

ABSTRACT

Ustadz Evie Effendi was a public figure who is known by the public as a modern ustadz that use the Sundanese language when do Da'wah. The perceptions given by the society particularly of ustadz Evie Effendi Da'wah pilgrims are positive until ultimately ustadz Evie exposed "misinterpretation" case in August 2018 when he misinterpreted a verse in the Sura in the Quran. The occurrence of a case of "misinterpretation" had a significant impact for ustadz Evie Effendi, one of them is a lot of pilgrims from ustadz Evie Effendi in Bandung which is no longer a loyal following lectures activities conducted by him. The existence of the impact that occurs from the "misinterpretation" case encourages researchers to see how the changes in perception that occurred in ustadz Evie Effendi Da'wah worshipers in Bandung. This study used a qualitative approach through the case study method uses the concept of Yin (2015). Key informants were used in this study are ustadz Evie Effendi da'wah worshipers in Bandung which is at least three times already following his da'wah directly and knowing the case of the "misinterpretation" ensnare ustadz Evie Effendi. The technique of data collection were carried out in-depth interviews with. The results of this research show that changes in perception that occurred in Ustadz Evie Effendi Da'wah worshipers in Bandung is different for adult ages (40 – 50 years) and adolescents (20 years) as well as temporary caused culture society Indonesia which is permissive.

Keywords: *Da'wah, changes in perception, “misinterpretation” case, qualitative*