Phenomenological Study of the Use of Discord Application as a Medium of Da'wah Communication to the Salam Talk Community

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ABSTRACT

Da'wah, that is happening today, is no longer centered on the pulpit. One of the phenomena carried out in the newest application is Discord, which game players widely use for preaching in a modern way through an existing community, namely "Salam Talk." This research was used to answer questions about the occurrence of the Difusi phenomenon of using the Discord application in the "Salam Talk" community in preaching and the supporting factors for the occurrence of the phenomenon in the "Salam Talk" community. The theory used is Alfred Schutz's phenomenological theory, which specializes in the experiences of each member with a concentration on problems arising from textual interpretation. The research method used is Merleau-Ponty's phenomenology, describing phenomena, context, and situation as part of the approach. The phenomenon in this study is the experience of using Discord as a da'wah medium in the "Salam Talk" community. The findings of this study obtain results that are present in the form of ease in learning about Islam. With sensory experiences, such as wise experiences that involve interaction, emotional experiences include affection for the community and reflective experiences when one understands phenomenal thoughts. These social experiences involve interaction between members and religious experiences that make a person feel more able to deepen his religion while experiencing movement. The phenomenon of "Preaching Through Discord."

Keywords: Discord, Phenomenology, Salam Talk, Da'wah Communication

ABSTRAK

Dakwah, yang terjadi hari ini, tidak lagi berpusat di mimbar. Salah satu fenomena yang dilakukan dalam aplikasi terbaru adalah Discord, yang banyak digunakan oleh para pemain game untuk berdakwah secara modern melalui komunitas yang ada yaitu "Salam Talk." Penelitian ini digunakan untuk menjawab pertanyaan mengenai terjadinya fenomena Difusi penggunaan aplikasi Discord pada komunitas "Salam Talk" dalam berdakwah dan faktor pendukung terjadinya fenomena tersebut pada komunitas "Salam Talk". Teori yang digunakan adalah teori fenomenologi Alfred Schutz yang mengkhususkan pada pengalaman masing-masing anggota dengan konsentrasi pada permasalahan yang timbul dari penafsiran tekstual. Metode penelitian yang digunakan adalah fenomenologi Merleau-Ponty yang mendeskripsikan fenomena, konteks, dan situasi sebagai bagian dari pendekatan. Fenomena dalam penelitian ini adalah pengalaman penggunaan Discord sebagai media dakwah pada komunitas "Salam Talk". Temuan penelitian ini memperoleh hasil yang hadir berupa kemudahan dalam mempelajari agama Islam. Dengan pengalaman indrawi, seperti pengalaman bijak yang melibatkan interaksi, pengalaman emosional meliputi kasih sayang terhadap masyarakat dan pengalaman reflektif ketika memahami pemikiran fenomenal. Pengalaman sosial tersebut melibatkan interaksi antar anggota dan pengalaman keagamaan yang membuat seseorang merasa lebih mampu memperdalam agamanya saat mengalami pergerakan. Fenomena "Berdakwah Melalui Discord".

Kata kunci: Discord, Fenomenologi, Salam Talk, Komunikasi Dakwah

Introduction

Da'wah is one of the most important means for the progress and development of Islam, both now and in the future. Da'wah itself is an obligation for Muslims through Q.S al- Imran verse 104:

$$\text{وَلْتَكُنْ مِنْكُمْ أُمَّةٌ يَّدْعُوْنَ اِلَى الْخَيْرِ وَيَأْمُرُوْنَ بِالْمَعْرُوْفِ وَيَنْهَوْنَ عَنِ الْمُنْكَرِ ۚ وَأُولٰٓئِكَ هُمُ الْمُفْلِحُوْنَ}$$

"And let there be among you and let there be among you a group of people who call to virtue, enjoin the ma'ruf and prevent from the munkar, they are the lucky ones," (Hayati, 2021: 1).

Da'wah itself can be done individually or in groups. Individual da'wah is usually done without a plan while group da'wah usually has its own plan. In order for the da'wah itself to run well and effectively, it must have a plan and provisions prepared.

Nowadays, it is not strange to preach through social media, which has quite a lot of users. The development of technology has provided various kinds of convenience in finding and exploring information through the internet. The internet has become a major necessity for social life. The utilization of the internet as a medium for preaching is one of the new breakthroughs for preachers. By utilizing social media as a media for preaching, it can provide information about Islam more easily because it has removed the dimensions of time, distance and place.

