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ROLE OF SOCIAL MEDIA IN DISSEMINATING DAKWAH

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Abstract

Social network is one of the most crucial used communication media between individuals, and organizations across the world today, as a medium of sharing and disseminating information. In fact, the advantages offered by social media have to be used effectively to convey the message of dakwah. Indeed, dakwah is one of the successful activities implemented through social media whenever the renowned da'ie also uses this method. Therefore, this paper reveals the role of social media in disseminating the message of dakwah to the community. It is focuses on the social media factors which affect publicizing Islamic information. Various aspects such as the effectiveness of the messages, the role of the da'ie, the medium used, the right approach and the concept of amar ma'ruf nahi munkar also peeled. This paper also discusses the need for social media to be used by the community in order to get more exposure towards Islamic messages. In fact, all parties should have the awareness on the importance of social media as a medium of communication for dakwah in this era of information.

Keywords: Islamic dakwah, amar makruf nahi munkar, Role of Social Media, Media.