

Ustad Hilman Fauzi Da'wah Rhetoric On @Ahilmanfauzi  
Youtube Channel

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**Abstract**

*This study aims to determine the rhetoric of Ustad Hilman Fauzi's da'wah on the @AHILMANFAUZI YouTube channel by using rhetorical theory from Aristoteris which has three important aspects of ethos, pathos and logos, through a qualitative descriptive approach. The data collection technique collected was in the form of taking samples from da'wah videos that had been published by Ustadz Hilman Fauzi on @AHILMANFAUZI YouTube channel, then added from literature, books and internet sources, as well as previous research. Data analysis techniques use Aristotle's rhetorical model. The results of this study showed that when preaching Ustadz Hilman Fauzi could use all elements contained in rhetoric theory. Viewed from the aspect of ethos, Ustadz Hilman Fauzi has high credibility by showing his ability when preaching. In the aspect of pathos, Ustadz Hilman Fauzi can influence and convince his listeners by using rhetorical techniques with language style. Then on the logos aspect, Ustadz Hilman Fauzi can touch the rational side of the listener with logical reasoning and evidence provided.*

**Keywords:** Aristotle's Rhetoric, Da'wah, Youtube, Ustadz Hilman Fauzi

**INTRODUCTION**

Based on the origin of the word according to the scholars of Kaudah, the word da'wah comes from the Arabic root da'aa. While according to the Basra scholars of Mashdar da'watun, it means to call. In terms, the word da'wah is interpreted in a positive way as a call or invitation to do good in order to get peace both in the world and in the hereafter. In order for the da'wah process to take place, there must be a preacher or ustadz. According to the Big Indonesian Language Dictionary (KBBI), ustadz is a religious teacher who invites people to the path of glory through pious deeds and doing good. In this process, an ustadz has an important role in order to guide, guide and direct his audience towards the path of glory and avoid polytheism (Daulay, 2019).

At present, da'wah can be witnessed through various media, both in mainstream media and on social media. So that it can make it easier and more effective for YouTube channel users. One of the media that is used as the main mediator for an ustadz in spreading Islamic da'wah is by using YouTube media. YouTube is a website-based application that has the use to publish various kinds of popular videos. YouTube was founded on February 14, 2005 by three former employees of PayPal namely, Steve Chen, Chad Hurley, and Jawed Karim. At the time, they listed the store in San Mateo, California, as YouTube's official address. Their main goal in creating YouTube was to turn YouTube into an online dating platform in the form of videos. In the current era of globalization, da'wah faces great challenges, especially seen from the development of science and technology (Abdullah, 2019: 214). In Indonesia, there have been many preachers who use YouTube media as a medium to publish da'wah. One of the preachers who uses YouTube media as a da'wah medium is Ustadz Hilman Fauzi. Ustadz Hilman Fauzi or

known as A Hilman is a newcomer ustadz. Ustadz Hilman Fauzi's name became known to the public when he became a DAI nominee on ANTV in 2012. The presence of Ustadz Hilman Fauzi in the world of da'wah can attract attention from various circles, especially young people.

Quoted from SRIPOKU.com, Ustadz Hilman Fauzi is known as The Rising Star of millennial young ustadz in the world of da'wah. The presence of Ustadz Hilman Fauzi in the world of da'wah can attract attention among young people. This is because Ustadz Hilman Fauzi has his own characteristics when preaching with a calm personality and uses soft speech. So that it can strengthen the element of pathos in Ustadz Hilman Fauzi which becomes a rhetorical technique to be able to influence and arouse the emotions of his audience.

In the world of da'wah, Ustadz Hilman Fauzi is not only active in spreading da'wah through YouTube media. Facebook, Instagram, TikTok and more. However, Ustadz Hilman Fauzi is also active in preaching in his daily life such as in majlis ta'lim or mosques in various places outside the city. Whether it's preaching in big cities or preaching in remote villages. Quoted from Posbelitung.Co on television media, Ustadz Hilman Fauzi has filled da'wah programs as CoHost and resource person in Serambi Islami TVRI, Siraman Qolbu MNCTV, Risalah Ilmu Muslim MNC, Cahaya Hati on INEWS TV and other religious programs. He also as a lecturer in Islamic Religion and Islamic Economics at Gunadarma University and Tazkia Institute College and listed as Wali Masjid. The rapid development of information and communication technology can make Ustadz Hilman Fauzi more creative and innovative by utilizing advances in information and communication technology to increase his popularity in the world of da'wah. Where Ustadz Hilman Fauzi succeeded in making YouTube media as a mediator for the spread of his da'wah. Ustadz Hilman Fauzi started using @AHILMANFAUZI YouTube channel on January 9, 2020 until now, which has 268 subscribers and has published 289 da'wah videos.

