

THE EFFECTIVENESS OF PERSUASIVE PREACHING (A STUDY IN THE ASPECTS OF COMMUNICATION PSYCHOLOGY)

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Abstract

The effectiveness of persuasive preaching in contemporary contexts demands a profound understanding of communication psychology mechanisms underlying the reception and transformation of religious messages. This study employs a Systematic Literature Review (SLR) method with PRISMA protocol to analyze ten journal articles from 2021-2025 addressing the integration of communication psychology in persuasive preaching. Results indicate that preaching effectiveness is determined by three psychological mechanisms: communicator credibility based on empathy (ethos), emotional connection through social proximity (pathos), and logical argumentation reducing cognitive dissonance (logos). Determinant factors include communicator empathy, understanding of audience's hierarchy of needs, message contextualization, media adaptability, and therapeutic communication. Optimization of persuasive strategies requires responsiveness to cognitive modalities, emotional dynamics, and socio-cultural contexts of audiences. This study confirms that integrating communication psychology transforms preaching into a humanistic process achieving sustainable behavioral change and spiritual tranquility (sakinah) among contemporary audiences.

Keywords: Communication Effectiveness; Communication Psychology; Persuasive Preaching



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INTRODUCTION

The dynamics of contemporary communication developments have presented significant challenges in the realm of conveying religious messages, particularly in the context of Islamic da'wah, which demands a persuasive approach to achieve optimal effectiveness (Aini & Don, 2022). The phenomenon of globalization and the digital revolution has fundamentally changed the landscape of da'wah communication, where audiences now have access to a variety of information that can shape their perceptions and attitudes towards religious messages (Malik Ibrahim et al., 2024). This transformation necessitates da'i (preachers) to understand the psychological mechanisms underlying the process of receiving da'wah messages, so that persuasive communication can be established effectively and produce sustainable changes in attitudes and behavior in mad'u (initiated). The urgency of this research stems from the gap between the intensity of massive da'wah activities and the achievement of spiritual and moral transformation that is not yet proportional, indicating the existence of problems in the psychological dimension of communication that require in-depth study.

Previous studies on the effectiveness of da'wah have explored aspects of rhetoric, media, and delivery methodology, but research specifically integrating a communication psychology perspective in analyzing the persuasive mechanisms of da'wah is still limited. Research (Overstreet, 2021) revealed that the success of preaching is not solely determined by the quality of the message content, but rather depends heavily on the preacher's understanding of the audience's cognitive and emotional structure. Meanwhile, a study (Yusnita et al., 2024) emphasizes the importance of the communicator's credibility and the message's suitability to the recipient's psychological frame of reference in creating effective persuasion. On the other hand, findings (Duduit, 2024) shows that the application of the Elaboration Likelihood Model theory can provide a solid theoretical framework for understanding the processing pathways of Islamic preaching messages, both through central and peripheral routes. However, there is a significant research gap related to the comprehensive integration of psychological theories of persuasive communication with contemporary Islamic preaching practices, especially in identifying specific psychological factors that moderate the effectiveness of Islamic preaching messages in the digital era.

The novelty of this research lies in its attempt to construct an analytical framework that synergizes psychological theories of persuasive communication, including cognitive dissonance theory, social judgment theory, and psychological reactance theory, with the practice of da'wah in the context of pluralistic and dynamic Indonesian society. This research seeks to fill an academic gap by exploring how the internal psychological processes of mad'u, such as selective perception, psychological resistance, and intrinsic motivation, interact with the persuasive communication strategies used by da'i. Furthermore, this study integrates qualitative and quantitative approaches to produce a holistic understanding of the mechanisms of da'wah persuasion from a communication psychology perspective, which has so far been underexplored in Indonesian academic literature.

