



ANALYSIS OF DIGITAL TECHNOLOGY ON *DA'WAH* COMMUNICATION STRATEGIES IN THE MODERN ERA

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Abstract

Keywords:

da'wah communication strategy; digital da'wah; digital technology; social media

The use of social media and digital platforms is increasing in da'wah activities. Many studies have not explored the optimal use of technology by da'wah practitioners to reach wider and more diverse audiences or face digital challenges, such as disinformation, the digital divide, and technical skills. This research explores the influence of digital technology on da'wah communication strategies in the modern era using the case study method – data collection through in-depth interviews, participant observation, and analysis of documentation from various digital platforms. Research findings show that social media, video platforms, and podcasts have changed the way preachers preach, allowing preachers to reach a wider and more diverse audience with more interesting and interactive content. In addition, the use of analytical tools to understand audience demographics is very important in increasing the effectiveness of message delivery. However, challenges such as the digital divide and the need for technical skills in content creation were also identified. The results of this research emphasize the need for preachers to receive digital skills training so that messages can be conveyed professionally and attractively. In addition, this research provides practical recommendations for preachers to optimize the use of technology in da'wah activities, including content creation strategies and how to deal with challenges such as misinformation.

Abstrak

Kata kunci:

strategi komunikasi dakwah; dakwah digital; teknologi digital; media sosial

Penggunaan media sosial dan platform digital semakin meningkat dalam kegiatan dakwah. Banyak penelitian belum mengeksplorasi pemanfaatan teknologi secara optimal oleh para praktisi dakwah untuk menjangkau khalayak yang lebih luas dan beragam, serta menghadapi tantangan digital, seperti disinformasi, kesenjangan digital, dan keterampilan teknis. Penelitian ini mengeksplorasi pengaruh teknologi digital terhadap strategi komunikasi dakwah di era modern dengan menggunakan metode studi kasus. Pengumpulan data melalui wawancara mendalam, observasi partisipan, dan analisis dokumentasi dari berbagai platform digital. Temuan penelitian menunjukkan bahwa media sosial, platform video, dan podcast telah mengubah cara pendakwah dalam berdakwah yang memungkinkan pendakwah menjangkau khalayak yang lebih luas dan beragam dengan konten yang lebih menarik dan interaktif. Selain itu, penggunaan alat analisis untuk memahami demografi khalayak sangat penting dalam meningkatkan efektivitas penyampaian pesan. Namun, tantangan seperti kesenjangan digital dan kebutuhan akan keterampilan teknis dalam pembuatan konten juga teridentifikasi. Hasil penelitian ini menegaskan perlunya pelatihan keterampilan digital bagi dai agar pesan dapat tersampaikan secara profesional dan menarik. Selain itu, penelitian ini memberikan rekomendasi praktis agar para pendakwah mengoptimalkan pemanfaatan teknologi dalam kegiatan dakwah, termasuk strategi pembuatan konten dan cara menghadapi tantangan seperti misinformasi.

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INTRODUCTION

Background Of The Study

The development of digital technology has brought significant changes in various aspects of life, including in the field of *da'wah*. Digital technology has not only changed the way humans communicate but also opened up new opportunities for the spread of religious teachings. In this modern era, *da'wah* is no longer limited to mosque pulpits or *taklim* assemblies but has penetrated cyberspace through various digital

platforms such as social media, websites, applications, and so on. Social media, such as Facebook, Instagram, and TikTok, allow preachers to reach a much wider and more diverse audience, especially the younger generation, who are more active on these platforms. In addition, websites and blogs provide space for religious articles that can be accessed anytime and anywhere, making religious information more accessible to the global community. Through interactive features like daily prayers, prayer time reminders, and discussion boards, the mobile app helps users learn more about religion in a more useful and individualized way. As a result, digital technology not only makes it easier for information to spread quickly and effectively but also develops a new setting that encourages more creative and dynamic religious interaction and education. For *da'wah* to stay relevant and successful in addressing the spiritual requirements of today's culture, preachers must continue to adapt and capitalize on technological advancements (Febriani, Alifah, & Rusdiansyah, 2023).

In this context, the *da'wah* communication strategy has undergone a profound transformation. *Da'i* and missionaries are now required to utilize digital technology so that religious messages can be conveyed more effectively and efficiently. Social media such as Facebook, Instagram, Twitter, and TikTok are powerful tools to spread *da'wah* to a wider and diverse audience. Through these platforms, preachers can take advantage of various features such as live streaming, stories, and reels to convey messages in a more visual and attention-grabbing form. For example, an inspiring and informative short video can reach thousands to millions of people in just a matter of minutes, creating a significant impact in a short period. Not only that, but platforms such as YouTube and podcasts provide space for more in-depth and detailed *da'wah* content, allowing preachers to reach out and educate the public more interactively and engagingly. YouTube allows preachers to upload lectures, panel discussions, and educational programs that users can access anytime and anywhere. At the same time, podcasts provide an opportunity to share insights through audio formats that can be listened to on the go or in other situations where it is not possible to watch videos. (Sulaeman, Fazri, & Fairus, 2020).

Furthermore, digital technology has empowered *da'wah* with the tools to understand their audience better and tailor their messages for maximum relevance and effectiveness. By analyzing audience demographics, content preferences, and peak

engagement times, preachers can design more targeted and personalized communication strategies. They can also use direct feedback from the audience through comments and private messages to refine and adapt their approach in real-time. This transformation of *da'wah* communication strategies through digital technology not only extends the reach of *da'wah* but also enhances the quality of audience interaction and engagement. It makes *da'wah* more adaptive and responsive to the evolving dynamics of the times. Dai and missionaries who can innovate and optimize the use of digital technology can convey religious teachings in a more interesting, in-depth, and impactful way, fostering a deeper connection with their audience.

Research Gap

Some existing studies emphasize the importance of preachers' understanding of the use of the internet network and its various features, as well as information and communication technology-based applications. This digital literacy is crucial for *da'wah* practices in the modern era.

