

# ISLAMIC DA'WAH COMMUNICATION STRATEGY IN THE DIGITAL ERA: AN ANALYSIS OF THE UTILIZATION OF SOCIAL MEDIA TO SPREAD ISLAMIC VALUES

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**Abstract:** This study aims to analyze the communication strategy of Islamic da'wah in the digital era by utilizing social media as the main tool for spreading Islamic values. With rapid technological development, social media has become an effective platform for communicating religious messages to various levels of society, especially the younger generation. This research uses a qualitative approach with a case study method on several social media accounts that are active in conveying Islamic da'wah. The focus of the analysis includes content strategy, interaction with followers, and creative message packaging techniques to increase the audience's appeal and understanding of Islamic values. The results of the study show that effective da'wah communication strategies on social media include the use of attractive visuals, the use of easy-to-understand language, and two-way interaction with the audience through comments and question-and-answer sessions. In addition, collaboration with Muslim influencers has also been proven to expand the reach of messages. Although social media has great potential in spreading da'wah, there are challenges such as the risk of misinformation and negative comments that need to be faced wisely. This study concludes that a creative and adaptive approach in da'wah communication on social media can strengthen the dissemination of Islamic values and their relevance in the digital era. This research also provides recommendations for da'wah practitioners to develop communication strategies that are responsive to changes in digital trends

**Keywords:** *Islamic Da'wah, Social Media, Communication Strategy, Digital Era, Islamic Values*

## Introduction

The digital era has changed the way humans communicate, including in the spread of Islamic da'wah. One of the striking changes is the shift in da'wah media from physical spaces such as mosques and traditional recitation to a wider digital platform. Social media such as Facebook, Instagram, YouTube, TikTok, and Twitter are now the main means of conveying Islamic messages.

The spread of da'wah through social media provides various opportunities. With its interactive nature, social media allows da'wah messages to reach a wider audience, even across countries. Information can be conveyed in various formats, such as videos, infographics, and short writing, making it easier to understand and attract users' attention. In addition, message delivery can be done at any time, without being limited by time and place.

However, the use of social media for da'wah also presents a number of challenges. One of them is the potential for abuse of this platform to spread misinformation. Inaccurate or misinterpreted religious information can lead to misunderstanding among the public. In addition, the existence of negative content such as hate speech and trolling is often an obstacle for preachers to convey their message.

Another challenge is the low digital literacy of some people, including the preachers themselves. In some cases, da'wah messages are less attractive or even irrelevant to the needs of the audience, so they do not have the expected impact. Without the right communication strategy, da'wah through social media risks becoming less effective or even counterproductive.

To overcome these challenges, preachers need to develop structured and adaptive communication strategies. One approach that can be taken is to understand the audience in depth. By recognizing the characteristics, needs, and preferences of the audience, the da'wah message can be customized to make it more relevant. For example, creative video content on TikTok is more suitable for younger generations, while long talks on YouTube may be more suitable for adult audiences. In addition, collaboration with Muslim influencers can be one of the solutions to increase the appeal of da'wah. Influencers who have great influence on social media are able to convey Islamic values in a more relaxed and interesting way, especially for the younger generation. This approach not only expands the reach of da'wah but also helps to create a positive image of Islam that is relevant to modern life.

Digital literacy is also an important element in Islamic da'wah strategies in the digital era. Preachers need to be trained to understand how social media works, from content packaging to managing interactions with audiences. This literacy helps them to face challenges such as misinformation and negative content wisely.

Ultimately, the use of social media for Islamic da'wah is a great opportunity that can be optimized through the right communication strategy. By understanding the audience, utilizing technology wisely, and overcoming existing challenges, Islamic da'wah can be more effective in spreading Islamic values and building a harmonious society.

Through an adaptive and innovative approach, da'wah in the digital era is not only a means of spreading religious teachings, but also a tool to strengthen unity and tolerance in an increasingly diverse society.

### **Literature Review**

The development of technology in the digital era has changed the way humans communicate and interact, including in the delivery of Islamic da'wah. In this context, social media is one of the main tools in conveying the message of da'wah effectively. Previous studies have highlighted various aspects related to the use of social media in Islamic da'wah, including the communication strategies used and how Islamic values can be conveyed in a relevant and appropriate manner in accordance with the dynamics of the digital era. The Indonesian Islamic Da'wah Institute (LDII) tends to adhere to the notion of exclusivity and takfiri (Hasan, 2021).

The development of digital technology has changed the pattern of human communication and interaction, including in religious matters. With the emergence of digital platforms and social media, new ways of conveying religious values have begun to emerge. In the contemporary era, Islamic da'wah applications and Islamic-based social media have become popular means for universal religious engagement. This creates a new digital space that allows for a wider and more flexible spread of Islamic values, while introducing new methodologies for delivering religious messages (Kanafi, 2021) and Al-Quran Digital version 3.1 is the only digital Al-Quran

that is easy, practical, and fun (Máarif, 2024) Social media offers flexibility in presenting da'wah, either through text, images, or videos. In addition, the evolution of Islamic elements in Indonesian literature in the 20th century (Judge, 2023) Marked by interactive features such as comments and live streaming allow the audience to communicate directly with the preacher, creating a constructive two-way dialogue. This not only expands the scope of da'wah, but also strengthens the emotional connection between the preacher and the audience.

