience to God. Abi Askakia often uses **comparisons**, for example between humans and demons, or between patience and pride. This shapes the audience's perspective | **Reasoning:** Satan's pride is considered a moral lesson about the importance of humility and obedience to God's commandments. This explains that arrogance can lead to ugliness. |

on the importance of maintaining attitudes and behaviors in daily life.

| | |
|---|---|
| **Framing Device 2 (Methapors): Gameplay as a Metaphor (1:30 - 7:00)** <br> **Framing:** The Mobile Legends game is used as a metaphor for real life. Using game characters and situations in Mobile Legends as analogies for religious concepts such as jinn, demons, and temptation. It relates the experience of the game to the moral principles of religion. For example, losing in a game is likened to a test in life. | **Reasoning Device 2 (Consequences): A Game Analogy to Kindness (1:30 - 7:00)** <br> **Reasoning:** Linking elements in games to religious teachings to show that even in entertainment, we must remain vigilant against negative influences and maintain religious principles. |
| **Framing Device 3 (Exemplaar): Personal Example, i.e. Device Breakdown as an Exam (7:00 - 12:00)** <br> **Framing:** Abi Askakia's personal experience at the time of the device crash (tablet/cellphone) is used as an example to reinforce the message conveyed. Device damage is considered a test from God that requires patience. This forms the audience's understanding of the importance of tawakkal and patience in dealing with problems. | **Reasoning Device 3 (Appeals to Principle): Patience Against Damage (7:00 - 12:00)** <br> **Reasoning:** Device breakdown is seen as a test from God that requires patience. It teaches that everything we have is just a trust and we must be tawakkal. |
| **Framing Device 4 (Catchphrases): Practical Tips and Advice (12:00 - 15:00)** <br> **Framing:** Provides practical tips for avoiding toxic language and increasing dhikr as part of self-improvement. The repetition of key words such as "patience", "gratitude", and "toxic" is often done to reinforce the message. This aims to encourage the audience to adopt positive behaviors. | **Reasoning Device 4 (Roots): Tips to Avoid Toxic Sentences (12:00 - 15:00)** <br> **Reasoning:** Provides tips on avoiding profanity and toxic words to maintain ethics and positive behavior, as well as increase spirituality through dhikr. |

### b. Findings of Analysis of the Content of Da'wah Messages

Content analysis is a technique to collect and analyze the content of a text in the form of words, meanings, images, symbols, ideas, themes, or messages conveyed.(Ma'arif 2010) In the analysis of da'wah messages, the use of the content analysis method is carried out by looking at the text as the result of an objective psychological stumulus, so that the resulting meaning can be identified with an objective measure as well.

The analysis of the content of the da'wah message in Abi Askakia's video aims to understand the main message, the structure of delivery, the da'wah method, the context, and the reflection of the message conveyed. This video is interesting because it combines elements of online games with religious messages. In this show, the identification of the main message is obtained based on the content of the message that describes patience in facing a very dominant ordeal throughout the video, especially when Abi Askakia's cellphone is damaged. He emphasized the importance of being patient and accepting everything as God's destiny. Abi Azkakia also invited his audience to avoid toxic words and maintain their mouths by increasing dhikr. In addition, he explained about appreciating favors, even though his cellphone was damaged, Abi Askakia was still grateful and reminded the audience that everything is entrusted by Allah.

The structure of the message in this video divides the delivery into three parts, namely the introduction, the content and the closing.

1. **In the introduction,** the video begins with a statement about the satan's pride in not wanting to prostrate to the Prophet Adam. This leads to the theme of the importance of not falling into arrogance or improper actions. The transition show was done by shifting the topic of conversation from the demon story to the gameplay of Mobile Legends, with the introduction that even though the video is game based, the moral message is still conveyed.

2. **The content of the message,** through a **video** showing contains Mobile Legends gameplay that is interspersed with da'wah messages. There is an explanation of supernatural beings, genies, and how important they are not affected by negative things in games as well as in everyday life. This section is the essence of the message, through the story of Abi Askakia's personal experience while playing the game and the damage to his device. This experience is then associated with religious messages about patience, verbal keeping, and temporal nature. Da'wah messages are delivered gradually, interspersed with gameplay. This makes the message easier to digest. Reflection on this incident is to associate the failure of the device with the importance of patience and sincerity, as well as a reminder that everything in this world is entrusted to God.

3. **In the closing part,** Abi Azkakia in this show concluded with a message about the importance of staying away from toxic sentences, multiplying dhikr, and sincerely facing all tests and ending with greetings and thanks to the audience.

The results of theanalysis of the da'wah message in the video "Abi Azkakia Match the First Da'wah in MLBB" are classified by faith, morals, and sharia groups are presented in the following Table 2.