Pamungkas & Halwati (2023) or Ermayani, Nurhadi, & Masykuri (2021) Stated that *da'wah* in the digital era requires adjustments to various societal trends that have changed drastically in the digital era. In the digital era, people need information that can be read, digested, and practiced quickly, before being replaced by other information intake. *Da'wah* messages must ultimately be processed in a format that is in accordance with the tendencies of the community and disseminated through information and communication technology-based media that has become a need for the community itself.

The research above mostly focuses on changing and adjusting *da'wah* practices to existing digital trends. These studies often emphasize the importance of understanding the use of the internet and the application of information technology, but do not provide an in-depth analysis of the effectiveness and adaptability of *da'wah* communication strategies in reaching diverse audiences, especially the younger generation who are more active on digital platforms. While previous research has acknowledged the role of social media and digital platforms, there has not been a comprehensive analysis of the effectiveness and adaptability of these strategies in reaching diverse audiences, especially younger generations who are more engaged with digital content. This study

aims to fill this gap by examining the dynamics of digital *da'wah* communication and its implications for modern Islamic outreach.

However, the adaptation of digital technology in *da'wah* also presents its challenges. This is in line with previous research that explains : First, it is necessary to understand the characteristics and preferences of digital audiences that are different from traditional audiences. Digital audiences tend to be more interactive, have shorter attention spans, and expect fresh and visually appealing content. Preachers should study social media algorithms and content trends to ensure their messages are not only visible but also attract attention and high engagement. Second, the emergence of misinformation or negative content online requires preachers to be more careful and wise in conveying religious messages. They must be able to distinguish between constructive criticism and unfounded attacks and find ways to respond tactfully and maintain the integrity of their message. In addition, hoaxes and disinformation often spread faster on digital platforms, which can damage the image and message of *da'wah* if not handled properly. Preachers must play an active role in clarifying misinformation and promoting digital literacy among their congregations. Third, it is necessary to develop technical skills in using various digital tools and platforms so that *da'wah* can be carried out professionally and attractively. Preachers need to understand the fundamentals of digital content creation, such as video editing, graphic design, and social media management, to ensure that their message is conveyed in an aesthetically pleasing and engaging way. (Estuningtyas, 2021).

Additionally, preachers should also study social media analytics to understand metrics such as reach, engagement, and conversions, which can help them evaluate the effectiveness of their *da'wah* strategies and make necessary adjustments. The ability to adapt quickly to new technologies and changes in digital user behavior is essential to remain relevant and effective in delivering *da'wah*. Another challenge is maintaining a balance between the use of technology and the spiritual depth in the message of *da'wah*, as well as ensuring that the use of technology does not replace face-to-face interaction, which remains important in building deep relationships with worshippers. Thus, while digital technology offers a wide range of opportunities to expand and enrich *da'wah*, preachers must be prepared to face and overcome existing challenges with the right skills, knowledge, and wisdom. Successful adaptation will allow them to convey

religious messages in a more effective, relevant, and impactful way in this digital age (Andriani, 2023).

Previous research studies were conducted. Sinambela et al. (2024) The digital divide also includes unequal skills and understanding of the use of technology for learning. In addition, those with limited digital skills may face difficulties in adopting technology as an effective learning tool, which also impacts digital propaganda. Research supports this. Oktavianoor (2020) The digital divide is also experienced by rural communities in Indonesia, one of which is the first factor, namely infrastructure, and the lack of supporting facilities in the use of technology and internet access can cause a digital divide. In Indonesia, the low level of availability or development of technology infrastructure on average comes from eastern regions such as Maluku, North Maluku, East Nusa Tenggara, Central Sulawesi, Southeast Sulawesi, and Papua.

On the other hand Ishaq, Fatikh, & Laksono (2021) and Hayat & Riam (2022) Explain that to achieve success in communication, effectiveness and change are necessary not only for one individual, but involving many people. In the context of communication in the digital age, effects are an integral element of the entire process and an important factor. When preachers deliver *da'wah*, the hope is that the message conveyed can be understood by *mad'u*. In addition, it is desirable that you can apply the message of *da'wah* in your daily lives. When this is realized, *da'wah* is considered successful.

The literature on the digital divide is also lacking, especially in areas with underdeveloped technological infrastructure. Previous studies have often failed to consider the impact of unequal access on the effectiveness of digital preaching, especially in rural or remote communities. Many previous studies have not sufficiently emphasized the importance of developing technical skills among preacher practitioners to use digital devices and platforms effectively. Skills such as content creation, video editing, and social media management are essential to ensure that the sermon message is delivered engagingly and professionally.

The development of technology with the existence of digital media should be used as well as possible for preachers to preach. According to the survey results from Asosiasi Penyelenggara Jasa Internet Indonesia (2024), internet users in Indonesia in 2018 until now have always increased, namely in 2018 by 64.80%, in 2020 by 73.70%, in 2022 by

77.01%, in 2023 by 78.19% and in 2024 by 79.50%. Meanwhile, the use of the internet (social media) in Indonesia for Facebook users is 64.35%, YouTube 50.84%, TikTok 34.36%, Instagram 29.68%, Twitter 1.06% and LinkedIn 0.04%. However, the reality is based on the findings that there are challenges faced by preachers such as the spread of misinformation or hoaxes (Febriana, 2021; Kango & Wahyudi AR, 2023; Mahmuddin & Nasriah, 2021; Nurhayati, Wirayudha, Fahrezi, Pasama, & Noor, 2023; Rosyidah, 2022) that can damage the image of *da'wah* and cause confusion among worshippers. In addition, there are still many preachers who cannot operate digital media platforms and video editing, both in practice and in terms of facilities, infrastructure, and so on.

Based on survey results from Asosiasi Penyelenggara Jasa Internet Indonesia (2024), people who do not know about the use of social media make up 2.60% of the total population. According to the survey, this lag occurs among many preachers who are in disadvantaged areas with limited networks and knowledge. It shows that the penetration (internet users of the total population) is 67.61%, with the contribution (use) of the internet being only 3.20%. Some of these problems are the real cause of the number of people with internet use in disadvantaged areas, including preachers who have not optimized the digital space for preaching and prioritize traditional *da'wah* methods.

