

TRANSFORMATION OF DA'WAH IN THE DIGITAL ERA: MODERN STRATEGIES IN OPTIMIZING TECHNOLOGY-BASED DA'WAH MANAGEMENT

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Abstract: The transformation of da'wah in the digital era has become a significant phenomenon in da'wah management. Along with the development of information and communication technology, da'wah methods have undergone fundamental changes from face-to-face interaction to the use of digital platforms such as social media. This study aims to examine the challenges faced by da'wah organizations in implementing technology, as well as to offer solutions based on the development of a more modern and adaptive da'wah strategy to changing times. Through literature studies and empirical analysis, Although the use of digital media offers wider reach and better accessibility, there are problems such as the digital divide, disinformation, and changes in audience preferences that need to be addressed. This study found that technology-based da'wah strategies must be adjusted to the characteristics and needs of the audience to ensure the relevance and effectiveness of da'wah. The results of this study are expected to provide insight for da'wah institutions in optimizing the use of digital technology, as well as developing a more innovative and responsive approach to social dynamics in society. Thus, the transformation of da'wah in the digital era is not only about adopting technology, but also about implementing strategies that are wise and in accordance with Islamic values

Abstrak: Transformasi dakwah di era digital telah menjadi sebuah fenomena yang signifikan dalam manajemen dakwah. Seiring dengan perkembangan teknologi informasi dan komunikasi, metode dakwah mengalami perubahan mendasar dari interaksi tatap muka menuju pemanfaatan platform digital seperti media sosial. Penelitian ini bertujuan untuk mengkaji tantangan yang dihadapi organisasi dakwah dalam mengimplementasikan teknologi, serta menawarkan solusi yang berbasis pada pengembangan strategi dakwah yang lebih modern dan adaptif terhadap perubahan zaman. Melalui studi literatur dan analisis empiris, Meskipun penggunaan media digital menawarkan jangkauan yang lebih luas dan aksesibilitas yang lebih baik, terdapat permasalahan seperti kesenjangan digital, disinformasi, dan perubahan preferensi audiens yang perlu diatasi. Penelitian ini menggunakan teori media baru untuk menemukan dan menganalisis strategi dakwah berbasis teknologi sesuai dengan karakteristik dan kebutuhan audiens untuk memastikan relevansi dan efektivitas dakwah. Hasil penelitian ini diharapkan dapat memberikan wawasan bagi lembaga dakwah dalam mengoptimalkan pemanfaatan teknologi digital, serta mengembangkan pendekatan yang lebih inovatif dan responsif terhadap dinamika sosial di masyarakat. Dengan demikian, transformasi dakwah di era digital bukan hanya tentang adopsi teknologi, tetapi juga tentang penerapan strategi yang bijaksana dan sesuai dengan nilai-nilai Islam.

INTRODUCTION

The methods of preaching in the 21st century still largely adhere to conventional approaches, such as direct lectures, face-to-face studies, and the distribution of preaching books or pamphlets. Although these methods have certain advantages, such as personal interaction and depth of discussion, many of them do not fully correlate with the characteristics of mad'u (audience) in the digital era. The modern generation, especially the younger generation, is more familiar with digital media that offers fast access, attractive visualizations, and interactive communication..(Ibnu Kasir & Syahrol Awali, 2024) The inconsistency of these conventional methods often causes the audience to lose interest and move away from the message being delivered. Mad'u who live in the technological era tend to prefer da'wah content that is relevant to their daily lives, delivered briefly, and can be accessed through digital platforms such as social media, messaging applications, or video streaming.(Yulidawati, 2023) Reliance on traditional methods without technological adaptation has the potential to narrow the reach of da'wah, making religious messages less audible amidst the din of digital information. This condition results in low effectiveness of da'wah, especially in reaching the younger generation who are strategic targets for the sustainability of the spread of Islamic values. Therefore, da'wah requires innovation that integrates digital technology and creative content in order to compete with other media in attracting the attention of the audience. This strategy includes the use of social media, da'wah podcasts, interactive applications, and short videos that adapt to the needs and characteristics of today's mad'u. Da'wah as one of the important pillars in the spread of Islamic teachings has been recognized as having a central role in the lives of Muslims throughout the world. Da'wah is the main method used by the Prophet Muhammad SAW in spreading Islam, especially during the Medina era, where innovative da'wah methods succeeded in expanding the influence of Islam in a short time. (Jaffar, 2022) Da'wah aims to convey Islamic values to society, both through verbal and non-verbal approaches, and continues to develop to adapt to existing social and cultural contexts.

