

A Conceptual Paper on the Significant Role of Digital Media in Contemporary Da'wah within the Technological Era

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ABSTRACT

The concept of Contemporary Da'wah involves using digital media as a means for preachers to convey and spread Da'wah messages to their audiences. In today's digital age, many preachers and content creators utilize social media platforms to share Da'wah, making it easier for them to communicate Islamic teachings to a wider audience. This study aims to explore the crucial role of digital media in contemporary Da'wah in the technological era. The research methodology is based on a review of secondary data, including reference materials from previous studies. These sources consist of books, papers, journal articles, newspapers, and credible online content that address topics related to: (1) Contemporary Da'wah, (2) Digital Media, and (3) the Technological Era. The analysis reveals that the advancement of technology serves its core purpose of fostering transformative changes, which extend to various aspects of human life, including Islamic Da'wah. The rise of digital media, supported by social media platforms, has expanded the ways in which Da'wah is spread beyond the traditional methods of preaching. Today, Da'wah can be efficiently shared through technology, overcoming geographical and physical barriers, reaching individuals across different locations, from one mobile device to another, from home to home, and even across international borders.

Keywords: Contemporary Da'wah, Islam, Digital Media, Social Media, Technological Era

INTRODUCTION

In the field of Islamic outreach, the term Da'wah carries a unique importance, involving the strategic use of social media as a powerful means to spread and promote Islamic teachings. Derived from the Arabic word for "invitation" or "calling," Da'wah is a key component of Islamic practice, serving as a channel to communicate the message of Islam to both Muslims and non-Muslims. As Islam is inherently a Da'wah-oriented religion, it requires its followers to continuously share its teachings with all of humanity (Ridwan, 2018). The rise of the digital age has brought about the unparalleled integration of social media into the Da'wah domain, providing a vast and unique platform for outreach. When used wisely, social media becomes a potent tool for Da'wah. The core of Da'wah is to invite others to adopt the beliefs and principles of Islam, grounded in Aqeedah (Creed) and Shari'ah (Islamic ethics). Ghozali (2021) emphasizes that Muslims should make a concerted effort to strengthen their Aqeedah while aligning it with developments in science and technology.

In the realm of Islamic discourse, conveying the Da'wah message involves two essential roles: the Da'i, who is the advocate of Da'wah, and the Mad'u, the recipient of the message. This dynamic interaction includes the spread of Islamic teachings, known as al Haq (The Truth), which represents the ultimate truth outlined in the Quran (Murthado, 2017). Rooted in the Quran and al-Hadith, the collection of sayings and actions of Prophet Muhammad and his companions, the Islamic message encompasses a broad range of guidance, advice, commands, and appeals, which are transmitted from the Da'i to the Mad'u. Da'wah, therefore, becomes a transformative process, enabling the incorporation of Islamic principles into everyday life. In order to engage with the rapidly evolving landscape of modern knowledge and technology, Da'is must actively connect with contemporary innovations. This necessity, highlighted by Ristianto et al. (2020), stresses the importance of preachers effectively utilizing these advancements to share religious values with the wider world. In this context, this conceptual paper explores the significant role of digital media in Contemporary Da'wah within the technological era.

The Meaning of Da'wah in Islam

Da'wah, originating from Arabic, represents a simple yet deep concept of calling, inviting, and encouraging others (Sunarto & Sa'diyah, 2022). It is the practice of urging individuals to accept Allah's religion, offering great rewards and benefits to those involved in this virtuous task. Furthermore, Da'wah also encompasses inviting non-believers to recognize the truth of Islam. The practice of Da'wah includes both spoken words and actions.

