

## Dakwah Strategy of YukNgaji Community Towards Hallyu Fans through Korean Nuanced Content

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### ABSTRACT

The Korean-themed content produced by the YukNgaji community represents an innovative approach to da'wah in response to global trends. This study aims to analyze YukNgaji community's da'wah strategies targeting "Hallyu" fans through Korean-themed content. The research employed a literature study approach, gathering qualitative data primarily from YukNgaji's social media and using related articles and websites as secondary sources. YukNgaji's da'wah strategies include using popular Korean terms, Korean-themed da'wah media, Korean language classes, and X-School classes. The strategy applied without any element of coercion and does not judge Korean culture fans, but rather uses Korean culture as an approach to make it easier to understand and attractive to Korean culture fans. This research serves as an initial proposes innovations in spreading da'wah to specific participant segments, including Korean culture fans.

**KEYWORDS** da'wah; Hallyu; Korean; YukNgaji

### ABSTRAK

Konten bernuansa Korea yang dihasilkan oleh komunitas YukNgaji merupakan pendekatan inovatif dalam dakwah sebagai respons terhadap tren global. Penelitian ini bertujuan untuk menganalisis strategi dakwah komunitas YukNgaji yang ditujukan kepada penggemar "Hallyu" melalui konten bertema Korea. Metode penelitian menggunakan pendekatan studi literatur dengan mengumpulkan data kualitatif utama dari media sosial YukNgaji dan menggunakan artikel dan situs web terkait sebagai sumber sekunder. Strategi dakwah YukNgaji meliputi penggunaan istilah populer Korea, media dakwah bertema Korea, kelas belajar bahasa Korea, dan kelas X-School. Strategi ini diterapkan tanpa unsur paksaan dan tidak menghakimi penggemar budaya Korea, melainkan menggunakan budaya Korea sebagai pendekatan untuk membuatnya lebih mudah dipahami dan menarik bagi para penggemar budaya Korea. Penelitian ini menjadi referensi awal mengusulkan inovasi dalam penyebaran dakwah untuk mencapai segmen tertentu, termasuk penggemar budaya Korea.

**KATA KUNCI** dakwah; Hallyu; Korea; YukNgaji

## Introduction

With the passage of time and advances in information technology, various types of mass media and social media platforms have emerged, facilitating access to information. This has the potential to influence cultural shifts favored by many, known as popular culture. The consumption of Korean popular culture, particularly through music (K-pop), has cultivated a global fanbase commonly referred to as K-pop Lovers. K-pop has been instrumental in shaping new cultural trends and values that resonate with numerous followers (Salsabila and Rahmadhani 2023).

Currently, South Korea's entertainment industry is highly advanced and continually expanding, especially evident in the enduring phenomenon known as the Korean Wave (Hallyu) that continues to captivate audiences worldwide (Salsabila and Rahmadhani 2023). Hallyu emerged following diplomatic engagements between South Korea and China in 1992 (Kumalaningrum 2021). By 2010, Korean cultural influences began permeating Indonesia, where it has since thrived. Indonesia ranks among the top 5 nations with Korean culture enthusiasts, with approximately 9.9% of its population identifying as fans. Moreover, Indonesia holds the second-largest viewership of K-pop videos on YouTube, accounting for 9.9% of the total, closely trailing South Korea's 10.1%.

The emergence of Hallyu has brought about both positive and negative trends and impacts. Korean television dramas, for instance, have prompted Muslim youths to engage in discussions about Islamic values and elements that resonate with their identity, as portrayed in these dramas (Rosidi, Masduki, and Triantoro 2019). Furthermore, according to Prasanti and Dewi (2020), Korean dramas have both positive and negative effects on adolescent education. On the positive side, they motivate learning, offer insights into South Korean educational culture, and spark enthusiasm for educational opportunities in South Korea, including language acquisition and scholarships. Conversely, negative impacts include procrastination, reduced study time, and distractions from academic priorities, affecting overall well-being (Prasanti and Dewi 2020). Hallyu's presence is also viewed negatively due to its potential influence on values, consumerism, and a shift in mindset away from religious teachings (Sembiring and Daulay 2023), leading some fans to prioritize entertainment over religious education.

In response to these phenomena, innovative approaches to da'wah (Islamic outreach) aim to maximize the positive impact and mitigate the negative effects on younger generations enthralled by the Korean Wave. This is guided by the Quranic verse from Surah An-Nahl [16]: 125:

أَدْعُ إِلَى سَبِيلِ رَبِّكَ بِالْحُكْمِ وَالْمَوْعِظَةِ الْحَسَنَةِ ۗ وَجِدِلْهُمْ بِالَّتِي هِيَ أَحْسَنُ ۚ إِنَّ رَبَّكَ هُوَ أَعْلَمُ  
بِمَن ضَلَّ عَنْ سَبِيلِهِ ۗ وَهُوَ أَعْلَمُ بِالْمُهْتَدِينَ

"Invite to the way of your Lord with wisdom and good instruction, and argue with them in a way that is best. Indeed, your Lord is most knowing of who has strayed from His way, and He is most knowing of who is [rightly] guided."