Based on the identification of the problems, this study is formulated through the following research questions: first, how does the mechanism of communication psychology play a role in the process of persuasive da'wah? Second, what psychological factors are the most determinant in determining the effectiveness of persuasive da'wah? Third, how can persuasive communication strategies that are responsive to the psychological conditions of the mad'u be optimized to increase the effectiveness of da'wah? The purpose of this study is to comprehensively analyze the dynamics of communication psychology in the context of persuasive da'wah, identify psychological variables that influence the reception of da'wah messages, and formulate an effective persuasive communication model based on the principles of communication psychology. The theoretical benefit of this study is to enrich the treasury of Islamic communication science with a deeper perspective of communication psychology, while its practical benefit can provide applicable guidance for da'i in designing persuasive

communication strategies that are more effective and adaptive to the psychological characteristics of contemporary audiences. Furthermore, this study is expected to contribute to the development of da'wah education curriculum that integrates communication psychology competencies as the basis for da'i professionalism in the modern era.

RESEARCH METHOD

The following sections detail the Systematic Literature Review (SLR) framework used to analyze the effectiveness of persuasive preaching (da'wah) from a communication psychology perspective.

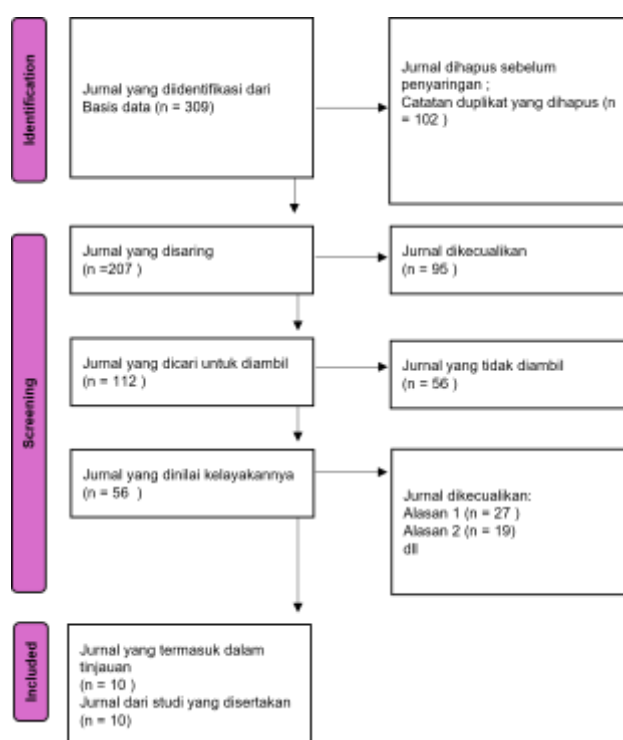


Figure 1. PRISMA Flowchart

Research Design

This study employs a Systematic Literature Review (SLR) as its primary methodological strategy. The SLR framework allows for the comprehensive synthesis of empirical evidence from previous studies in a systematic, transparent, and replicable manner. To ensure international standards of structural rigor and transparency, the research design strictly adheres to the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) protocol. This approach shifts the research away from traditional narrative reviews toward a highly structured, objective analysis of existing literature on persuasive religious communication.

Research Target/Subject

The primary objective is to evaluate the effectiveness of persuasive da'wah through the lens of communication psychology. The study targets the identification of underlying psychological mechanisms—such as source credibility, emotional appeals, and cognitive processing—that influence audience reception during religious preaching. By synthesizing high-quality, peer-reviewed empirical data, the review aims to clarify how persuasive strategies can be optimized to drive positive attitudinal and behavioral changes within modern audiences.

The subjects of this study are not human participants, but rather accredited, peer-reviewed journal articles exploring religious communication. The initial search target yielded a pool of 309 documents. Through rigorous filtration, the final sample was narrowed down to 10

high-quality journal articles that met all inclusion criteria. These articles span both Indonesian and English literature, representing various educational, social, and psychological contexts of Islamic preaching.

Research Procedure

The data collection and screening process followed the standard PRISMA workflow, moving systematically through four key procedural stages. Identification Phase: Conducting initial keyword searches across reputable academic databases, capturing 309 potential records. Screening Phase: Removing 102 duplicate articles, leaving 207 unique records. This pool was then screened by title and abstract, which filtered out 95 irrelevant papers and left 112 articles. Eligibility Phase: Conducting a thorough full-text reading of 56 available articles. During this step, 46 articles were excluded: 27 for lacking a communication psychology framework and 19 for not focusing on persuasive preaching. Inclusion Phase: Securing the final 10 core articles designated for intensive thematic synthesis.

