

## DIGITIZATION OF DA'WAH TRANSFORMATION OF ISLAMIC SPIRITUALITY IN THE CONTEMPORARY TECHNOLOGY ECOSYSTEM

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**Abstract:** The phenomenon of digitization of da'wah is an inevitable thing in the context of modern developments. Changes in the way the message of Islamic spirituality is conveyed and received through cutting-edge technology have had a significant impact. With technology, especially social media, digital platforms, and internet-based applications, the spread of Islamic values has become easier and faster. This article will examine how the digitization of da'wah is able to transform traditional methods into more dynamic, efficient, and affordable, ones without sacrificing the essence of Islamic spirituality itself. In this case, da'wah is not only the responsibility of scholars and religious leaders but can also be carried out by individuals through various available digital channels. This article will also discuss the challenges and opportunities that arise due to the digitization of da'wah, including their impact on religious understanding, social interaction, and changes in worship practices in the digital era. Overall, the digitization of da'wah has a crucial role in the transformation of Islamic spirituality in the midst of a contemporary technology ecosystem that continues to grow. As such, it is important to understand how this process can affect how Muslims interact with the teachings of their religion and how they live spiritual lives in an increasingly connected world.

**Keywords:** Digitization of indictments, contemporary technology, social media, digital platforms, Islamic spirituality.

### Introduction

In the midst of increasingly rapid and digitally connected globalization, technological advances have had a significant impact on various dimensions of life, including in religious contexts. One of the phenomena that deserves attention is the digitization of da'wah, which refers to changes in the way Islamic teachings are delivered through various modern technology platforms. This transformation not only changed the da'wah methods used, but also had a profound impact on the way Muslims consume their spirituality around the world. The digitization of da'wah creates new opportunities for the dissemination of Islamic messages, allowing for wider reach and easier access for the community. By utilizing information and communication technology, dai can reach audiences that were previously difficult to reach through traditional methods.

It also encourages more dynamic interaction between preachers and worshippers, and allows the faithful to engage in more interactive discussions and learning. These changes also pose their

own challenges, such as the potential for the dissemination of inaccurate information and a shift in traditional values in religious practices. Therefore, it is important for Muslims to remain critical and selective in consuming da'wah content available in the digital world. Thus, the digitization of da'wah can be an effective tool to strengthen faith and knowledge, as long as it is balanced with a deep understanding and awareness of the existing social and cultural context.

Digitalization in the context of da'wah emerged as a reaction to advances in information and communication technology (ICT) that have changed the way humans interact with each other. Various platforms, including social media, religious apps, websites, and podcasts, are now serving as new channels for conveying the teachings of Islam. This change creates significant opportunities for dai to reach a wider and more diverse audience, without being hindered by geographical or time limitations (Millennial, 2021). As an illustration, platforms such as YouTube, Instagram, and TikTok have been used to deliver various forms of da'wah, ranging from religious lectures to Qur'an studies and interactive discussions on Islamic issues.

By utilizing this technology, dai can interact directly with their audience, provide deeper explanations, and answer questions that arise from the public. The digitization of da'wah not only expands the reach of message delivery, but also allows the creation of a more dynamic dialogue between the dai and the people. This shows that the use of technology in da'wah can be an effective tool to spread Islamic values and increase public understanding of religious teachings.

The transition from traditional da'wah methods to digital-based da'wah has opened up various opportunities as well as presenting new challenges. One of the main advantages of this change is the increased ease of access to religious information. In this case, Muslims can now freely access religious lectures and studies anytime and anywhere through their digital devices (Siregar et al., 2024). Pergeseran ini juga membawa sejumlah tantangan yang tidak bisa diabaikan. Salah satu tantangan yang signifikan adalah maraknya informasi keagamaan yang tidak terverifikasi, yang dapat menyesatkan umat.

There is a risk of misuse of digital platforms that can be used to spread teachings that deviate from the principles of the true religion, so this is an issue that needs to be watched out for and overcome (Ibnu Kasir & Syahrol Awali, 2024). It is important for the public to be more critical in filtering information obtained from digital sources. Educational efforts regarding digital literacy and correct religious understanding must be increased so that Muslims can make optimal use of digital da'wah without being trapped in misleading information. Thus, this shift can provide maximum benefits for the development of religious understanding in the digital era.

