

Digital Transformation in Islamic Da'wah: Uncovering the Dynamics of 21st Century Communication

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Abstract: The main objective of this research is to understand how digital transformation has changed the paradigm and strategy of Islamic da'wah and its impact on the spread and acceptance of religious messages. This research method uses a qualitative approach by collecting data through interviews, observation, and documentation. The results of this study provide a strong foundation for the development of Islamic da'wah in the digital era. By understanding the dynamics of communication that occur and the challenges faced, da'wah activists, social media practitioners, and the Muslim community can wisely utilize the potential of digital technology to increase the effectiveness of da'wah, strengthen bonds with audiences, and convey religious messages that are relevant and have a positive impact amid the ongoing digital transformation. So, this research provides a better understanding of digital transformation in Islamic da'wah and communication dynamics in the 21st century.

Abstrak: Tujuan utama dari penelitian ini adalah untuk memahami bagaimana transformasi digital telah mengubah paradigma dan strategi dakwah Islam serta dampaknya terhadap penyebaran dan penerimaan pesan-pesan keagamaan. Metode penelitian ini menggunakan pendekatan kualitatif dengan pengumpulan data melalui wawancara, observasi, dan dokumentasi. Hasil penelitian ini memberikan landasan yang kuat bagi pengembangan dakwah Islam di era digital. Dengan memahami dinamika komunikasi yang terjadi dan tantangan yang dihadapi, para penggiat dakwah, praktisi media sosial, dan komunitas muslim dapat secara bijak memanfaatkan potensi teknologi digital untuk meningkatkan efektivitas dakwah, mempererat tali silaturahmi dengan khalayak, dan menyampaikan pesan-pesan religi yang relevan dan berdampak positif di tengah transformasi digital yang sedang berlangsung. Sehingga, penelitian ini memberikan pemahaman yang lebih baik tentang transformasi digital dalam dakwah Islam dan dinamika komunikasi di abad ke-21.



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INTRODUCTION

In this ever-evolving era, digital transformation has significantly changed almost all aspects of human life, including Islamic da'wah (Badi'ah et al., 2021). Communication becomes faster, broader, and more accessible through innovative digital platforms. In the context of Islamic da'wah, this digital transformation has opened new doors to convey religious messages to the wider community, including those previously difficult to reach (Librianti & Primary, 2022). In this paper, we will explore the role and impact of digital transformation in Islamic da'wah and uncover the dynamics of communication that occur in the context of the 21st century by looking at how the use of information and communication technology has expanded the accessibility of da'wah to Muslims and non-Muslims around the world. We will also examine changing communication behaviors and interaction patterns between Dai and the audience in the ever-evolving digital age.

Information and communication technology development has reached an extraordinary level in recent decades, changing how humans interact and obtain information. This phenomenon affects social, economic, and political aspects and the world of religion, including Islamic da'wah (Yoga, 2019) (Mukaromah, 2020). Islamic da'wah is an effort to convey religious messages to individuals and communities, strengthen faith, increase understanding of Islam, and encourage the practice of life through religious teachings (Hendra et al., 2023), (Siregar, 2021). Traditionally, da'wah is carried out through various communication channels such as lectures, lectures, taklim assemblies, and direct interaction with preachers. However, with the digital transformation and the emergence of new communication platforms such as social media, websites, and mobile applications, the communication paradigm in Islamic da'wah underwent a significant change. Da'wah is no longer limited to a specific physical space but can reach a wider and more diverse audience worldwide. These developments provide exciting new opportunities, such as the ability to disseminate religious messages instantly, interact with audiences on a larger scale, and deliver more creative and engaging content

(Ummah et al., 2020), (Ummah, 2020). However, at the same time, new challenges must be overcome in facing digital transformation in the context of Islamic da'wah. One of the main challenges is the difficulty of ensuring the accuracy and authenticity of religious messages in such a rapid and widespread information age.

Amid the spread of unverified information and extremist content, it is important to maintain the integrity of Islamic da'wah and present balanced, scientific, and constructive messages. In addition, changes in communication dynamics also impact the role and involvement of individuals in Islamic da'wah (Zaenuri & Kurniawan, 2021). Dai and Muslims must learn to adapt to new ways of communicating, understand the preferences of increasingly digital audiences, and use effective communication strategies to achieve the goals of da'wah better (Rizqy et al., 2023). Therefore, research on digital transformation in Islamic da'wah and its communication dynamics in the 21st century is very relevant. With a deeper understanding of these changes, da'wah activists and religious observers can develop appropriate strategies, harness the potential of digital technology, and overcome emerging challenges to increase the effectiveness and positive impact of Islamic da'wah in this digital era.

