

ABSTRACT

The use of social media is a new strategy in conveying da'wah especially to persuade pilgrims to be more interested in coming to the mosque through appropriate content to follow the times without having to violate the creed and the Shari'a. Al Lathiif Mosque has been using Instagram since February 2017 with a growing number of followers until this year there are 93700 followers of the Al Lathiif Mosque account on Instagram. The development of the Masjid al-Lathiif Instagram account is inseparable from the communication strategy created by utilizing Instagram. This study uses a qualitative methodology with a virtual ethnographic approach and uses a postpositivistic paradigm and the purpose of this study is to identify the communication strategy carried out by the Al-Latif Mosque in utilizing Instagram media and the obstacles experienced during the process of utilizing Instagram.

Keywords: New media, da'wah, instagram, communication strategy, participatory culture