Digitalization in da'wah has fundamentally changed the way the interaction between dai and worshippers. In the traditional era, this interaction generally takes place face-to-face, such as in recitation held in mosques or in other religious forums. However, with the advent of digital technology, these interactions are now shifting to virtual platforms, which allow for asynchronous dialogue. For example, worshippers can communicate through the comment column, participate in live streaming sessions, or participate in online discussion groups. This change provides an opportunity for worshippers to be more involved in the da'wah process, although the interactions that occur may feel more fragmented.

Pilgrims are not only passive listeners, but can also convey opinions and questions directly to the dai. Thus, the virtual space creates a new dynamic in the relationship between the dai and the worshippers, where the two can contribute to each other in religious discussions. The digitization of da'wah also allows for a wider and faster dissemination of information. Through various digital platforms, da'wah materials can be accessed by more people without geographical restrictions. This not only expands the reach of da'wah, but also increases public awareness and understanding of relevant religious issues. Thus, digitalization is an effective tool in strengthening communication and interaction in the context of modern da'wah. The

transformation of Islamic spirituality in the context of technology involves the internal aspects of Muslims in understanding and practicing religious teachings. In this case, technology plays a role not only as a medium for conveying information but also as a tool that supports individual religious practices (Bustami et al., 2023; Dhean Zanolvayah, Esa Wiratno, 2023). With technology, the spiritual experience of Muslims can become more personal and relevant to the context of daily life. These digital tools make it easy for individuals to connect with their religious teachings, allowing them to live their religious practices in a more consistent and targeted manner.

This shows that technology not only functions as a tool but also as a link that deepens spiritual understanding. The integration of technology in the practice of Islamic spirituality creates new opportunities for people to explore and live their religious teachings. By leveraging various digital apps and platforms, individuals can access resources that support their spiritual growth. This transformation reflects how technology can contribute to a deeper and more contextual spiritual development in the lives of Muslims (Anisah et al., 2024).

It is important to understand that digitalization in the context of da'wah cannot be separated from various criticisms that have arisen. Some are concerned about the "commodification of religion," in which religious messages are presented in a more commercial way to appeal to a wider audience. This has the potential to obscure the true meaning of da'wah as a form of worship, and can shift the focus from spiritual values to economic motivation or the search for popularity (Sinaga et al., 2024). Criticism is also directed at the phenomenon of "dai celebrity," which refers to preachers who prioritize personal image and popularity over the substance and depth of the da'wah message they convey.

In this case there are concerns that the emphasis on popularity may reduce the quality of da'wah and distract from the main purpose of delivering religious messages (Lestari, 2024). Although the digitization of da'wah offers opportunities to reach a wider audience, the challenges faced cannot be ignored. There needs to be a critical reflection on the way religious messages are delivered in order to maintain the true essence and purpose of da'wah, without being trapped in commodification or simply pursuing popularity. This is important to maintain integrity and depth in da'wah practice in today's digital era.

In Indonesia, the phenomenon of digitization of da'wah is increasingly prominent along with the increase in internet access and the use of social media among the public. According to data released by the Indonesian Internet Service Providers Association (APJII), in 2023, more than 70% of Indonesia's population has been connected to the internet. This situation opens up wide opportunities for the spread of da'wah through digital platforms, especially considering that Indonesia is one of the countries with the largest Muslim population in the world (Nunung Nurhasanah, 2024).

Although there are many opportunities offered by digital da'wah, challenges also arise along with these developments. Careful and wise management is needed so that digital da'wah can make a positive contribution to society. This is important to ensure that Islamic values are maintained and not distorted by information that is inaccurate or inconsistent with Islamic teachings. It is important for stakeholders in digital da'wah to develop effective and sustainable strategies. By utilizing technology optimally, da'wah can reach more people and provide a constructive influence. This effort must be carried out while still paying attention to ethics and Islamic principles so that digital da'wah can function as a means of educating and empowering the community.