One of the media that has quite a lot of users at this time is the Discord application. The Discord application is one of the social media that was originally intended for gamers. The Discord application itself has two excellent features, namely voice channel and text channel, besides the Discord application which can be downloaded cross-platform such as via android, iphone, laptop, and almost all types of communication devices can download the Discord application via the web. With advantages such as cross-platform and cross-country can provide Discord with various kinds of convenience for its users, therefore the Discord application can provide new media for modern preaching through existing communities.

With the emergence of the Discord application as a medium for socializing between gamers in creating communities, many other communities besides gamers have sprung up and use the Discord application as the main medium for communication, and there are even communities based on Islam to carry out da'wah. However, not all Islamic communities have many members who are active and participate in spreading about Islam. In addition, there are not many communities based on Islam that also spread da'wah consistently in the Discord application. One of the largest Islamic communities in the Discord application is "Salam Talk" which has 15,061 members from various countries as many as 15,061 people from the "Salam Talk" community itself has several moderators who regulate the flow of the community with several rules regarding the running of this Islamic community. Some rules regulate how to interact with the opposite sex, the rule of no words containing SARA. Through this community the moderators also build channels for the spread of Islam such as reading the Qur'an together, explaining about Islamic things such as holidays, pillars of Islam and so on, explaining about tawhid, about hadith and others. The da'wah messages conveyed in this community have attracted the attention of many foreigners ranging from young people aged 14 years to adults aged 20-30 years. Although the community about Islam is less than the community about gamers, this community can consistently attract members slowly until it is as big as it is today.

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With Alfred Schutz's theory of phenomenology in conducting research. According to Alfred Schutz in his book Phenomenology of the Social World argues that he emphasizes phenomenology as an individual's subjective experience, the influence of how past experiences in giving meaning to events that occur today, and how the role of intersubjectivity in social interaction. In its perspective, phenomenology sees how interactions are carried out in daily activities and form a sense of reality (Nasu, 2012: 764). Schutz introduced several concepts in his phenomenology, namely: *Life-World,* Schutz introduced the concept of the life world, which is a frame of reference in which individuals carry out their daily activities. The life-world itself is the world in which social reality occurs, where each individual carries out social interactions, gives meaning to life, and gives meaning to their experiences. Schutz sees this concept as the main framework that integrates individual experiences with the larger social world.

Relevance and Reference, in a Life World, individuals give meaning to events through the process of "relevance". Relevance itself refers to how an individual's ability to identify situations that are relevant to them based on past experiences. Reference is the way an individual refers to past experiences and existing knowledge to understand the current situation. By looking at previous experiences, individuals can understand the deeper meaning of how the situation occurs in the present.

Action and Motivation, Schutz considers human action as a response to a situation based on the motivation of each individual. The action itself is done to achieve a desired goal, and meaning is given to the action through motivation and purpose. Social action is shaped by each individual's interpretation of the goal to be achieved.

Intersubjectivity. Schutz realized the importance of intersubjectivity in day-to-day social interactions. Intersubjectivity is the ability of individuals to understand each other through the mediation of shared experiences and the meanings that will be given to various situations. In interaction, individuals seek to understand how other individuals give meaning to situations and how they perceive them.

Types of Social Construction. Schutz identifies the concept of "general types", which refers directly to abstract concepts that assist individuals in categorizing and understanding their experiences. One example is individuals who can understand social roles such as friends, parents by referring to the concept of general types.

Result and Discussion

Lee and Zaki as Moderators of the Salam Talk community said that seeing phenomena can be carried out subjectively. Phenomenology according to Schutz offers a new perspective on the focus of study in research and explores the meaning of a reality that exists in the community.

Explore the meaning of a reality that exists in everyday life and with a form of social science development. This can be interpreted that phenomenology is a way of seeing a phenomenon based on the feeling experience of each individual subjectively or based on their respective human perceptions.

Based on the three problems above, the phenomenon of the "Use of the Discord Application as a Media for Da'wah Communication" movement has great potential to make members of the Discord application more active.

1. Forms of Phenomena

A phenomenon is an event that can be seen, observed, and assessed based on scientific lines. The phenomenon here is the "Use of Discord Application as a Media for Da'wah Communication" movement which presents various interesting concepts and is different from most other social media and is considered different by its users. Based on the facts that researchers get, this phenomenon was chosen because it is considered to be something unique and different because this community is also the first community to bring Islam into the Discord application from most of the communities contained in this application.