Previous research conducted in the context of "Digital Transformation in Islamic Da'wah" has provided some insight into this topic. However, there are still shortcomings and vacancies in our understanding of the dynamics of communication that occur in Islamic da'wah in the digital age. Some previous studies have focused more on the use of social media in spreading religious messages rather than on analyzing the broader impact of digital transformation on Islamic da'wah (Dessy et al., 2021), (Faithful & Iqbal, 2021). In addition, previous research also tends to focus more on communication strategies from a dai's perspective. At the same time, the audience's point of view and their participation in digital da'wah has yet to be explored in depth. There is also a need to explore the role of social media influencers in the context of Islamic da'wah and the challenges faced in managing da'wah digital content, such as content diversity issues and information accuracy (Sari et al., 2019).

Therefore, these research gaps must be filled to gain a more complete and comprehensive understanding of digital transformation in Islamic da'wah and develop more effective and inclusive communication strategies in this evolving era.

The novelty of relevant previous research related to "Digital Transformation in Islamic Da'wah: Uncovering the Dynamics of 21st Century Communication" can be found in several aspects that have not been explored much before. First, this research focuses on Islamic da'wah in the context of digital transformation in the 21st century. In this increasingly digitally connected era, changes in communication and the use of technology have significant implications for the practice of Islamic da'wah. Therefore, this research makes a new contribution to understanding how digital transformation affects communication strategies and dynamics of Islamic da'wah. Furthermore, the study explores the role of social media influencers in Islamic da'wah. Although the influence of influencers has been a popular research topic in other contexts, research on the role and impact of influencers in Islamic da'wah is limited. This study will examine how influencers influence audience perception, participation, and response in the context of Islamic da'wah in the digital era. This provides novelty in understanding how the influence of social media can be used positively to spread religious messages. In addition, the study will face new challenges in digital transformation in Islamic da'wah, including privacy issues, the accuracy of information, and the spread of extremist content. Through in-depth analysis, this research will discuss solutions and recommendations to address these challenges. A deeper understanding of such issues will make new contributions to developing more effective and secure communication strategies in Islamic da'wah. Overall, this research has novelty in its focus on digital transformation in Islamic da'wah, exploring the role of social media influencers and addressing emerging challenges. This novelty will significantly contribute to understanding and developing Islamic da'wah practices in this ever-evolving digital era.

The main objective of this study is to understand how digital transformation has changed the paradigm and strategy of Islamic

da'wah, as well as its impact on the dissemination and acceptance of religious messages. In this context, we will examine various forms of digital communication, such as social media, video-sharing platforms, websites, mobile applications, and other technologies used in Islamic da'wah. In addition, we will also analyze the challenges and opportunities faced in the use of digital transformation in Islamic da'wah. These include privacy, cultural diversity, and spreading inaccurate or extremist content. We will also examine how Islamic da'wah can maintain the quality of communication and the authenticity of religious messages amid the communication paradigm shift brought about by digital transformation. By combining relevant research and case studies, we hope this scientific work can provide deep insight into the role and potential of digital transformation in Islamic da'wah. Through a better understanding of communication dynamics in this digital era, Islamic da'wah can become more effective, inclusive, and relevant in conveying religious messages to an increasingly digitally connected global society.

THEORETICAL REVIEW

The theoretical study in the research "Digital Transformation in Islamic Da'wah: Uncovering the Dynamics of 21st Century Communication" involves two main areas, namely digital transformation and Islamic Da'wah. Digital transformation includes adopting and using digital technology in various aspects of life, while Da'wah Islam is an attempt to spread Islamic messages and values to others. In the context of digital transformation, it is important to understand the concept and the driving factors, such as social change and technological progress. In addition, an analysis of communication dynamics in the 21st-century digital era involves changes in participation and interaction through social media, instant messaging applications, and online platforms. In the context of Da'wah Islam, this study will analyze the application of digital technology in influencing Da'wah practices and strategies and identify the associated strengths and challenges. Combining theoretical studies from these two fields will provide insight into

how digital transformation influences communication in Islamic Da'wah in the 21st century, reveals changes in participation and interaction, and their implications for expanding understanding and influence of religion digitally.

In line with what Hamza & Islam (2021) expressed, platforms such as Facebook, Twitter, and Instagram allow Muslim preachers and communities to spread religious messages widely and directly interact with audiences. Social media allows preachers to adapt communication strategies using creative formats such as videos, images, and engaging stories.