One of the biggest developments in da'wah has occurred along with the advancement of information and communication technology, especially with the presence of the internet and social media. (Mukti Ali, 2021) Di In this digital era, preaching has new opportunities to reach a wider and faster audience compared to traditional methods which are geographically limited.(Samsul Rani, 2023) This major change has changed the way da'wah is carried out, from face-to-face interaction to the use of digital platforms such as social media, which allows for the spread of da'wah messages to be more efficient and inclusive. (Yani et al., 2024) With the presence of the industrial revolution 4.0, preaching is no longer limited to direct meetings but is developing through digital media such as social media, podcasts, and other online platforms.(A. Rani Usman et al., 2019) The use of digital media, especially social media, not only expands the reach of da'wah but also plays an important role in managing da'wah management more effectively. Several organizations, such as the Muslim Professional Brotherhood (PPM) Aswaja in Indonesia, have utilized digital technology through online silaturahmi forums, da'wah collaboration, and digital content management to attract the attention of modern society that is familiar with consuming visual and interactive information.(Saputra et al., 2017)

Previous research shows that the transformation of da'wah in the digital era provides a great opportunity to expand the spread of Islamic teachings. For example, the use of social media has been utilized by various da'wah institutions, such as the Al-Izzah Campus Da'wah Institute, which has succeeded in attracting the interest of the younger generation who are more technologically literate.(Samsul Rani, 2023) However, this study also revealed challenges in digital da'wah management, such as difficulties in reaching the right audience and maintaining consistency of da'wah messages on digital platforms. (Siregar, Awaluddin, 2024) Other

challenges include digital interaction among the community, especially among those who are less exposed to technology, as well as the threat of disinformation and content that is not in accordance with religious values, which are obstacles to spreading the message of da'wah wisely. (Budiantoro, 2017)

These challenges indicate the need for better strategies in utilizing digital technology so that da'wah can remain relevant and effective in accordance with Islamic principles. In addition, Firdaus and Abdullah's research shows a gap between online and offline da'wah audiences, where digital audiences tend to expect interactive and visual content. This is a challenge for da'wah organizations that still tend to use a one-way approach. (Sirmayanti, 2022) The use of analytical data to understand audience preferences in digital da'wah has also not been maximized, even though this technology can provide important insights in developing da'wah strategies that are more relevant and adaptive to the needs of the community. (Saragih., 2023) Although many studies have discussed the role of digital media in the spread of Islamic teachings, studies that specifically focus on adaptive and relevant technology-based da'wah management strategies are still limited. Most studies only highlight the role of social media or the challenges of disinformation in digital da'wah, without examining in depth how da'wah can develop a data-based approach and modern strategies to increase the effectiveness of da'wah in the digital era. In addition, studies on optimizing digital tools and social media analytics to understand audience needs, develop interactive da'wah content, and solutions to face the challenges of disinformation and digital understanding have not been widely conducted.

In the era of digital transformation, the use of technology as a tool to convey da'wah has become an urgent need for da'wah organizations. Digital technology offers unprecedented flexibility, speed, and accessibility. However, the implementation of this technology in the realm of da'wah faces a number of challenges, such as the lack of digital competence of da'wah actors, the lack of content that is relevant to digital audiences, and threats to the authenticity of da'wah messages because invalid information often spreads quickly in cyberspace. This study aims to examine the challenges faced by da'wah organizations in implementing technology, and to offer solutions based on the development of a more modern and adaptive da'wah strategy to changing times. It is hoped that the results of this study can provide practical guidance for da'wah institutions in optimizing the use of digital technology to spread Islamic teachings wisely and effectively according to Islamic values.

As a theoretical basis, this study uses New Media Theory, which highlights the unique characteristics of digital media that distinguish it from traditional media (Effendy, 2003). This theory includes aspects such as interactivity, which is the ability of the audience to interact with content and the sender of the message through comments, sharing content, or discussions (Khan, 2017). In addition, hypertextuality allows access to information through interrelated links, convergence allows the combination of various forms of media (text, audio, video) into one digital platform, and multimodality integrates visual, verbal, and audio communication in delivering messages. By utilizing this theory, this study is expected to be able to identify the best way to combine traditional da'wah approaches and digital technology in reaching modern audiences.

