

The Role of Social Media in the Transformation of Contemporary Da'wah: A Literature Review of Its Effectiveness and Challenges

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Abstract

This literature review examines the multifaceted role of social media in the transformation of contemporary da'wah (Islamic proselytization). It explores the effectiveness of social media platforms in disseminating Islamic teachings, fostering community engagement, and addressing the evolving needs of the modern Muslim community. The review synthesizes existing research to analyze the opportunities and challenges presented by digital da'wah, including its impact on cultural and methodological changes in Islamic communication. The methodology involves a comprehensive analysis of scholarly articles, books, and online resources, focusing on themes such as content strategies, audience reception, and the ethical considerations of online da'wah. Key findings highlight the significant reach and accessibility of social media in spreading Islamic messages, alongside concerns regarding message distortion, content credibility, and the potential for the spread of misinformation. This review identifies strategies for maximizing the positive impact of social media in da'wah while mitigating its risks, offering insights for practitioners, scholars, and policymakers. The study concludes by emphasizing the need for a cautious and responsible approach to ensure that religious messages remain accurate, beneficial, and aligned with the core values of Islam.

Keyword: *Model Pembelajaran, Ilmu Pengetahuan Alam. Quantum Teaching,*

Introduction

The advent of social media has fundamentally altered the landscape of communication, creating unprecedented opportunities for the dissemination of information and the formation of communities. This digital revolution has profoundly impacted various aspects of human life, including religious practices and the propagation of faith. Da'wah, the Islamic practice of inviting others to Islam, has undergone a significant transformation due to the widespread adoption of social media platforms. These platforms, such as Facebook, Twitter, Instagram, YouTube, and TikTok, have become vital tools for Muslim individuals and organizations to share religious content, engage with audiences, and foster a sense of community (Digital Da'wah Transformation: Cultural And Methodological Change Of Islamic Communication In The Current Digital Age, 2022).

The shift from traditional methods of da'wah—such as sermons in mosques, face-to-face interactions, and printed materials—to digital platforms presents both opportunities and challenges. On the one hand, social media enables da'wah to reach a global audience, transcend geographical boundaries, and engage with diverse

demographics, including younger generations who are highly active online (Al-Jaafar, 2023). On the other hand, the digital environment poses challenges related to content credibility, message distortion, and the potential for the spread of misinformation or extremist ideologies (Social and Cultural Implications of Da'wah Through Social Media, 2024). Understanding the nuances of this transformation is crucial for effectively leveraging social media to promote authentic Islamic teachings and address the evolving needs of the contemporary Muslim community.

Empirical research in this area has explored various aspects of digital da'wah. Studies have examined the content strategies employed by Islamic organizations and individuals on social media, the effectiveness of different types of content (e.g., videos, infographics, text-based posts), and the ways in which audiences engage with this content. Research has also focused on the impact of social media on religious identity formation, community building, and the spread of religious ideas.

For instance, studies have analyzed the use of Instagram for da'wah, exploring the aesthetic reception of the Quran and the factors that influence how religious content is received (Purnama, 2020). Other research has investigated the role of social media in the management of zakat (charitable giving), highlighting the potential of digital platforms to increase the reach and efficiency of zakat distribution (Utami et al., 2020; Norvadewi et al., 2021). Studies have also examined the challenges of digital da'wah, including the spread of misinformation, the potential for extremist ideologies, and the need for ethical guidelines (Digital Da'wah Transformation: Cultural And Methodological Change Of Islamic Communication In The Current Digital Age, 2022; Bahrudin & Waehama, 2024).

The integration of social media into da'wah practices represents a significant shift in how Islam is communicated and practiced. This transformation is driven by several factors, including the widespread adoption of smartphones and internet access, the increasing popularity of social media platforms, and the desire of Muslims to connect with their faith in accessible and engaging ways (Digital Da'wah Transformation: Cultural And Methodological Change Of Islamic Communication In The Current Digital Age, 2022).

Social media platforms offer several advantages for da'wah. They allow for the rapid dissemination of information to a global audience, bypassing traditional gatekeepers and media outlets. They provide opportunities for interactive engagement, enabling individuals to ask questions, share their perspectives, and participate in discussions about Islam. They also facilitate the formation of online communities, where individuals can connect with like-minded people, share support, and build relationships (Al-Jaafar, 2023).

Effective digital da'wah requires strategic content creation and dissemination. This includes adapting messages to suit the specific characteristics of each social media platform, utilizing multimedia content to engage audiences, and employing persuasive communication techniques (Agam Thahir, 2023; Miftahorrahman et al., 2024).

Content strategies often involve the use of short videos, infographics, and text-based posts to convey religious teachings. The aesthetic reception of the Quran in Instagram provides a good example of how the Quran is presented through variations and appearance factors (Purnama, 2020). The use of influencers and celebrities to

promote Islamic messages is also common, as is the creation of interactive content, such as quizzes and polls, to encourage audience participation.