In an era of sophisticated communication and information technology at this time, it can make social media a means of communication, information search and information collection. According to Michael Cross (2013), in Umi Aflaha's explanation, social media is a term that describes various technologies used to make many people able to collaborate, share information, and interact through website-based messages. At this time, society. Not only communicating face-to-face by meeting in person. But with the sophistication of technology, it can provide convenience to be able to communicate through media or online (in the network). So that it can make it easier to spread da'wah through YouTube media. This is because, the YouTube application has simple features to provide convenience in spreading Islamic da'wah. So that YouTube channel account owners can access and see published da'wah can be conveyed properly or not to the public (Aripudin, 2011)

To be a good speaker so that the message conveyed can be received by his audience. Then a speaker must be able to influence and convince his audience through the evidence and facts shown. Where a speaker can understand the techniques and elements of rhetoric put forward by Aristotle. Aristotle explained that rhetoric as a tool of persuasion is used when presenting an argument to convince and influence the mind of the audience towards the message being conveyed. Aristoteles' rhetorical theory based on three aspects, namely, first ethos (ethics and credibility) in the ethos aspect a speaker must have good character, intelligence, and the purpose of a speaker when preaching. Both pathos (emotional) in the pathos aspect is an effort by a speaker to be able to arouse the emotional audience through the touch of feelings, hopes, hatred and affection. Third, logos (logical) In the aspect of logos, a speaker provides arguments based on logic, evidence and facts shown in order to convince the audience. Aristotle's rhetorical theory also has two basic assumptions. The first assumption is that a public speaker must be able to consider the audience before delivering a message. The second assumption is that public speakers must use a number of evidence and facts to the message conveyed (Griffin et al., 2018).