Drawing on this verse, da'wah is considered a universal endeavor, applicable across diverse communities and settings, as long as it adheres to Islamic principles. With easy access to social media, all preachers are very easy to make posts to share religious knowledge with social media users (Norhidayati and M.T 2021). There are many Islamic preaching accounts that are very attractive to Muslim communities in Indonesia. Several content creators have begun focusing on da'wah initiatives tailored for Hallyu fans, reflecting the growing demographic. One prominent example is the YukNgaji community, established by figures such as Felix Siau, a convert who was formerly associated with Hizbut Tahrir Indonesia (Zulhazmi and Priyanti 2020). Leveraging digital technology, YukNgaji utilizes sophisticated information and communication technology to enhance outreach efforts. Effective da'wah must harness these technological advancements, including social media platforms, to reach broader and more diverse audiences efficiently, thereby optimizing its impact in terms of time, cost, and process (Ummah 2020).

The Korean-themed content produced by the YukNgaji community represents an innovative approach to da'wah, harmonizing with contemporary global trends. Beyond its Korean elements, the content also attracts specialists within the Muslim community who professionally engage with this field, exemplified by Ustadz Felix Siau, the community's founder.

This background sets the stage for analyzing the da'wah strategies of the YukNgaji community aimed at "Hallyu" fans through Korean-themed content. Importantly, this study aims to fill a significant research gap as no prior research has explored the da'wah strategies of this community, which could serve as an inspiring model for adaptation in other communities in the future.

## Theoretical Framework

### History of YukNgaji

YukNgaji is a hijrah community that optimizes the existence of social media while mobilizing real change to build a noble civilization. YukNgaji invites to explore ideas, creativity, synergy and inspiration for awakening after hijrah. The existence of this community is very potential for the younger generation who are currently vulnerable to cultural influences that are considered counter-productive. YukNgaji has spread in more than 25 major cities in Indonesia, such as: Aceh, Bali, Bandung, Malang, Surabaya, and many other cities. Even the community has spread to 5 countries, namely: Indonesia, Malaysia, Turkey, Istanbul, Korea, and Japan.

YukNgaji was established and began to be active on social media on June 30, 2015. In the following year the activities of each community became more active and continue until now. Besides being founded by Ustadz Felix Siau, this community was also founded by Ustadz Husain Assadi. The two of them discussed in Istanbul about how to bring young people who are active in the virtual world to the real world through offline study activities, and this community was formed.

The name YukNgaji was initially debated, before many other suggestions such as ngaji yuk, yuk hijrah, sahabat hijrah, and others. YukNgaji consists of two words, namely: Yuk which means inviting and Ngaji which comes from the word kaji

which means digging for new references in hijrah.

This community has a motto: "Obey Happily, Disobey Miserably". According to Ustadz Felix Siau, the motto is the result of contemplation of the Qur'an and As-Sunnah, namely regarding piety which Allah commands for those who believe. The essence of piety is to stay away from His prohibitions and carry out all His commands. According to him, happiness will never be obtained if what is pursued is disobedience.

In the YukNgaji Community the *asatidz* are divided into two, namely: *ustadz Ikhwan* who is called ALL TEAM consists of: Ust. Husain Assadi, Ust. Felix Yanwar siau, Ust. Cahyo Ahmad Irsyad, Ust. Hidayat Arifianto, Ust. Weemar Aditya, ridwan kholid Abdurrahman (Shifrun), Abdurrahman alfaiz (Hawaariyyun), Risco Aditama, and Fuadh Naim. And the *ustadzah akhwat* called ALL SOY consists of: **Emeraldo Noor Achmi, Dena Haura J'octaria, Nadia Lukita, Ratih Parasini, Shebyka Amanda**, and Salsabila maghfoor.

## History of Hallyu

Hallyu itself is a term given by Beijing journalists in 2001 during the rise of Korean culture in China (Cho 2005). Hallyu refers to every aspect of Korean culture, be it television dramas, movies, music, fashion, cosmetics, and even hairstyles that spread throughout the world (Salsabila and Rahmadhani 2023). Hallyu itself was first recognized in early 1996, when Korean pop singer artists such as H.O.T and baby VOX successfully reached the Chinese market. Not only that, the development of Hallyu also began with the broadcast of Korean television dramas on Chinese national television stations in 1997 with the title "What is All About". The year 2004 can be said to be the year of the increasing popularity of Hallyu, when the television drama "Winter Sonata" aired in Japan and received tremendous public acceptance and enthusiasm. Not only Japan, the drama "Jewel in the Palace" was also very popular and well-known in Taiwan, China, and Hong Kong. Until now, many Korean artists, whether movie players, television dramas, or K-Pop artists, have maintained their popularity and even received considerable attention from the Japanese public (Kumalaningrum 2021).

