

# The Influence of Instagram Usage and Content Creativity on the Dissemination of Islamic Preaching Among Youth in Jakarta, With Personal Branding as a Mediator

Nur Jihan Anggraeni<sup>1</sup>, Nur Wicaksono<sup>2</sup>, Osly Usman<sup>3</sup>

<sup>1</sup>Office Administration Education, Faculty of Economics and Business, Universitas Negeri Jakarta, East Jakarta, Indonesia.

<sup>2</sup>Office Administration Education, Faculty of Economics and Business, Universitas Negeri Jakarta, East Jakarta, Indonesia.

<sup>3</sup>Lecturer Faculty of Economics and Business, Universitas Negeri Jakarta, East Jakarta, Indonesia.

Email: [nurjihananggraeniofc@gmail.com](mailto:nurjihananggraeniofc@gmail.com), [nwicaksono96@gmail.com](mailto:nwicaksono96@gmail.com), [oslyusman@unj.ac.id](mailto:oslyusman@unj.ac.id)

**Abstract.** This study aims to analyze the influence of Instagram usage and content creativity on the dissemination of Islamic preaching among youth in the Jakarta area, with personal branding as a mediating variable. The research employed a quantitative method with data collected through an online survey involving 100 Muslim youths aged 18–24 in Jakarta who actively use the Instagram platform. The collected data were analyzed using SmartPLS 4.0. The results show that both Instagram usage and content creativity have a direct influence on the dissemination of Islamic preaching as a source of information and knowledge about Islam. However, personal branding as a mediating factor does not have a significant influence on the dissemination of Islamic preaching among youth in Jakarta. Additionally, Instagram usage and content creativity do not significantly affect the dissemination of Islamic preaching when mediated by personal branding. These findings suggest that although Instagram has potential as an information platform, its effectiveness in enhancing the spread of Islamic preaching among youth in Jakarta remains limited and is influenced by various other factors.

**Keywords:** Instagram, Content Creativity, Information Quality, Islamic Preaching, Social Media, Youth, Personal Branding.

## INTRODUCTION

The rapid advancement of digital technology has significantly transformed the way individuals communicate, access information, and express personal identity. Among the most influential platforms is Instagram, a visually driven social media application widely used by youth around the world. In Indonesia, Instagram has become particularly popular among the younger generation, especially in urban areas such as Jakarta. The platform's accessibility and user-friendly features have made it a potential tool not only for entertainment but also for educational and religious purposes.

In the context of Islamic preaching (dakwah), the use of Instagram has opened new opportunities for disseminating religious messages to broader audiences. Unlike traditional forms of dakwah that rely on face-to-face interactions or printed media, Instagram allows for real-time sharing of inspirational quotes, short video sermons, and interactive discussions. This shift presents a new dynamic in how young people engage with religious content, offering both opportunities and challenges in spreading Islamic values effectively.

One of the crucial elements that determine the success of dakwah on Instagram is the creativity of content. Content that is visually appealing, emotionally engaging, and culturally relevant tends to receive more attention and shares. Creative elements such as storytelling, visual design, use of trending audio, and personalized messages make religious content more accessible and relatable to young audiences. Therefore, creativity not only enhances engagement but also reinforces the spiritual messages being conveyed.

Another important factor is the concept of personal branding. Individuals who consistently share religious content and embody Islamic values in their daily lives often build credibility and trust among their followers. This form of personal branding allows content creators or da'i (Islamic preachers) to

establish a distinct identity that resonates with their audience. As a result, their messages are more likely to influence followers' attitudes and behaviors, including their openness to Islamic teachings.

Despite the increasing use of Instagram for dakwah purposes, there is limited empirical research that explores how Instagram usage and content creativity contribute to the dissemination of Islamic preaching, particularly among youth in Jakarta. Additionally, the mediating role of personal branding in this process remains underexplored. Understanding these dynamics is essential, as it can provide insights into how religious messages can be effectively communicated in the digital age.

Jakarta, as the capital city of Indonesia, represents a diverse and digitally literate youth population. Young Muslims in this area are highly active on social media, and their engagement with religious content varies widely depending on content quality, presentation style, and the credibility of the source. This makes Jakarta an ideal setting for studying the influence of Instagram usage on dakwah dissemination.

This research aims to examine the direct influence of Instagram usage and content creativity on the dissemination of Islamic preaching among youth in Jakarta, and to analyze the mediating role of personal branding in this relationship. By utilizing a quantitative approach and analyzing data collected through SmartPLS 4.0, this study seeks to provide empirical evidence that may inform future digital dakwah strategies.

Ultimately, this study contributes to the growing body of literature on digital religion, social media influence, and youth engagement. It is expected that the findings will offer practical recommendations for Islamic content creators, educators, and organizations in optimizing Instagram as a platform for meaningful and impactful dakwah among young people in urban settings.

## LITERATURE REVIEW

### Instagram Usage

Instagram has emerged as a dominant social media platform, especially among young users, due to its emphasis on visual content and user engagement. According to Nugroho & Cahyono (2020), Instagram provides a space where individuals can not only share personal experiences but also access educational and religious information in an informal manner. Its popularity among youth allows it to function as a medium for various forms of digital communication, including da'wah or religious propagation. The accessibility and interactivity of Instagram make it an effective tool for disseminating messages to a wide audience, especially when supported by consistent posting and appealing content formats.

### Content Creativity

Content creativity is a crucial determinant of user engagement and message retention in digital platforms. Creative content—marked by originality, aesthetic appeal, and relevance—can capture users' attention and motivate further interaction. Putra (2020) emphasizes that creative visual storytelling and the use of current trends significantly enhance the reach and influence of online content. On platforms like Instagram, where competition for attention is high, creativity helps Islamic content stand out and resonate with young audiences. Effective use of visual effects, short videos, and infographics can make religious teachings more relatable and easier to internalize.