RESULTS AND DISCUSSION

Optimizing the Increase in Effectiveness of Preaching in the Digital Era

The digitalization process has brought about major changes in the way religious people, especially the younger generation, live their spiritual lives. Digital technology allows them to engage in religion more quickly and widely, making digital media a new space for religious experience. (Bingaman, 2023) Previously, traditional da'wah was limited to physical lectures or pamphlet distribution, which could only reach a limited audience. However, with the advent of

social media, mobile applications, and video streaming platforms, da'wah messages can now reach millions of people in various parts of the world in just a matter of seconds. (Opade, 2023) This effectiveness can be seen from the ease of access to more interactive and varied preaching materials, technology also allows the audience to actively participate through direct interaction features such as comments, questions and answers, or online discussions. (Onyema * et al., 2019) Thus, the message delivered becomes more personal and relevant to the needs of the audience. On the other hand, digital preaching allows audience segmentation based on interests, age, or specific needs, so that the message can be more targeted and effective. This success is also complemented by data analytics that allow preachers to radiate the effectiveness of preaching through real-time audience responses and engagement, providing them with clearer insights to improve their preaching strategies in the future. (Al Adwan et al., 2023)

The transformation of da'wah in the digital era has significantly increased the effectiveness of spreading Islamic messages. Technologies such as social media, video streaming platforms, and mobile applications allow da'wah to reach a much wider audience compared to traditional methods. (Rohmatulloh et al., 2023) In this context, social media such as Instagram, Facebook, and YouTube act as the main means for the massive dissemination of da'wah messages. The audience is no longer limited by geographical distance or time, because digital da'wah content can be accessed anytime and anywhere. (Briandana et al., 2020) In addition, time and cost efficiency are the main advantages of digital da'wah. (Lubis et al., 2022) Sermons that used to only be accessed directly can now be documented and shared worldwide via the internet. This also makes it easier for audiences who have busy schedules to still get da'wah materials according to their wishes, either through video recordings, podcasts, or webinars. Technology has become an effective medium for da'wah, where interaction through comment features and online discussion sessions allows for direct audience responses, creating more personal communication between da'i and audience. (Khotimah & Kamila, 2022) This creates a more participatory and dialogical da'wah environment, so that the audience can be actively involved in Islamic discussions.

In the context of Islamic da'wah, technology plays an important role as a tool to spread Islamic messages globally. (Andika, 2022) However, the use of social media in da'wah must be done wisely and responsibly. Muslim creators must use sources that do not conflict with Islamic teachings and package da'wah in an attractive but responsible way, following trends that are relevant to the audience, while maintaining fundamental Islamic values. (Mutia, 2022)

In general, Social Network Theory is a relevant approach used to explain how relationships between individuals in a social network can influence the spread of information, ideas, or innovations. In the context of da'wah, this theory is relevant because it highlights the role of digital media as a platform that strengthens social connections and allows da'wah messages to be spread more widely and effectively. So that researchers analyze and become several important points to optimize da'wah in the digital era. Here is a more in-depth explanation of the optimization of Da'wah that can be done in the Digital Era:

1. Utilization of Social Media as a Means of Spreading Da'wah

The use of social media as a means of spreading da'wah is one of the effective strategies in the digital era. Social media allows wide and fast access for various groups to obtain da'wah information without being limited by distance or time. With platforms such as YouTube,

Instagram, Facebook, and Twitter, da'wah content can be presented in various interesting formats, such as videos, infographics, and short articles that can be adjusted to modern lifestyles and the needs of the younger generation. In addition, the high interactivity of social media allows Muslims to ask questions, discuss, and obtain direct explanations from da'wah or experts. This makes social media a flexible tool for spreading Islamic teachings and increasing understanding of Islamic values in global society. However, its use also requires ethical responsibility and information accuracy to avoid the spread of wrong teachings and maintain the quality of da'wah in the digital space. The use of technology has also brought significant changes in da'wah management, both in terms of content management, interaction with the audience, and evaluation. Content management technology, for example, allows preachers or preaching organizations to manage various preaching materials more systematically, starting from content planning, making lecture schedules, to distributing materials consistently on various digital platforms. Some of the benefits of social media in preaching:

- a. Wide Reach: Social media that allows the spread of da'wah messages to a wider audience without geographical limitations. (Jima'ain et al., 2023)
- b. Interactivity: Users can interact directly with da'wah content, provide feedback, and discuss. (Ferguson et al., 2021)
- c. Diverse Content: consistency of messages in various formats (videos, images, articles) that are more attractive to various groups.
- d. Accessibility: Platforms such as YouTube and Instagram make religious information accessible anytime and anywhere. This ease of access makes it easy for users to learn about Islam without time or place constraints, supporting a flexible religious learning experience. (Kambali et al., 2023)

The use of digital technology has indeed enabled the management of da'wah to become more systematic and efficient. Several academic studies that researchers have found. First, research shows that the use of social media platforms such as Instagram and YouTube can be used effectively to spread da'wah with a systematic strategy that is relevant to popular culture. Da'wah carried out through accounts such as @abuzazzamtv and @salaf.alummah on Instagram, for example, uses SWOT analysis and Business Model Canvas to design content that is more attractive to urban millennial audiences. (Ar-Ridho et al., 2023) Second, applications such as Umma in Indonesia have become a powerful tool for da'wah, especially among the younger generation. This application allows for the delivery of more interesting da'wah through audio-visual formats and can be accessed at any time. The use of this application increases religious understanding and forms positive attitudes in young users. (Hopizal & Fahrurrazi, 2020) Overall, digital technology provides a structured framework for managing da'wah, enabling consistent and measurable message delivery, and optimizing audience interaction in the long term.