Novelty Of The Study

Research conducted by Pratama, Aprison, Latifa, & Syafruddin (2024) examines the role and impact of digital *da'wah* in the spread of Islamic values in the digital era. The research method is carried out using a literature study approach. The results of the study show that digital *da'wah* has a significant positive effect in spreading moderate Islamic values and strengthening a more inclusive and informed online Muslim community. Integrating traditional and digital *da'wah* methods is considered effective in strengthening the understanding and experience of Islamic values in a digitally connected global society. Digital *da'wah* is faced with several challenges, including data security issues and gaps in access to technology in several regions.

Research conducted by Rambe & Rambe (2024) Studying Habib Ja'far's *da'wah* rhetoric through the YouTube platform Noice. The research method uses descriptive qualitative by analyzing the video content of Husein Ja'far Alhadar on the Noice YouTube channel. The results of the study show that Habib Husein Ja'far is an example

of rhetoric in today's era. Habib Husein Ja'far adjusts the style and language so that young audiences can accept it in absorbing religious values, using the *da'wah* approach, which has its own characteristics, namely popularity, rationality and inclusivity and the delivery of *da'wah* in a light and easy-to-understand language.

Research conducted by Kasir & Awali (2024) examines the role of digital *da'wah* in spreading the role of Islam in the modern era. The research method uses literature studies related to digital *da'wah*, social media, and Islamic communication. The results of the study show that digital *da'wah* provides a great opportunity to spread the role of Islam effectively in the modern era. *Da'wah* is carried out by utilizing technology and social media platforms. Muslim scholars and influencers are able to reach a wider audience and provide guidance on the knowledge needed in daily life. However, conventional *da'wah* also provides an important value, especially in building strong emotional and spiritual bonds through direct interaction.

Research conducted by Fairuz et al. (2024) About an analysis of various studies on the influence of digital technology on *da'wah* communication strategies. First, the Transformation of *Da'wah* Media shows that digitalization has changed the way *da'wah* messages are delivered. Previously, *da'wah* was carried out conventionally in mosques or face-to-face meetings; now, the method has shifted to digital platforms such as social media, YouTube, and podcasts.

Research conducted by Sinambela et al. (2024) examined changes that allow for wider and faster dissemination of messages. Further, the study on Audience Interaction and Digital and Analytics Skills highlights the importance of using analytics tools to understand audience demographics and tailor content to be more relevant. With a deep understanding of user behavior, *da'wah* can increase the effectiveness of delivering *da'wah* messages. Finally, the study also identifies the Digital Divide, which indicates a gap in access to technology in different regions, especially in underdeveloped rural areas. This affects the ability of *da'wah* to make optimal use of digital technology, which in turn can limit the reach and impact of *da'wah* messages. Thus, this research makes an important contribution to understanding the dynamics of *da'wah* strategies in the digital era and the challenges faced in their implementation.

Based on the literature review above, the results show that digital media *da'wah* has a significant positive influence in spreading Islam. Digital media provides benefits

in spreading Islam effectively in this modern era. Through digital media, preachers can easily reach a wider audience. This is an advantage of *da'wah* using digital media. However, these advantages certainly face problems with data security issues and inadequate technology gaps in some disadvantaged areas. Thus, it is necessary to integrate *da'wah* with digital media and traditional *da'wah* to increase the effectiveness of spreading Islam, strengthening Islamic understanding, and building emotional and spiritual bonds in the community. This literature review uses a qualitative method with a literacy study and a descriptive qualitative method to analyze the content of Habib Ja'far's *da'wah* through YouTube Noice.

Meanwhile, the novelty of this study explores more deeply the analysis of the influence of digital technology on *da'wah* communication strategies in the modern era, which is a differentiator from the literature review above, namely: first, the use of social media for *da'wah* using Facebook, Instagram, Tiktok and Youtube media through podcast content or other discussion content. The media used in this study is not only YouTube. Second, this study discusses content adaptation as a form of integration of digital media *da'wah* with traditional media. Preachers who delivered *da'wah* directly as a form of traditional *da'wah* were adapted into digital *da'wah*. Third, the challenges faced in this study are the emergence of misinformation, the existence of negative content and unconstructive discussions that have a negative influence and impact on religious views. Fourth, effective communication strategies in *da'wah* through *da'wah* content utilizing interesting and personalized multimedia for direct interaction with the audience are determined.

Hypotheses/Purposes Of The Study

The rapid advancement of digital technology has significantly changed the landscape of *da'wah* communication, presenting opportunities and challenges for preachers. While previous research has acknowledged the importance of adapting *da'wah* practices to the digital age, it often fails to provide a comprehensive analysis of how these technologies can be effectively integrated into communication strategies. There is a glaring gap in understanding the dynamics of audience engagement, especially among younger generations who are more active on digital platforms. Additionally, existing literature tends to focus on the theoretical aspects of digital

preaching without adequately addressing the practical challenges that preachers face, such as the spread of misinformation and the need for technical skills in content creation. Many preachers lack the necessary training to utilize digital tools effectively, leading to missed opportunities for impactful outreach (Pimay & Savitri, 2021). Additionally, the digital divide exacerbates this problem, as not all communities have the same access to the technology or skills needed to utilize it for religious purposes.

Given these challenges, there is an urgent need for research that not only identifies effective digital communication strategies but also provides actionable recommendations for preachers. This research aims to fill this gap by exploring how digital technologies can be used to improve *da'wah* communication strategies, ensuring that religious messages remain relevant and impactful in today's rapidly changing digital environment. By examining successful case studies and best practices, this research will contribute to a deeper understanding of how preachers can navigate the complexities of digital outreach while addressing the inherent challenges they face.

This research aims to explore the influence of digital technology on *da'wah* communication strategies in the modern era. By understanding the dynamics and challenges, it is hoped that an effective strategy can be found in utilizing digital technology for *da'wah* so that religious teachings can be spread more widely and be accepted by the community. The research will identify how preachers can optimally use digital platforms such as social media, video streaming, podcasts, and mobile apps. It will also evaluate the role of algorithms and analytics in understanding audience preferences and tailoring *da'wah* content to make it more relevant and engaging. This research will discuss various examples and case studies of the use of digital technology in *da'wah*, such as the success of *da'wah* campaigns through Instagram or YouTube, as well as the impact of religious podcasts in forming a more inclusive community. By studying these examples, this research aims to identify best practices and innovations that other *da'wah* outlets can imitate. The case study will include an in-depth analysis of how content is created, disseminated, and received by the audience, as well as how feedback and engagement from the audience are used to improve the quality and effectiveness of *da'wah* (Fabriar, Fitri, & Fathoni, 2022).