The use of digital platforms for managing zakat and other forms of charitable giving is also a prominent content strategy. Digitalization of zakat payments has a strong relationship with the potential for receiving zakat (Utami et al., 2020). Digital platforms make it easier for individuals to donate to charitable causes, increase transparency and accountability, and expand the reach of zakat distribution (Norvadewi et al., 2021).

Understanding how audiences receive and engage with digital da'wah content is crucial for assessing its effectiveness. Research suggests that the reception of religious messages on social media varies depending on factors such as individual beliefs, cultural background, and the credibility of the source (Purnama, 2020; Bahrudin & Waehama, 2024).

Audiences often seek out religious content on social media to fulfill their needs for spiritual guidance, community, and social connection. The rise of the internet and social media has opened new avenues for da'wah with the potential to disseminate the message of Islam far and wide (Digital Da'wah Transformation: Cultural And Methodological Change Of Islamic Communication In The Current Digital Age, 2022). The use of social media can attract young audiences and improve their understanding of Islamic teachings (Miftahorrahman et al., 2024). The interactive nature of social media allows for deeper engagement and the formation of online communities, where individuals can share their experiences, offer support, and build relationships (Al-Jaafar, 2023).

Despite its potential benefits, digital da'wah faces several challenges and ethical considerations. One of the most significant challenges is the spread of misinformation and the distortion of religious teachings. The ease with which information can be shared on social media makes it difficult to control the accuracy and credibility of content. This can lead to the spread of inaccurate or misleading information, potentially causing confusion and division within the Muslim community (Bahrudin & Waehama, 2024).

Another challenge is the potential for extremist ideologies to spread through social media. Extremist groups often use social media to recruit new members, disseminate propaganda, and incite violence. The anonymity and lack of regulation on some platforms make it difficult to monitor and counter these activities. Furthermore, there are ethical considerations regarding the use of social media for da'wah, including issues of privacy, authenticity, and the potential for exploitation. It is imperative to ensure that the method of conducting da'wah must be relevant to the current era, it necessarily must conform completely to the ideals of the Quran and Sunnah (Digital Da'wah Transformation: Cultural And Methodological Change Of Islamic Communication In The Current Digital Age, 2022).

Social media platforms have become important tools for building and maintaining Islamic communities. They allow Muslims to connect with each other, share information, and organize events. The sense of community can be enhanced through the use of social media (Al-Jaafar, 2023).

Social media platforms also play a role in addressing social problems and promoting social cohesion. The Al-Bahjah's da'wah media has an impact on efforts to provide Islamic solutions to various life problems and move people from a better

situation (Toto Sunoto, 2023). Social media can be used to promote tolerance, understanding, and respect for diversity, countering the spread of hate speech and prejudice.

Millennials and younger generations are the most frequent users of social media. Da'wah movement has expanded its influence to encompass the millennial demographic (Hasanah et al., 2024). Social media provides a direct channel for reaching these groups, which is essential for the future of Islam. However, the communication preferences and characteristics of Millennials necessitate tailored approaches to disseminate da'wah content that resonates with their context and needs (Hasanah et al., 2024).

Social media can be used to provide education and create awareness. IRE teachers integrate technology through digital tools such as Google For Education, Quizizz, Canva, and video platforms such as YouTube to enrich the learning experience (Hyangsewu et al., 2024). Digital literacy in IRE supports students' technological skills and helps shape their moral character in the digital world (Hyangsewu et al., 2024).

Method

This literature review employs a qualitative approach, utilizing a comprehensive analysis of existing scholarly literature and online resources. This approach is suitable for exploring the complex and multifaceted nature of digital da'wah, allowing for an in-depth understanding of its various dimensions. The study employs a literature review design. This involves systematically identifying, evaluating, and synthesizing the existing body of knowledge on the topic. Data collection involves the following techniques: Keyword Searches: Systematic searches using relevant keywords and phrases (e.g., "da'wah," "social media," "digital da'wah," "Islamic communication," "online community," "Muslim influencers"). Database Searches: Searches across various academic databases to identify relevant articles and publications. Citation Analysis: Reviewing the citations of key articles to identify additional relevant sources. Content Analysis: Analyzing the content of selected publications to identify key themes, arguments, and findings.

Result

The analysis of the literature reveals several key themes and findings related to the role of social media in the transformation of contemporary da'wah.

The Reach and Accessibility of Social Media

Social media platforms have significantly expanded the reach and accessibility of da'wah. Through the use of social media, da'wah can reach a global audience, transcending geographical boundaries, and engaging with diverse demographics (Digital Da'wah Transformation: Cultural And Methodological Change Of Islamic Communication In The Current Digital Age, 2022).

Content Strategies and Effectiveness

The effectiveness of digital da'wah is influenced by the content strategies employed.