The process of digitization in da'wah reflects significant advances in the way of communication in Islam, where the delivery of religious messages is no longer unidirectional, but more interactive and involves participation. In this case, the Muslim community not only functions as

a recipient of information, but also actively participates in the discussion and dissemination of these messages (Fadhilah et al., 2025). This change indicates that da'wah has adapted to technological advances and at the same time has become an inseparable element of the existing digital ecosystem. By utilizing digital platforms, da'wah can reach a wider and more diverse audience, thereby increasing the effectiveness of delivering religious messages. The interactions that occur in the digital space allow Muslims to share their views and experiences with each other, which in turn can enrich their understanding of religious teachings. Thus, the digitization of da'wah is not only keeping up with the times, but also creating a new space for dialogue and collaboration among the people. The digitization of da'wah is not only a technical shift in the way messages are delivered, but also shows a more substantial change in the aspect of Islamic spirituality. This transformation involves various dimensions, including social, cultural, and theological, that interact with each other in shaping the religious experience of Muslims amid technological advancements. Thus, this phenomenon needs to be further researched to understand its long-term implications.

Research on the digitization of da'wah is very important to explore the impact it will have on the development of Islam in the future. In this context, it is important to analyze how technology can be effectively utilized by Muslims to support and strengthen their da'wah mission. This includes an understanding of new ways of interacting and spreading Islamic teachings through digital platforms. By understanding the relationship between digitalization and da'wah, we can identify the opportunities and challenges faced by Muslims in utilizing technology. This research is expected to provide deeper insights into how digitalization can contribute to strengthening spirituality and Islamic communities, as well as how Muslims can adapt to changing times without losing the essence of their teachings.

## Literature Review

### Digitalization and Da'wah

Digitalization refers to the process of transforming information from analog formats to digital formats that can be accessed through electronic devices (Georgiou, 2024; Maurizio Ferraris, 2024; Ruppert, 2020). This process allows for the rapid distribution of information, across geographical boundaries, and without any time constraints. In the context of the Qur'an and Sunnah, da'wah is defined as an activity that invites goodness, conveys Islamic teachings, and invites mankind to believe in Allah (QS. An-Nahl: 125). Da'wah can be done through various means, including oral, written, and tangible actions. In today's digital era, da'wah is increasingly widespread by utilizing social media, applications, and other digital platforms to convey Islamic messages. This allows for a wider reach and more dynamic interaction between the messenger and the audience.

The expansion of da'wah reach is now increasingly possible thanks to advances in digital technology. Various platforms such as YouTube, Facebook, and Instagram have become important tools for preachers to disseminate lectures, studies, and content related to Islam. By utilizing social media, da'wah messages can be conveyed to a wider and diverse audience. The latest data from the We Are Social survey shows that the number of active internet users worldwide has reached 5.18 billion (We Are Social Meltwater, 2023). This figure reflects the huge potential for the development of da'wah through digital channels. Thus, dai have the opportunity to reach audiences that were previously difficult to reach through conventional methods. Digital da'wah is not just about disseminating information, but also creating a more dynamic interaction between the dai and the audience. Through comments, likes, and shares, da'wah messages can be spread more widely and get constructive feedback. This shows that

digital technology can be an effective tool in strengthening the spread of Islamic values in the modern era.

The delivery of da'wah messages is now more efficient thanks to advances in digital technology. With various platforms such as video lectures, podcasts, and e-books, audiences can access da'wah materials anytime and anywhere (Robinson, 2014). This condition eliminates the limitations of time and place, so that Muslims have the freedom to study religious teachings according to their availability of time. Digital technology not only makes it easier to access information, but also improves the quality of message delivery. Through various media, da'wah messages can be conveyed in a more interesting and interactive way. This allows the audience to be more engaged and understand the material presented, so that the religious learning process becomes more effective. With the flexibility offered by digital technology, Muslims can adapt their study time to their daily activities. This creates opportunities for individuals to delve into religious teachings without feeling pressured by tight schedules. Therefore, the use of technology in delivering da'wah messages is very important in supporting the spiritual growth of the people. Digitalization has opened up opportunities for more direct interaction between dai and audience, through various features such as commentary, Q&A sessions, and live broadcasts. With this interactivity, the relationship between the dai and the congregation becomes more intimate, allowing for more effective and personal communication. The presence of digital technology also provides an opportunity for the audience to be actively involved in the process of conveying information. Through these platforms, pilgrims can provide feedback, ask questions, and participate in discussions, which in turn can enrich their learning experience. Interactions that occur in this digital context encourage the creation of constructive dialogue. With a space to share opinions and experiences, both dai and worshippers can learn from each other and understand each other's perspectives, thus strengthening community bonds in a religious context (Judijanto, 2024).