Instruments, and Data Collection Techniques

The primary instruments for this study consisted of reputable academic databases and a standardized critical appraisal checklist. Data collection was executed via targeted Boolean keyword searches across four major digital repositories: Google Scholar, Garuda (Garba Rujukan Digital) / Portal Garuda, and ScienceDirect. The search strategy utilized specific keyword combinations, including: “persuasive da’wah”, “persuasive communication”, “communication psychology”, “da’wah effectiveness”, and “Islamic preaching effectiveness”.

Data Analysis Technique

The final 10 selected articles were subjected to qualitative content and thematic analysis. Data extraction matrices were used to systematically map out the author, year, methodology, core psychological variables, and main findings of each study. The thematic analysis focused on grouping recurring patterns, such as the psychological characteristics of the preacher (da’i), the emotional disposition of the audience (mad’u), and the structural design of the persuasive message. These synthesized themes provide a consolidated, evidence-based conclusion on the psychological dynamics of religious persuasion.

RESULTS AND DISCUSSION

Based on a systematic selection of relevant literature, ten journal articles met the inclusion criteria and were eligible for comprehensive analysis. These ten articles cover the publication period of 2023 to 2025, with diverse research focuses but remain within the framework of the effectiveness of persuasive preaching and communication psychology. A synthesis of the selected articles is presented in tabular form, integrating methodological aspects, substantive findings, and relevance to the research focus on the effectiveness of persuasive preaching from a communication psychology perspective. The following synthesis table presents a systematic compilation of the ten studies that have been thoroughly reviewed to identify patterns, trends, and knowledge gaps in the current literature.

Table 1. Literature Synthesis on the Effectiveness of Persuasive Preaching and Communication Psychology

No	Name & Year	Title	Method	Subject/Context	Findings	Relevance to Research
	(Afifah et al., 2025)	Analysis of Persuasive Islamic Preaching Communication	Qualitative descriptive case study	Malik Mulki Study Community	Persuasive da’wah communication with a relaxed and	It is very relevant in showing how a contextual

		ion in Building Islamic Brotherhood in the Malikal Mulki Study Community			relatable style is able to attract the younger generation and shape religious attitudes; Islamic brotherhood is built through intense communication despite facing challenges of cross-group interaction.	and adaptive persuasive approach to the characteristics of young audiences can increase the effectiveness of da'wah.
	(Sari et al., 2023)	Application of Communication Psychology in Delivering Islamic Messages	Qualitative descriptive field study	Al-Falaq Landfill	The application of communication psychology through persuasive communication techniques with the bil-lisan, bil-qalam, and bil-hal methods increases the effectiveness of delivering da'wah messages to students.	Relevant in demonstrating the concrete application of communication psychology in the context of religious education and the use of persuasive techniques.
	(Nasichah et al., 2021)	The Effectiveness of Persuasion Techniques in Campus Da'wah:	Qualitative with in-depth interviews, participant observation, and	Students of the Syahid Campus Da'wah Institute, UIN Syarif Hidayatullah	The success of preaching is determined by the preacher's ability to	Highly relevant in exploring the psychological dimensions

		The Syahid Campus Da'wah Institute, Faculty of Da'wah and Communication Sciences	document analysis		apply persuasion techniques (ethos, pathos, logos) according to the psychological and social characteristics of students; interactive and communicative styles increase involvement.	of persuasion based on Aristotle's theory and its application to the student segment.
(Taufikkurrohmah et al., 2025)	Persuasive Communication Strategy Through the Huffadz Spread Program	Qualitative case study with observation, in-depth interviews, and documentation	Huffadz Spreading Program at Ibadurrahman Mosque in Cembor	Persuasive communication strategies include a personal approach, the use of familiar terms, and the delivery of messages based on local values that have proven effective in the context of communities with strong religious affiliations.	Relevant in demonstrating the importance of adapting persuasive messages to socio-cultural contexts and the use of religious figures as credible communicators.	
(Akhras et al., 2025)	Psychological Analysis of Communication in Persuasive Strategies on	Descriptive qualitative with discourse analysis and content	Habib Husein bin Ja'far's preaching content on social media	Effective persuasive strategies through the application of communicat	It is very relevant in analyzing how the psychological aspects of communicat	