2. Use of Analytical Data to Understand Mad'u Preferences

The millennial generation who are accustomed to digital media have used social media and online sources of information as tools to learn about Islam. (Hasiholan, 2024) Preachers can also use social media and these features in the form of applications to preach Islamic teachings. Information technology has become an integral part of preaching efforts, allowing preachers to utilize analytical data as a tool to understand and interact with audiences more effectively. Through social media platforms, preachers can gain valuable knowledge about the level of

audience engagement with the preaching content delivered, such as the number of views, likes, shares, and comments, serving as indicators that describe what attracts the most attention from the mad'u. In a study, the author found that the use of social media in digital preaching, such as at the Muslimah Media Center, showed that content that is uploaded regularly and interactively can create a positive image of Islam in the digital realm. The use of digital analytics helps measure the effectiveness of preaching and the impact of content on the audience. (Jauhari et al., 2023) With this data analysis, preachers can not only identify content that gets the most positive responses, but also understand audience behavior patterns that may affect the effectiveness of the message delivered.

Project management technology also helps in planning larger preaching programs, such as online seminars or live studies, with more structured team collaboration. In addition, technology makes it easier to manage audience databases, making it easier to track and communicate with them continuously. (Ahmad Munawaruzaman, 2018) The use of email marketing, chat groups such as WhatsApp or Telegram, and notifications via mobile applications give preachers the ability to maintain relationships with audiences, send preaching content regularly, and ensure ongoing engagement. (Hafidsyah et al., 2023) With technology-based management, preaching evaluation also becomes more accurate through analytical data, which allows preachers to know which content is most accepted or ignored by the audience.

In addition, preaching management using analytical data allows for ongoing communication between preachers and congregations. Through the use of platforms such as email marketing or instant messaging applications such as WhatsApp and Telegram, preachers can continue to interact with their audiences. This facilitates the delivery of up-to-date information, event reminders, and additional materials relevant to the theme of the preaching being raised. Thus, the preaching process is not only structured, but also more responsive to the needs and aspirations of diverse audiences. Analytical data also opens up opportunities for innovation in delivering preaching messages. By understanding the preferences and needs of the audience, preachers can develop more engaging and interactive content. For example, the use of interactive videos and live sessions on social media can increase engagement and provide a more immersive experience for the mad'u. In addition, the creation of varied content, such as infographics, podcasts, or in-depth articles, can reach different audience segments and cater to different tastes.

From a strategic perspective, the use of analytical data in understanding mad'u preferences transforms the da'wah approach into a more dynamic and adaptive process. (Halimah, 2023) Through feedback gained from social media interactions, preachers can respond to the evolving needs and interests of their audiences. When a particular topic receives significant attention, preachers can plan additional, more in-depth content, thereby maintaining engagement and relevance in preaching. With the use of data analytics and information technology, preaching becomes more than just presenting information; it develops into a two-way dialogue that actively engages the audience. (Salsabia et al., 2024) This process not only increases the effectiveness of da'wah, but also builds a stronger relationship between da'i and mad'u. Thus, da'wah can continue to adapt and develop according to the demands of the times, making it more relevant and impactful to people's lives.

3. Development of Interactive and Relevant Islamic Preaching Content

Developing interactive and relevant Islamic preaching content is important in attracting the attention of the public, especially the younger generation who are very familiar with technology. (Ibnu Kasir & Syahrol Awali, 2024) Interactive da'wah content allows the audience to participate more actively, for example through live Q&A sessions, quizzes, and open discussions on social media platforms or certain applications. In addition, relevant content takes into account the context and current issues, such as Islamic values in everyday life, attitudes towards differences, and ethics in the use of social media. With this approach, da'wah does not only become a one-way monologue, but develops into a dynamic dialogue space, so that Islamic messages can be understood more deeply and implemented according to the challenges and needs of the times. One of the big challenges is creating da'wah content that is in accordance with the characteristics of digital platforms, which must be short, relevant, and able to attract the attention of the audience. The younger generation, in particular, is more interested in interactive content that can be presented in multimedia (video, infographics, podcasts), which requires special skills in content production. (Ibnu Kasir & Syahrol Awali, 2024) Innovation in delivering da'wah in the digital era is not only limited to changes in medium, but also involves various content formats that are more interesting and adaptive to developments in the era. The digital era also encourages innovation in presenting da'wah. Technology provides a variety of flexible formats for delivering messages, from streaming video, podcasts, to interactive visual content such as infographics and animations. Platforms such as YouTube, Instagram, and TikTok have changed the way da'wah is delivered, allowing for a more dynamic and creative approach.