The emergence of Hallyu in Indonesia entered several periods (Salsabila and Rahmadhani 2023). In the first period came Korean dramas that were considered successful in attracting the emotions of the audience. In the second period was Korean music. At that time, there were several Korean music groups that became famous, such as BoA, Girls Generation, Super Junior, N-Sonic, The Boss, X5, and TVXQ. While in the third period, it was no longer limited to K-dramas and K-Pop, but included all other types of Korean culture. Finally, there was the development of Korean culture in the fourth period, Hallyu 4.0, which has the potential to form K-Style. Where the lives of Korean artists are digitally recorded and publicized, such as through Instagram and YouTube. This can result in Korean fans being interested and trying to imitate the artist's lifestyle, especially teenagers (M.T. 2020). So that now many television stations in Indonesia broadcast content from abroad, including Korean dramas and movies. Since the 2000s, popular dramas such as 'Full

House' and 'Winter Sonata' have developed Korean culture in Indonesia (Arisandi et al. 2023). The presence of K-Drama can also have its own influence on the Indonesian market, for example the remake of South Korean series into Indonesia TV series. In addition, it also raises other popular culture crazes, such as the existence of K-Pop, the typical dressing style of South Korean artists, make-up, even to the emergence of South Korean eating places, language courses, and even shops selling South Korean trinkets (Putri et al. 2019).

Hallyu includes traditional Korean culture combined with pop culture and then presented in the form of Korean Drama. The existence of Hallyu creates interest by foreign tourists in Korean culture, starting from historical places, traditional culture, tourist attractions, artists or celebrities, and also the food (Sembiring and Daulay 2023). Hallyu shows the characteristics of Korean life or lifestyle through the Korean Drama, equipped with actors and actresses who have good acting skills and appearances that are distinctive or different from most of the world's celebrities (Pramita and Harto 2016).

### **Da'wah**

Da'wah is an essential aspect of Islamic teachings. As a filter, da'wah is expected to help individuals uphold more humane and Islamic values. As a guide, it aims to help people better understand the true meaning of life (Muhaemin 2017). Asmar (2020) argues that da'wah itself is a form of communication; without communication, da'wah cannot reach its intended targets, and without da'wah, communication loses divine values in life. According to Fatihah (2018), the ethics of da'wah consist of Al-Shidq (truthfulness, not lying), Al-Shabr (patience and perseverance), Ar-Rahmah (compassion), Tawadu (humility), sociability, and Amanah (trustworthiness). Da'wah activities can cover the areas of tabligh (communication), amar makruf nahi munkar (social action), mau'idzah hasanah (Islamic counseling), tabsyir and tandzir (motivation and threat), and ta'lim and tarbiyah (continuous education and teaching) (Zain, Maimun, and Fuadi 2017).

Effective da'wah communication requires a method to ensure the objectives of da'wah are achieved optimally. The delivery of da'wah must keep pace with world developments and seek contemporary solutions or innovations (Jima'ain 2023). For example, combining da'wah with the cultural elements present in the da'wah community. Historically, the integration of da'wah with cultural practices has been successful. By utilizing local culture, Sunan Kalijaga effectively presented Islamic da'wah without coercing the Javanese people (Alif, Mafthukhatul, and Ahmala 2020).

Da'wah should be inclusive and target all groups universally (Alhidayatillah 2017; Saefulloh 2014). In fostering a harmonious community, da'wah oriented towards universal values is crucial as it promotes awareness of unity and community solidarity (Chakim 2016). The target audience for conveying Islamic teachings is not limited to mosque-goers or religious study groups; it includes all segments of society, such as the Hallyu community. Da'wah through platforms like YouTube can serve as a clear reference source and introduce new dimensions to the development of da'wah in the modern era (Sulaeman, Fazri, and Fairuz 2020).

## Method

The purpose of this study is to analyze the da'wah strategy of the YukNgaji community towards hallyu fans through Korean nuanced content. This research used a qualitative approach in the type of literature study analysis with the results in the form of qualitative data. The method used is a literature study by collecting data by finding sources and reconstructing from various sources such as books, journals, and existing research (Adlini et al. 2022). Qualitative research aims to gain a deep understanding of human and social problems because researchers interpret how subjects derive meaning from the surrounding environment, and how that meaning affects their behavior (Adlini et al. 2022). The focus of attention in this study is the da'wah strategy used by the YukNgaji community towards fans of Korean culture.

The data sources in this study consist of two types, namely:

- a. Primary Sources, the data source that will be the main reference is the social media of the YukNgaji community, namely: YouTube yntv, YukNgaji Instagram (YukNgaji.id), YukNgaji website, and several other social media related to observing various special da'wah programs and methods with Korean nuances.
- b. Secondary sources, data collected from other parties to complement primary sources such as articles and websites related to the YukNgaji da'wah method.

