

Selection of Multi-Criteria-Based Muhammadiyah Da'wah Strategy: A Comparative Study of Digital, Educational, and Social Da'wah

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Abstract

In Muhammadiyah's efforts to spread the values of Islam Berkemajuan, an effective da'wah strategy is essential. In this study, the Analytical Hierarchy Process (AHP) method was used to determine the best da'wah strategy. In this analysis, three main criteria were used: Alignment with Muhammadiyah Values (KNM), Effectiveness of Delivery (EP), and Ease of Implementation (KI). Alternative da'wah strategies analyzed include Digital Da'wah (DD), Educational Da'wah (DP), and Social Da'wah (DS). The results of the Analytical Hierarchy Process (AHP) calculation show that the criterion with the highest value is Alignment with Muhammadiyah Values (0.5075), followed by Delivery Effectiveness (0.24). The results of the strategy prioritization step are as follows: Dakwah Pendidikan (DP) received the highest weight of 0.5075, while Dakwah Digital (DD) received a weight of 0.2473, and Dakwah Sosial (DS) received the lowest weight of 0.2452. Therefore, Educational Da'wah (DP) becomes the most recommended strategy as it has the highest weight, indicating that the educational method is more in line with Muhammadiyah's values and more effective in implementation. Based on these findings, Muhammadiyah is advised to strengthen the role of education as the main strategy in da'wah, while still optimizing the use of digital technology to increase the effectiveness of message delivery.

Keywords:

AHP;
Da'wah Strategy;
Muhammadiyah;
Educational
Da'wah;
Da'wah
Effectiveness

Abstrak

Dalam upaya Muhammadiyah untuk menyebarkan nilai-nilai Islam Berkemajuan, strategi dakwah yang efektif sangat penting. Dalam penelitian ini, metode Analytical Hierarchy Process (AHP) digunakan untuk menentukan strategi dakwah terbaik. Dalam analisis ini, tiga kriteria utama digunakan: Keselarasan dengan Nilai Muhammadiyah (KNM), Efektivitas Penyampaian (EP), dan

Kata Kunci:

AHP;
Strategi Dakwah;
Muhammadiyah;
Dakwah
Pendidikan;

<p>Kemudahan Implementasi (KI). Strategi dakwah alternatif yang dianalisis termasuk Dakwah Digital (DD), Dakwah Pendidikan (DP), dan Dakwah Sosial (DS). Hasil perhitungan Analytical Hierarchy Process (AHP) menunjukkan bahwa kriteria dengan nilai tertinggi adalah Keselarasan dengan Nilai Muhammadiyah (0.5075), diikuti oleh Efektivitas Penyampaian (0.24). Hasil dari langkah penentuan prioritas strategi adalah sebagai berikut: Dakwah Pendidikan (DP) menerima bobot tertinggi sebesar 0.5075, sedangkan Dakwah Digital (DD) menerima bobot sebesar 0.2473, dan Dakwah Sosial (DS) menerima bobot serendah sebesar 0.2452. Oleh karena itu, Dakwah Pendidikan (DP) menjadi strategi yang paling direkomendasikan karena memiliki bobot tertinggi, menunjukkan bahwa metode pendidikan lebih sesuai dengan nilai-nilai Muhammadiyah dan lebih efektif dalam melaksanakan Berdasarkan temuan ini, Muhammadiyah disarankan untuk memperkuat peran pendidikan sebagai strategi utama dalam dakwah, sambil tetap mengoptimalkan penggunaan teknologi digital untuk meningkatkan efektivitas penyampaian pesan.</p>	<p>Efektivitas Dakwah.</p>
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1. Introduction

Muhammadiyah is one of the largest Islamic organizations in Indonesia and plays an important role in various aspects of community life, such as education, health, and social life (Rizki et al., 2024).

As a da'wah organization, Muhammadiyah faces many challenges in delivering the message of moderate, inclusive, and science-based Islam. There is a need for a more effective and flexible da'wah approach to remain relevant amidst rapid social change, changing societal values, and advances in digital technology (Irmayanti & Saidah, 2024).

