

Communication of Da'wah in the Creative Muslim Community: A Study on the Hijrah Yuk Ngaji Community

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Article Info	ABSTRACT
Keywords: Da'wah Communication, Creative Community, Yuk Ngaji Community, Creative Da'wah Strategy.	This study aims to analyze the forms and strategies of da'wah communication implemented within a creative Muslim community, focusing on the Hijrah Yuk Ngaji Community. This community is known as a platform for young people who promote the spirit of da'wah through contemporary approaches and digital media. The research method used is a descriptive qualitative approach with data collection techniques including in-depth interviews, participatory observation, and document studies. The results of the study show that the Yuk Ngaji Community has successfully implemented effective and adaptive da'wah communication strategies tailored to the characteristics of the younger generation by utilizing various da'wah models such as bil-lisan (verbal preaching), bil-qalam (written preaching), and bil-hal (preaching through actions). This community does not solely rely on lectures or Islamic studies but actively uses social media and digital platforms as the main tools for delivering communicative, relevant, and inspiring da'wah messages. Member involvement in the da'wah process and a structured cadre system further strengthen Yuk Ngaji's role as a platform for spiritual, intellectual, and social development, thereby enabling the creation of a young Muslim generation that not only comprehensively understands Islamic teachings but also applies them in daily life and contributes positively to their surroundings.
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INTRODUCTION

The development of da'wah communication has undergone significant transformation in line with the changing times and technological advancements. Initially, da'wah was carried out directly through sermons, khutbahs, and teachings at mosques or religious study groups (majelis taklim). However, with the emergence of mass media such as radio and television, da'wah began to reach broader public spaces, providing access to a more diverse audience (Rahmawati et al., 2024). Mass media became an effective tool for disseminating da'wah messages more rapidly and widely, although with limitations in direct interaction between preachers and the public. This development highlights the importance of media in expanding the reach of da'wah and bringing Islamic messages closer to a larger audience (Taufikurrahman & Setyowati, 2024).

The advent of the digital era has brought a major revolution in the practice of da'wah communication, where social media has become one of the main channels for spreading

religious messages. Platforms such as Instagram, Twitter, Facebook, and YouTube enable da'wah to be carried out in a more interactive and dynamic manner, offering Muslims not only the opportunity to receive information but also to participate in its dissemination (Ridwan, 2022). Social media creates a two-way communication space, where preachers can interact directly with the audience, discuss religious topics, and respond to questions or criticisms. In this context, da'wah is no longer limited to one-way message delivery but has become a more inclusive and participatory dialogue (Burhanudin et al., 2019).

The importance of digital da'wah becomes even more evident as technology provides broad and easy access for people to obtain information, including religious messages. In a world increasingly connected through the internet, da'wah is no longer limited by geographical and time constraints, but can reach a global audience at remarkable speed (Khumaedi & Fatimah, 2019). This enables Muslims around the world to gain a better understanding of religious teachings and strengthens solidarity among Muslim communities spread across the globe. Digital da'wah also holds the potential to deliver messages in more creative and engaging ways, utilizing various media such as images, videos, articles, and infographics that are easier to understand and more appealing to younger generations living in a highly visual world (Rahmawatu & Zaini, 2021).

Furthermore, digital da'wah can also serve as a means to overcome the challenges of modern times that often create a gap between religious teachings and daily life. Amid the flood of information and ideologies on the internet, digital da'wah becomes an essential instrument for reinforcing religious identity and educating Muslims to remain steadfast in their values (Subahri & Khosim, 2024). With the interactive features available on digital platforms, da'wah not only imparts knowledge but also builds communities that support one another in living according to Islamic principles (Ard et al., 2023).

Creative Muslim communities play a significant role in spreading da'wah through digital media, particularly in attracting the attention of young audiences who are highly active on digital platforms. One effective approach is the creation of engaging and creative content, such as short videos, graphic designs, memes, and infographics, tailored to current trends and young audience preferences (Ummah, 2023). These types of content are not only easily accessible but also designed to capture the interest of youth who tend to prefer visual and interactive media. Through this approach, da'wah can be delivered in a lighter, more appealing, and relevant way, allowing religious messages to be received more easily without reducing the substance of the teachings conveyed (Iskandar, 2022).