The data collection techniques involve searching for and reconstructing information from the aforementioned sources. Once obtained, the data is compiled into narrative text by integrating the information into cohesive writing, making it easier to understand and draw conclusions. The data analysis techniques used in this study include content analysis to identify recurring themes and patterns in the da'wah strategies, and comparative analysis to highlight differences and similarities with other da'wah methods.

## Results

Based on the results of a literature study, since its founding in 2015, the YukNgaji community has used several strategies to convey da'wah to the younger generation, especially those who like the Korean wave. The strategies used include using various popular Korean terms, Korean nuanced preaching media such as preaching roadshows and posting content related to viral things via Instagram pages, recreating K-pop idol content such as music video reactions, unboxing new albums, opening study classes. Korean Language, and the Opening of Class X Schools.

### Using Various Popular Korean Terms

One of the methods of da'wah Bil Hikmah is to find as many points of similarity with the people, so a da'i is required to be able to speak Korean if he wants his

da'wah to be well received by the target of da'wah. As an approach to Hallyu fans, the da'wah of the YukNgaji community uses many popular Korean terms.

One of them is listed in the video "Kepoin Oppa Fuadh" (Figure 1). Oppa (오빠) means "older brother". In the Korean setting, this nickname is only used when a woman calls an older brother or an older man whom she trusts. It is also popular as a nickname for male Idols (K-pop boy-group members) or Korean actors.



Figure 1. YukNgaji content that uses popular Korean terms  
Source: YNTV YouTube Channel

In the AADK (Ada Apa Dengan Korea) Jakarta-Jogja Roadshow video (Figure 2), it was also found that the preacher used Korean greetings such as "안녕하세요 (Annyeong haseyo)" which means "How are you?".



Figure 2. YukNgaji Content Using Popular Korean Terms  
Source: YukNgaji Community YouTube Channel

### Korean Nuanced Da'wah Media

As a media that focuses on preaching to Hallyu fans, the YukNgaji community also creates some familiar preaching content with Korean nuances. The media created is also updated with the latest news related to Korea. An example is the BTS x McD phenomenon (Figure 3). The food menu resulting from the collaboration

between BTS, one of the K-Pop boy-groups, and McDonald's went viral in June 2021 in Indonesia.



Figure 3. BTS Meal Menu  
Source: melex.id

The YukNgaji community also uploads content with a similar setting and feel to the concept (Figure 4).



Figure 4. Cover of #YUKNGAJILIVE stream with BTSxMcD vibes  
Source: YNTV YouTube channel

Other content presented has Korean nuances, one of which is the video "Ust Felix Siauw x K-Pop" published on the YNTV (YukNgaji TV) YouTube account. Video reactions to Korean Idols are often done by Korean fans and even by the Idols themselves (Figure 5).



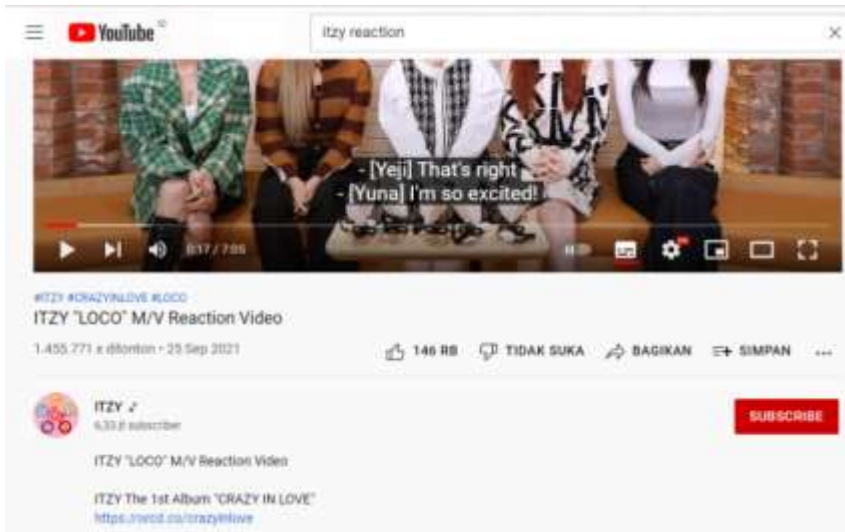


Figure 5. Reaction Video one of the Korean Idol Girl Group "ITZY"  
Source: ITZY YouTube Channel

In the video "Ust Felix Siauw x K-Pop" (Figure 6), Ustad Felix Siauw is seen reacting to the album and Lightstick of Korean Idol. This video can also be interpreted as a form of introducing one of the K-Pop media to religious figures who are generally not identical to K-pop. Ustad Felix Siauw's first response when reacting to KPop goods is to appreciate the Korean Idol album with the sentence "The first time I saw this (Korean Idol album), it looked like a special item".