Muhammadiyah must have the ability to reach out to different sections of society with methods that suit their nature. One of the main challenges is how to choose the most effective da'wah approach to achieve the organization's goals. In creating an effective da'wah strategy, a number of important elements are considered, including social, cultural, economic, and digital technology elements. Therefore, to find the best strategy, a systematic and data-driven approach is required (Yusuf & Anshar, 2025).

Analytic Hierarchy Process (AHP) is one of the methods that can be used by decision makers to assist them in choosing a proselytization strategy. AHP allows decision makers to compare various strategy alternatives based on predetermined criteria (Bernadeta & Fasa, 2025).

Decisions made using AHP are more structured and objective because they consider various factors that affect the effectiveness of the da'wah strategy.

This research aims to determine the most effective da'wah strategy for Muhammadiyah using the Analytical Hierarchy Process (AHP) method

(Sitanggang et al., 2024). By analyzing relevant criteria, this research is expected to provide recommendations for da'wah strategies that Muhammadiyah can implement in facing the challenges of da'wah in the modern era (Gunawan & Novita, n.d.). This research can also be a reference for other religious organizations in developing more suitable da'wah strategies.

In addition, advances in digital technology open up new opportunities for da'wah, especially through social media and online platforms (Maulana et al., 2024). With the help of this technology, Muhammadiyah can reach a wider and more diverse audience, including the younger generation who are more familiar with digital media. Therefore, the integration of digital and conventional da'wah strategies should be considered in this research (Handayani et al., 2025).

This research will hopefully help Muhammadiyah strengthen its role in making a positive contribution to society (Khalbi et al., 2025). By applying effective da'wah methods, not only will Islamic teachings be spread successfully, but also Islamic values and characters will be strengthened in society as a whole.

2. Methods

To determine the most effective proselytization strategy for Muhammadiyah, this research uses the Analytic Hierarchy Process (AHP) method (Anggoro et al., 2025). AHP was chosen because it allows pairwise comparison-based analysis, decomposes complex problems into simpler hierarchical structures, and prioritizes the various options available (Taufani et al., 2025).

- 1) This research is a quantitative research with a descriptive approach. Data was collected and analyzed using Analytical Hierarchy Process (AHP). The purpose of this method is to find the most effective da'wah strategy based on predetermined criteria and alternatives.
- 2) The data source used in this research is a paired comparison questionnaire given to Muhammadiyah da'wah practitioners and experts. Secondary data consists of literature on da'wah strategies, Muhammadiyah policy documents, academic references on the Analytical Hierarchy Process (AHP) method and its application in strategic decision making.
- 3) Research Stages: This research was conducted in several stages:
 - a) Identification of Criteria and Alternatives. This stage includes determining the main criteria for Muhammadiyah's proselytization strategy through literature studies and interviews with experts. This stage also involves determining alternative proselytization strategies.
 - b) Hierarchy Structure: The Analytical Hierarchy Process (AHP) has a three-level hierarchy structure. The main objective, which is to determine the best Muhammadiyah da'wah strategy, is at the first level. The criteria on which the strategy selection is based are at the second level, and the alternative strategies to be compared are at the third level.

- c) **Pairwise Comparison Data Collection:** The Analytical Hierarchy Process (AHP) scale is used to ask respondents to provide an assessment of each criterion and alternative (scale 1-9). Furthermore, the results of this assessment are used to form a pairwise comparison matrix.
 - d) **Priority Weight Calculation:** the Analytical Hierarchy Process (AHP) method is used to calculate priority weights. The following steps are taken: normalizing the pairwise comparison matrix; calculating the relative weight of each criterion and alternative; and calculating the consistency ratio (CR). Data is considered consistent if $CR < 0.1$.
- 4) **Reasons for selecting respondents:** The respondents of this study consisted of academics, scholars, and da'wah practitioners who have deep experience and understanding of Muhammadiyah's da'wah strategy. The selection of respondents was done by purposive sampling to ensure that the information collected from this research has high validity.
 - 5) **Data Validation:** Data was validated to ensure that the data was valid and reliable. To strengthen the research results, data triangulation was conducted by comparing the results of the Analytical Hierarchy Process (AHP) analysis with the results of interviews and literature research. Consistency Ratio (CR) was also used to test consistency.
 - 6) **Analysis Tools and Devices:** The AHP method allows calculations to be performed using software such as Microsoft Excel and other supporting software to ensure data consistency and accuracy of weight calculations.