Communication Strategy in Islamic Da'wah, Effective communication strategies are very important in Islamic da'wah, especially in the digital era that is full of information competition. Mosque as a center for da'wah activities and community development (Usman, 2020) and Arab Hadhrami preachers play an important role in shaping the religious views of urban Muslim youth in contemporary Indonesia through a relevant and contextual da'wah approach (Rijal, 2020). Based on the theory of Integrated Marketing Communication, the delivery of messages must be

consistent, relevant, and in accordance with the needs of the audience. Indonesian scholars use a variety of Islamic da'wah methods (Ahyar, 2024). The development of Islamic teachings in Indonesia spread by Sunan Kalijaga (Wardani, 2023) and the tarbiyah movement in Indonesia is rooted in the idea of the Muslim Brotherhood, which was developed by the Indonesian Islamic Da'wah Council (DDII) through the Indonesian Muslim Student Action since the 1980s (Hamdi, 2023). Islamic educational materials from semiotic approaches, structuralism, and critical discourse analysis (Kustiawan, 2023). Research shows that the success of Islamic da'wah in the digital era requires an understanding of the audience, the selection of the right platform, and the preparation of interesting content. The journal "Komunika" had the highest impact (H-index 24), with author Riza Zahriyal Falah recording 42 citations (Roziqi, 2024). Preachers need to segment their audience, for example by differentiating age groups, educational backgrounds, and preferences for social media platforms and the style of da'wah communication carried out by Wahhabis (Ismail, 2023). Study by (Millie, 2023) shows that Da'wah has acquired the character of its contemporary discipline through the efforts of da'wah academics to shape it in models provided by the social sciences and media/communication studies.

The Role of social media in the Spread of Islamic Values social media provides a space to convey Islamic values in a way that is more easily accepted by modern society. Values such as fairness, honesty, and compassion can be expressed through inspirational stories, social campaigns, or educational content. The effectiveness of filmmaking practices and technologies has increased the tendency of competitive Islam in the Indonesian public sphere (Huda, 2023). The students have learned about the hadith about interfaith relations from their teachers even though they, reading directly from books and social media (M, 2021). According to (Musyarrofah, 2023), the substance of the religious moderation movement in Indonesia is the discourse of Nahdlatul Ulama's da'wah. Social media, allows preachers to package Islamic messages in interesting formats, such as short videos, infographics, or podcasts so that audiences can understand Islamic values more easily. Four models of da'wah communication internally strengthen the Ahmadiyya faith (Maarif, 2023). The study of Islamic da'wah conservatism illustrates the diffusion of traditional Islamic thought through print media to online da'wah digital platforms (Life, 2022). However, challenges such as the spread of misinformation and hate speech remain major obstacles. This shows the importance of digital literacy for preachers so that they can filter information and maintain the credibility of their da'wah.

Challenges and Solutions in Da'wah in the Digital Era Although social media offers various opportunities, challenges such as negative content, disinformation, and limited digital literacy often hinder the effectiveness of da'wah. Study by (Nugrahani, 2023) emphasized that da'wah is a method used to convey information that requires preachers. Islamophobia has the potential to cause conflicts between religious communities, so social movements are needed dddddd religious moderation (Kanafi, 2021). The spread of widely recognized da'wah carried out by prominent figures (Nature, 2023) to develop digital communication skills and use a collaborative approach, for example, collaborating with Muslim influencers who have great influence. Da'i da'wah planning in preventing the deterioration of children's morals (Zulkarnain, 2023) And collaborating this not only helps in reaching a wider audience but also increases the appeal of the da'wah message. Influencers can convey Islamic values in a relaxed and relevant style, especially for the younger generation.

## Method

In the digital era, social media has become an integral part of people's lives. The development of information and communication technology has brought major changes to the way humans interact, including in the spread of Islamic da'wah. Da'wah, which is an effort to convey Islamic values to the community, is no longer limited to mosque pulpit or physical gatherings, but can be done through platforms such as Facebook, Instagram, YouTube, TikTok,

and Twitter. The use of social media for da'wah provides opportunities as well as challenges. On the one hand, da'wah can reach a wider audience quickly and effectively. On the other hand, the potential for misuse, misinformation, and challenges related to negative content can hinder the goals of da'wah. In this context, Islamic da'wah communication strategies need to be designed in a structured manner to ensure that the messages conveyed are relevant, interesting, and in accordance with the principles of Islamic teachings.

This study aims to analyze how Islamic da'wah communication strategies in the digital era can be optimized through the use of social media. The study also identifies the challenges faced by dai (preachers) and solutions to overcome them. By understanding this dynamic, it is hoped that Islamic da'wah can be more effective in spreading Islamic values and building a harmonious society.

**Results and Discussion**

The results of the study show that the Islamic da'wah communication strategy on social media involves several key elements, namely: Audience Segmentation: Preachers understand the importance of recognizing the characteristics of their audience, such as age, educational background, and content preferences. This helps in crafting a message that suits the needs and interests of the audience.