Short videos, for example, are one of the effective innovations in attracting the attention of the younger generation who tend to be more interested in short but meaningful visual content. Meanwhile, da'wah podcasts provide an alternative for audiences who want to learn Islam while doing other activities, such as driving or exercising. Other innovations include the use of webinars or online studies, which allow thousands of people from various locations to attend studies or lectures directly. Some da'i have even started using augmented reality (AR) and virtual reality (VR) technology to create a more in-depth interactive experience in understanding Islamic teachings. (Ilmu & Balayudha, 2024) These innovations not only make da'wah more interesting and easily accepted by modern society, but also allow da'wah to convey messages in a way that is more relevant and adaptive to the times. In addition to the role and potential of social media in preaching, social media can also be an effective means to develop an interesting and relevant preaching strategy with the times (Silvia, 2019).

A content creator on social media has the opportunity to use various marketing communication strategies to attract attention and retain their audience. In the context of preaching, marketing communication strategies can be used to convey religious messages to a wider audience, especially young people. (Fadhilah et al., 2023) In using social media as a preaching tool, a content creator can adapt a communication style that suits their target audience. For example, they can pay attention to the development trends in millennial communication styles and lifestyles to create interesting and relevant content. The use of romantic colors, attractive images, and words that are easily accepted and understood by young people can increase the appeal of preaching content on social media. In addition, the use of storytelling strategies is also an important part of developing a preaching strategy on social media. By using interesting stories

or narratives, da'wah content can touch emotions and build emotional bonds with its audience. (Anwar, 2022) Through captivating stories, religious messages can be conveyed in a more touching way and can increase resonance with the audience. In addition, it is also important for da'wah content creators to pay attention to the language style used in their content. (Fadhilah et al., 2023) Using language that is easy for young people to understand and paying attention to the language tendencies used in everyday communication can help da'wah messages be more easily accepted by the audience. (Nurbini, 2011) Choosing the right words and writing that is concise but informative can increase the readability and appeal of da'wah content.

Overall, Interesting, interactive, and easily accessible da'wah content through various digital platforms encourages the interest and participation of mad'u. By using internet media, da'wah can be inclusive and reach various levels of society. Because of its ability to transcend time and space, da'wah through the internet is considered very potential and effective. The increase in internet users also has an impact on the number of da'wah targets, and da'i can focus on every discourse and event that demands sharia legal status. (Iwan Armawan, 2021) Due to its ability to reach a wide population, preaching via the internet has become an attractive option for the community. Since the mad'u or target of preaching are active, critical, and interactive internet users, preaching via the internet is considered effective.

4. Use of Virtual Reality (VR) and Augmented Reality (AR) Technology

Virtual Reality (VR) and Augmented Reality (AR) technologies have great potential to enhance the da'wah experience, creating a more immersive and interactive approach to religious learning and exploring religious sites. Research shows the potential of AR applications for modern Islamic da'wah, such as da'wah playing cards, Islamic story books, and Islamic history museums. This technology increases the appeal of da'wah materials and makes it easier for a wider audience to access them through affordable devices, such as smartphones. VR can be used for virtual tours of religious sites, such as in research that creates virtual experiences to pilgrimage sites. This technology allows people who cannot be physically present to still experience the pilgrimage from home with 360-degree visuals and contextual information related to the site. Through VR and AR technologies, da'wah can become more interactive and accessible, expanding the reach of religious teaching to various groups in a more interesting and accessible way.

Challenges of Implementing Technology in Da'wah Management

The advancement of this technology has had a major impact on many aspects of human life, including Islamic da'wah. Today's technology is considered as a virtual workplace, it has greater reach and flexibility compared to the real world. (Erwin et al., 2023) Technological developments bring changes that have positive and negative impacts on society. Currently, technology brings social change and high mobility, thus influencing the morals and behavior of society, including religious aspects. (Tranggono et al., 2023) One of them is the emergence of the mechanism of preaching.

One of the challenges of preaching today is how its role can balance the negative impacts of technological progress. (Ghozali, 2018) Therefore, the management of da'wah requires the use of technology to reach mad'u in virtual space and carry out da'wah through digital media. Technology is expected to increase the effectiveness, productivity and quality in the implementation of Islamic Da'wah.