		TikTok Accounts	observation		ion psychology principles such as empathy, social closeness, non-confrontational language, humor, and contextual relevance; messages are constructed emotionally, socially, and cognitively.	ion are applied in digital preaching to adapt to the characteristics of the millennial audience.
(Anjani et al., 2025)	The Meaning of Islamic Rhetoric and the Psychology of Da'wah Communication in the Delivery of Buya Yahya's Tabligh Message	Descriptive qualitative with content analysis	Buya Yahya's lecture on YouTube	The integration of Islamic rhetoric (ethos, pathos, logos) with George A. Miller's four stages of communication psychology creates a da'wah that touches the heart and mind; produces spiritual awareness and changes in the audience's attitudes.	Relevant in showing the synergy between classical rhetoric and modern communication psychology approaches in achieving the effectiveness of persuasive preaching.	
(Hijriani & Lestari, 2025)	Psychological Approach in Effective Islamic	Qualitative literature study with interpretive	Authoritative literature on da'wah and communicati	The success of da'wah depends on the	Highly relevant in providing a comprehens	

		Communication: A Theoretical Review Through Literature Study	content analysis	on psychology (2020-2025)	credibility of the da'i based on empathy, understanding the hierarchy of needs of the mad'u , and message strategies that minimize cognitive dissonance; Maudzah Hasanah functions as therapeutic communication.	ive theoretical framework on the integration of psychology in persuasive da'wah communication.
(Falihah, 2025)	The Influence of the Psychological Approach to Da'wah on Improving the Quality of Religious Life of the Islamic Community	Qualitative with observation, in-depth interviews, and literature studies	Muslim communities in various regions	An empathetic, persuasive, and constructive approach to the psychology of preaching significantly increases spiritual awareness, religious involvement , and the formation of religious character.	Relevant in demonstrating the practical impact of applying the psychology of da'wah on the transformation of people's religious behavior.	
(Rafi, 2025)	The Role of Psychology in Increasing the Effectiveness of Preaching in the Digital Era	Qualitative through literature study and content analysis	Successful digital preaching practices	The integration of communication psychology, social psychology, and developmental	Relevant in exploring the role of psychology in the context of digital da'wah and adaptation to the characteristi	

					psychology in digital da'wah strategies increases audience engagement and encourages positive behavioral change.	cs of digital media users.
0	(Arifin & Husin, 2024)	Persuasive Communication: A Study of Quraish Shihab's Preaching on the Narasi TV YouTube Channel	Qualitative with content analysis	Quraish Shihab's preaching content on YouTube Narasi TV	Persuasive communication through polite language, logical argumentation, a humanistic approach, and inclusive narratives with a calm and reflective style increases acceptance among audiences across backgrounds.	Relevant in demonstrating the effectiveness of persuasive communication based on knowledge and a humanist approach in digital preaching

The literature synthesis presented in the table above reveals consistent findings across contexts and research methods regarding the importance of integrating communication psychology in enhancing the effectiveness of persuasive preaching. The ten studies demonstrate that the success of preaching communication does not solely depend on the substance of the religious content, but is strongly influenced by the preacher's ability to understand and respond to the psychological dynamics of the audience. Identified patterns include the use of empathy, adaptation of language and communication style to audience characteristics, and the application of classical persuasion principles integrated with contemporary communication psychology approaches.

The Psychological Mechanism of Communication in the Process of Persuasion of Da'wah. A comprehensive analysis of the ten studies reveals that the psychological mechanisms of communication in persuasive da'wah operate through three main interacting pathways. First, the cognitive pathway involves rational information processing through logical argumentation and the use of strong religious arguments, as identified in studies (Arifin & Husin, 2024) and (Anjani et al., 2025) which demonstrate the importance of the logos element

in da'wah rhetoric. Second, the emotional pathway activates the audience's affective response through empathy, social closeness, and the use of narratives that touch on the emotional dimension, as found by Akhras et al. (2025) in the context of digital da'wah and (Hijriani & Lestari, 2025) who emphasize the therapeutic function of communication in Maudizah Hasanah.