In addition, this research will provide recommendations for preachers to optimize the role of technology in their *da'wah* activities. These recommendations will include

practical strategies for creating engaging and relevant content, how to leverage specific features from different digital platforms, as well as approaches to dealing with challenges such as misinformation and negative content. The research will also highlight the importance of training and technical skills development for preachers so that they can use technology more confidently and professionally. Thus, this research not only contributes to a deeper understanding of the influence of digital technology on *da'wah* but also provides a practical guide for preachers to improve the effectiveness of their communication in the digital age. Hopefully, the results of this research can help preachers spread religious teachings in a more modern, interesting and impactful way so that *da'wah* can reach a wider and more diverse audience (Lestari, 2024).

The analysis of digital technology in *da'wah* communication strategies is very important in the context of a society that is increasingly shifting to digital platforms for communication and information dissemination. Thus, *da'wah* needs to adapt to remain relevant in the modern era, where traditional methods may no longer be enough. This research highlights the need for preachers to understand and utilize digital technology so that contemporary audiences can accept religious teachings. Additionally, younger generations are now more actively interacting with digital content, making this research crucial in finding effective ways to reach and engage young audiences through popular platforms such as social media and podcasts. Understanding their preferences and behaviors will allow preachers to tailor their messages in a more engaging and impactful way, strengthening relationships with this important segment of the population.

Lastly, technical skills in the use of digital tools are now the key to effective communication. This research emphasizes the importance of training preachers so that they can create engaging content that captures the attention of the audience. By focusing on practical recommendations for content creation and social media management, the study empowers preachers to use technology with more confidence. In the academic context, although there has been some research on digital *da'wah*, there is still a lack of a comprehensive analysis of the interaction between technology and communication strategies. This research seeks to fill that gap, providing new insights into discussions about Islamic communication and the use of digital platforms for more effective outreach.

METHODS

Before discussing the research method, the researcher will explain the alignment between the characteristics of the phenomenon studied, including: First, the practice of digital *da'wah* is very complex, involving various digital platforms, diverse audience demographics, and various communication strategies. The case study approach allows researchers to conduct an in-depth exploration of this complexity by providing a detailed examination of specific examples in which digital technology has been successfully integrated into *da'wah* practice. This method allows researchers to capture the nuances of strategy adaptation carried out by *da'wah* practitioners to utilize technology effectively, something that is difficult to achieve through quantitative methods alone. Additionally, case studies offer a rich real-world context, reflecting concrete scenarios in *da'wah* practice. By focusing on successful digital *da'wah* campaigns or initiatives, this research can reveal relevant practical insights that can be directly applied by practitioners. For example, an analysis of how *da'wah* uses social media analytics to tailor content can provide valuable lessons for those looking to improve their outreach efforts.

This study uses a qualitative approach with a case study method to explore the analysis of digital technology on *da'wah* communication strategies in the modern era. The study adopts three main data collection techniques: interviews, observations, and documentation, which are designed to provide comprehensive insights into the analysis of digital technologies on *da'wah* communication strategies (Yin, 2018).

In the interview process, the researcher explored the experiences, perspectives, and strategies of preachers who actively use digital technology in preaching. By using semi-structured interview techniques, researchers can explore topics flexibly while ensuring key questions are answered. This interview involved various informants, including active preachers, speakers, *da'wah*, and *da'wah* practitioners who actively utilize digital technology, as well as the results of participant observations of digital *da'wah* activities such as online lectures, social media content, and podcasts that utilize various digital platforms, as well as digital communication experts in the religious context along with the profiles of the preachers that the researcher obtained.

Table 1. Profile Of Research Informants

No.	Initials	Age	Gender	Role In <i>Da'wah</i>	Long Involved In The World Of <i>Da'wah</i>
1	MK	60	Man	Chairman of the Center for <i>Da'wah</i> and Improvement of National Morals of the Indonesian Ulema Council (PD PAB MUI)	37 years old
2	MCN	49	Man	Chairman of the <i>Da'wah</i> and Ukhwah Division of the Central Indonesian Ulema Council	27 years old
3	CKJ	35	Man	Secretary of the MUI <i>Da'wah</i> Commission	14 years old
4	DAU	58	Man	Chairman of the <i>da'i</i> association of the <i>da'wah</i> council	35 years old

Each informant participated in one to two interviews that lasted about 45 to 60 minutes, allowing follow-up questions to enrich the data obtained. The questions asked by the researchers included how they used social media in preaching and the challenges they faced when using digital technology. In addition, the researchers made direct observations of the preachers' digital preaching activities. Using participatory observation methods (Yin, 2018). Researchers will be directly involved in online activities, such as attending live lectures and monitoring interactions on social media. The focus of observation will include online lectures, social media content, and audience interaction during the event, including comments and feedback provided.

Finally, with documentation, researchers analyze material related to existing digital preaching practices (Yin, 2018). This technique includes analyzing the content generated by preachers on various platforms, such as social media posts, video lectures on YouTube, and blog articles that address religious topics. By analyzing these documents, researchers can identify trends in content creation, audience engagement metrics, and effectiveness in conveying religious messages. This approach provides a deeper understanding of how digital technology is used in the context of preaching.

Triangulation is employed to ensure the validity and reliability of the research, utilizing three data sources: interviews, observations, and documentation. This research aims to gain a comprehensive understanding of how digital technology affects *da'wah* communication strategies. The use of triangulation not only increases the robustness of

the findings but also provides a diverse view of the phenomenon being studied. This approach is in line with Yin's (2018) statement in "Case Study Research and Applications: Design and Methods," where he emphasizes that the use of a variety of evidence sources can strengthen case study research by providing richer context and more reliable conclusions. Through this triangulation process, this study seeks to offer valuable insights into effective strategies for utilizing digital technology in modern *da'wah* practice. In addition, member checks are carried out by confirming the results of interviews with respondents and peer briefings by discussing with colleagues or experts in the field of *da'wah* and digital technology.