Da'wah, commonly known as Islamic preaching, refers to the Quranic-approved method of introducing others to Islam, spreading Islamic knowledge, promoting Islamic values, and sharing the faith (Sule & Abdulkareem, 2020). The Quran uses the Arabic verb "Da'wah" to describe this act, which means a call or invitation. Da'wah represents the Islamic approach to preaching, focused on preserving Islamic values and restoring the true essence of Islam (Bukay, 2017). Literally, Da'wah in the Islamic context invites humanity to willingly submit to Allah, worship Him alone, follow His righteous path, and avoid all forms of wrongdoing and

disbelief. This traditional form of Da'wah has been consistently practiced by Islamic scholars throughout history (Azlan et al., 2020).

Initially viewed as a divine command from Allah SWT in the Qur'an, Da'wah is regarded as a vital obligation for every sincere Muslim. The responsibility to spread the message falls on those who are obedient to Allah SWT, and preaching is seen not only as a duty but as an essential part of life. As a result, Da'wah becomes a continuous and integral practice for every Muslim, regardless of time or place, highlighting its enduring importance in the life of a believer (Salam et al., 2020).

Da'wah communication refers to the process of delivering messages or information derived from the Qur'an and al-Hadith, using both verbal and non-verbal symbols to influence the attitudes, opinions, or behaviours of others. It operates according to Islamic principles, utilizing both direct and indirect methods, which include spoken communication and various media channels (Majid and Noor, 2017). As a result, the message of Islam serves as guidance, advice, a mandate, or a request communicated from the Da'i (preachers) to the Mad'u (audience) based on the teachings of the Qur'an and al-Hadith. Da'wah involves addressing and correcting negative conditions—whether in thoughts, emotions, or behaviours—within individuals or society at large (Nisa, 2018).

Da'wah viewed as an expression of Islamic communication, necessitates the prioritization of six ethical principles, which serve as benchmarks in the interaction process. These principles include *qaulan ma'rufan* (employing good and proper expressions), *qaulan kariman* (utilizing noble and valuable words), *qaulan maysuran* (ensuring ease of understanding), *qaulan balighan* (delivering messages that leave an indelible imprint on the soul, precisely communicative), *qaulan layyinan* (using gentle words), and *qaulan sadidan* (upholding truth, straightness, and honesty). Consequently, adherence to these six-communication ethics, rooted in the perspective of the Holy Quran, signifies the appropriateness of Da'wah and ensures its alignment with Islamic norms (Janah & Yusuf, 2021; Afifi & Nuryana Kurniawan, 2021).

In the technological era, Da'wah can serve as a solution to various societal issues. This is because Da'wah must be based on essential, accurate, and contextually relevant information that addresses the problems faced by society. As a result, many Da'wah activists choose the most appropriate media to deliver their messages (Nandani, 2018). The choice of media for Da'wah is a critical factor, and it involves a selective process based on preaching goals, method suitability, the characteristics of the target audience, and the available media options. Utilizing technology and communication advancements as a medium for Da'wah is increasingly seen as a necessity. The role of Da'wah through internet media is crucial in the growth and advancement of Islam. Even if the Da'wah content remains the same, different media platforms can be employed to effectively broaden the reach of the Da'wah process (Khoiruzzaman, 2016). The advent of information technology presents a challenge for Da'wah practitioners in spreading Islamic messages, as they must compete with other popular content that attracts the public. Therefore, Da'wah practitioners need to adopt the latest approaches to stand out, presenting their messages in an engaging and modern way, using credible sources to appeal to a broader audience (Iman, 2018).

METHODOLOGY

The methodology of this concept paper is based on the review of secondary data sources, which include reference materials collected by other researchers. These materials consist of books, papers, articles published in journals, newspapers, and reliable online information that address topics related to: (1) Contemporary Da'wah; (2) Digital Media; and (3) the Technological Era. The references cited span publications from 2012 to 2025. Over 40 secondary data sources were examined to investigate the key question of this study: To what extent does digital media play a significant role in Contemporary Da'wah within the technological era?

FINDINGS AND DISCUSSIONS

Research findings from various secondary data sources indicate that, in the technological era, digital media has become a key instrument for Contemporary Da'wah communication, playing an essential role in the widespread distribution of Da'wah messages.