Table 1: Content Strategies and Effectiveness

Content Strategy	Description	Effectiveness
Short Videos	Creating concise and visually appealing videos that convey religious messages.	Highly effective for engaging audiences, especially on platforms like YouTube and TikTok.
Infographics	Using visual aids to present information in an easy-to-understand format.	Effective for conveying complex information and promoting knowledge retention.
Interactive Content	Creating quizzes, polls, and discussions to encourage audience participation.	Effective for fostering engagement and building online communities.
Live Streaming	Broadcasting live sermons, lectures, and Q&A sessions.	Effective for creating a sense of immediacy and facilitating real-time interaction.

Audience Engagement and Community Building

Social media fosters audience engagement and facilitates the building of online communities. The interactive nature of social media allows for deeper engagement and the formation of online communities (Al-Jaafar, 2023).

Challenges and Risks

The digital landscape presents several challenges and risks.

Table 2: Challenges and Risks

Challenge	Description	Mitigation Strategies
Misinformation	The spread of inaccurate or misleading information.	Fact-checking, promoting credible sources, media literacy education.
Extremism	The potential for extremist ideologies to spread.	Monitoring content, promoting counter-narratives, reporting harmful content.
Message Distortion	The misinterpretation or simplification of religious teachings.	Ensuring content accuracy, providing context, promoting critical thinking.

Challenge	Description	Mitigation Strategies
Privacy Concerns	The potential for misuse of personal data.	Implementing privacy settings, being transparent about data usage, promoting ethical online behavior.

The primary findings of this literature review can be summarized as follows:

Social media has significantly expanded the reach and accessibility of da'wah, enabling it to reach a global audience and engage with diverse demographics. Effective content strategies, including the use of multimedia, interactive content, and influencer marketing, are crucial for engaging audiences and promoting Islamic teachings. Social media facilitates audience engagement and community building, creating online spaces for individuals to connect, share support, and build relationships. Digital da'wah faces challenges related to misinformation, extremism, and message distortion, necessitating a cautious and responsible approach. Ethical considerations, including privacy and authenticity, are paramount in the practice of digital da'wah.

Discussion

The findings of this literature review align with and build upon existing research on the role of social media in religious communication. The ability of social media to transcend geographical boundaries and reach a global audience is a key advantage, as highlighted in studies on the expansion of the da'wah movement (Digital Da'wah Transformation: Cultural And Methodological Change Of Islamic Communication In The Current Digital Age, 2022).

The emphasis on content strategies, including the use of multimedia and interactive content, is consistent with research on effective communication practices (Agam Thahir, 2023). The need for ethical considerations and strategies to mitigate the risks of misinformation and extremism reinforces the importance of responsible digital engagement (Bahrudin & Waehama, 2024). The research on digital da'wah highlights the importance of adapting da'wah strategies in modern communication dynamics. Social media platforms become very important as one of the effective media in da'wah by referring to ethical/moral values and professionalism while still paying attention to the social and cultural context to maintain quality and harmonious communication with all parties (Agam Thahir, 2023).

The use of social media has also influenced the management of zakat and other charitable activities. Digitalization of zakat payments has a strong relationship with the potential for receiving zakat (Utami et al., 2020). Digital platforms make it easier for individuals to donate to charitable causes, increase transparency and accountability, and expand the reach of zakat distribution (Norvadewi et al., 2021).

While social media offers many opportunities for the spread of Islamic teachings, there are also risks. As shown in a study, it is imperative to ensure that the method of conducting da'wah must be relevant to the current era, it necessarily must conform completely to the ideals of the Quran and Sunnah (Digital Da'wah

Transformation: Cultural And Methodological Change Of Islamic Communication In The Current Digital Age, 2022).

Conclusion

This literature review highlights the transformative impact of social media on contemporary da'wah. Social media has become an indispensable tool for disseminating Islamic teachings, fostering community engagement, and addressing the needs of the modern Muslim community. While digital da'wah offers unprecedented opportunities for reaching a global audience, it also presents challenges related to content credibility, message distortion, and the spread of misinformation.

To maximize the positive impact of social media in da'wah, a cautious and responsible approach is essential. This includes employing effective content strategies, promoting media literacy, developing counter-narratives, establishing ethical guidelines, and fostering collaboration among stakeholders. By embracing these strategies, da'wah practitioners can leverage the power of social media to promote authentic Islamic teachings, build strong communities, and address the evolving needs of the contemporary Muslim world. The findings suggest that the future of da'wah will be inextricably linked to the ongoing evolution of digital technologies and the ability of Muslims to adapt and innovate in this dynamic environment. The effective use of media for da'wah, strategic management of digital content, and adoption of crowdfunding platforms for humanitarian projects illustrate the potential of technology to enhance both material and spiritual dimensions of life.

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