In addition, member checks are carried out by confirming the results of interviews with respondents (Birt, Scott, Cavers, Campbell, & Walter, 2016; Doyle, 2007), and peer briefings by discussing with colleagues or experts in the field of *da'wah* and digital technology. This research will also comply with the principles of research ethics, such as maintaining the confidentiality and privacy of respondents, obtaining participants' consent before conducting interviews and observations and respecting the rights of participants. Through this method, the research is expected to provide a comprehensive understanding of the influence of digital technology on *da'wah* communication strategies in the modern era and provide practical recommendations for preachers to utilize technology to spread religious teachings more effectively (Sugiyono, 2019).

RESULTS AND DISCUSSION

Research Results

This study identifies several key findings related to the influence of digital technology on *da'wah* communication strategies in the modern era. Based on data collected through in-depth interviews with preachers, preachers, and *da'wah* practitioners, observation of participants in various digital *da'wah* activities, and analysis of documentation in the form of social media uploads, video lectures, and blog articles, it is found that digital technology has a significant influence on the way *da'wah* is carried out today. First, the results of interviews, participant observations, and documentation analysis, this study provides a comprehensive picture of how *da'wah* practitioners utilize

social media to reach younger audiences and create a more robust interactive environment compared to traditional methods.

The interview results show that social media has become the main platform for preachers to reach a wider and more diverse audience. Platforms such as Facebook, Instagram, TikTok, and Twitter are used to spread religious messages in various formats, such as short videos, infographics, inspirational quotes, and live broadcasts.

"Instagram and TikTok allow them to convey messages more effectively through short videos and live streaming, which invites direct involvement from their followers." (Informant MK)

In addition, CN (Head of the *Da'wah* and Ukhwah Division of the Indonesian Ulema Council (MUI) Center), emphasized:

"The flexibility of online da'wah allows people to engage with religious teachings according to their wishes based on Islamic law." (Informant MK)

In addition to the above, the results of an interview with CKJ (MUI administrator), highlighted the importance of platforms such as podcasts in providing flexibility for audiences to learn religion on the go. He said,

"Podcasts are great for those who want to learn on the go." (Informant CKJ)

This shows that digital technology allows audiences to access Islamic preaching content anytime and anywhere, adapting to the increasingly busy consumption habits of audiences.

However, the study also identified several challenges in digital *da'wah*. As conveyed by DAU (Chairman of the *Da'i* Association of the Dakwah Council), there are concerns about the spread of misinformation online.

"The spread of false narratives is very fast online, and this is a big challenge in preaching. Many preachers feel overwhelmed by the demands of new technology and lack the technical skills to create interesting and relevant content." (Informant DAU)

Observations show that live streaming sessions on the DAU YouTube channel were able to attract hundreds of viewers, who actively interacted through comments and questions. Analysis of social media posts showed that the use of visual content, such as infographics, was very effective in increasing audience engagement. Adapting content

formats to the consumption habits of digital audiences, such as using shorter lectures or podcasts, was also shown to significantly increase engagement.

DAU, the Chairman of the *Da'i* Association of the Dakwah Council, highlighted the significance of enhancing the technical skills of *da'is* in utilizing digital platforms for *da'wah*. He explained:

“We have to make sure that preachers are ready with technological developments because effective preaching in the digital era requires skills that continue to develop.” (Informant DAU)

This shows an awareness of the need for training and development of technical skills in facing the challenges of digital technology.

This study found that digital technology, especially social media and podcasts, has influenced the way *da'wah* is carried out by providing easy access, expanding reach, and increasing interactivity between preachers and audiences. However, challenges such as the spread of misinformation and the need for technical skills in creating engaging content are still important issues that need to be addressed. This study also shows great potential for collaborating with influencers and developing applications that can increase interaction and provide wider religious resources. In addition, the results of interviews with various informants, including MK, CN, and DAU, emphasize the importance of developing technical capacity and flexibility of *da'wah* in responding to rapid digital changes.

The Use Of Social Media For Da'wah

The preachers and preachers interviewed reported that social media, such as Facebook, Instagram, and TikTok, have become the main platforms for spreading the message of *da'wah*. Social media allows them to reach a wider and more diverse audience, including the younger generation, who are more active on the platform. The content shared is often in the form of short videos, infographics, and posts that are easy to share, which allows the message of *da'wah* to spread quickly. For example, on Instagram and TikTok, short videos that are between 15 and 60 seconds long are very effective in grabbing users' attention and conveying key messages concisely and engagingly. Preachers and preachers take advantage of the various interactive features provided by these platforms, such as live streams, stories, and reels, to communicate

directly with the audience. Live streaming, for example, allows preachers to deliver lectures in real time, answer questions from the audience, and conduct interactive discussions, creating a sense of community, even if virtually. Stories and reels on Instagram allow for the rapid and dynamic dissemination of messages, with the use of engaging visuals, animations, and background music that can increase the appeal of *da'wah* content (Subhan, 2023).

According to DAU, *da'wah* practitioners often use social media, such as Instagram and YouTube, as an important tool to spread the message of Islam to a wider audience. They found that content in the form of short videos and infographics was more effective in attracting attention, so they tried to adapt the *da'wah* message using simple language and attractive visuals.

Infographic content posted on Facebook and Instagram is also very effective in conveying complex information in a simple and easy-to-understand way. Infographics allow preachers to combine text with visual elements such as graphs, icons, and diagrams, making it easier for the audience to understand the message quickly. Posts such as inspirational quotes, hadiths, or verses of the Qur'an accompanied by attractive images or designs are also in high demand, as they are easy for users to share to their networks, expanding the reach of *da'wah*. Additionally, the use of relevant and trending hashtags on social media can help increase the visibility of *da'wah* content. By using popular hashtags, *da'wah* content can be more easily found by users who are interested in the topic, even outside the circle of the preacher's direct followers. For example, hashtags such as #IslamicReminder, #DakwahDigital, or #MotivationIslam can be used to categorize and disseminate *da'wah* content more broadly (Librianti & Pratama, 2022).