Figure 6. Ustad Felix Siauw Reaction Video  
Sumber: YNTV YouTube Channel

Until the end of the video, no sentence uttered by Ustad Felix Siauw seemed to be a negative response or offended Korean fans. Ustad Felix Siauw commented on the recording album and Lightstick of Korean Idols as an artistic value and

saluted the seriousness of Korean Idols in making works such as music albums.

At the end of the video, Ustad Felix Siauw closed by giving advice such as and reminding K-pop fans to always try to spread religion. This advice was given by Ustad Felix Siauw after seeing the strong influence of Korean Idols in publicizing their work. Ustad Felix Siauw then advised as a reminder that Korean Idol fans should not be outdone in terms of spreading religion as Korean Idols influence the world with their works.

### Opening Korean Language Learning Classes

One of the da'wah strategies for KPopers (Korean Pop Fans) and Kdreamers (Korean Drama Fans) is by opening a Korean language learning class. This class was initiated by Fuadh Naim through his YouTube Channel. This activity is known as Study Korean with Babo (바보 공부방) which airs every Monday-Friday at 21.00 WIB via YouTube streaming (Figure 7).



Figure 7. Episode 42 Study with Babo  
Source: Fuadh Naim YouTube channel

Through Study Korean with Babo, Fuadh Naim invites fans to learn Korean together with various resources such as Rosetta Stone software, Music Video review, or review of a Korean Drama. This activity can be accessed for anyone who wants to learn Korean. The learning model is designed to be interactive as there is a two-way communication between Fuadh Naim (사장님/sajangnim) and the participants (바보 친구/babo chingu) through the comment section on YouTube. If you can't join the stream on that day, you can re-watch the video in the YouTube playlist, making it easier for anyone who wants to watch. Study Korean with Babo (바보 공부방) is packed with an emphasis on listening and reading. Until April 2024, 81 episodes have been aired on YouTube with a duration of between 1-2 hours.

This activity is quite popular because of the learning packaging that is not monotonous, several segments of the Study Korean with Babo (바보 공부방) activity include learning Korean together, babo stories, Ask Me Anything (AMA)

and there is an opportunity for us to give alms at each meeting through saweria.co. In the Korean language learning session, we will together get to know various vocabulary in Korean and how to write it. The rapid influence of Korean culture in everyday life, especially in the world of entertainment (kpop, kdrama, kvariety, kmovie etc.) makes us inevitably know and see words in Korean. So many are looking for the translation, even to learn it as Fuadh Naim and babo ching-gu did in this activity. By learning Korean, and understanding the meaning of the words, it will make it easier for fans to communicate with their idols and enjoy the content more.



Figure 8. One of the Sessions in the Study with Babo Video Footage  
Source: Fuadh Naim's YouTube channel

In the Babo Story session, participants are allowed to submit stories about their experiences of knowing and being part of Hallyu. In this session, sajangnim will also review the story and discuss religious values. Quoted from Study Korean with Babo (바보기공방) Episode 43 (Figure 8), there is an important lesson that some kpopers or k-dreamers may often experience, which is feeling inappropriate when carrying out a mandate related to religion while at the same time still being loyal to k-pop or k-dramas. Because at that time k-pop was very often associated with the illuminati. In the video, Fuadh Naim responded that there is a hadith that says that we will be with the people we love on the last day. Because the hadith never changes, but maybe the way of conveying it is less adapted. Fuadh Naim also advised, *"When we are going to preach to kpopers or kdreamers, we should use an approach that suits them, not directly bring one verse or one hadith to them every day in the hope that they will return to the right path. Because, guidance comes randomly, we just need to focus on preaching as best we can"*.

### Opening X School Class

X-School is a joint religious learning space for all Muslim K-Poppers (K-pop fans) and K-Dreamers (K-drama fans) in Indonesia. This program is part of X-kwavers in collaboration with Y. N. Entertainment. The X-kwavers community or commonly known as Xtraordinary Korean Wavers is a community for Muslim Korean Wave

lovers in Indonesia who want to be more productive as a Muslim (Waty, Handrianto, and Supraha 2023). The program was created out of the concern of its founder, Fuadh Naim, for the young generation of Korean culture enthusiasts who are overly fond of it, which is considered to hinder their own development, even though they have tremendous potential. In addition, the current phenomenon is that many preachers are intolerant of Korean culture fans, so the existence of X-School classes can be a productive place for Korean culture fans to learn religion.

The philosophy of the name X-School comes from the letter "X" symbolizing "eXtra" which means that the participants are not ordinary Korean culture fans, but Korean culture fans who have extra enthusiasm in learning religion. As the motto of this program, namely: I am you, but extra.

According to Fuadh Naim himself in the short youtube "BTS ARMY makes Islamic studies" explains that X-School is simply a study where K-Pop enthusiasts gather to learn Islam with examples that relate to the K-Pop world. For example, through norebang (singing in the room / room) songs that relate to the study material discussed in this program, participants learn together about Islam in a more millennial way using a Korean cultural perspective. The curriculum used is also interesting because it is taken from the book of scholars which is packaged with a very simple delivery.