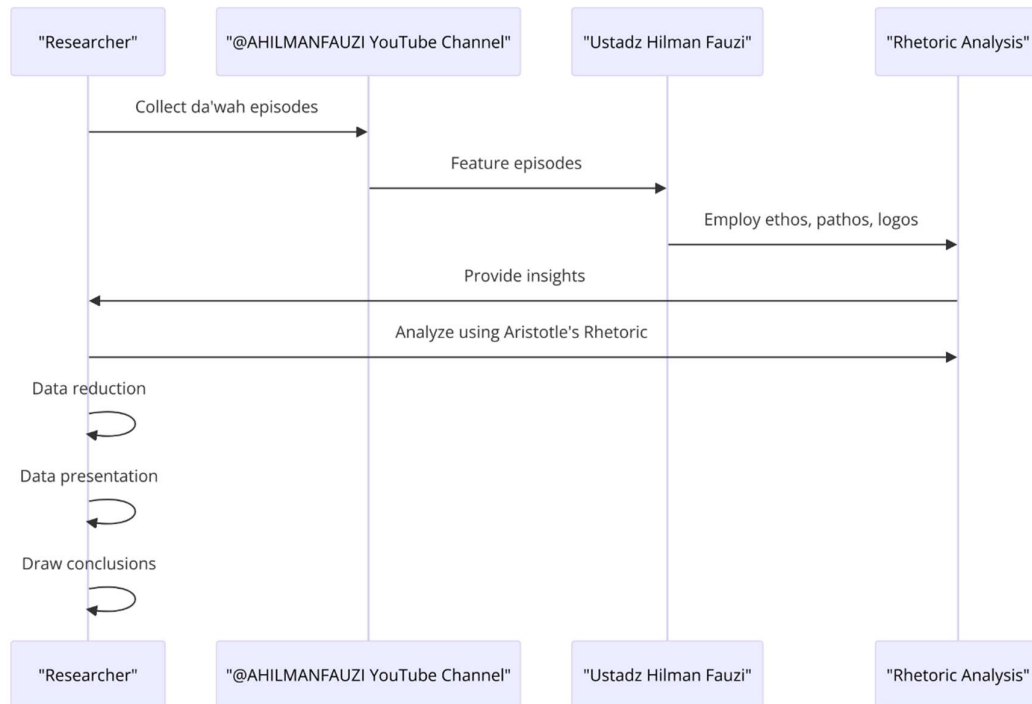
## **RESEARCH METHODS**

In this study, using qualitative research methods with a descriptive analysis approach. Basrowi & Suwandi (2008: 2) said qualitative research is a process to Understanding Events discovered by man with Creating a Complete Story Based on the facts found. The qualitative research process is presented using words and describing detailed insights that have been obtained from previous sources and summaries obtained in the background. For analysis in this study using rhetorical theory from Aristotle related to three aspects of rhetoric, namely aspects of ethos, pathos, and logos used by Ustadz Hilman Fauzi when preaching. The subject in this study is Ustadz Hilman Fauzi and the object in this study is a da'wah episode that has been published on @AHILMANFAUZI YouTube channel so that the rhetoric used by Ustadz Hilman Fauzi was found.

Data analysis techniques are carried out through three stages. In the first stage, data reduction. Researchers collected data in the form of Ustad Hilman Fauzi's da'wah episode through the YouTube channel

@AHILMANFAUZI selecting and classifying elements of da'wah rhetoric. The second stage is the presentation of data by conducting analysis using Aristotle's Rhetoric theory With three aspects as follows, namely the ethos aspect, the pathos aspect, and the logos aspect. The third stage draws conclusions from the results of Ustad Hilman Fauzi's da'wah rhetoric research on @AHILMANFAUZI YouTube channel.

#### Research Chart



#### RESULTS AND DISCUSSION

In accordance with Aristotle's Rhetorical theory, to be a good speaker must be able to influence his audience with rhetorical techniques. To be a good speaker is not an easy thing to do. Therefore, a speaker must master various kinds of expertise in various fields of science. In this study, researchers took two episodes of da'wah that Ustadz Hilman Fauzi had published on @AHILMANFAUZI YouTube channel. After that researchers conducted an analysis using rhetoric theory with three aspects of rhetoric, ethos, pathos, logos.

- a. In the aspect of ethos, a speaker must have an attitude of credibility, broad abilities, and goals when preaching. In showing the ability to become a criterion speaker. In the episode themed "let go and let go" where Ustadz Hilman Fauzi gives an example from a story of the Prophet's companions Abu Talha and um Sulaim. Where when he tells a story from the companions of the Prophet at minutes 5:31 to 17:45 in the episode "let go and let go". In that episode Ustadz Hilman Fauzi told a story from the Prophet's companion, um Sulaim, who accepted Abu Talha's proposal with a dowry to Islam. At the beginning of the presentation, Ustadz Hilman Fauzi introduced in advance who um Sulaim and Abu Talhah were. Ustadz Hilman Fauzi recounted from the beginning of the meeting of Abu Talha and um Sulaim until they became a married couple and had a son. Then in the second episode with the theme "prayer for guidance in difficulties" Ustadz Hilman Fauzi showed his ability to convey the surah contained in the Quran, namely, Surah Al-Kahfi Verse 10. In the surah Ustadz Ilman Fauzi explained that Surah Al-Kahfi Verse 10 is a surah read by the youth of As-Habul Khafi when they were in trouble. In this context, where Ustadz Hilman Fauzi can show his ability in accordance with existing facts. In this context, where Ustadz Hilman Fauzi can tell a story that really happened in the past and the story really happened real. In the surah Ustadz Hilman Fauzi emphasized to his audience there are at least two things that we can ask Allah Almighty when in times of difficulty. First, Ustadz Hilman Fauzi reminded to ask for rahma or mercy, which is the infinite and uninterrupted affection of Allah SWT to his servant. And secondly, Ustadz Hilman Fauzi reminded his audience to ask for rosada or guidance to always be given a straight path in every difficulty.