Most communities in the Discord application are online gaming communities that use this application as a medium of communication when playing or live streaming, but the Salam Talk community provides an experience by creating a community with Islamic channels that spread da'wah in a modern and attractive way in accordance with the times. This uniqueness is what makes this community able to attract interested users of this application to join as one of its members. This idea is presented by proposing interesting solutions to make it easier and help members to be enthusiastic about learning more about Islam.

There is a lot about Islam that is tailored to the conditions of its members. This phenomenon can be seen in the form of varied channels and is considered something different so as to attract its members, some of the focuses that researchers present from this community include:

2. The Islamic Hijri Date channel is intended to remind and commemorate the Islamic holidays that will be held. Members who do not understand Islam, are just learning about Islam, or members who usually forget about Islamic holidays can remember more about Islamic holidays because this channel always informs and reminds about Islamic holidays.

3. Salam Charity channel, this channel presents a variety of zakat options that can be chosen by members to do charity according to their wishes. This channel provides information about the disaster that is happening and creates a forum to help collect aid to be distributed to disaster centers that are being hit by the disaster.

a. Charity Announcement Channel, this channel is used to provide information about what zakat is taking place, and this channel is only limited to a place to convey information only.

b. Supported Charities Channel, this channel is used to share zakat links obtained from the Government Zakat Agency in each country that is experiencing a disaster. The zakat links are transparent so they can be trusted.

c. Event Channel, the function of this channel is to determine the level of urgency that is most important to be prioritized.

d. Charity-Imquiries channel, the function of this channel is only to share chat among community members who want to give zakat.

4. Islamic Event channel, this channel was created to follow up on what has been determined by the Islamic Hijri Date channel. This channel is used as a medium to celebrate the agendas on the Islamic Hijri Date channel such as games, interactive quizzes, and book reviews.

5. Alfred Schutz's Classification of Phenomena

a. Life World

In seeing the life world of the phenomenon in Discord, it can be seen how a person experiences the world and what forms it contains. The phenomenological experience approach here emphasizes how to see each person's direct experience subjectively (Hasbiansyah, 2018). Time is an important part of

seeing a phenomenon. A perceptual experience, each individual has their own way of approach.

In the time dimension in the phenomenon of the "Use of Discord Application as a Media for Da'wah Communication" movement starting on August 10, 2018 this community joined the Discord application. The movement "The Use of Discord Application as a Media for Da'wah Communication." This phenomenon has only shown results in 2020, from the results of the researcher's observations of the members in getting the speed of receiving the movement varies.

b. Relevance and Reference

According to the analysis, community members see the phenomenon of following the "Use of Discord Application as a Da'wah Communication Media" movement as applying to religious life, namely:

The "Use of Discord Application as a Media for Da'wah Communication" movement is a solution to the religious problems of community members. Community members see that this program can increase people's motivation to deepen religious knowledge and participate in activities held by this community and provide alternative solutions for other members who are having problems both worship problems and social problems. Based on the results described in the

previous chapter, the number of active members who joined the Salam Talk community has increased every year since the introduction of the phenomenon.

Allah SWT will elevate the degrees of those who seek knowledge for His pleasure. In the Qur'an, Allah SWT says in Q.S. At-Taubah verse 122:

۞ وَمَا كَانَ الْمُؤْمِنُوْنَ لِيَنْفِرُوْا كَآفَّةً ۚ فَلَوْلَا نَفَرَ مِنْ كُلِّ فِرْقَةٍ مِّنْهُمْ طَآئِفَةٌ لِّيَتَفَقَّهُوْا فِى الدِّيْنِ وَلِيُنْذِرُوْا قَوْمَهُمْ اِذَا رَجَعُوْٓا اِلَيْهِمْ لَعَلَّهُمْ يَحْذَرُوْنَ ع

"It is not proper for believers should not all go (to war). Why not go from each group among them a few men to deepen their knowledge of religion and to warn their people when they return, so that they may protect themselves."

The phenomenon of the "Use of Discord Application as a Media for Da'wah Communication" movement in the Salam Talk community on the Discord application, can be a new intermediary for Salam Talk community members to get to know each member of each other. This fosters a feeling of comfort, security and happiness like having a second home. Seen from the enthusiasm of the community members in an effort to prosper and follow the religious activities held by the Salam

Talk community religious activities held by the Salam Talk community, making members feel comfortable and happy.