The positive impact of using technology in da'wah according to Tiyara Ramadani (Student of UIN Syarif Hidayatullah Jakarta) (Tiyara Ramadani, 2024)

1. Facilitate public access to Da'wah materials through digital platforms.
2. Da'wah messages can be disseminated quickly and cost-effectively.
3. Da'wah can reach audiences around the world and expand communities that share Islamic values.

And the negative impacts are:

1. Inaccurate information can spread quickly and confuse people about Islamic teachings.
2. Online discussions can cause conflict and polarization between people, especially if there are differences of opinion.
3. Unethical behavior in cyberspace, such as personal attacks and spreading hatred, can tarnish the image of Islam.

From the above opinion, the researcher tries to analyze that one of the challenges of preaching through social media is the spread of inaccurate information, conflict in online discussions, and unethical behavior in cyberspace can disrupt the image and understanding of Islamic teachings. Misinformation easily goes viral in the digital world, which can confuse people and lead to misinterpretation of Islamic teachings. When differences of opinion arise in online discussions, without good guidance, this situation can trigger conflict or polarization that leads to division, while unethical behavior such as hate speech further worsens the image of Islam in the eyes of the wider community.

The solution to this problem includes increasing digital literacy and internet ethics among the community, including a deep understanding of how to verify information and communicate politely online. (Nugraha, 2023) Online da'wah platforms must also have a strict moderation system, which can filter out inaccurate content and educate the public to always check the source of information before believing it. (Estuningtiyas et al., 2024) In addition, discussion organizers or platform owners can set behavioral guidelines, monitor conversations, and remind users of the importance of discussing with manners, so that the atmosphere remains conducive, informative, and beneficial for the community. In addition, there needs to be an increase in digital literacy in society, especially in distinguishing between trusted and untrusted sources of information. Da'i and da'wah institutions need to proactively utilize digital platforms to provide accurate, interesting, and reliable content, and ensure that the da'wah material distributed has gone through a strict verification process. (Omar Tayan et al., 2014)

Another thing, One of the big challenges is creating da'wah content that is in accordance with the characteristics of digital platforms, which must be short, relevant, and able to attract the attention of the audience. The younger generation, in particular, is more interested in interactive content that can be presented in multimedia (video, infographics, podcasts), which requires special skills in content production.

Optimization Strategy for Technology-Based Preaching Management

Before discussing further, it is important to understand the basic concepts that underlie this research. New Media Theory highlights various distinctive characteristics that distinguish digital media from traditional media. These characteristics not only change the way information is delivered, but also how audiences interact with the media, to optimize the spread of preaching in the digital era, various strategies can be applied by referring to digital communication theories

such as interactivity, hypertextuality, convergence, and multimodality. The following are steps and strategies that can be used in the context of digital preaching:

1. Interaktivitas

Interactivity in digital preaching means giving the audience the opportunity to participate directly in the communication process, such as providing comments, sharing content, or engaging in discussions. Here are some steps that can be taken to utilize interactivity in preaching:

a. Building a Discussion Forum

Creating discussion groups on platforms such as WhatsApp, Facebook, or Telegram, where audiences can share thoughts, ask questions, and provide feedback. Social media such as YouTube, Instagram, Facebook, Twitter, and WhatsApp have become effective means of spreading the message of Islam globally, these platforms allow da'wah to be spread without being limited by time and distance, so that it can reach a wider audience and throughout the world. (Prastyo et al., 2021) In this case, platforms such as YouTube, Facebook, and Instagram have become the main means for many preachers to spread the message of Islam. Good use of technology shows that da'wah content that is packaged in an attractive and creative way can reach a wider audience, including among millennials who are more interested in an informative and innovative approach. (Pratama et al., 2023) This makes digital da'wah very effective in reaching geographically dispersed audiences, even to areas that minimize access to traditional da'wah.

b. Live Streaming and Q&A Sessions

Conducting live broadcasts (e.g. via YouTube Live or Instagram Live) with Q&A sessions to interact directly with the audience and answer questions that arise. In the digital era, preaching has become more interactive, where preachers and audiences can communicate directly through the comment feature, live chat, or online discussion platforms. (Onyema et al., 2019) This gives the audience the opportunity to ask questions directly to the preacher, clarify their understanding, or discuss the topic being discussed. Features such as live streaming on YouTube or Instagram allow preachers to deliver sermons directly, and the audience can provide responses or questions during the event. (Ibnu Kasir & Syahrol Awali, 2024) This interaction not only enriches the preaching experience, but also increases audience engagement, which ultimately makes preaching more effective and has a long-term impact. The relationship between the preacher and the congregation becomes closer, even though it is in a digital space.