- b. On the pathos aspect, a speaker should be able to influence by doing touch through the feelings and emotions of his audience. Where Ustadz Hilman Fauzi uses facial expressions and appropriate body movements to the sentence he is saying. The use of facial tears is important in non-verbal communication using eyebrow, eye, and mouth movements that show an expression. So that the spotlight can also make audience concentration that adds confidence from a speaker to provide insight to his audience. In this case, Ustadz Hilman Fauzi always displays a friendly Islamic face and has a gentle character. Speech or chanting of the voice that makes the heart calm, thus making the da'wah process like storytelling. In this context, Ustadz Hilman Fauzi is included in the category of preachers who deliver da'wah using a low and calm tone. Ustad Hilman Fauzi has a good character, before starting to preach Ustad Hilman Fauzi always greets his audience. When her audience was mothers, Ustadz Hilman Fauzi often called her mother. Conversely, if the audience is partly among young people, then Ustadz Hilman Fauzi often calls him friends. In delivering da'wah, Ustadz Hilman Fauzi also often uses the word "we" which means that there is no difference between himself and his audience. During the da'wah process, Ustadz Hilman Fauzi was able to position himself against his audience. The da'wah process delivered by Ustadz Hilman Fauzi can attract attention to anyone who listens, especially for the audience who are in conditions in accordance with the theme delivered by Ustadz Hilman Fauzi. In the episode entitled "prayer for guidance in adversity" Ustadz Hilman Fauzi mentioned the phrase "Laa Hawla Waalla Quwata Illa Billah, we humans have no effort, no ability, no strength unless everything is given by Allah SWT" the quote Ustadz Hilman Fauzi read in order to calm and influence his audience. Because, influencing the audience emotionally is easier than influencing with logic. This, which is the main attraction for a preacher who must be able to arouse the emotional audience In the aspect of logos, at the time of preaching Ustadz Hilman Fauzi gave arguments and facts when delivering his da'wah message. At that time, Ustadz Hilman Fauzi gave questions to the audience and after that he also gave answers to his own questions. The question given by Ustadz Hilman Fauzi reads "if many people do not like us, many people who berate us should be happy or sad". As laymen, the audience is compact with answering "sad". But Ustad Hilman Fauzi tries to convince the audience by using a soft voice to arouse emotions and touch the rational side of his audience. As if experiencing what his audience feels when he is getting into trouble.
- c. The meaning of logos contains the meaning of "logical" that can be needed by a speaker to be able to influence his audience, to what is being conveyed makes sense in accordance with the facts and evidence provided. Logos is also in the form of drawing conclusions from the evidence that has been presented by a speaker. In order to strengthen his logical evidence in influencing his audience, Ustadz Hilman Fauzi wrote down the content contained in Surah Al-Kahf Verse 10. In the surah Ustadz Hilman Fauzi emphasized that there are two things that we can ask Allah SWT when we are experiencing difficulties. First, Ustadz Hilman Fauzi emphasized that we can ask for rahma or mercy to Allah SWT. Ustadz Hilman Fauzi reminded his audience to never give up on the grace of Allah SWT. Because God loves his servant more than love Anyone, even mentioned in a statement that if all the mothers of this world were gathered to love their children, then God's love for us is far greater than a mother's love for her child. And secondly Ustadz Hilman Fauzi insisted on asking for rosada or guidance to Allah SWT, asking for guidance so that all affairs are carried out to Allah SWT. Ustadz Hilman Fauzi revealed when our sustenance is still narrow, asking to be spacious, when our process is still difficult, asking to be facilitated, when our soul mate is still far away, asking to be close, when it is still haram to ask to be purified.

## CONCLUSION

Based on the results of the analysis in the discussion of the research entitled "rhetoric of da'wah Ustadz Hilman Fauzi on the YouTube channel @AHILMANFAUZI" on aspects of ethos, pathos, logos.

- a. In terms of ethos, Ustadz Hilman Fauzi has high credibility. Has its own charm, has the ability to influence and convince its audience. Ustadz Hilman Fauzi always gives the impression of being a millennial ustadz who is charismatic, intelligent, expert, insightful and knowledgeable. Ustadz Hilman Fauzi is known as an ustadz who has characteristics with soft speech, cool delivery, and calm when delivering his da'wah. Ustadz Hilman Fauzi always gives motivational words or qoutes in every material he delivers. Ustadz Hilman Fauzi can choose material according to the reality of life by using a good and critical language style.
- b. In terms of pathos, Ustadz Hilman Fauzi can arouse the emotional audience by using rhetorical techniques with language styles based on tone and language style based on sentence structure, as well as using facial expressions accompanied by body movements. This is a strategy from Ustaz Hilman Fauzi to arouse emotions and attract the attention of his audience.

- c. In terms of logos, every da'wah material delivered by Ustadz Hilman Fauzi always touches the rational side of his audience with logical reasoning. Ustadz Hilman Fauzi always provides evidence and facts when preaching. This reasoning Ustadz Hilman Fauzi did deductively, inductively, and not Ustadz Hilman Fauzi forgot to draw conclusions, and compile messages delivered based on cause and effect.

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