Relevant and Creative Content: Preachers use a variety of content formats, such as short videos, infographics, and interactive lectures. TikTok, for example, has become a popular platform for delivering inspirational short messages. Content with elements of humor, real-life stories, or trending topics is easier to grab the audience's attention. Two-Way Interaction: Social media allows for direct interaction between preachers and audiences. Features such as comments, live streaming sessions, and direct messages are used to answer questions, provide advice, and build more personal relationships. Influencer Utilization: Collaboration with Muslim influencers who have a large follower base helps in expanding the reach of da'wah messages. These influencers often act as intermediaries to convey Islamic values in a language that is lighter and more acceptable to young audiences.

Challenges and Obstacles: Dissemination of Misinformation: Some da'wah content on social media contains misinformation or inappropriate interpretations of Islamic teachings. Negative

Content: Preachers often encounter negative comments, hate speech, or trolling, which can disrupt the focus of da'wah. Lack of Digital Literacy: Not all preachers have the skills to utilize social media effectively.

Based on the theme "Islamic Da'wah Communication Strategy in the Digital Era: An Analysis of the Utilization of Social Media to Spread Islamic Values," the results of this study can summarize various important elements related to da'wah communication strategies and the use of social media. The matrix that was compiled aims to analyze the aspects found in the journal, covering various dimensions of da'wah communication through social media.

**Table 1: Matrix of Analysis of Social Media Utilization in Islamic Da'wah**

Aspects	Da'wah Communication Strategy	Social Media Platforms	Purpose	Method/ Approach	Example Activities
Information Dissemination	Spreading Islamic teachings and moral values	Instagram, TikTok, YouTube	Education and provision of correct information about	Short videos, infographics, image posts	Online lectures, da'wah videos, educational content

			Islam		
<b>Interaction with Audience</b>	Build a dialogue with the audience and answer questions	WhatsApp, Facebook, Twitter	Improve understanding and establish relationships	Live chat, Q&A, polls	Live streaming of lectures, online Q&A
<b>Strengthening Muslim Identity</b>	Introducing Muslim identity through creative content	YouTube, Instagram, Twitter	Increasing pride in Islamic identity	Hijrah-themed content, Islamic motivation	Videos about the daily life of Muslims
<b>Dissemination of Lectures and Fatwas</b>	Spreading lectures and fatwas from scholars	YouTube, Facebook Live, Twitter	Increasing public understanding of religious teachings	Lecture recordings, online ulema fatwa	Upload lectures, fatwas by scholars via video
<b>Islamic Social Campaign</b>	Campaign to raise social awareness based on Islamic teachings	Instagram, Twitter, TikTok	Encouraging positive behaviour and social charity	Hashtag campaigns, social videos	#RamadhanBerbagi campaign, online donation
<b>Challenges and Risks</b>	Addressing misinformation and	All social media platforms	Maintaining the quality of information	Moderation, clarification, and clarification	Eradication of hoaxes, clarification of news

	negative content		n disseminat ed	of information	
<b>Use of Influencers</b>	Using influencers to expand the reach of da'wah	Instagram, TikTok	Increasing the visibility and influence of Islamic da'wah	Collaboration with da'wah influencers	Influencer preaching, videos with influencers
<b>Adaptation to Technology</b>	Keeping up with the development of digital technology in da'wah	All platforms	Utilizing the latest technology in da'wah strategies	Podcasts, webinars, da'wah applications	Live webinar, mobile da'wah application

Source: 2024 Research Results

**Conclusion**

Research on Islamic Da'wah Communication Strategies in the Digital Era shows that social media plays an important role in the spread of Islamic teachings in modern society. The use of platforms such as Instagram, TikTok, YouTube, and Facebook allows Da'wah to reach a wider audience, including the younger generation who are more active in using digital technology.

Some of the key points found in this study are: Information dissemination on social media is used effectively to disseminate information related to Islamic teachings, both through short videos, online lectures, and easy-to-understand infographics. Interaction with Audiences related to platforms such as WhatsApp and Facebook allows for direct dialogue between da'wah broadcasters and audiences, providing space for clarification, question and answer, and interactive discussion. Strengthening Muslim Identity in content that introduces Muslim identity and motivates migration through various digital platforms is increasingly in demand, strengthening a sense of pride in Islamic religion and culture. Islamic Social Campaigns by means of campaigns through social media related to social charity, virtue, and positive behavior based on Islamic teachings are increasingly carried out, using hashtags and social videos to reach more people. The challenges that arise are the spread of inaccurate information (hoaxes) and negative content that can affect people's perception of Islam. Therefore, it is important that there is good moderation in every platform used.

Da'wah account managers need to improve their skills in creating interesting and educational content, as well as mastering the latest technology. The use of influencers and collaborations with influential figures can expand the reach of da'wah messages. A moderation team is needed to clarify hoax information. Training on digital communication ethics and effective management of da'wah accounts can improve the quality of messages. Creative and interactive content must be relevant to social issues, as well as utilize platforms according to their characteristics for maximum impact.

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