Pastors and preachers also report that social media gives them analytics tools to understand their audience better. With analytics, they can see the demographics of their followers, when they're most active, and what types of content are getting the most engagement. This information is invaluable for adjusting *da'wah* strategies, creating more relevant content, and determining the best time to post. Overall, social media has become a very effective and efficient tool for spreading the message of *da'wah*. By taking advantage of the interactive features, engaging visuals, and analytics available, preachers can reach and interact with a wider and more diverse audience, conveying

religious teachings in a more modern and engaging way (Iman, 2019; Taufikurrahman & Setyowati, 2024).

Digital Content Adaptation

The findings show that preachers have adapted their *da'wah* content for digital formats. For example, religious lectures that were previously delivered directly in mosques are now being moved to video platforms such as YouTube. This allows the preacher to deliver material with engaging and interactive visuals, such as the use of slide presentations, animations, and graphics to explain the concept of religion more clearly and engagingly. Additionally, lecture videos can be produced in high quality, including professional editing, good lighting, and clear audio, all of which contribute to a more enjoyable and effective viewing experience. Preachers also take advantage of YouTube features such as replays, playlists, and subtitles to improve audience accessibility and engagement. Replays allow viewers to watch lectures anytime and anywhere. In contrast, playlists allow preachers to organize their videos by specific topics or series, making it easier for viewers to find and follow relevant content. Subtitles in multiple languages also help reach international audiences, expanding the impact of *da'wah* on the global community (Rizqy, Zachani, Fajri, & Suryandari, 2023).

Podcast content is also growing in popularity among preachers, offering space for more in-depth discussions on religious topics. Podcasts provide flexibility for preachers and audiences, as they can listen to episodes at any time, such as while traveling, working, or exercising. Podcasts allow preachers to invite guests, such as scholars, scholars, or religious practitioners, to discuss a variety of religious issues, providing a richer and more diverse perspective. The audio format also allows for more in-depth and relaxed exploration, which is often difficult to achieve in more formal and short video lectures. Additionally, preachers use platforms such as Spotify, Apple Podcasts, and Google Podcasts to distribute their content, reaching a wider audience and ensuring that their message is available on a variety of devices and apps. Preachers can also measure the success of their content through the analytics provided by these platforms, such as the number of downloads, listening duration, and listener demographics, which help them tailor their strategies and content to suit the audience's preferences better (Ritonga, 2019).

CKJ (MUI Administrator) said that not only limited to videos and podcasts, some preachers have also developed mobile applications that include features such as prayer time reminders, daily prayers, religious questions and answers, and discussion forums. This application not only provides *da'wah* content but also assists users in carrying out daily worship and strengthening the online community. By adapting *da'wah* content for digital formats, preachers can reach a wider and more diverse audience more interactively and engagingly. The use of digital technology allows them to convey religious messages in a more modern and relevant way, increasing accessibility and engagement and providing a more immersive and satisfying learning experience for audiences. This shows that *da'wah* can develop and adapt to changing times, taking advantage of technological advances to spread religious teachings more effectively.

Challenges In The Use Of Digital Technology

One of the challenges faced is the emergence of misinformation or negative content in cyberspace. Preachers must face fake news and unconstructive discussions that can affect public perceptions of religious teachings. Misinformation or hoaxes can spread quickly on social media, creating confusion and mistrust among worshippers. Preachers must be proactive in identifying and clarifying misinformation, as well as providing reliable sources that their audience can rely on. It requires skills in digital literacy and the ability to verify information before disseminating it. In addition, unconstructive discussions and fierce debates on digital platforms often lead to polarization and conflict, which can damage the image of *da'wah*. Preachers need to develop thoughtful and empathetic communication strategies to handle differences of opinion and maintain a positive atmosphere for dialogue. They must be able to deal with criticism in a constructive way, explain their views clearly, and avoid unnecessary confrontation. This is important to maintain the integrity of the *da'wah* message and build a more harmonious relationship with the audience (Ridwan, 2022).

The need to constantly update technical skills and understand the algorithms of digital platforms is also a significant challenge. Social media algorithms change frequently, affecting how content is shared and viewed by audiences. Preachers must stay up-to-date with these changes to ensure that their content remains relevant and gets maximum visibility. This includes understanding factors such as the best time to post,

the most effective types of content, and how to use hashtags and other features to increase reach. Mastering technical skills in digital content creation, such as video editing, graphic design, and social media management, is also an urgent need. Advice from DAU (Indonesian *Da'wah* Council) should be able to create high-quality content that is not only visually appealing but also informative and inspiring. This may require investment in training and equipment, as well as significant time to learn and practice. Some preachers may feel overwhelmed by these demands, especially if they have no technical background.

In addition, the challenge of managing time and energy between online and offline *da'wah* activities is also worth paying attention to. Preachers need to find the right balance to stay productive and effective in both areas. They also need to take care of their mental and physical health, as the pressure to be active and responsive in the digital world can be enormous. To address these challenges, preachers can leverage digital preaching communities and networks to share knowledge and resources. Collaboration with technology and communication experts can also help them develop the necessary skills. In addition, a strategic and sustainable approach to integrating digital technology into *da'wah* can help them overcome barriers and maximize the benefits of the digital era. Thus, while digital technology offers many opportunities to expand *da'wah*, the challenge requires an intelligent and planned response. Preachers need to adapt quickly, develop new skills, and stay focused on their primary goal: to convey religious teachings in an effective and relevant way in the modern world.