The digitalization process provides opportunities and obstacles in the context of da'wah. With the right use of technology, da'wah can reach a wider audience, increase engagement, and convey Islamic teachings in a more effective way. However, to face the various challenges that exist, digital literacy skills, supervision of disseminated content, and careful strategic planning are needed. The digital era of da'wah has the potential to develop rapidly, but it is also faced with various obstacles (Dede Sihabudin, Eko Carles, Idi Warsah, 2024). The smart use of technology allows the delivery of Islamic messages to a more diverse society, as well as creating a more dynamic interaction between the conveyor and the recipient of the message. Nonetheless, challenges such as the dissemination of inaccurate information and inappropriate content must be addressed with a systematic approach. To maximize the benefits of digitalization in da'wah, it is important to develop digital skills among da'is and content managers. This includes a deep understanding of how to use digital platforms effectively, as well as the ability to assess and monitor the information that circulates. Thus, da'wah can adapt well in the ever-changing digital environment, while still maintaining the integrity and authenticity of Islamic messages (Muhtadi, 2022).

### **Social Media as a Means of Da'wah**

Social media now plays an important role as one of the channels in the spread of da'wah in the digital age. The change in the way of communicating from conventional methods to digital platforms has created new opportunities for da'is to convey the teachings of Islam to a larger audience. Social media platforms such as Facebook, Instagram, YouTube, and TikTok not only serve as a communication tool, but also as an efficient medium to disseminate Islamic values. Social media has a number of significant advantages compared to traditional media. One of its

key advantages is its ability to reach audiences internationally without being hindered by geographical and temporal restrictions (Fajrussalam, 2023). Thus, da'is can spread the message of da'wah to Muslims around the world. For example, Islamic lectures uploaded on the YouTube platform can be accessed by internet users at any time. In addition, social media also facilitates interaction between da'i and the audience. Through features such as comments and direct messages, worshippers have the opportunity to ask questions and receive answers quickly. This creates a more productive dialogue between the preacher and the recipient of the message (Kulsum et al., 2021).

The effectiveness of da'wah through social media does not only depend on the substance of the message conveyed, but also on the delivery method that is in accordance with the characteristics of the intended audience. For example, the use of infographics, short videos, and Islamic-themed memes can attract the attention of young people who are active on social media (Surbakti et al., 2023). Dense, engaging, and relevant content is often more successful than a long lecture. In addition, social media algorithms have a significant role. By understanding how the algorithm works, da'is can ensure that their da'wah content can reach a wider audience. Proper use of hashtags (#), collaboration with Islamic influencers (Bunt, 2019), and consistency in uploading content can increase the visibility of da'wah messages (Sukma Rahayu et al., 2023).

Social media offers significant opportunities as a platform for efficient da'wah. However, the effectiveness of da'wah through digital media is highly determined by the da'is' skills in designing strategies, conveying appropriate messages, and overcoming various challenges that arise. With the right methods, social media can serve as a powerful instrument in disseminating the teachings of Islam and strengthening a more open Muslim community. It is important for da'is to understand the dynamics of social media and how to interact with audiences effectively. They need to develop engaging and relevant content, and take advantage of the various features offered by the platform to reach more people. Thus, digital da'wah is not only about conveying information, but also creating a constructive dialogue space among the people. Challenges faced in digital da'wah, such as the spread of misinformation and divergent views, must be managed wisely. Da'is need to have the ability to respond to criticism and defend Islamic values in a peaceful and persuasive manner. With an inclusive and responsive approach, social media can serve as a bridge to strengthen solidarity among Muslims and expand understanding of Islamic teachings.