The use of digital media in Islamic preaching marks a significant change in both the content and strategies employed. Digital Da'wah materials, unlike traditional approaches, require specialized tactics that are suited to the unique characteristics of social media platforms, which serve a broad and varied audience. In essence, this medium offers a new way to reach large groups and spread the core teachings of Islam (Qayyum & Mahmood, 2015). Besides, digital media acts as a powerful tool for reaching a wide audience and provides opportunities for both experienced and new Da'i to share their messages effectively (Muhajir et al., 2022). Notably, social media influencers within the Muslim community are challenging traditional religious authorities and reshaping global Muslim identities on platforms like Instagram and YouTube. Through this, they are transforming spiritual beliefs and practices, particularly among young people (Bouziane et al., 2022). Additionally, preachers are utilizing a range of social media platforms such as Instagram, Facebook, Twitter, and YouTube to connect with millennials and share relevant Islamic content. The use of digital media tools, such as initiatives like "Quotes of The Day," helps spread brief but powerful Da'wah messages across these platforms (Adi, 2019; Wibowo, 2019).

The Da'wah process can be carried out via the internet, including through social media platforms (Husna and Aziz, 2021). In Da'wah, the content involves various messages or information about Islamic teachings, and social media enables easy access to a wide range of information. Social media is used to spread Islamic messages and extend its influence. For Da'wah to be successful, media platforms are crucial. With advancements in technology, a variety of Da'wah media are available. The internet now offers multiple platforms, including social media sites like Facebook, Twitter, YouTube, and Instagram, each with its own advantages that can be effectively used to convey Da'wah messages. The internet, as a platform for Da'wah (Islamic outreach), is a valuable digital tool for accessing and expanding one's understanding of Da'wah materials. It can be seen as an innovative medium that offers easy, affordable, and unrestricted access. Additionally, the internet functions as a powerful tool for delivering Islamic messages, overcoming the limitations of time and space. Da'wah messages can be shared online in various formats, making them accessible to a global audience anytime and anywhere (Muhaemin, 2017). The rapid expansion of internet-based Da'wah, including on

social media platforms like YouTube, is due to the diverse features the internet offers, allowing Da'wah activists to effectively spread religious messages (Fakhruroji & Muhaemin, 2017).

In the technological era, Da'wah is rapidly evolving, utilizing technological advancements to spread its message widely. Recorded lectures shared on social media platforms highlight the swift and far-reaching impact of Da'wah. To effectively engage the digital generation, Da'wah content must incorporate various virtual elements such as trending quotes, memes, and videos, as today's youth have a preference for visual content. Islamic media platforms have a valuable opportunity to present Da'wah in an engaging way, attracting the digital generation as they explore religion. However, the key is ensuring the content is accurate, relevant, and aligned with religious principles. Maintaining integrity and quality is essential for credibility, and fostering positive interactions along with a commitment to values of tolerance is crucial for successful communication through social media (Fakhruroji, 2019). Technological advancements have gradually removed the limitations of time and space, revolutionizing the traditional face-to-face spiritual interaction central to Da'wah, which is a key aspect of Islam. Today, digital platforms enable Da'wah to extend beyond physical boundaries. The use of online platforms allows Islamic messages to be shared globally, significantly expanding the reach of Islam's message (Rouet, 2020).

The rise of social media has provided Islam with an unparalleled opportunity to address misconceptions and expand its influence. In this regard, it is crucial to highlight the role of social media in shaping public perceptions of Islam and its values. By drawing on the teachings of the Glorious Qur'an, which encourages inviting others to the path of the Lord with wisdom and good counsel, modern social media platforms have become key tools in clearing up misunderstandings and fostering a more accurate understanding of Islam (Qur'an, Surah an-Nahl 16:125). Islamic scholars, through their engagement on social media, have the unique opportunity to showcase the beauty and values of Islam to a global audience. The words of the Prophet (peace and blessings be upon him) underscore the significance of conveying the teachings of Islam, even if it is in the form of a single sentence. Social media offers an efficient means of transmitting these teachings to a vast and diverse audience, making it an invaluable tool for Da'wah.