Effective Communication Strategies

Research reveals that effective *da'wah* communication strategies involve the use of engaging multimedia and a personalized approach. The use of multimedia, such as video, infographics, and animation, has proven to be a very effective way to grab the audience's attention and convey messages in a more dynamic and easy-to-understand way. Videos that include visual elements such as compelling graphics, animations, and audio clips that support the narrative tend to be more successful at capturing viewers' attention and retaining their interest. A strong and emotional narrative, which incorporates personal stories or real-life illustrations, can make the message of *da'wah* more relatable and inspire the audience. Personalized approaches, such as direct

interaction with the audience through Q&A sessions or comments on social media, have also proven effective in building closer relationships and reinforcing the message of *da'wah*. This interaction creates a space for dialogue that allows the audience to feel heard and valued, and provides an opportunity for the preacher to answer questions, provide clarification, and address doubts or misunderstandings directly. Live Q&A sessions, for example, can create an interactive atmosphere similar to face-to-face discussions, helping to build trust and greater engagement among the audience (Trilaksono, Prasetyawan, Amirudin, & Rizky, 2021).

This personal approach also includes the use of personal stories and life experiences in the delivery of *da'wah*. When preachers share their own stories or others who can inspire, audiences tend to feel more emotionally connected to the message. This can increase the effectiveness of *da'wah* because the audience sees a direct relevance between religious teachings and their daily lives. Research also shows that this multimedia and personalization approach not only attracts the attention of young audiences but also increases their engagement with *da'wah* content. Young people growing up in the digital age have a strong preference for visual and interactive content. Therefore, preachers who are able to leverage social media and other digital platforms in creative and innovative ways can reach and influence these audiences more effectively (Maulana & Subarkah, 2024).

Additionally, the study found that a personalized approach through direct interaction helps in building a solid online community. This community not only serves as a platform to spread the message of *da'wah*, but also as a space to support each other and share knowledge among its members. Thus, *da'wah* is not only a one-way activity but also a constructive and strengthening two-way dialogue. Preachers who leverage digital technology can also collect and analyze audience data to tailor their content and approach. By understanding the preferences, needs, and problems faced by their audience, preachers can develop more relevant and effective *da'wah* messages. For example, if the data shows that the audience is more interested in a particular topic, the preacher can focus on that topic in their talk or create an in-depth video series. Overall, this study confirms that an engaging combination of multimedia and a personalized approach is the key to the success of *da'wah* communication strategies in the digital era. Masyhuril Khomis said that preachers must be able to combine these two elements in

their sermons in order to attract attention, build strong relationships with the audience, and convey religious messages more effectively and impactfully.

Discussion

This research provides in-depth insight into the changing communication strategy of *da'wah* in the digital era, where technological advances allow *da'wah* to be carried out not only conventionally, but also through digital platforms to reach a wider audience. The transformation of *da'wah* media can be seen from the shift from traditional methods in mosques to the use of social media, YouTube, and podcasts. With analysis tools, *da'wah* can understand audience demographics and adjust content to make it more relevant, increasing the effectiveness of the message. However, the study also identifies a digital divide, especially in rural areas with underdeveloped technological infrastructure, which limits people's access to online *da'wah* content. Concrete examples of this research include a *da'wah* campaign on Instagram with short videos that attract the attention of the younger generation, a podcast program that discusses contemporary issues in Islam, and the use of data analysis to adjust content and posting times to increase public engagement.

The results show that digital technology has revolutionized the way *da'wah* is carried out by opening up new opportunities for a wider and more effective dissemination of religious messages. Social media and other digital platforms have allowed preachers to reach audiences that were previously difficult to reach through traditional methods. By leveraging platforms such as Facebook, Instagram, TikTok, and YouTube, preachers can access a variety of different demographics and market segments, including young generations and the international community, that may not be accessible through in-person lectures or print publications. Content adaptation for digital formats, such as videos and podcasts, has significantly increased audience appeal and engagement. Videos, with dynamic visual elements and strong narratives, allow for the delivery of *da'wah* messages more interactively and engagingly. Visual elements such as graphics, animations, and sound effects not only explain the concept of religion more clearly but also make it easier for the audience to understand and remember the message. This video format also provides flexibility in terms of duration and delivery,

allowing preachers to tailor their content to the needs and preferences of the audience (Nugroho & Halwati, 2023).

The shift from traditional to digital methods of preaching in the current era is very real. For example, the preaching campaign carried out by Ustadz CN through Instagram's short videos customized to the preferences of young viewers are particularly efficient at capturing the attention of the younger generation. This is not only about media diversion but also about how to present the preaching message in a way that a younger audience will accept. Short Instagram videos, for example, integrate great storytelling with dynamic visual components, making preaching more attractive and relevant. In addition, YouTube as a video platform also allows preaching to be carried out in a more structured and in-depth manner, giving preachers space to explain religious concepts more clearly and in detail, as is done in the preaching event on the Dewan Dakwah YouTube channel.

Podcasts, on the other hand, offer space for more in-depth discussions on religious topics. This audio format allows preachers to explore religious themes more comprehensively, providing audiences with the opportunity to listen to high-quality content while engaging in everyday activities such as driving or exercising. Additionally, podcasts provide a platform to invite guests who are experts in different fields, which can enrich discussions and provide listeners with new perspectives. Digital technology also allows preachers to implement more personalized and interactive communication strategies. Features such as live streaming, Q&A sessions, and live commentary allow for real-time interaction between preachers and audiences, creating closer relationships and building a more solid community. These interactions also help preachers understand their audience's needs, interests, and challenges so they can tailor the sermon content to meet better the audience's expectations and expectations (Ummah, 2020).

For example, the lecture and podcast programs hosted by DAU at the Dakwah Council that discuss contemporary issues in Islam provide space for deeper discussions. This audio and video format allows the audience to listen to the *da'wah* message while doing other activities, such as driving or exercising, which makes the *da'wah* message accessible even when the audience is busy. In the podcast, invited guests who are experts

in various religious and social fields also provide new perspectives, enriching the discussion content and making the *da'wah* message more comprehensive.

Additionally, the analytics and data available through digital platforms allow preachers to measure the effectiveness of their content and make more informed decisions about their preaching strategies. By analyzing metrics such as engagement rates, audience demographics, and user feedback, preachers can optimize their content to achieve better results and better match audience preferences. Overall, this study shows that digital technology has transformed *da'wah* from traditional methods to a more modern, flexible, and inclusive process. By effectively utilizing digital technology, preachers can expand their reach, increase audience engagement, and deliver religious messages in a more relevant and impactful way. However, the challenges are also significant. Misinformation and negative content on the internet require serious attention from preachers to ensure that the message remains accurate and positive. In addition, the rapid development of technology requires preachers to constantly update their skills and understand the dynamics of digital platforms (Rahmawati, Hariyati, Abdullah, & Nurmiarani, 2024).