### **Spirituality Transformation**

Spirituality transformation can be understood as a profound and significant process in the spiritual aspects of an individual, group, or society. This process involves changes in values, beliefs, and behaviors that lead to increased spiritual awareness. This phenomenon is often associated with self-development, the relationship between humans and God, and the ability to adapt to changes that occur in social and cultural contexts. Zohar and Marshall argue that spirituality is the ability of human beings to find meaning in life through transcendental values, which transcend material aspects (Chandra, 2022). In their view, the transformation of spirituality occurs through the process of exploration and internalization of meanings found in daily life. This view is in line with Tisdell's opinion that the development of spirituality can be achieved through critical reflection, life-changing experiences, and meaningful interactions with the social environment. Thus, the transformation of spirituality is not just an individual change, but also encompasses broader social dynamics. This process requires individuals to engage in deep reflection and constructive interactions, so as to create a higher awareness of themselves

and the environment. This shows that spirituality has an important role in shaping identities and values in an ever-changing society (Rustam et al., 2021).

Fowler in his theory of the Development of Faith states that a person's spiritual growth takes place through several phases that reflect the level of spiritual maturity. This process involves a change in beliefs, both at the individual and group level (Fry, 2003). The search for meaning in the context of spirituality has also become important, especially when facing the challenges faced in modern life, as revealed by Smith and Denton (2005) in their research on spirituality among adolescents. Furthermore, the relevance of the transformation of spirituality can also be seen in the context of the organization. Fry in his theory of Spiritual Leadership emphasizes that leadership based on spirituality is essential to achieving a balance between organizational goals and individual well-being (Fry, 2003). This shows that a spiritual approach in leadership can have a positive impact on organizational dynamics. On the other hand, Guillory (2000) stated that organizations that support spiritual practices in the workplace tend to be better able to adapt to change and have higher levels of employee engagement. Thus, the integration of spirituality in the work environment not only improves the well-being of individuals, but also strengthens the overall performance of the organization.

In the realm of education, Tisdell argues that change in spirituality can be achieved through critical pedagogical methods that emphasize the importance of reflection, dialogue, and action. Education should not only be seen as a process of transferring knowledge, but also as an effort to shape character and spiritual values (SCHARMER, 2009). Palmer added that spirituality is a fundamental element in the real learning process (Amram, 2009). The relevance of the transformation of spirituality can also be seen in the context of religion and tradition. Research conducted by King and Benson shows that deep religious experiences often serve as triggers for spiritual change (Kholida & Rodiah, 2023). On the other hand, Amram highlights the importance of spiritual intelligence in helping individuals face various challenges of life with wisdom and serenity. In the context of society, the transformation of spirituality has a significant role in creating social harmony (Amram, 2009). Scharmer argues that a spirituality-based approach can encourage intercultural and religious cooperation to achieve common goals. Values such as empathy, compassion, and collective awareness are the basis for building an inclusive and harmonious society.

Transformation in spirituality faces significant challenges. In the context of modernity and secularism, individuals often have difficulty integrating spiritual aspects into their daily routines (Chandra, 2022). Research by Houtman and Aupers reveals that the spirituality that is developing today is often influenced by individualism, which has the potential to reduce the role of community in spiritual practices. Therefore, the process of spiritual transformation can be understood as a complex, multidimensional, and highly context-dependent phenomenon (Rustam et al., 2021). Success in achieving this transformation is not only determined by individuals, but also by society as a whole. The ability to critically reflect on the values they believe in and an openness to experiences that can bring about change are important factors in this process. In the face of these challenges, it is important for individuals and communities to create spaces for dialogue and exchange of spiritual experiences. This can help to strengthen the collective dimension in spiritual practice, thus allowing individuals to find deeper meaning in their lives. Thus, the transformation of spirituality can be a means to build stronger connections between individuals and communities, as well as enrich the overall spiritual experience.

## Method

This study adopts a qualitative approach through the literature study method. The data sources used include a variety of secondary references, including journal articles, books, research reports, and related digital content (LEAVY, 2017). The selection of this approach aims to comprehensively explore the phenomenon of da'wah digitalization from a theoretical and practical point of view. In the process of collecting data, the researcher analyzes various relevant literature to understand the dynamics and implications of digitalization in the context of da'wah. By utilizing various sources, this research seeks to provide a more holistic picture of how digital technology affects da'wah practice in the modern era (Creswell, 2009). Through this approach, it is hoped that significant findings can be produced that not only enrich the treasures of science, but also make practical contributions to da'wah practitioners in utilizing digital technology effectively. This research is expected to be able to bridge between theory and practice in the context of da'wah which is increasingly developing in the digital world (Judd, 2014).