Third, the social pathway leverages the communicator's credibility and group norms to strengthen message acceptance, as evident in the findings of (Taufikkurrohman et al., 2025) concerning the role of religious figures as trusted communicators, and (Anjani et al., 2025) concerning the importance of the ethos dimension in persuasion. The findings (Sari et al., 2023) and (Falihah, 2025) indicate that the effectiveness of this psychological mechanism depends on the preacher's ability to perform a psychological diagnosis of the audience, which includes understanding the cognitive structure, emotional needs, and socio-cultural context of the mad'u . This process enables the preacher to design messages that minimize psychological resistance and maximize acceptance through the alignment of the message content with the audience's internal frame of reference.

Psychological Factors as Determinants in the Effectiveness of Persuasive Preaching. Literature synthesis identified five psychological factors that are most determinant in determining the effectiveness of persuasive preaching. The first factor is the communicator's credibility (source credibility), which is built through religious competence, personal integrity, and empathy, as consistently found in studies (Hijriani & Lestari, 2025). The second factor is message relevance, which refers to the suitability of preaching content to the needs, experiences, and context of the audience's daily life, which is a key finding in the study (Akhras et al., 2025).

The third factor is emotional resonance, which is manifested through the message's ability to activate constructive emotional responses such as a sense of peace, spiritual motivation, and a desire for change, as identified by (Akhras et al., 2025). The fourth factor is minimizing cognitive dissonance (ognitive dissonance reduction) through non-confrontational message delivery and respecting the audience's existing frame of mind, a finding consistent in studies (Hijriani & Lestari, 2025)The fifth factor is communication interactivity , which facilitates two-way dialogue and active audience participation, as emphasized by (Nasichah et al., 2021) in the context of campus and community da'wah.

Optimizing Persuasive Communication Strategies Responsive to Audience Psychological Conditions. Based on the synthesis of findings from the ten studies, there are three main strategies that can be optimized to increase the responsiveness of persuasive da'wah to the psychological conditions of mad'u . The first strategy is psychographic segmentation of the audience that allows da'i to adjust the communication approach according to the specific psychological characteristics of the target group, as successfully applied in the context of the younger generation (Akhras et al., 2025), students (Nasichah et al., 2021), and communities with strong religious affiliations (Taufikkurrohman et al., 2025). The second strategy is personalization of messages through the use of language, examples, and narratives that are familiar and meaningful to the specific audience, which has been proven effective in research (Taufikkurrohman et al., 2025). The third strategy is multi-modal integration that combines verbal, non-verbal, emotional, and social elements in da'wah communication, as recommended by (Afiifah et al., 2025) to create a holistic and transformative persuasive experience for the audience.

CONCLUSION

This study concludes that the effectiveness of persuasive da'wah is determined by the comprehensive integration of communication psychology principles that include three fundamental mechanisms: empathy-based communicator credibility, emotional connection

through a humanist approach, and logical argumentation that minimizes cognitive dissonance. A systematic analysis of ten studies identified five determinant psychological factors, including communicator empathy, understanding the audience's hierarchy of needs, contextualizing messages with local values, adaptability to media platforms, and consistency of therapeutic communication. Optimizing persuasive strategies necessitates responsiveness to the information processing modality, emotional dynamics, and socio-cultural context of the mad'u. These findings confirm that the transformation of da'wah from an instructive approach to therapeutic communication that integrates cognitive, affective, and social dimensions results in sustainable changes in religious behavior and the achievement of spiritual tranquility (sakinah) in contemporary audiences.

AUTHOR CONTRIBUTIONS

Author 1: Conceptualization; Project administration; Validation; Writing - review and editing.

Author 2: Conceptualization; Data curation; Investigation.

Author 3: Data curation; Investigation.

Author 4: Formal analysis; Methodology; Writing - original draft.

Author 5: Supervision; Validation.

CONFLICTS OF INTEREST

The authors declare no conflict of interest.

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