c. Use of Polls and Quizzes

Holding interactive polls or quizzes is an effective way to increase audience participation while deepening their understanding of the message of da'wah. Polls can be used to find out the audience's opinions or perceptions on a particular issue, while quizzes can be a fun educational tool to test and strengthen the audience's knowledge of Islamic teachings. Research shows that interactive activities such as quizzes and polls increase participant engagement in the learning process and strengthen information retention (Prensky, 2001). In addition, this approach is in line with the Constructivist Learning theory, which states that participants learn more effectively when they are

actively involved in the learning process through direct experience and reflection. By implementing polls or quizzes in digital da'wah, the audience is not only a passive recipient of messages but also actively participates in understanding and deepening the da'wah message. For example, quizzes on Islamic history, hadith, or interpretations of verses of the Qur'an can motivate the audience to find out more, while polls can be used to determine the discussion topics that are most relevant to them.

d. **Providing Interactive Content**

Providing content that can be downloaded or accessed at any time by mad'u that encourages the audience to interact, da'wah can be accessed in pdf format, videos, or infographics that can be shared.

One of the great benefits of digital da'wah is the continuity in spreading the message. Every da'wah content that is uploaded digitally can be stored in the form of an archive that can be accessed at any time by the audience, even after years of publication. (Sikumbang et al., 2024) This means that every lecture or study produced has a longer validity period, unlike physical lectures that may only take place once and are not documented. With digital archives, the public can access religious content independently, outside the limitations of physical space and time.

2. Hypertextuality

Hypertextuality refers to the delivery of information through interconnected links, allowing the audience to access more resources or related information. For preaching, strategies that can be used include:

a. **Creating Connected Content**

Creating articles or videos of da'wah that have links to related topics is an effective strategy to deepen the audience's understanding of Islamic teachings. This type of content can include explanations of basic Islamic concepts, wisdom from verses of the Qur'an, or inspiring stories from the life of the Prophet Muhammad SAW. By providing links to references such as verses of the Qur'an, hadith, or relevant Islamic studies, the audience can more easily access additional information and broaden their horizons. This approach is supported by the Cognitive Load theory (Sweller, 1988), which states that information presented in a structured and connected manner can help reduce cognitive load and increase understanding. By presenting da'wah content in an interconnected format, the audience can absorb information gradually and more deeply. For example, a video about the meaning of prayer can include links to explanations of relevant verses of the Qur'an, such as Surah Al-Baqarah verse 45, or hadiths that emphasize the importance of prayer in everyday life. The use of short study materials on platforms such as WhatsApp supports modern communication patterns that tend to be fast and efficient. Studies show that microlearning, which is the delivery of information in a short and easy-to-digest format, increases the absorption of information and accelerates audience understanding (Hug, 2005). In the context of preaching, short content that focuses on one main theme, such as the story of the Prophet or the wisdom of a verse, allows the audience to understand the core of the message without feeling burdened.

b. Use of Websites or Blogs

One of the main advantages of preaching in the digital era is its much wider global reach compared to traditional preaching methods. (Labib, 2023) Through digital media such as social media, websites, and mobile applications, preaching can be accessed by audiences from various parts of the world without being limited by geographical distance or time constraints. Developing a website or blog containing preaching articles is an important strategy in conveying Islamic messages widely and in a structured manner. This website or blog can contain various articles discussing Islamic themes, such as interpretations of verses of the Qur'an, hadiths, Islamic law, or inspirational stories, while also providing links to other sources such as digital books, video lectures, or more in-depth articles. Thus, the audience has access to content that is not only diverse but also comprehensive, which can help them broaden their understanding of Islamic teachings.

This approach is supported by the Media Richness theory (Daft & Lengel, 1986), which states that information-rich media is able to provide in-depth explanations and meet complex communication needs. In the context of preaching, websites or blogs function as information-rich media that are able to reach various audience needs, from beginners who need basic explanations to readers looking for advanced references.

c. Interlinking Media Sosial

Connecting various social media accounts (Instagram, YouTube, Facebook) through links to expand reach and make it easier for audiences to move between different platforms, ensuring they get more holistic information. The use of social media in Islamic preaching has proven effective in spreading religious messages at a much lower cost. Digital preaching has become very popular because it can be accessed at any time by a wider audience without requiring large operational costs. (Aziz et al., 2022) The spread of preaching seems efficient from several examples, for example, lectures or studies uploaded to YouTube can get millions of viewers from all over the world, for example the use of social media such as Instagram by the @PemudaHijrah account has proven to be very efficient in increasing understanding of Islam among young people and encouraging positive behavioral changes through easily accessible and interesting preaching content. (Ayu Nurrohmah & Nurcholis, 2021) As another example, the Umma Application, which displays preaching content from religious figures such as Ustadz Abdul Somad and Ustadz Adi Hidayat, has succeeded in reaching the younger generation. This application creates a new virtual space that allows users to access da'wah content at any time, increasing the influence of digital da'wah on the attitudes and behavior of young users. (Hopizal & Fahrurrazi, 2020) And content published on social media or online platforms can quickly spread through sharing, retweeting, or reposting, so that da'wah messages can reach thousands to millions of people in a short time. This fast and widespread message distribution process makes da'wah more efficient in terms of time and resources.