In addition, creative Muslim communities often utilize interactive features on social media, such as comments, live streaming, and Q&A sessions, to build more open dialogues with audiences. This approach enables the formation of virtual communities that share knowledge, constructively discuss religious issues, and support one another in living in accordance with Islamic teachings (Ramadhan et al., 2024). The content produced also frequently focuses on topics relevant to the daily lives of young people, such as self-development, social ethics, and practical ways to live an Islamic life in a modern context. In this way, creative Muslim communities not only function as agents of da'wah but also as

catalysts for strengthening religious awareness among young people who are more inclined to engage in the digital world (Rustandi & Hanifah, 2019).

The Yuk Ngaji community is a da'wah movement that promotes the spirit of personal transformation (hijrah) toward a better Islamic life, especially among the younger generation. Founded in 2015 in Istanbul by Husain Assadi and Felix Siau, this community emerged out of concern over the lack of Islamic study spaces that could reach young people with a friendly and relevant approach (Rohman et al., 2024). Emphasizing values such as togetherness, sincerity, and practical religious understanding, Yuk Ngaji not only delivers Islamic material theoretically but also encourages changes in attitude and behavior among its members in their daily lives. Their activities are not limited to religious lectures but also include interactive discussions and spiritual motivation sessions wrapped in a warm and enjoyable atmosphere (Ummah et al., 2022).

In carrying out its vision, Yuk Ngaji leverages the power of social media to reach a wider audience. They are active on various digital platforms such as YouTube, Instagram, and Facebook, where they share da'wah content in the form of lecture videos, Islamic motivational quotes, and activity documentation. One of their flagship programs is the "YN Roadshow," a series of offline Islamic studies held in various cities across Indonesia, demonstrating their commitment to maintaining direct interaction with their audience (Yazid, 2019). They also regularly conduct online studies, allowing cross-regional participation without geographic limitations. Through this combination of digital and face-to-face da'wah, Yuk Ngaji has successfully built an active, inclusive, and dynamic hijrah community network that continues to grow along with the rising spiritual awareness among Muslim youth (Aula & Abas, 2020).

METHOD

This study employs a descriptive qualitative method to gain an in-depth understanding of how da'wah communication practices are carried out by the Yuk Ngaji Hijrah Community as part of the creative Muslim community. This approach was chosen because it is capable of portraying social realities and the meanings embedded in the da'wah activities conducted by the community, especially in the context of conveying religious messages to the younger generation (Sugiyono, 2016). The focus of this research is not only on the content of the da'wah messages but also on how communication is built, the media used, as well as audience responses and engagement. This study is naturalistic, conducted in a real-world setting, and prioritizes interpretation of the phenomena from the perspectives of those directly involved.

Data collection was conducted through participatory observation of community activities, in-depth interviews with several active members and administrators of the Yuk Ngaji Hijrah Community, and documentation of da'wah content disseminated through social media platforms such as Instagram, YouTube, and TikTok. The researcher also analyzed the language style, visuals, and narratives developed by the community to engage young audiences. The data analysis technique followed the steps of data reduction, data presentation, and conclusion drawing, as suggested by Miles and Huberman (Sugiyono, 2016). Data validity was ensured through source and technique triangulation so that the

research findings could accurately reflect the dynamics of creative, relevant, and contextual da'wah communication within this community.

RESULT AND DISCUSSION

The Yuk Ngaji community implements a da'wah communication strategy that emphasizes transforming the mindset and behavior of the younger generation toward comprehensive Islamic values (kaffah). Da'wah is not merely seen as a process of conveying religious information, but as a means of shaping character and perspectives aligned with the teachings of the Qur'an and the Sunnah. This strategy is evident in the narrative they construct—non-judgmental, yet gently guiding individuals toward change. Every piece of content they deliver contains moral and spiritual messages aimed at shaping Muslims who think critically, act according to Sharia, and have a high level of social awareness (Irmansyah, 2020). Through this approach, Yuk Ngaji not only captures attention but also builds emotional and spiritual bonds with its followers.