Table 2. Analysis of the Content of Da'wah Messages in the Youtube video "First Da'wah Match in MLBB!? Nurul Legend Assembly"

| Group | Message Text | Minute |
|---|---|---|
| Faith | "How the devil became one of the most arrogant creatures was when this devil was told to prostrate himself in honor of the Prophet Adam and it turned out that he didn't want to, what I said was better than him." | 0:00 - 0:10 |
| Faith | "Don't let you work with the jinn, remember that you should never work with the jinn." | 1:40 - 1:50 |
| Morals | "As Muslim brothers we must help each other, helping in good is a good thing, but helping in bad is the same as supporting him in doing evil." | 1:10 - 1:20 |
| Sharia | "Wait, wait, be patient. If you want to destroy the idols that are in front of us." | 1:30 - 1:40 |
| Morals | "Don't let us be sad when we lose something, we can lose something sad, it's okay but don't let us linger in sadness." | 2:30 - 2:40 |
| Faith | "Whatever we have is only a trust from Allah subhanahu wa ta'ala." | 2:45 - 2:50 |
| Faith | "Alhamdulillah, Allah cannot give us loss unless Allah will give us a new one." | 2:50 - 3:00 |
| Morals | "Don't let just because this cellphone will make us like emotions." | 3:00 - 3:10 |
| Faith | "Be patient. Our guideline is 'Innallaha ma'ashobirin' of Allah along with the patient." | 3:10 - 3:20 |
| Sharia | "Don't let us be angry, everything is the nature and nature of Allah Subhanahu Wa Ta'ala, everything has been written in the book Lauhul Mahfudz." | 3:30 - 3:40 |
| Morals | "Avoid listening to streams that smell of Toxic, if you often hear streams of people who often talk profanity are recorded in your brain and we will follow that." | 5:00 - 5:20 |
| Sharia | "Say more dhikr Subhanallah, Alhamdulillah, Allahu Akbar, multiply istighfar." | 5:20 - 5:30 |

Based on the data, these messages teach the basic principles in Islam and the ethics of behaving according to religious teachings.

2. **Discussion**

Delivering da'wah through video by utilizing the media Youtube It is a special attraction for several religious leaders (dai) in managing their da'wah. One of the da'i who preaches using Youtube media to broadcast videos of playing games while preaching is Ustadz Abi Azkakia. He was born in Jakarta, March 31, 1996. Growing up in Jakarta made Ustadz Abi like to play since he was a teenager Game and be active on social media especially Facebook, making the view of social media more contextual. The man whose full name is Muhammad Tedy Purba, better known as Ustadz Abi Azkakia, is a da'i Gaming who preach while playing Mobile Legends game (Rohman 2023).

The reason Abi Azkakia preached through this game began with her anxiety who at that time worked as a teacher who saw her students playing online games and heard dirty and rude words while playing. He hopes this Mobile Legends live streaming can change the way a person expresses words, such as not using harsh words, and it would be better if it was replaced with dhikr to Allah because the person who does dhikr is nobler than saying dirty and rude words. Ustadz Abi's da'wah is indeed unique and interesting because he is the first person to preach through the Mobile Legends game and his da'wah approach is also appropriate, namely young people who play the Mobile Legds game.



Figure 2. Screenshot of Abi Azkaki in the Mobile Legends Bang Bang (MLBB) Video Game

The context of Abi Azkakia's da'wah video entitled "The First Da'wah Match in MLBB!? Nurul Legend Assembly" was created in the context of the rapid development of technology, where online games have become one of the most popular activities, especially among teenagers. This video utilizes a creative approach to relate religious teachings to everyday activities and entertainment, by adopting analogies and framing that are relevant to its audience. The use of game analogies helps the audience to understand religious teachings in a context they are familiar with. Using this context, Abi Azkakia strives to convey religious messages in a way that is more relevant and closer to the daily lives of her audience.

Media can frame and interpret reality differently, even its own meanings can vary greatly. When the same event is framed differently, it may produce various stories and, in the end, various realities emerge (Eriyanto 2015). Framing analysis is a method to examine how an issue is presented and constructed in the media. For the understanding of how to convey da'wah messages in multimedia content that utilizes information technology, especially social media, especially by identifying the framing framework used.

This study conducted framing analysis using the William A. Gamson and Andre Modigliani models by identifying two main tools in framing analysis in Abi Azkakia's da'wah video, namely **framing device** and **reasoning device**.

Analysis of four video segments of da'wah messages show four framing devices, namely Depiction, Methapors, Exemplar, and Catchphrases. The first framing device tells the story of Religion, which is a form of Depiction unit that tells the story of the devil and the Prophet Adam as a moral theme about pride and obedience to Allah. The second device, Gameplay as a Metaphor by using game characters and situations in Mobile Legends as an analogy for religious concepts such as jinn, demons, and temptation. The third framing device is an Exemplar that frames with the example of Abi Askakia's personal experience when the device (tablet/cellphone) is considered a test from Allah that requires patience. The fourth framing device is in the form of Catchphrases which contains practical tips and advice to avoid toxic language and increase dhikr as part of self-improvement.