## Result and Discussion

### Opportunities in Da'wah Digitalization

The process of digitalization has had a significant impact on various aspects of human life, including in terms of communication and information distribution (Naamy, 2023). In the realm of da'wah, this technological advancement opens up wide opportunities to increase the reach, effectiveness, and attractiveness of the delivery of Islamic teachings. Therefore, it is important to explore how digitalization can be leveraged in this context. By utilizing digital platforms, preachers can reach a wider and more diverse audience, which may have previously been difficult to reach through conventional methods.

The use of social media and communication applications allows for more interactive and engaging messaging, so that it can increase public involvement in understanding Islamic teachings. This shows that digitalization is not just a tool, but also a means to strengthen the relationship between preachers and the community. In this discussion, various opportunities presented by digitalization in da'wah will be described, as well as the challenges that may be faced. By understanding the potential and obstacles that exist, it is hoped that preachers can formulate effective strategies to utilize digital technology in spreading Islamic teachings more widely and impactfully.

#### 1. Increased Reach and Accessibility

The digitalization process has opened up opportunities for the dissemination of da'wah messages to reach a wider audience without being hindered by geographical limitations (Nugraeni, 2024). Through various social media platforms such as YouTube, Facebook, Instagram, and TikTok, preachers can now convey the teachings of Islam to millions of people quickly and efficiently. This shows that information technology can be used to expand the reach of da'wah. The existence of social media also facilitates access for people who previously could be difficult to reach by da'wah messages. For example, Muslim diaspora communities living in countries with minority Muslim populations can now more easily connect with Islamic information and teachings. Thus, digitalization plays an important role in strengthening the bonds between Muslims in different parts of the world. By utilizing digital platforms, preachers can not only disseminate information, but also build closer interactions with their audiences. This creates a more open space for dialogue and allows for the exchange of thoughts and experiences between Muslims, which in turn can enrich religious understanding and practice among the global community.

#### 2. Diversification of Da'wah Content

Digitalization has opened up opportunities to expand the variety of da'wah content, which can now be presented in various formats such as text, audio, and video (Najamuddin, 2020). Previously, da'wah was generally done orally, but with technological advancements, da'wah content can be presented in the form of infographics, podcasts, vlogs, and webinars. This transformation not only makes da'wah more interesting, but it also allows for the delivery of more complex information in a more understandable way. With digitalization, the delivery of da'wah messages has become more flexible and accessible to various groups. Various digital platforms allow preachers to reach a wider audience, so that the message conveyed can be accepted by a diverse community. It also encourages innovation in the way of delivery, where content can be tailored to different audience preferences. Digitalization has also contributed to increased interaction between preachers and audiences. Through digital platforms, audiences can provide feedback in person, participate in discussions, and ask questions. Thus, the da'wah process is not only one-way, but also creates a more dynamic and interactive dialogue space.

### 3. Interactivity and Involvement of Pilgrims

Digital media provides an opportunity for preachers and worshippers to engage in more direct interaction through various channels, such as comments, private messages, or virtual question-and-answer sessions (Musdalifah, 2023). With this platform, the relationship between preachers and audiences can be established more closely, creating space for constructive dialogue. The interactivity offered by digital media not only strengthens the bond between preachers and worshippers, but also allows preachers to provide a deeper explanation of Islamic teachings. This is very important in answering questions and doubts that the audience may have, so that they can better understand the concepts being taught. By utilizing digital technology, preachers can reach a wider and more diverse audience, as well as create an inclusive environment for discussion. This not only enhances the understanding of Islam, but also encourages the active involvement of pilgrims in the learning process, which in turn can enrich their spiritual experience.

### 4. Time and Cost Efficiency

The dissemination of da'wah through digital platforms has proven to be more effective compared to conventional methods such as direct lectures (Zaid et al., 2022). By utilizing technology, preachers can reach a wider audience at a lower cost and more efficient time. Through digital content, da'wah can be widely disseminated and can be accessed at any time by the public. This allows da'wah messages to be repeated and amplified, thereby increasing understanding and acceptance among diverse audiences. The use of digital media in da'wah not only saves resources, but also provides greater flexibility in conveying messages. Preachers can utilize a variety of formats, such as videos, articles, and podcasts, to attract attention and increase public engagement.