To support the effectiveness of their da'wah efforts, Yuk Ngaji actively utilizes social media platforms such as YouTube, Instagram, and TikTok, as well as other online platforms like Zoom and YouTube Live, to ensure their da'wah messages reach a broader audience without geographic limitations. Their content is attractively packaged, with modern visuals and easily understandable language, yet remains grounded in Islamic principles. Additionally, they have established regional community networks in various cities that hold regular study sessions and mentoring activities. These activities are not only religious in nature but also social—such as humanitarian actions and public education initiatives—aimed at actualizing Islamic values in community life (Waskito & Fauzan, 2021). By combining digital da'wah with active community movements, Yuk Ngaji has successfully created an adaptive, participatory, and contextual da'wah model that resonates with the dynamics of today's youth.

The Yuk Ngaji community actively leverages various digital communication channels, especially social media, as the primary means of delivering Islamic da'wah messages. Instagram and YouTube are their two main platforms for reaching the younger generation, which is more familiar with the digital world. On Instagram, they share da'wah quotes, event announcements, and visually engaging content that is easy to grasp (As'ad, 2021). The content design is attractive, using casual language while still conveying deep Islamic values. This strategy is highly effective in capturing the attention of audiences, especially millennials and Gen Z, who tend to consume visual media content.

In addition to Instagram, Yuk Ngaji also maintains a YouTube channel featuring lectures, thematic studies, and da'wah vlogs by preachers affiliated with the community. YouTube provides a more flexible space to deliver da'wah material in a deeper and more systematic manner, without the time constraints of other social media platforms. Their videos cover a wide range of topics—from worship practices and ethics to discussions of contemporary social issues from an Islamic perspective. With a straightforward, communicative delivery style backed by strong religious references, this channel effectively educates and inspires audiences to better understand and appreciate Islamic teachings.

Beyond popular social media, Yuk Ngaji also uses other digital platforms such as Zoom, Telegram, and podcasts to broaden their da'wah reach. These platforms are used for online study sessions, group discussions, and the distribution of study materials in audio or e-book formats. This initiative demonstrates Yuk Ngaji's flexibility in adapting their da'wah methods to technological developments and the needs of modern society. Through this multi-platform approach, Yuk Ngaji has built a comprehensive digital da'wah ecosystem, making access to Islamic knowledge easy, fast, and inclusive for all segments of the community.



Figure 1 Visual style of Yuk Ngaji's preaching communication

Source: Yuk Ngaji's Instagram

The Yuk Ngaji community systematically applies the oral preaching (dakwah bil-lisan) approach by emphasizing the relevance of message content and communicative methods that align with the characteristics of the younger generation. In practice, the sermons do not merely consist of normative advice but are presented through narratives of everyday life that are current and relatable, addressing topics such as love, social interactions, self-identity, and contemporary social issues. This approach aims to make Islamic messages more accessible and understandable for audiences from diverse backgrounds, especially those who are just beginning to explore religious studies. The delivery is conducted orally in face-to-face study forums, religious gatherings, and Yuk Ngaji Roadshow events held in various cities across Indonesia, featuring young, communicative, and inspiring preachers.

In addition to in-person oral preaching, Yuk Ngaji also leverages digital media to expand the reach of their dakwah bil-lisan. Platforms like YouTube serve as the main channels for broadcasting sermon videos, interactive Q&A sessions, and religious podcasts that can be accessed anytime by the public. Meanwhile, tools like Zoom and Instagram Live are used to host real-time online studies, enabling direct participation from audiences across various locations. Through a combination of in-person and online communication, this community has successfully built strong relationships with its followers, conveyed messages persuasively, and maintained their engagement in religious activities sustainably. This approach reflects an

effective adaptation of preaching strategies in the digital era and serves as a representative model of modern Islamic communication rooted in Islamic principles.

Furthermore, the written preaching (*dakwah bil-qalam*) practiced by Yuk Ngaji demonstrates a serious effort to present Islamic messages that are not only accessible but also easy to understand and relatable for young audiences. Through social media platforms like Instagram and Facebook, they regularly share meaningful and reflective religious captions that address various life themes closely related to the realities of millennials and Gen Z. In addition, Yuk Ngaji publishes short articles via blogs or other digital links, covering topics such as personal transformation (*hijrah*), heart management, Islamic relationships, and digital etiquette. These contents are written in a narrative and inspirational style, allowing readers to feel more emotionally and intellectually connected to the messages conveyed.