3. Research Results and Discussion

1) AHP calculation results

Three main criteria determine Muhammadiyah's proselytization strategy, according to the results of the Analytical Hierarchy Process (AHP) calculation:

Table 1. Priority weights of the three main criteria

Criteria	Priority Weight
Muhammadiyah Value Alignment (KNM)	0.681563
Delivery Effectiveness (EP)	0.236447
Ease of Implementation (KI)	0.08199

Source: Author's data (2025)

The result is that Muhammadiyah Value Alignment (KNM) is the most important component in determining the da'wah strategy. The next factors are Effectiveness of Delivery (EP) and Ease of Implementation (KI).

2) Selection of Da'wah Strategy

Alternatives Based on these criteria, consideration of alternative da'wah strategies is carried out, which includes:

Table 2. calculation of the weight of alternative da'wah strategies

Alternative Strategy	Priority Weight
Digital Da'wah (DD) 0.211	0.211
Educational Da'wah (DP) 0.574	0.574
Social Da'wah (DS) 0.215	0.215

Source: Author's data (2025)

Results show that Dakwah Pendidikan (DP) is the strategy that meets the highest Muhammadiyah Value Alignment criteria. This indicates that, compared to other strategies, the educational approach in da'wah is more aligned with Muhammadiyah values.

3) Consistency Calculation

Indicates that the pairwise comparisons in the Analytical Hierarchy Process (AHP) are consistent and valid, with a consistency ratio (CR) value of 0.002096, which is below the threshold of 0.1.

4) Data Visualization

A comparison graph of the priority weights of criteria and alternative da'wah strategies is presented below to clarify the research results.

- a) The Criteria Priority Graph shows that Muhammadiyah value alignment has dominance.
- b) while the Alternative Priority Graph shows that educational da'wah has the highest weight.

5) Comparative Analysis of Alternatives:

- a) Educational Da'wah is very much in line with Muhammadiyah values and has the potential to build a more religious society in the long run.
- b) Digital Da'wah has a wide scope but faces problems in terms of direct interaction and validity of information.
- c) Social Da'wah has an impact on society but may be less systematic in conveying deep religious values.

6) Policy Implications

Based on the research findings, Muhammadiyah suggests to:

- a) Make the development of the Educational Da'wah strategy a top priority because it has the greatest burden.
- b) Use Digital Da'wah as a supporting tool to reach a wider audience.
- c) Increase cooperation with other social organizations to make Social Da'wah more targeted and have a more systematic effect.

4. Conclusion

The study found that Muhammadiyah Value Alignment (KNM), with the highest priority weight of 0.681563, is the main factor in da'wah strategy. This result shows that for da'wah to be accepted by the community, any da'wah approach must be in line with Muhammadiyah principles. Educational Da'wah (DP) has the highest weight (0.547) of all strategies analyzed, compared to Digital Da'wah (0.211) and Social Da'wah (0.215). This shows that education-based methods are more effective in spreading the values of progressive Islam in a comprehensive and sustainable manner. In addition, the results of the Analytical Hierarchy Process (AHP) calculations carried out in this study have been validated, with a Consistency Ratio (CR) of 0.002096, which indicates that the decision-making process is carried out systematically and objectively.

This research recommends, as an implication in Islamic education, strengthening the role of education in Muhammadiyah's da'wah strategy, both through the formal curriculum in educational institutions and community-based education programs. Muhammadiyah is also advised to make better use of digital technology as a supporting tool for da'wah, especially to reach the younger generation. Digital da'wah still has the potential to expand the reach of spreading Islamic values. By synergistically combining digital and educational strategies, da'wah can be improved and have a wider impact on society.

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