

ABSTRACT

Kasidah is a musical art form where each song or lyric has its own world and important message. In this digital era, Kasidah music is able to describe the entire social reality within the framework of today's society. The communication message in this scenario is also associated with the religious and cultural context of the existing society, not separated from the Kasidah song. The researcher used a qualitative method, which is a research strategy that focuses on obtaining comprehensive knowledge about a phenomenon or event while still paying attention to the social and cultural environment in which the phenomenon or event occurs. Furthermore, using a qualitative study, the researcher understands how Nasida Ria uses the current social media to spread its da'wah, and also sees the reaction and perception of the younger generation's interest in Nasida Ria's current kasidah music, which is clearly studied in this example. The findings show that the development of kasidah music in the Nasida Ria group has strong elements that are important in conveying religious and moral themes to its listeners, both nationally and internationally. With these research findings, Nasida Ria is able to reach a larger audience and in its developmental movement is able to deliver da'wah music in the digital era amidst the debate of haram or halal music by some circles by utilising various digital platforms such as social media, music streaming platforms, and websites.

Keywords : *Da'wah, Digital Era, Kasidah, Group, Nasida Ria*