Their content writing strategy also considers appealing visual and design elements, such as the use of infographics and free downloadable Islamic-themed e-books. Well-designed and informative infographics help simplify complex Islamic concepts—like the pillars of faith (*rukun iman*), Islamic finance laws (*fiqh muamalah*), or Islamic manners—making them easier to understand and apply in everyday life. Through this medium, Yuk Ngaji not only enhances textual religious understanding among its followers but also encourages a reflective and critical internalization of Islamic values. This written preaching serves as an important complement to oral and action-based preaching, reinforcing the community's position as an adaptive and transformative force in digital-era religious outreach.

The exemplary model (*dakwah bil-hal*) applied by the Yuk Ngaji community represents the most tangible and grounded form of preaching. In this context, preaching goes beyond speeches or writings and is manifested through concrete actions that directly benefit the community. Yuk Ngaji encourages its members to embody Islamic values in their daily lives—from dressing modestly and courteously to showing care for others through various social activities. Activities such as food package distribution, fundraising for disaster victims, and humanitarian efforts are among the real expressions of their preaching. Through this approach, preaching becomes more inclusive and heartfelt, as it not only conveys messages verbally but also exemplifies Islamic values through behavior.

Additionally, Yuk Ngaji emphasizes the importance of collective work culture and consistent spiritual development among its members. Within this community, members are encouraged to advise one another in goodness, maintain commitment to religious practices, and actively foster Islamic environments in their surroundings—whether at work, on campus, or at home. Values such as honesty, responsibility, and solidarity form the foundation of both community activities and personal interactions. Thus, preaching through action not only becomes an effective medium but also a deep value-internalization strategy. This approach shows that preaching is not just about delivering teachings but also about embodying those teachings—so that Muslims, especially the younger generation, can become agents of change who bring Islamic values into the social, economic, and cultural spheres in a real and meaningful way.

The combination of these three preaching models demonstrates that Yuk Ngaji adopts a holistic preaching strategy. They understand that effective religious outreach cannot rely

solely on sermons or writings; it must also include real-life examples to cultivate spiritual awareness and sustainable social transformation. In this way, Yuk Ngaji not only spreads Islamic messages but also builds a living, dynamic religious development ecosystem suited to the needs of the times. This approach positions them as one of the most adaptive and relevant modern religious communities in today's digital era.

Yuk Ngaji places each of its members as active subjects in the preaching process, not just passive recipients of messages. This participatory principle is reflected in various activities that involve members from planning to execution. For example, in organizing studies or roadshows, members serve as organizers, performers, documentation teams, and content developers. Similarly, in digital content production, members are empowered as writers, graphic designers, video editors, and social media managers. Through this system, Yuk Ngaji not only spreads Islamic teachings but also develops members' capacity to become capable and creative religious communicators. This active involvement becomes a medium for collective learning and character development, while also strengthening emotional bonds among members..



Figure 2. Recitation event and cadre formation for members of the Yuk Ngaji Community

Source: Instagram Yuk Ngaji

More than that, this participatory approach plays an important role in maintaining community sustainability. Each member feels that they have an important and impactful role in the da'wah process. This encourages a sense of collective responsibility, the spirit of mutual cooperation, and intrinsic motivation to continue learning and preaching. In this context, Yuk Ngaji is not merely a da'wah community, but also a space for empowering young Muslims. Social activities such as fundraising, humanitarian movements, or da'wah skill training serve as tangible ways to instill Islamic values through real action. Thus, the community is able to create a dynamic, adaptive, and empowering da'wah ecosystem, tailored to the needs and characteristics of the current digital generation.

The cadre development process in Yuk Ngaji is designed systematically and sustainably as an effort to create young Muslims who not only have a strong understanding of Islam, but are also capable of becoming leaders and communicators of da'wah in various aspects of life. Each member is given space to hone their da'wah skills through regular activities such as study circles (halaqah), public speaking training, organizational management, and workshops on Islamic digital content. In addition, the mentoring approach is also a crucial element in the development process. Senior members act as mentors, providing guidance and evaluation of the participants' progress. This model enables the direct transfer of values, knowledge, and experience, making the character and spiritual development process more effective and personal.