### 5. Strengthening Virtual Communities

Digital platforms have created opportunities for the formation of virtual communities based on religion (Efendi et al., 2024). In this context, these communities play an important role as a forum to provide mutual support, exchange knowledge, and strengthen the spiritual beliefs of their members. Through various applications such as WhatsApp, Telegram, and other social media, we can clearly see how the digitization process contributes to strengthening relationships between community members. The existence of faith-based communities in cyberspace not only facilitates social interaction, but also becomes a medium for spiritual development. Community members can share experiences and understanding of religious teachings, which in turn can deepen the faith of each individual. The discussions that take place in these groups often create an

atmosphere that supports spiritual and moral growth. Digital platforms serve as a bridge that connects individuals with the same religious background, even though they are separated by physical distance. This virtual community not only strengthens the bonds between members, but also provides wider access to information and resources related to religious practices. This shows that technology can be an effective tool in strengthening religious values in the modern era.

6. Adapting to the Younger Generation

The millennial generation and Gen Z are known as very active users in the digital world (Mitchell, 2021). Therefore, the delivery of da'wah content tailored to their tastes, such as short videos, memes, or animations, can increase the appeal and relevance of the message. This approach is crucial to maintain the sustainability and relevance of Islamic teachings in the ever-evolving modern era. It is important to understand that the way information is delivered has changed along with the advancement of technology. The younger generation is more likely to engage with interactive and easy-to-digest content. By utilizing digital platforms that are popular among them, da'wah content can be presented in a more innovative and interesting way, so that it can reach a wider audience. An effective da'wah strategy must consider the characteristics and preferences of the millennial generation and Gen Z. By adapting appropriate delivery methods, it is hoped that Islamic messages can be well received and have a positive impact on their daily lives. This will not only strengthen religious understanding, but also help the younger generation to stay connected to spiritual values in the midst of the challenges of the times.

7. Islamic Digital Literacy Development

Digitalization in the context of da'wah plays an important role in increasing digital literacy based on Islamic values (Bunt, 2019). This process involves mastering the skills to assess and select trustworthy sources of information, as well as the ability to identify and avoid fake news. Thus, individuals are expected to use technology in a way that is in accordance with the ethical principles in Islamic teachings. In addition, the development of Islamic digital literacy also includes a deep understanding of how technology can be used to effectively disseminate da'wah messages. This requires da'is and Muslims to not only become consumers of information, but also producers of quality and useful content. By utilizing digital platforms, they can reach a wider and more diverse audience. Finally, good digital literacy will help Muslims to interact with cyberspace more wisely. By prioritizing Islamic values in the use of technology, it is hoped that the community can build a more harmonious and mutually supportive community. This is an important step in facing the challenges of information in the increasingly complex digital era.

The digitalization process offers significant opportunities for the advancement of Islamic da'wah. Through the use of appropriate technology, da'wah can be presented in a more inclusive, efficient, and in accordance with the demands of today's society. This paves the way for a new approach to conveying Islamic messages that can reach more people. To optimize the potential offered by digitalization, close cooperation is needed between preachers, scientists, and professionals in the field of technology. This synergy is very important so that da'wah carried out digitally adheres to fundamental Islamic principles and values. Thus, da'wah is not only information, but can also provide a deep meaning for the community. It is important to continue to evaluate and develop the digital da'wah methods applied. By paying attention to feedback from the community, preachers can adjust their strategies to be more relevant and effective. Through an adaptive and innovative approach, Islamic da'wah can continue to develop and make a positive contribution to society in this digital era.

### **Social and Spiritual Impact**

Digitalization in the context of da'wah has a considerable social influence. Through social media platforms, there is an exchange of ideas and discussions involving different cultures and schools of thought, which in turn can broaden religious horizons. However, if not managed wisely, this interaction also has the potential to lead to unproductive debates, which can interfere with the main goal of da'wah itself. From a spiritual perspective, the ease of access to various religious content in this digital era has helped many people to get closer to Allah SWT. With various sources of information available, individuals can more easily find inspiration and in-depth knowledge about religious teachings. However, there is a risk that some may become caught up in formalistic religious practices, without understanding the essence of the teachings. Managing digitalization is very important in spreading da'wah carefully, so that the benefits obtained can be maximized. Efforts to create a constructive and educational discussion environment are urgently needed, so that interaction in cyberspace can be an effective means of strengthening faith and understanding of religion. With the right approach, digitization of da'wah can be a powerful tool in spreading positive religious values.