The use of social media technology for educational Da'wah is still quite limited, with only a small number employing it for Islamic purposes (Agboola, 2014). Additionally, there is an increasing preference among new media users for social media platforms over blogs. As a result, there is a need to explore different methods for incorporating social media into Da'wah programs. To remain relevant and active, Muslims are encouraged to utilize platforms like YouTube, Facebook, Twitter, Myspace, WhatsApp, and Blackberry Messenger to promote and spread Islamic teachings to both Muslim and non-Muslim students (Yusuf, 2015). Banbura also supports the use of social media tools for proselytization in the Muslim world, noting that many Muslim scholars have large followings on these platforms (Banbura, 2017). Social media platforms such as Facebook, Instagram, YouTube, and Twitter provide endless opportunities for spreading Islamic teachings (Da'wah) and sharing valuable insights about Islam (Sule & Mainiyo, 2023). These platforms have proven to be the most cost-effective, quick, and efficient means of Da'wah, enabling the distribution of information in various formats, including text,

audio, video, and voice calls. Islamic scholars and Da'is have skilfully utilized these adaptable technological tools to effectively deliver the message of Islam.

Social networks undoubtedly play a crucial role in spreading knowledge about Islam. Social media refers to websites and computer programs that enable communication via computers or mobile phones (Collins Dictionary, 2025). These platforms act as dynamic mediums for sharing information, helping to raise global awareness and understanding of Islamic teachings. The accessibility and broad reach of social media significantly contribute to the worldwide spread of Islamic knowledge, engaging various audiences and encouraging meaningful conversations. In the technological era, Muslim scholars can gain knowledge about Islam through social media and share it with others from the convenience of their own homes. Using digital media for Da'wah has become more than just an option; it is a necessity in today's world. Therefore, Da'wah activists must embrace the digital era to cultivate virtual Da'is who can spread Islam in accordance with the changing needs and progress of the times (Usman, 2016).

Social media acts as a platform that provides individuals with the opportunity to communicate and interact without the limitations of time and space (Perrin, 2015). This dynamic medium allows for effortless connection, enabling people to engage in meaningful conversations and exchange information, regardless of geographic or temporal constraints. Breaking down the term "social media" into its components reveals its core meaning. "Social" refers to a mode of interaction where people share information and receive feedback, while "media" refers to the tools used for communication, with the internet being a key example (traditional media like TV, radio, and newspapers are other forms). Together, these terms form a concept that can be defined as a web-based communication tool that allows individuals to exchange and acquire information from one another (Nations, 2019).

The development of the internet and social media has caused a fundamental shift in how people live, work, and communicate. By July 2020, there were around 4.7 billion social media users worldwide (Kemp, 2020). The rise of social media has brought about significant changes in how we communicate and access information, offering preachers, religious leaders, and ustadz new and effective ways to carry out their Da'wah responsibilities (Mukarom et al., 2020). Over time, social media has become an essential part of people's lives, driving the growth of global and advanced communication. Today, society's reliance on social media is substantial, making technology the focal point of social interaction. This trend is evident in Muslim communities worldwide, who actively use social media to raise awareness about Islam (Sule & Abdulkareem, 2020).

In the Malaysian context, social media plays a vital role in spreading Islam throughout society, especially in the current digital age. Preachers can utilize platforms like TikTok, Instagram, Facebook, X, and others to share their Da'wah messages, particularly targeting young people who are frequent social media users. It is essential for individuals, especially preachers, to be skilled in using social media as a tool for promoting Islamic teachings. Many young people are more engaged and influenced by short videos on social media rather than lengthy speeches, as these platforms allow for interaction through comment sections, messages, or live broadcasts, providing immediate answers to religious questions. However, Da'wah on