Furthermore, cadre development in Yuk Ngaji not only focuses on intellectual aspects, but also emphasizes values such as integrity, social responsibility, and adaptability in facing the challenges of contemporary da'wah. In this context, Yuk Ngaji cadres are prepared to engage with a plural and dynamic social environment, without losing their identity as Muslims. They are directed to become agents of change who convey Islamic messages with a tolerant, humanistic, and down-to-earth approach. Thus, cadre development is not merely structural regeneration, but a process of shaping visionary, solution-oriented Muslim individuals who are ready to make positive contributions to society. This approach affirms Yuk Ngaji's strong commitment to building a long-term, well-planned, and transformative da'wah foundation.

More than just an Islamic study forum, Yuk Ngaji positions itself as a platform for holistic and sustainable character development. The community emphasizes the importance of balancing faith, knowledge, and ethics in the daily lives of its members. This effort is not only carried out through delivering religious materials based on the Qur'an and Sunnah, but also through the internalization of Islamic etiquette values, such as politeness in speech, honesty in behavior, and responsibility in actions. Moreover, Yuk Ngaji pays serious attention to ethics in social media use, considering how closely young people today are connected to the digital world. This education aims to ensure that members are not just consumers of information, but also producers of positive and inspiring content that reflects Islamic morals.

In addition to spiritual and moral development, Yuk Ngaji actively encourages its members to participate in collaborative and solution-oriented social activities, such as fundraising for disaster victims, Islamic education in remote areas, and other humanitarian programs. Through direct involvement in social issues, members are trained to develop social awareness and leadership rooted in Islamic values. This approach creates a comprehensive development ecosystem, making members not only religious individuals in terms of ritual, but also active agents of change who help build a more just, harmonious, and civilized society. Thus, Yuk Ngaji does not only produce Muslims who are devout in worship, but also productive and contributive in building a civilization based on the values of Islam as rahmatan lil 'alamin (a mercy to all creation).

With a structured, innovative, and adaptive da'wah communication strategy that aligns with the times, the Yuk Ngaji community has successfully positioned itself as one of the creative Muslim communities with significant influence in shaping the Islamic identity of

young generations. Through a da'wah approach that combines bil-lisan (spoken word), bil-qalam (written word), and bil-hal (action), along with the use of digital technology and social media, this community not only delivers religious messages informatively, but also builds participatory and collaborative spaces for its members. Its development orientation, which emphasizes a balance between faith, knowledge, and character, supports its vision of shaping a kaffah Muslim personality—one who practices Islam holistically—and is beneficial to the surrounding environment.

Yuk Ngaji stands as a concrete example of how contemporary da'wah can be packaged creatively and communicatively without losing the essence of Islamic values. With active member involvement, a systematic cadre model, and a concern for social issues, this community has succeeded in producing a generation of young Muslims who not only deeply understand Islamic teachings, but also act as progressive and solution-oriented agents of change amid the challenges of the times. This strategy shows that da'wah is no longer limited to mosque spaces or traditional study forums, but can transform into a social movement that is transformative, relevant, and sustainable.

CONCLUSION

Yuk Ngaji community is a form of contemporary da'wah that has successfully adapted Islamic values into social and digital spaces that resonate with the daily lives of the younger generation. By utilizing various models of da'wah communication—namely bil-lisan (spoken), bil-qalam (written), and bil-hal (action)—as well as digital platforms such as Instagram, YouTube, and Zoom, this community is able to reach a wide audience with a style that is relevant, accessible, and inspiring. This approach shows that da'wah does not have to be rigid and formal, but can be packaged in creative and educational ways that attract young people to explore and practice Islamic teachings in their everyday lives. In addition, Yuk Ngaji also focuses on human resource development through a strong cadre system, Islamic training, and character building that integrates faith, knowledge, and ethics. Through the active participation of its members in various da'wah and social activities, this community creates both a learning space and a platform for contribution, enabling young people to become agents of change in society. Thus, Yuk Ngaji serves not only as a medium for spreading da'wah, but also as a space for nurturing a generation of intelligent, competitive Muslims who are prepared to face contemporary challenges in an Islamic and solution-oriented way.

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