### **Challenges in Digitizing Da'wah**

The challenges faced in the process of digitizing da'wah are very diverse and complex. One of the main issues is adaptation to technology that continues to evolve (Bunt, 2003). Many dai and da'wah institutions do not fully understand how to effectively use digital platforms to convey religious messages. This can result in a lack of reach and impact of da'wah carried out, especially among the younger generation who are more familiar with technology. In addition, there are challenges in maintaining the quality of da'wah content in the digital world. With so much information circulating, there is a risk of spreading inaccurate or even misleading information. Therefore, it is important for the dai to not only focus on delivering the message, but also ensure that the information conveyed is in accordance with the correct religious teachings. This requires collaborative efforts between religious experts and professionals in the field of information technology. Finally, another challenge that needs to be considered is ethics in interacting in cyberspace. Digitizing da'wah is not only about delivering information, but also about building a community and positive interaction. Therefore, it is important for the dai to understand the ethical norms that apply on digital platforms, so that the da'wah carried out can create an atmosphere of harmony and mutual respect among various circles of society.

Although there is significant potential, the digitization process in da'wah cannot be separated from various challenges, including the prevalence of inaccurate information, the abuse of media platforms, and the lack of supervision over the quality of the da'wah messages conveyed (Naamy, 2023). This shows that there is an urgent need to improve the understanding of digital literacy among preachers and worshippers. To address these issues, it is important for preachers to get adequate education on digital literacy, so that they can better filter information and convey quality messages. In addition, pilgrims also need to be involved in this process so that they are able to recognize and avoid misleading information. Strict supervision of content circulating in digital media is also a crucial step in maintaining the integrity of da'wah. With an effective monitoring system, it is hoped that the quality of da'wah messages can be maintained, and the spread of incorrect information can be minimized, so that da'wah through digital media can run better and be useful.

Information distortion can occur due to the lack of validation process for religious content circulating on social media, which has the potential to cause misinformation among the public (Zaid et al., 2022). This inaccuracy of information can affect an individual's understanding and

beliefs of religious teachings, so it is important to raise awareness of the importance of verifying the source of information. In the context of online radicalism, a number of extremist groups use digital platforms to disseminate ideologies that deviate from moderate religious teachings. The use of social media as a propaganda tool allows them to reach a wider audience, thus posing a challenge to efforts to prevent radicalization among the younger generation. Da'wah carried out digitally tends to reduce personal interaction that usually exists in direct teaching in mosques or taklim assemblies. This aspect of interaction is crucial in building a closer relationship between teachers and worshippers, as well as in creating an environment that supports the exchange of ideas and experiences directly.

## Conclusion

The digitization of da'wah reflects a complex phenomenon, where spirituality and technology interact with each other. One of the challenges faced is how to maintain the authenticity of religious messages, as well as utilize technology to expand Islamic understanding and practice among the community. To overcome these challenges, it is important to develop a da'wah strategy that can adapt to evolving technological advances. This includes utilizing digital platforms that can reach a wider audience, as well as creating relevant and interesting content for the younger generation. In addition, increasing digital literacy among da'wah practitioners is also key to ensuring that they can use technology effectively. Ongoing research into the impact of technology on spirituality is also needed to understand how these interactions can affect an individual's religious practices and spiritual experiences.

The digitization of da'wah is a significant transformation in the spread of Islamic spiritual values in the era of modern technology. By utilizing various digital platforms, Islamic messages can be disseminated more widely, inclusively, and interactively. However, there are challenges that must be faced, such as the validity of content, the potential for radicalization, and shallow information consumption, which require attention through increasing digital literacy and strengthening regulations. Therefore, collaboration between various stakeholders, including the government, religious institutions, and the community, is essential to ensure that the digitization of da'wah can make a positive contribution to the spirituality of Muslims.

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