For example, live Q&A sessions on Instagram or Facebook enable the audience to interact with the preacher in real-time. This feature encourages the audience to participate by asking questions and actively providing immediate feedback. This is a more intimate and responsive mode of communication that builds the bond between the preacher and the audience. Informant CN and informant MK, for example, frequently use these platforms to connect directly with their audience, offering an opportunity for them to receive direct answers and clarification on queries or concerns.

A successful *da'wah* communication strategy in the digital age involves the use of engaging multimedia and a personalized approach that allows for direct interaction with the audience. In this context, the use of various multimedia formats such as videos, infographics, and graphics helps to make the *da'wah* message more visual and dynamic, increasing audience appeal and understanding. Videos with strong narratives, clear graphics, and interactive elements can capture the audience's attention more effectively compared to traditional methods. Well-designed infographics and animations also make it easy to convey complex information in an easy-to-digest format. Personalized approaches, such as live Q&A sessions and direct interaction through personalized

comments and messages, play a crucial role in building a closer relationship between the preacher and the audience. This direct interaction creates an opportunity for preachers to answer questions in real time, address concerns, and provide necessary clarification. Preachers who actively respond to audience comments and feedback tend to be more successful at building trust and loyalty, and creating a more solid and connected community (Lestari, 2020).

Additionally, digital technology allows preachers to develop innovative and adaptive communication strategies. By leveraging the interactive features provided by digital platforms, such as live streams, stories, and polls, preachers can create more interactive experiences and tailor their content to the needs and interests of the audience. Preachers can also use analytics tools to track the performance of their content, understand audience preferences, and make strategic decisions based on data. However, success in digital *da'wah* communication strategies also requires a careful and strategic approach to overcome various challenges that arise. Challenges such as the spread of misinformation, negative content, and changes in the algorithms of digital platforms require special attention. Preachers must be prepared to handle fake news and hoaxes carefully, provide accurate clarifications, and engage the audience in constructive discussions. Technical skills and a deep understanding of digital platform algorithms are also essential to ensure that *da'wah* content can reach the right audience and gain maximum visibility (Hayat & Riam, 2022).

Digital technology offers a great opportunity to expand the reach of *da'wah* and reach a wider and more diverse audience. By understanding and using digital technology effectively, as well as overcoming challenges with careful and responsive strategies, preachers can optimize their communication strategies to achieve greater impact in spreading religious teachings. From the results of the interview with CKJ, a planned and innovative approach to the use of digital technology is needed to enable *da'wah* to develop in the modern era and build a stronger online community.

Overall, digital technology offers a great opportunity to expand the reach of *da'wah* and reach a wider and more diverse audience. By understanding and utilizing digital technology effectively, as well as overcoming challenges with careful and responsive strategies, preachers can optimize their communication strategies to achieve greater impact in spreading religious teachings. A planned and innovative approach to

the use of digital technology will allow *da'wah* to thrive in the modern era and build a stronger online community.

Based on the results of this study, of course, there are various shortcomings and limitations as the researcher is only able to reach a few preachers who preach using digital media and does not reach deeper to preachers in areas that are in a technological gap. So, with the hope that the next researcher can study more deeply related to *da'wah* with this digital media, analyze the role of the government in improving technological facilities and infrastructure, especially in underdeveloped areas, so that preachers can use digital media and encourage the community to have enthusiasm for digital media in advancing *da'wah* in accordance with the development of the times. However, to achieve maximum results, preachers need to overcome various challenges, such as the digital divide, hoaxes, and rapid technological developments. By utilizing digital technology effectively, preachers can develop more relevant, inclusive, and interactive preaching communication strategies. Therefore, this study encourages preachers to continue to innovate and adjust their preaching approaches to remain effective amidst rapid technological changes.

CONCLUSIONS AND SUGGESTIONS

Conclusions

This research reveals that the development of digital technology has significantly changed the method of delivering *da'wah*. From the conventional approach limited to mosques and face-to-face interactions, *da'wah* can now be carried out through various digital platforms, such as social media, YouTube, and podcasts, which allows for the wider and faster dissemination of the message. Additionally, the study emphasizes the importance of interacting with audiences through the use of analytics tools to understand user demographics and behavior. This helps *da'wah* to adjust content to be more relevant and interesting, especially for the younger generation who are active on digital platforms.

However, the study also identifies the challenges faced, including the digital divide that creates gaps in access to technology, especially in underdeveloped rural areas. This condition limits the ability of *da'wah* to make optimal use of digital technology, thereby reducing the reach and impact of the message conveyed. In

addition, there is an urgent need to develop technical skills between *da'wah*, such as content creation, video editing, and social media management. This skill is very important so that the message of *da'wah* can be conveyed professionally and attractively. Finally, to remain relevant, *da'wah* must be able to adapt to changes in digital user behavior and maintain a balance between the use of technology and the spiritual depth of the *da'wah* message. This includes addressing the challenges of misinformation wisely and proactively, to ensure that the message conveyed remains useful and educational.

Suggestions

The study recommends the implementation of a comprehensive training program to improve the technical skills of preachers in digital content creation, social media management, and analytics. The program should focus on practical applications so that preachers can make effective use of digital tools. Furthermore, preachers should create strategic content plans that contain a variety of formats, such as videos, infographics, and podcasts, each customized to a certain platform. This seeks to captivate the audience while also catering to the different interests of internet users.

The study also emphasizes the importance of preachers' active efforts in promoting digital literacy among their followers to combat misinformation. Education is needed on how to distinguish credible sources and respond constructively to misinformation. Furthermore, more research is needed to explore the evolving dynamics of digital audiences, especially those focused on the younger generation. Understanding their preferences will allow for the development of more effective communication strategies. Finally, while it is important to adopt digital tools, preachers must maintain spiritual depth in their message. Therefore, strategies need to be developed to balance the use of technology with traditional face-to-face interactions in order to foster deeper relationships with followers.

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