Framing analysis show that there are three Reasoning Devices packaged in the video show, namely the analogy (Consequences) of the effect or consequences obtained from the frame., generalization (Appeals to Principle) of the basic premise, moral claims and simplification (Roots) of causal or causal analysis. Abi Azkakia uses analogies to connect the gaming experience with everyday life. The moral messages conveyed by him are also generalized so that they apply to everyone. In addition, Abi Azkakia simplified complex issues such as Islamic theology so that they are easily understood by a wider audience.

The message of da'wah is everything that must be conveyed by the subject to the object of da'wah, namely the entire Islamic teachings in the book and in the sunnah of His Messenger. The da'wah message conveyed by da'i to mad'u is grouped into 3 (three) categories, namely (1) Faith in Islam is also called tawheed which is the core of belief or belief in God Almighty; (2) Morality is the science that guides humans to always do good and avoid bad deeds in relation to God, fellow humans, creatures, the natural environment and even ourselves; and (3) Sharia encompasses all laws and regulations that exist in Islam, both in the relationship between humans and God (worship) and between humans (muamalah) (Rohman 2023).

The main message in the content of the da'wah message in Abi Azkakia's video is to educate and remind the audience of the importance of patience and not being influenced by bad things. He also encouraged the audience to stay away from negative behavior and keep sentences from harsh words. In addition, the teachings on the values of patience in the face of material losses and the importance of keeping speech positive. This message is packaged in the delivery of the message of faith, morals and sharia.

The message of faith conveyed in the introduction can be seen when Abi Azkakia talks about the arrogant devil and his reluctance to prostrate and respect the Prophet Adam and as humans, we must be patient. The moral message conveyed is related to helping others in goodness, property as entrusted to Allah, keeping your mouth from dirty words and tips for avoiding toxic words. While the sharia message is related to Islamic laws, that all these lives are the nature and nature of Allah Subhanahu Wa Ta'ala, all have been written in the book Lauhul Mahfudz and Say more dhikr Subhanallah, Alhamdulillah, Allahu Akbar, multiply istighfar.

The delivery method used by Abi Askakia is quite unique, namely by combining elements of online games with religious messages. This makes the message more interesting and easier to understand for young people, especially gamers. In addition, the storytelling method is also used by telling personal experiences to make the message more personal and relatable.

The language style used is casual and relaxed, according to the character of the speaker and the target audience. Presentation that matches the format of the game's live streaming. The tone used varies, ranging from serious when conveying religious messages to funny and relaxed when talk about his personal experiences. The emotions displayed are also diverse, sad, angry, to happy.

This aims to make the message of da'wah more easily accepted by audiences who may come from younger people or are not too familiar with conventional da'wah.

The main target audience of this video is young people, especially those who like to play online games. The use of visuals from the Mobile Legends game trailer is effective in attracting the attention of the audience, especially gamers. The use of relaxed language and pop culture references make this video more acceptable to young people. Through this da'wah video while playing this game, the moral messages conveyed are effective because the way used is entertaining and easy to understand. The message is conveyed by connecting religious concepts with daily experiences and entertainment. The use of game analogies helps the audience to understand religious teachings in a context they are familiar with. However, there is a potential for the message to become vague or not fully accepted if the audience does not understand or is more interested in the game.

The message conveyed is very relevant to daily life. The message of patience, sincerity, and staying away from toxic sentences is very relevant to the context of modern life, especially for those involved in the online gaming community. This video successfully combines the message of da'wah with entertainment elements, making it more receptive to young audiences. The use of gameplay as a background makes the da'wah message more contextual and relevant. While effective, it is possible that some da'wah messages could be overlooked if the audience focuses too much on lighter gameplay and interactions. It needs a good balance between entertainment and moral messages.

**CONCLUSION**

Overall, the video leverages a creative approach to relate religious teachings to everyday activities and entertainment, adopting analogies and framing that are relevant to its audience. The results of the analysis of four segments of da'wah message videos show four framing devices, namely Depiction, Methapors, Exemplaar, and Catchphrases and three Reasoning Devices packaged in the video show, namely Consequences) effects or consequences obtained from the frame, Appeals to Principle moral claims and Roots causal or causal analysis.

Abi Askakia's da'wah video succeeded in framing the messages of Islam in a creative and interesting way. This da'wah video uses the Mobile Legends game as a medium to convey religious messages related to faith, morals, and sharia. The messages conveyed include the importance of keeping your mouth, being patient in the face of trials, and not being influenced by worldly temptations. The message of **faith** conveyed is related to the basic beliefs in Islam, such as the nature of Allah, the existence of angels, and demons, as well as the concept of life after death. The moral message explains things related to good behavior and ethics, such as patience, honesty, and keeping your mouth. Meanwhile, **the sharia message** is related to Islamic laws, such as the prohibition of committing immorality and the command to do good.

The use of the Mobile Legends game as a medium makes these messages easier for the younger generation to receive. This analysis is only a general overview, if this video can inspire viewers to be more patient, grateful, and keep their mouths, then it can be said that this video has a positive impact. However, there is a risk that the audience may perceive this message as mere entertainment rather than serious advice. A more in-depth analysis can be carried out involving various scientific disciplines, such as psychology, sociology and communication.

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