Apriyani et al. (2022) that the audience is no longer a passive recipient but actively contributes by spreading religious messages, giving responses, and sharing content with others can be through Whatsapp groups. This creates a more interactive and inclusive communication dynamic, strengthens the bond between preacher and audience, and expands the reach of Islamic da'wah.

METHOD

To reveal the dynamics of communication in digital transformation in Islamic da'wah in the 21st century, this study uses a qualitative approach that analyzes various primary and secondary data sources. This approach is to understand complex and deep contexts and provides rich interpretations of the phenomena under study (Yusanto, 2020). First, the study collected primary data through in-depth interviews with preachers, Islamic social media managers, and audiences engaged in digital da'wah. This interview is to gain first-hand insight into the experiences, motivations, and challenges faced by da'wah actors and audiences in digital transformation. The data will be recorded, analyzed, and encoded to identify emerging communication patterns and dynamics. In addition to interviews, participatory observations will be conducted to understand digital da'wah practices better. Researchers will observe da'wah activities through social media, websites, and other communication platforms. These observations provide information about the type of content presented, the communication strategies used, and the audience's response. Data

obtained from observations will be combined with interviews to enrich the analysis. In addition, the study will involve the analysis of documents and literature as secondary data sources.

This analysis will review documents such as social media posts, da'wah videos, da'wah websites, and scientific literature on digital transformation in Islamic da'wah. This approach will provide insight into various innovations, trends, and debates related to the research topic. The collected data will be analyzed using a qualitative approach, with thematic analysis techniques to identify patterns, themes, and relationships that emerge from the data. Data triangulation will confirm research findings by comparing and blending results from various data sources. This research method can reveal comprehensively the dynamics of communication in digital transformation in Islamic da'wah in the 21st century. The results of this study will provide valuable insights for da'wah activists, social media practitioners, and academics interested in the role of digital technology in Islamic da'wah.

RESULT AND DISCUSSION

Based on this research, several relevant findings are related to digital transformation in Islamic da'wah and communication dynamics in the 21st century. These findings provide a deeper understanding of how digital transformation has affected Islamic da'wah and how communication dynamics play a role in this context. First, the study revealed that social media has a significant role in digital transformation in Islamic da'wah. In line with what Hamza & Islam (2021) expressed, platforms such as Facebook, Twitter, and Instagram allow Muslim preachers and communities to spread religious messages widely and directly interact with audiences. Social media allows preachers to adapt communication strategies using creative formats such as videos, images, and engaging stories.

In addition, research findings show that audiences in Islamic da'wah also actively participate in digital transformation. They are both passive recipients and content creators, sharing religious messages and responding through comments, likes, and reshares. This

audience participation provides a different dynamic in proselytizing and increases their involvement in religious activities. The research also identified the important role of social media influencers in Islamic da'wah. Findings in line with Primary (2021) that influencers strongly influence audience perceptions and behaviors related to religion. Dai, who has great popularity and followers on social media, can reach a wider audience and significantly spread religious messages. However, research also reveals some challenges in digital transformation in Islamic da'wah. One of them is the issue of the accuracy of information and the spread of extremist content. The existence of various content that needs to be better verified and the spread of extreme views can affect the quality and diversity of religious messages conveyed.

The findings of this research were obtained through in-depth interviews with preachers, Islamic social media managers, and audiences involved in digital da'wah, as well as through participatory observations on Islamic da'wah practices in digital transformation. The interviews revealed that social media plays an important role in increasing the reach and effectiveness of Islamic da'wah. The preachers conveyed that through social media platforms, they can reach a wider audience, including those who are geographically separated, and interact directly with them through comments and private messages. In addition, participatory observations revealed a variety of communication strategies used in digital da'wah, such as the use of lecture videos, infographic content, and the use of interesting narratives. Audiences involved in digital da'wah also actively participate, whether through sharing content, providing feedback, or engaging in online discussions. In addition, the research findings also highlight the role of social media influencers in spreading religious messages, with audiences who trust and follow them as a source of inspiration and motivation in practicing religious teachings. Through these interviews and observations, this study provides a deeper understanding of the practice of Islamic da'wah in digital transformation, the communication patterns that occur, and the role and participation of audiences in the process of Islamic da'wah in the digital era.

Analysis of findings from this study provides in-depth insights into digital transformation in Islamic da'wah and communication dynamics occurring in the 21st century. The findings highlight several important aspects to consider in optimizing the use of digital technology in Islamic da'wah efforts. First, the role of social media in the digital transformation of Islamic da'wah is very important. Platforms like Facebook, Twitter, and Instagram have given preachers greater access to religious messages. Social media also facilitates direct interaction between the day and the audience, allows for wider discussion, and creates a space for the audience's active participation.