Until 2023, as reported by the official website, X-School has been held for 6 seasons with more than 2800 alumni. Participants who attend classes are referred to as X-School trainees. In each season, the implementation period is different. The title of the material in the curriculum in each season will be different, for example in season 3 2021 with the theme K-Drama, season 2022 with the theme K-Pop Song, and season 2023 with the theme BTS ARMY. Here is an example of the X-School curriculum.

<p style="text-align: center;"><b>Day 1</b> Senin, 5 April 2021</p>	<p>18.00 Who Are You: 1922 2021 20.00 Love Scenario</p>
<p style="text-align: center;"><b>Day 2</b> Selasa, 6 April 2021</p>	<p>18.00 It's okay to not be okay 20.00 The Truth Untold</p>
<p style="text-align: center;"><b>Day 3</b> Rabu, 7 April 2021</p>	<p>18.00 Reply 1924 20.00 사랑해 (Pick me)</p>

Figure 9. X-School season 3 curriculum  
Source: Xwavers.id

The proselytization methods used by the teachers, Fuadh Naim, and other experienced ex-trainees are also very interesting because they are considered not to cultivate Korean culture, but to use Korean culture as part of their da'wah. This is in accordance with the concept of cultural acculturation, where cultural

acculturation with Islam is carried out by fulfilling the limits of what is good and permissible for humans to do, these limits, namely: not violating halal-haram provisions, bringing goodness, not causing damage, in accordance with the principles of wala' (love for Allah SWT and whatever Allah SWT loves), and al-Bara' (disengage and hate whatever Allah SWT hates) (Alif, Mafthukhatul, and Ahmala 2020). This phenomenon is a form of good cultural acculturation, because the application of Korean culture still pays attention to the provisions of limits in Islam, the use of culture succeeds in attracting certain groups to participate in joint studies.

<b>That That</b> 11 & 12 Juli 2022   20:00 WIB - drop	2022. X-School is coming back! Yuk benarkan lebih-debat dengan program X-School 2022 di MPLS.
<b>Feel My Rhythm</b> 18 & 19 Juli 2022   20:00 WIB - drop	Because everyone has their own rhythm in life. Let's learn how to dance in the rain.
<b>Loves, Maybe</b> 25 & 26 Juli 2022   20:00 WIB - drop	It's love... or maybe it isn't. Should I follow my mind or my heart?
<b>Polaroid Love</b> 1 & 2 Agustus 2022   20:00 WIB - drop	Setelah cinta seolah berhadapan mecerukan-hiya.
<b>JIKINI</b> 8 & 9 Agustus 2022   20:00 WIB - drop	A step that won't go wrong. I go straight to You.
<b>Games Week</b> 13 Agustus 2022   20:00 WIB - drop	
<b>Love Theory</b> 22 & 23 Agustus 2022   20:00 WIB - drop	Teori cinta dari Saig Pericita.
<b>Yet To Come</b> 29 & 30 Agustus 2022   20:00 WIB - drop	The best moment is yet to come.
<b>Games Week</b> 5 September 2022   20:00 WIB - drop	
<b>Love Dive</b> 12 & 13 September 2022   20:00 WIB - drop	Let's dive into the past and find the love that has been shimmering us since before we exist.
<b>ZOOM</b> 18 & 20 September 2022   20:00 WIB - drop	Zoom in to the truth we might never know before.

Figure 10. X-School season 4 curriculum  
Source: Xwavers.id

Currently, the X-School program is still held for a fee, but the following of this event is fairly large, because it can gather participants with the same background, namely: Korean culture fans from all fandoms. Fandom refers to a particular group of passions. X-School 2023 was organized for the BTS boyband fandom ARMY to participate in (Figure 11).



### X-SCHOOL 2023: ARMY IN THE PROOF

2023 | Religion, Training, K-Pop, Entertainment | 74 | Limited Seat

X-School 2023: ARMY IN THE PROOF adalah program kolaborasi antara XWAVERS dan X-ARMY untuk membuat sebuah ruang jumpa bagi seluruh ARMY Indonesia. Di sini kita akan belajar dalam bersama-sama tanpa harus men-judge satu sama lain.

ARMY sebagai salah satu K-fandom terbesar di Indonesia, yang dipelopori oleh grup musik yang memiliki potensi besar yang bisa bermanfaat untuk dirinya sendiri dan orang lain.

Sangatnya, nama yang ditetapkan bisa menjadi sebuah kekilapan, seringkali disampaikan dengan cara-cara yang "ngakber" teman-teman X-Wavers, khususnya ARMY.

Untuk itulah X-School dibuat. Supaya kamu para ARMY, bisa lebih nyaman, tenang dan belajar agama, supaya bisa jadi fans yang ekstraktif, yang berbeda, yang ngak biasa, karena sudah terbiasa dengan pemahaman Islam di kalangan.