At this time, da'wah is not only carried out limited to the pulpit of the mosque to participants or sermons in mosques, mosques, offices or schools and other formal institutions, but the spread of da'wah is now a lot through new media technology such as the internet which makes it easier for Muslims to gain knowledge about Islam through many things on the internet.

When referring to Nasaruddin Latif, da'wah itself is an effort or activity by speech or writing that is calling, inviting, calling other individuals to believe and obey Allah SWT in accordance with the creed and shari'ah and Islamic morals.

Da'wah itself is a great power in the way of Allah and is a highly recommended charity because of the many virtues in carrying it out. In accordance with the narration of the Companion of Jarir bin Abdillah Radhiyallahu anhu, the Prophet (peace and blessings of Allah be upon him) said:

مَنْ سَنَّ فِي الإِسْلاَمِ سُنَّةً حَسَنَةً فَعُمِلَ بِهَا بَعْدَهُ كُتِبَ لَهُ مِثْلُ أَجْرِ مَنْ عَمِلَ بِهَا وَلاَ يَنْقُصُ مِنْ أُجُورِهِمْ شَىْءٌ وَمَنْ سَنَّ فِي الإِسْلاَمِ سُنَّةً سَيِّئَةً فَعُمِلَ بِهَا بَعْدَهُ كُتِبَ عَلَيْهِ مِثْلُ وِزْرِ مَنْ عَمِلَ بِهَا وَلاَ يَنْقُصُ مِنْ أَوْزَارِهِمْ شَىْءٌ

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"Whoever sets example of a good deed, he will have the reward of that deed and the reward of those who follow it (until the Day of Judgment) without diminishing their reward in the least. And whoever sets a bad example, he will have the sin of that deed and the sin of those who follow him (until the Day of Resurrection) without diminishing their sin in the least." (HR. Muslim, No. 1017).

Based on the researcher's observations, the informants determined to accept the phenomenon of the "Use of Discord Application as a Da'wah Communication Media" movement and accepted the phenomenon because they had several interests, namely:

1. Ease of access and many benefits are one of the main attraction factors of all informants. Discord, which can be accessed from any type of device, allows informants to learn wherever and whenever needed.

2. Salam Talk uses the main reference in the form of the Qur'an and Hadith in carrying out the movement "Use of Discord Application as a Da'wah Communication Media" which makes members interested because it is in accordance with the values of Islamic teachings.

Based on what has been explained above, the decision of Salam Talk community members to adopt or reject a phenomenon of the "Use of Discord Application as a Da'wah Communication Media" movement

depends on the basic experience of the individual, mainly through the scope of reference of the type and amount of experience.

In adjusting behavior to the norms of its surroundings, an individual will look to the reference group. Kotler and Keller explain that reference groups are individuals who have direct or indirect influence based on individual attitudes and behavior.

Based on the assumption of action theory, it states that subjects move or behave in order to achieve certain goals. These goals include the need for food, drink, protection, safety, the desire to be appreciated, the desire for self-esteem, and others. In order for these goals to be achieved, the thing that can be done is to work.

The purpose of individual action is divided into two parts, namely motivational orientation and value orientation. The motivational stage covers the direction or focus of each individual's motivation in achieving certain goals, including individual choices of what types of motivation influence their behavior, while value orientation can refer to the hierarchy of values held by an individual, these values reflect the beliefs and principles for an individual in making decisions. The behavior of individuals is the result of how individual interactions with their environment are formed in knowledge, attitudes and actions. Behavior itself is an individual response in feeling a stimulus that comes from outside or from within an individual, after going through the process of thinking and acting, the response that appears is visible behavior.

3. Action and Motivation

Emotional experiences that include how the feelings and affections of each individual by describing emotions subjectively. have a nature that approves or disapproves of the phenomenon. The individual will find out more about the existing phenomenon and the benefits when using the information.

From looking at the affection of the members, they can see that the relative advantage is an assessment based on the benefits obtained if the phenomenon exists. Like the relative advantages that members feel, namely:

The advantage of this aspect is that the movement "Use of Discord Application as a Da'wah Communication Media" can be used by community members as a means of da'wah used to invite other members to do good community members as a means of da'wah used to invite other members to do good. With the features in the Discord application and the activeness of the moderators, members who previously found it difficult to find out and get studies about Islam due to lack of knowledge about internet access have come to understand it. The emergence of the movement idea "The Use of Discord Application as a Da'wah Communication Media" through this social media that the Salam Talk community began to develop can complement the needs of members about religious information more efficiently because it can be accessed by anyone, anytime and anywhere.