### Dissemination of Islamic Preaching

The dissemination of Islamic preaching (dakwah) in the digital era is undergoing a transformation, leveraging online platforms to reach younger audiences more effectively. According to Rahmawati & Wibowo (2021), digital da'wah has shifted from formal sermon settings to interactive social media environments, where short, engaging content can influence attitudes and behaviors. Instagram, as a visual and fast-paced platform, enables the spread of Islamic messages through quotes, videos, and personal reflections. However, the effectiveness of such dissemination depends on the relevance, clarity, and credibility of the message and the individual delivering it.

### Personal Branding

Personal branding refers to the process by which individuals establish a unique identity and consistent image in the minds of others, especially on social media. It plays a significant role in building credibility and trust with audiences. According to Safitri et al. (2022), personal branding enhances the

impact of religious influencers by aligning their online personas with Islamic values, thereby reinforcing the authenticity of their messages. When a da'i consistently presents themselves as knowledgeable, humble, and approachable, followers are more likely to accept and act on the religious teachings they share. This perceived authenticity strengthens the role of the individual as a mediator between the message and the audience.

### Research Framework and Hypothesis

This study proposes a conceptual framework to examine the influence of Instagram usage and content creativity on the dissemination of Islamic preaching among youth in Jakarta, with personal branding acting as a mediating variable. The framework is built upon previous studies emphasizing the role of social media and digital identity in religious communication. Based on this framework, the following hypotheses are formulated: (H1) Instagram usage has a significant effect on the dissemination of Islamic preaching; (H2) Content creativity has a significant effect on the dissemination of Islamic preaching; (H3) Instagram usage significantly influences personal branding; (H4) Content creativity significantly influences personal branding; (H5) Personal branding significantly affects the dissemination of Islamic preaching; (H6) Instagram usage indirectly affects the dissemination of Islamic preaching through personal branding; and (H7) Content creativity indirectly affects the dissemination of Islamic preaching through personal branding.

### METHODS

This study employed a quantitative correlational research design to examine the influence of Instagram usage and content creativity on the dissemination of Islamic preaching among youth in Jakarta, with personal branding as a mediating variable. Data were collected through an online survey using purposive sampling, targeting 100 Muslim respondents aged 18–24 years who actively use Instagram. The instrument used was a structured questionnaire measured on a 5-point Likert scale, covering variables of Instagram usage, content creativity, personal branding, and the dissemination of Islamic preaching. The questionnaire was developed based on validated indicators and tested for reliability and validity. Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the SmartPLS 4.0 application, focusing on evaluating both the measurement model (outer model) and structural model (inner model), including the significance of direct and indirect effects.

### RESULT AND DISCUSSION

The analysis showed that Instagram Usage (X1) has a significant positive effect on the Dissemination of Islamic Preaching (Y), with a path coefficient of **0.303** and a p-value of **0.000**, indicating a strong and statistically significant relationship. The R-square value for the dissemination variable (Y) is **0.556**, meaning that approximately 55.6% of the variance in dissemination can be explained by Instagram usage and content creativity. These findings support the notion that the intensity and frequency of Instagram interactions – such as viewing, sharing, and commenting on Islamic content – are pivotal for amplifying the message and reaching broader audiences.

Content Creativity (X2) was found to have the highest influence on Dissemination (Y), with a path coefficient of **0.538** and a p-value of **0.000**, underscoring the importance of creative delivery in digital preaching. This confirms that varied formats, appealing visuals, and innovative storytelling styles help make Islamic messages more engaging and digestible for a wider, especially younger, audience. Moreover, the F-square value for content creativity's effect on dissemination is **0.470**, suggesting a substantial effect size and reinforcing its key role in effective communication.

The mediation analysis showed that Dissemination (Y) significantly mediates the effect of Content Creativity (X2) on Personal Branding (Z). This indirect effect is statistically significant, indicating that creative content enhances personal branding through effective message dissemination. Furthermore, the direct effect of content creativity on personal branding also remains significant (path coefficient = **0.424**, p-value = **0.000**), demonstrating both a direct and mediated pathway from creativity to image development. This suggests that individuals who are able to communicate Islamic values in original and appealing ways tend to be perceived as more credible and authentic, enhancing their personal branding.

Interestingly, Instagram Usage (X1) also contributes directly to Personal Branding (Z) with a path coefficient of **0.218** and a p-value of **0.004**, though this influence is weaker compared to content creativity. The R-square value for personal branding is **0.571**, indicating that 57.1% of its variance is explained by Instagram usage, content creativity, and dissemination. These findings suggest that while platform usage is necessary to establish presence, the strength of one's personal brand depends more heavily on how creatively and effectively one utilizes the platform to deliver valuable content.

## CONCLUSION

Based on the findings of this research, it can be concluded that Instagram usage and content creativity both have a significant and positive impact on the dissemination of Islamic preaching, with content creativity showing a slightly stronger influence. The use of Instagram, especially among young people, serves as an effective medium for accessing and sharing Islamic messages in a more interactive and visually engaging manner. Meanwhile, the creativity embedded in content—such as the uniqueness of messages, relevance, and engaging delivery—greatly enhances audience interest, comprehension, and willingness to disseminate religious values. Furthermore, both Instagram usage and content creativity were found to contribute significantly to personal branding, either directly or through the mediating effect of preaching dissemination. This suggests that individuals who consistently create valuable and appealing Islamic content not only succeed in spreading religious messages more effectively but also strengthen their own image and credibility in the digital space. Overall, this study emphasizes the strategic importance of combining frequent social media use with high-quality creative content to support the dual goals of dakwah and personal branding in the contemporary digital era.

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