3. Convergence

Digital media convergence allows the combination of various forms of media (text, audio, and video) in one platform. For preaching, the strategies that can be applied are:

a. Use of Multi-Platform

Spreading preaching through various digital platforms that support various formats, such as YouTube (video), Instagram (images and videos), Twitter (text), and Spotify or Podcast (audio). Through this digital media-based approach, content is delivered in text format supported by other media such as images, audio, and short videos. This approach is in line with the multimodal communication theory expressed by Kress and van Leeuwen (2001), which states that effective communication can be achieved by using various types of media to convey messages. The use of these varied formats not only maintains audience interest, but also ensures that preaching messages can be received more easily and quickly by various groups.

b. Interesting Video Content

Developing preaching videos that combine text, images, and audio to provide a deeper understanding. For example, using animation to explain religious concepts in a more interesting way. Da'wah in the digital era requires adaptation to technological and media developments. (Hidayat, 2024) Animation, as a form of visual media, offers a great opportunity to convey Islamic messages to a wider audience, especially the younger generation who are more familiar with visual content. Animation media as a means of da'wah is able to attract the attention of a wider audience with its distinctive visual power. Animation has the ability to simplify complex religious concepts so that they are easier to understand by various groups. With a language style that can be adjusted to the audience, animation is an ideal tool to target the younger generation who prefer concise and attractive visual content. In this context, animation technology can function as an effective bridge to introduce Islamic values in an innovative way without reducing the substance of the da'wah message.

3. Multimodality

Multimodality is the use of multiple modes of communication (visual, verbal, and audio) simultaneously to convey a message more effectively. In da'wah, this can be applied in the following ways:

a. Use of Infographics

Creating easy-to-understand infographics to explain complex concepts in Islam, such as fiqh, morals, or Islamic history, which can be shared on social media with analytical data.

Digital technology, especially data analytics, allows da'wah to be tailored to the needs and preferences of the audience. (Campbell & Evolvi, 2020) Through data analysis, preachers or preaching institutions can combine which topics attract the most attention from the audience, which content formats are most preferred, and the peak hours when the audience is most actively interacting with preaching content. With this data, preachers can develop a more personalized and relevant preaching strategy, for example by creating content that suits the specific interests of certain groups, such as content about faith, fiqh,

or morals for audiences who are more focused on basic Islamic learning, or more in-depth content for those who are more educated. This personalization increases the effectiveness of preaching because the audience feels that the content delivered is more suited to their needs.

b. Audio-Visual Content

Combining podcasts with visuals or creating preaching videos that utilize a combination of sound, images, and text to ensure that the preaching message is conveyed optimally. In the digital era, delivering preaching is no longer limited to oral or written lectures alone, but can be presented in various innovative digital formats. For example, in addition to video lectures on YouTube, many preachers now use podcasts as a medium for preaching, which allows the audience to listen to Islamic studies while carrying out daily activities, such as driving or working..(Ariyanto, 2021) This gives the audience an impression in consuming da'wah content. In addition, infographics, Islamic memes, and short videos on platforms such as TikTok or Instagram Reels are also effective means of conveying Islamic messages, especially for the younger generation who prefer short, visual, and concise information content.(Muhamad Parhan, 2022 & Rozaq, 2019) This diversification of formats makes da'wah more relevant and easily accepted by various groups of people with different media preferences.

By integrating all these strategies, da'wah in the digital era can reach a wider audience and increase the effectiveness of the message delivered. This also allows da'wah to remain relevant to the times without sacrificing the core values of Islamic teachings.

CONCLUSION

The transformation of da'wah in the digital era presents significant opportunities and challenges for da'wah institutions in spreading Islamic teachings more widely and efficiently. Digital technology, especially social media, has expanded the reach of da'wah to a global audience, reaching a younger generation who are more interested in interactive and multimedia formats. However, the use of digital media also raises challenges such as the digital divide, disinformation, and the need to understand changing audience preferences. This study shows that technology-based da'wah strategies need to be adjusted to audience characteristics to increase the effectiveness and relevance of da'wah. Optimizing technology and a more adaptive approach can make a positive contribution to da'wah institutions in facing social and cultural dynamics in the modern era, maintaining Islamic values while utilizing technological advances.

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