With the features and services provided by the Salam Talk community, community members feel helped in finding information about Islam. The members feel the benefits of joining this community such as the emergence of a sense of security and comfort because the privacy of members is guaranteed, and adding new brothers because the interaction runs every day making togetherness feel warm.

Nevertheless, this process runs without the slightest element of coercion carried out by the Salam Talk community in inviting community members to continue to learn about Islam or participate in events organized by this community. The perspective of the benefits felt by the members is what raises the awareness of the heart to be enthusiastic in learning about Islam organized by this community.

Phenomena that are considered appropriate when it has been seen to what extent the existing values, past experiences and potential needs can be said to be a phenomenon compatibility. Phenomena that not in accordance with the value of the social system of a community then the phenomenon will not occur or occur.

Based on the research results, the values believed in this phenomenon are in line with what the members adhere to so that they decide to support the "Use of Discord Application as a Media for Da'wah Communication" movement. The main focus of this community itself is to invite doing good through da'wah messages using arguments based on the Qur'an and Hadith. In addition, this community is also trying to focus on helping countries that are experiencing disasters with

its own channel. All the focus carried out by this community is in accordance with the Islamic norms that apply within each member of the community so that the phenomenon can be accepted by the members.

The experience that exists in this phenomenon is a level where the phenomenon is considered relatively difficult to learn and use. The emergence of the "Use of Discord Application as a Media for Da'wah Communication" movement is a new phenomenon from the development of da'wah facilities. The speed in influencing individuals depends on how easy a phenomenon is to learn. Likewise, the ease provided by this community is because the existing features have been adapted to the segmentation of the community in fostering motivation and enthusiasm for members to continue learning about Islam from this phenomenon. The easier it is for members to understand, the faster the phenomenon is accepted.

Based on the research results, this phenomenon is considered quite easy to learn and run. This is evident from all informants' opinions that researchers have discussed in the previous chapter. The informants felt that the "Use of Discord Application as a Media for Da'wah Communication" movement made it easier for them to learn and give zakat without having to go to a place, their good intentions could be directly realized by using gadgets only.

4. Intersubjectivity

This level is how to see deep reflections on one's subjective experiences based on individual thoughts, feelings and motivations.

Intersubjective experiences occur when an individual or a group of other decision-makers gain information on the existence of a phenomenon and receive an understanding of its function. The analysis that researchers get, community members first know and have awareness about the phenomenon that exists and then know its usefulness.

Salam Talk community members certainly have their own reflections on how the phenomenon they see functions. According to the data findings above, the informants think that the "Use of Discord Application as a Da'wah Communication Media" movement has relevant functions, such as:

a.   As a means of sharing religious knowledge through text, voice or video channels to make learning and understanding about Islam easier.

b.   A means of exchanging ideas and discussions of community members to exchange ideas on da'wah or religious topics and exchange views.

c.   Spiritual growth of community members through lectures, studies and other dawah resources to gain inspiration and motivation.

d.   To reach a wider audience as Discord is used online and can connect with people from different parts of the world.

The experience of introspection or knowledge of its function is directly related to the phenomenon of principles in the daily lives of community members. Before this phenomenon, community members found it difficult to get information and learn about Islam because they had to look for studies directly at the mosque. But now with the phenomenon of this movement, members will find it easier to get information because of technology. Information about Islam can be accessed online according to the needs of each member.

5. Types of Social Construction

Communication channels are the media used to transfer information or messages from communicators to communicants. The process of the movement phenomenon "The Use of Discord Application as a Media for Da'wah Communication" proves that there are various communication channels used by the Salam Talk community in spreading the phenomenon, especially by using an interpersonal communication approach. In this case, Salam Talk moderators communicate directly and actively in chat rooms containing community members to invite and provide an understanding of Islamic da'wah in detail.

In addition to attracting members to deepen their religious knowledge. This community has its own application that can be "Salam App", but this application can only be used for android users because this application is only in the play store. Salam Talk also carries out the dissemination of the Phenomenon by utilizing popular social media

through Instagram @salamtalkofficial, Twitter @Salam_Talk, and has its own Reddit Sub named r/salamtalk on the Reddit application. Reddit is one of the largest social media outside Asia. In the viewpoint of mass communication, the news of information disseminated by the media can reach all regions. Some interviewees commented that they were happy because of the presence of Islamic content on social media.