Figure 11. X-School 2023 program attended by BTS fans called ARMY  
Source: Xwavers.id

## Discussion

### Using Various Popular Korean Terms

The usage of Korean language to attract young people's attention to YukNgaji content has a positive impact. The usage of Korean words makes YukNgaji's da'wah content easier to grasp and more appealing to hallyu fans, which are already familiar with the language, ensuring that it is well received. According to Wahyono (2016), the main medium of communication is language so it is very important to have an understanding of language in social life. With language, a person is able to convey their intentions and goals so that the information and messages conveyed to others or the community are conveyed properly. Information and messages to be conveyed must also be fully discussed so that the meaning can be understood by the recipient easily because difficulties in understanding information and messages can lead to differences in interpretation and understanding.

Just as the characteristics of da'wah verses in the Qur'an also use language that is expansive, flexible, firm, and precise (Zain, Maimun, and Fuadi 2017), the use of various popular Korean terms can be a contemporary method to make da'wah easier to understand for Hallyu fans. The use of various Korean terms can influence the audience or listeners of da'wah. This is in line with Juriana's (2017) statement that the ability of a preacher or *dā'i* to communicate can influence the truth of the relative thinking of the audience or *mustami'* (listeners) if done effectively.

### Korean Nuanced Da'wah Media

In da'wah, one of the things that needs to be considered is adjusting norms and traditions but not violating the rules that have been written in the Qur'an. For example, we must adjust the style and habits of the surrounding community before delivering da'wah. According to Zain et al. (2017), the da'wah action

carried out by each individual Muslim should consider the norms and traditions that apply in a society and not conflict with the values of goodness (*al-khair*) which are universal and outlined by the Quran and Alhadith.

Da'wah is a communication process. Errors in communication are not only the fault of the communicator delivering the message but can also occur in communicants who do not listen to the contents of the message from the communicator properly (Aufirandra, Adelya, and Ulfah 2017). Because the subject of the YukNgaji community's da'wah is a Hallyu fan, this community inserts elements of Hallyu-an into the da'wah content and still provides advice with good delivery so that communicator errors in delivering messages can be avoided. If the subject of da'wah already feels a match (for example, the content is similar to what is usually watched because it contains Hallyu elements), then da'wah will be easier to convey. This is in accordance with (Sulaeman, Fazri, and Fairuz 2020) research which states that building media for delivering da'wah using Youtube is not as easy as delivering material conventionally. This is because, it must pay attention to various methods of language and ethics in it. Thus, it needs a lot of adjustments in providing religious information for the community.

What Ustad Felix Siauww did exemplifies not to do social discrimination (Fatihah 2018). This is based on Q.S. Abasa[80]: 1-2: which means "He (Muhammad) turned sour and turned away, because a blind man had come to him" and Q.S. Al-Baqarah[2]: 83 which translates as "And speak to all men in a kind manner". In this case. Ustad Felix Siauww, despite having different interests, still respects the interests of Hallyu fans and does not use harsh or hurtful words in delivering his da'wah. In terms of substance, the communication carried out by Ustad Felix Siauww still reflects *Qulan Sadida* or Islam must inform or convey factual truth (only the truth), be honest, not lie, and not fabricate or manipulate facts.

According to Fatihah (2018), the ethics of da'wah Al-Shidq means truthfulness or not lying and Tawadhu means to humble oneself and show love and compassion towards believers, especially towards new converts (muallaf), to strengthen their faith. Besides of being truth (Al-shidq), Ustad Felix, as a prominent religious figure, shows the ethics of da'wah, especially Tawadu, by not belittling and showing compassion towards items considered valuable by the Hallyu community.

### Opening Korean Language Learning Classes

**As a wise person, when da'wah, you must look at the right situation and conditions and convey with the right words** (Muslimah 2016). In Islam, the way the Prophet delivered da'wah is called "jawami al-qalam" or a short sermon, but with words that are dense in meaning. Similarly, if da'wah preachers wish to communicate with Hallyu fans, they must first grasp their culture.

Asmar (2020) argues that da'wah itself is actually communication, and da'wah without communication cannot reach the desired targets. By teaching Korean, YukNgaji also helps to expand the means of communication for da'wah by incorporating da'wah into the process of teaching Korean.

YukNgaji's Study Korean with Babo (바보공방) courses is tailored to the needs of hallyu fans, allowing them to learn Korean while also deepening their understanding of Islam. This activity is included in the da'wah activities of Ta'lim and Tarbiyah because there is a process of transferring knowledge accompanied by the transfer of Islamic teaching values. According to Zain, Ta'lim is defined as a teaching process that strengthens the level of understanding of the community, while tarbiyah not only contains the meaning of teaching, but also encourages humans to implement it in their daily lives. Tarbiyah is not only a transfer of knowledge, but also a process of transferring Islamic values. The insertion of Islamic values in Korean learning material shows that learning Korean is one of the da'wah strategies carried out by YukNgaji to the Hallyu community.

