

ABSTRACT

This study examines the perceptions of youth salafi toward the Login podcast hosted by Habib Ja'far and Onadio Leonardo, focusing on stylistic strategies (clickbait, colloquial language) and its narrative on tolerance. Utilizing Stuart Hall's encoding/decoding model, the study finds that Salafi audiences apply negotiated decoding to the podcast's stylistic elements: they acknowledge the effectiveness of modern communication formats as long as they do not undermine the sanctity of religious content. However, when the narrative shifts to tolerance and pluralism, they adopt an oppositional decoding stance, rejecting any framing that appears to dilute tauḥīd and al-walā' wa-l-barā', or blur theological boundaries between Islam and other faiths. The findings highlight a dual-mode reception within Salafi audiences: modern media formats are accepted conditional on doctrinal fidelity. The implications stress the need for a balanced digital da'wah strategy—one that integrates media relevance with theological rigor. The study offers recommendations for future research directions and for crafting digital preaching frameworks that both honor Salafi sensitivities and effectively engage audiences.

Keywords: Decoding/Encoding, Podcast, Pluralist, Salafi, Toleransi