The Salam Talk community continues to generate enthusiasm and motivation for members to always learn about Islam even though the increase is little by little, the Salam Talk community presents varied channels that can be selected according to the needs of each member. This indirectly makes this community have its own charm. Through the process of the phenomenon "The Use of Discord Application as a Da'wah Communication Media", members already have awareness in carrying out their obligations in choosing how to learn Islam according to their own abilities. Of course, this awareness does not escape the moderators of the Salam Talk community who always educate community members directly and guide them in using the features in the Discord application. This defined social system is basically a social system that knows and participates in the movement "The Use of Discord Application as a Medium of Da'wah Communication." The part that

The part that is meant in this idea is the delivery of information, namely the moderator of the Salam Talk community and Salam Talk community members who can access information about the

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"Use of Discord Application as a Media for Da'wah Communication" movement in new media. The existence of changes in ways of thinking, perspectives, attitudes, and behavior is a sign that the phenomenon plays a role in making renewal occur. Based on this statement, the phenomenon is very familiar with changes in the social system, while social change is related to the social system of the community social system of the society. The social system is an overall component of the elements of the social order, value system, and human behavior that are closely related and each element works independently, or in tandem with each other to support each other in order to achieve the goals of human life in society. The social system is a combination of functionally different units and is involved in cooperation to solve problems in achieving common goals. The structure in this system affects the phenomenon and the norms, the role of community leaders and agents of change, the type of phenomenon decision, and the consequences of the phenomenon itself.

Based on the analysis, the dissemination of information based on the movement "Use of Discord Application as a Media for Da'wah Communication" based on interpersonal communication channels in a social system has proven to be influential and very effective in attracting members. The effort to invite community members to join the Salam Talk community on the Discord application is said to be successful with the existence of interpersonal communication, which is a model of communication whose waves of occurrence are quite large in life

communication model whose waves of occurrence are quite large in everyday life.

The ways that the Salam Talk community does is by building two-way communication between moderators and members. Salam Tallk strategizes by taking subjective and informal approach steps through movements that involve community members. This has an effect on good feedback, seen in the solidarity and level of member participation that continues to increase. Salam Talk community interpersonal communication is dynamic based on reciprocity and sustainability. The efficiency of interpersonal communication is not determined by the message alone but also interpersonal relationships. This condition is an activity that is built on an ongoing basis and there is an emotional bond that exists between the moderator and members of the Salam Talk community.

Interpersonal communication according to Sunarto has the characteristics of reciprocity in giving or receiving information, providing a sense of closeness and familiarity. The moderator acts as an accurate interpersonal communicator who must be open to communicants, communicants here are community members. The statement above mentioned that giving a sense of closeness and familiarity gives a sense of closeness that the Salam Talk moderator does by being active in each channel and holding events in the community. This gives good results in the enthusiasm and activeness of Salam Talk community members in every activity. In addition, mass communication

also plays an important role in the successful spread of the "Use of Discord Application as a Media for Da'wah Communication" movement. As a communication medium, The influence of mass communication has a role in creating behavior, attitudes, and conditions of members such as changes in society from traditional to modern, modern to post-modern, and others.

In this digital era, the method of spreading Islam in preaching has also developed. As the Salam Talk community does by utilizing social media as a means of spreading Islamic preaching messages along with the development of existing technology. This has proven to be quite successful in attracting members to want to access information about Islam because it can be done anytime and anywhere. In addition, mass communication also plays an important role in the successful spread of the "Use of Discord Application as a Media for Da'wah Communication" movement. As a communication medium, The influence of mass communication has a role in creating behavior, attitudes, and conditions of members such as changes in society from traditional to modern, modern to post-modern, and others.

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Conclusion

Based on the data and findings that have been collected and analyzed in this study, the researcher can conclude that: The results of the study found that the phenomenon of the "Use of Discord Application as a Da'wah Communication Media" movement initiated by the Salam Talk community in the form of services and convenience in worship such as: study of the Qur'an and Hadith, learning about Islam, and distributing zakat throughout the world is considered a phenomenon that is considered new and unique, it is successfully communicated to community members through various channels such as: interpersonal channels, media and group communication. Researchers see the success of the "Use of Discord Application as a Da'wah Communication Media" movement in the Salam Talk community to improve the quality of comfort is influenced by the sense of experience felt directly by community members.

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