social media is not without its challenges, as the spread of misinformation may lead to misunderstandings. Therefore, preachers must be cautious and ensure they convey accurate messages that align with the true teachings of Islam (Yayasan Dakwah Islamiah Malaysia, 2024). The Department of Islamic Development Malaysia (JAKIM) and mosques nationwide have been instructed to expand their Da'wah programs, including using social media platforms to engage the younger generation in exploring Islamic teachings comprehensively. The broadening of social media use is crucial for spreading Da'wah, particularly among the youth. This is especially important as some young people seldom attend sermons at mosques, and utilizing social media for Da'wah can help encourage them to draw closer to Allah SWT (Meor Ahmad, 2024).

In the digital age, mosques, as institutions that bring the ummah together, must leverage social media as a tool for community engagement and an effective platform for spreading Da'wah. This is particularly crucial as the younger generation, which makes up a large portion of the community, is drawn to creative and current content. It is essential for a Da'wah platform like a mosque to stay relevant on social media, ensuring that the community can access meaningful and engaging Da'wah messages. However, Da'wah through modern media also faces challenges, as it must keep up with the rapid pace of technological advancements (Ismail, 2024). Moreover, the growing presence of female preachers utilizing social media platforms to connect with Muslims is yielding promising outcomes. In the past, Islamic teachings were primarily confined to physical locations like madrasahs and mosques, but now, with the use of mobile devices, information and references can be accessed instantly from anywhere (Saleh, 2023).

Research by Nur Nazihah (2017) emphasizes the distinctive potential of social media, especially its capacity to engage and visually convey information in ways that surpass traditional face-to-face interactions. The research reveals that recent advancements in visual communication have leveraged the power of online video, incorporating animated infographics using motion graphics software and techniques. This method provides a distinct opportunity for effectively sharing messages through social media platforms. As emphasized by Nur Nazihah, social media is particularly effective in simplifying complex ideas, making it an ideal medium for delivering tailored Islamic messages. Within the context of information and communication technology, this approach is a powerful tool for understanding Islamic knowledge, fully utilizing the capabilities of technology. This cyber-missionary approach acts as a channel for spreading religious beliefs, successfully reaching both Muslim and non-Muslim audiences.

The presence of digital media, especially social media, is essential for society as it provides a platform for exchanging information and can be accessed quickly. In the context of Da'wah, when individuals are busy with their daily activities, traditional methods like lectures may be disrupted. As a result, social media serves as an alternative medium and solution for Da'wah, allowing the sharing of Islamic content online, enabling people to access it easily and at any time. Platforms like Facebook, Twitter, YouTube, and Instagram are used for Da'wah purposes (Ahmadi et al., 2020).

CONCLUSION

In conclusion, this study offers an in-depth analysis of Contemporary Da'wah in the technological era, highlighting the profound influence of digital media on religious communication. The integration of social media platforms creates new opportunities to engage diverse audiences and counter misconceptions about Islam. This thorough examination paves the way for further research, urging scholars and practitioners to explore the intersection of digital media and Da'wah. As the digital landscape evolves, social media's role in shaping religious discourse will undoubtedly be key in promoting global understanding and dialogue. Additionally, this study uncovers a transformative shift, where digital platforms are integrated into traditional religious outreach. Social media, in particular, proves to be a powerful tool for Islamic religious education, influencing learning motivation and outcomes among youths. Moving forward, future research should investigate the long-term effects of digital Da'wah, the influence of emerging technologies, and innovative educational approaches to ensure the ongoing relevance and effectiveness of Islamic outreach in the technological era.

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ACKNOWLEDGMENT

We sincerely thank the Faculty of Communication and Media Studies, Universiti Teknologi MARA (UiTM) for their invaluable support in providing the necessary facilities and resources for conducting this research. The collaborative efforts and the conducive academic environment offered by the esteemed faculty have greatly contributed to the successful achievement of our research goals. Their dedication to promoting academic excellence has been instrumental in enhancing the quality and depth of this study.

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