Besides, time by learning, for example learning Korean, is one form of making good use of time. The first verse of Surat al-'Ashr uses time as an oath. This shows that time is an important thing that must be considered in its use (Nurasih, Rasidin, and Witro 2020). Islam obliges its people to learn and study both men and women, from birth to death (Kumala Sari 2017). Husain bin Ali narrated that the Prophet said, "Demanding knowledge is obligatory for every Muslim

### Opening X School Class

The da'wah method used by the teachers, Fuadh Naim, and other experienced ex-trainees are also very interesting because they are considered not to cultivate Korean culture, but to use Korean culture as part of their da'wah. This is in accordance with the concept of cultural acculturation, where cultural acculturation with Islam is carried out by fulfilling the limits of what is good and permissible for humans to do, these limits, namely: not violating halal-haram provisions, bringing goodness, not causing damage, in accordance with the principles of wala' (love for Allah SWT and whatever Allah SWT loves), and al-Bara' (disengage and hate whatever Allah SWT hates) (Alif, Mafthukhatul, and Ahmala 2020). This phenomenon is a form of good cultural acculturation, because the application of Korean culture still pays attention to the provisions of limits in Islam, the use of culture succeeds in attracting certain groups to participate in joint studies.



Figure 12. Responses from program participants  
Source: Fuadh Naim YouTube channel

Many of the program participants felt the positive impact of the existence of this program (Figure 12). Research showed that respondents who participated in



the x-kwavers program experienced an increase in religiosity by 33.26%, namely a closer relationship with Allah and the prophet (Waty, Handrianto, and Supraha 2023). Positive responses arise because of the interesting da'wah methods, the humor of each teacher, and all of them are given the opportunity to work together. The amount of participation and study in X-school shows that this media is quite effective in providing meaning to K-pop fans. This is in accordance with research which states that the effectiveness of social media da'wah can be seen from the frequency of intensity of a person using the media and then practicing the content of the message conveyed by the da'wah study (Syaifuddin and Muhid 2021).

The X-School program demonstrates the implementation of one of the da'wah activities, namely Ta'lim and Tarbiyah, as it involves the transfer of knowledge along with the values of Islamic teachings. According to (Zain, Maimun, and Fuadi 2017), Ta'lim and Tarbiyah will not succeed if conducted only incidentally and temporarily; they require a long-term and continuous effort. The ongoing nature of the X-School program to this day shows that this da'wah activity has been carried out continuously since it was first initiated.

The study by Ummah, Rosa, and Mutaqin (2022) on YukNgaji team's interpretation of Prophet's Hadiths shows a tendency towards textual interpretation, primarily focusing on the wording of the texts. However, aspects such as sababul wurud (reason for revelation), historical context, controversial Hadiths, supporting Hadiths, and commentaries from classical scholars are rarely discussed in their discourse. Despite the somewhat superficial nature of the content presented, the Yuk Ngaji team successfully connects the content of Hadith texts with the current context, making it easier to digest and understand by the general public.

This approach aligns with the da'wah methods adopted by the YukNgaji community, namely Bil Hikmah (conveying da'wah in a wise manner), Mauidhah Hasanah (offering good advice), and Mujadalah (engaging in dialogue). As described by Aula and Abas (2020), these methods emphasize delivering da'wah without coercion, pressure, or conflict, allowing the audience to embrace it voluntarily. In practice, the YukNgaji community adjusts the language, content, and presentation style of speakers to enhance the audience's enthusiasm for engaging with their class.

## Conclusion

The da'wah strategies implemented by YukNgaji demonstrate innovation in engaging fans of Korean culture to learn Islam together. These strategies include using popular Korean terms, Korean-themed da'wah media, Korean language classes, and X-School classes. This approach is conducted without coercion and judgment towards Korean culture fans, but rather utilizes Korean culture as a means to facilitate understanding and attract their interest. So far, the weakness of this study lies in the lack of reference sources concerning other communities in Indonesia that also engage in da'wah with Hallyu nuances. This research has not analyzed other social media used by YukNgaji such as Instagram or Facebook.

This research also has not analyzed various collaborative contents between da'wah practitioners outside YukNgaji and YukNgaji members in the context of da'wah related to Hallyu.

The hope is that this research can serve as an important addition to studies on the Hallyu community. Furthermore, it is also hoped that this research can inspire innovations in broad da'wah implementation, especially to reach specific participant segments such as fans of Korean culture. For future research, it is recommended to explore other da'wah strategies of the YukNgaji community involving other social media used by YukNgaji or other collaborations with communities outside YukNgaji. In addition, future researchers can also explore da'wah strategies aimed at other fan communities such as Japanese culture fans (WIBU) or adapt YukNgaji's da'wah strategies to the context of other fan communities.

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