ABSTRACT

This study examining the representation of Islam in humor through a semiotic analysis of the YouTube content "Jeda Nulis" by Habib Ja'far Al-Hadar. Using Roland Barthes' semiotic approach, this study examining how humor is used as a relevant da'wah medium, especially in the digital era. This study focuses on five contents with a high level of audience engagement, exploring the layers of denotative, connotative, and mythical meanings that emerge in Habib Ja'far's humor. The results of the study show that humor in Habib Ja'far's da'wah not only functions as a means of entertainment, but also as a tool to convey tolerant, relevant, and inclusive Islamic messages. Humor is an effective medium in building interfaith dialogue, creating a deep understanding of Islamic values without violating the sanctity of religion. This study also found that the use of humor with a critical and argumentative approach helps attract the attention of the younger generation, while strengthening the values of moderation and tolerance.

This study contributes to the academic literature on the role of humor in religious communication in digital media, as well as opening up opportunities for further research on innovative da'wah communication strategies in the modern era.

Keywords: Humor islam, preaching, semiotics, digital media.