Furthermore, the research findings suggest that the audience's active participation in Islamic da'wah in the digital age is a significant phenomenon. As the phrase goes, Apriyani et al. (2022) that the audience is no longer a passive recipient but actively contributes by spreading religious messages, giving responses, and sharing content with others can be through Whatsapp groups. This creates a more interactive and inclusive communication dynamic, strengthens the bond between preacher and audience, and expands the reach of Islamic da'wah.

In this context, the role of social media influencers in Islamic da'wah has also proven to be very influential. Influencers who have a large following can reach a wider audience and have a significant impact in spreading religious messages. However, ensuring that the influencer has integrity, scholarship, and balance in conveying religious messages is important. In addition, the challenges in digital transformation in Islamic da'wah must be addressed seriously. Issues such as the accuracy of the information, the spread of extremist content, and individual privacy must be carefully considered. It takes a collaborative effort between dais, social media practitioners, and the Muslim community to develop guidelines, evaluate the content disseminated, and ensure that the message of da'wah conveyed remains accurate, balanced, and authentic. In optimizing digital transformation in Islamic da'wah, continuously monitoring technological developments and emerging communication trends is important. This research shows that communication strategies must adapt to

changes, utilize innovative technology, and prioritize diversity, accuracy, and relevance of da'wah messages.

Some relevant theories and research in this field can be highlighted. First, the theory of Social Mediation Communication provides an understanding of how digital technology mediates communication in Islamic da'wah. This concept aligns with Pujiono (2021) revealed that social media and digital technology act as intermediaries in the communication relationship between dai and the audience. Religious messages can be delivered directly and quickly to a wider audience through these platforms. Furthermore, previous research on the use of social media in Islamic da'wah provided insight into effective communication strategies. Such studies have identified the importance of engaging content, creative narratives, and interactive features in influencing audiences. Previous research has also highlighted the importance of understanding the preferences and needs of increasingly digital audiences and ways to interact and build close relationships with them through social media. In addition, the theory of Dissemination of Innovation is also relevant in the context of digital transformation in Islamic da'wah. This theory investigates how innovations or new messages, in this case, da'wah messages, spread and are received by audiences. The study of the spread of Islamic da'wah through digital platforms can apply this concept to understand the factors influencing the adoption and dissemination of religious messages, including social, psychological, and contextual factors.

The results of this study are also in line with previous research, showing challenges in digital transformation in Islamic da'wah. Research has identified issues such as unverified content, the spreading of extremist views, and privacy challenges in digital proselytizing (Suryawati & Rusadi, 2021). These findings provide insight into the issues that must be addressed and reinforce the need for collaborative efforts to manage accurate, balanced, and authentic da'wah digital content. By blending relevant theories and previous research, this analysis provides a comprehensive understanding of digital transformation in Islamic da'wah and

communication dynamics in the 21st century. Considering existing theoretical frameworks and research findings, this research can provide deeper insights into the role of digital technology in strengthening Islamic da'wah, addressing existing challenges, and optimizing religious communication in this increasingly connected era.

In a deeper discussion, several aspects need to be studied in the context of digital transformation in Islamic da'wah. First, it is important to pay attention to the change in the communication paradigm that is taking place in Islamic da'wah. As the phrase goes, Khamim (2022) states that digital transformation has changed how religious messages are delivered and received by audiences. Communication is no longer only in the form of lectures and lectures but also through videos, images, short writing, and other creative content. This requires preachers to adapt their communication strategies and use digital platforms effectively. In addition, it is important to look at the impact of digital transformation on the interaction between Dai and the audience. In the digital age, interactions often no longer occur in the same physical space.

Through social media and other digital platforms, dai can interact with audiences from various locations. This opens up opportunities for exchanging ideas, dialogue, and the development of the wider da'wah community. However, it is also important to pay attention to the authentic aspect of these interactions, as there is a possibility of fake accounts or irresponsible comments. Furthermore, according to Mustafa et al. (2022), It is necessary to consider changes in content consumption and audience behavior patterns in digital da'wah. Digital transformation has changed how people search for information and interact with content. Audiences have more choices and greater accessibility to a variety of information sources.

Therefore, preachers need to understand audience preferences, produce relevant content, and convey religious messages in an engaging, informative, and relevant way to the audience's daily life. In addition, it is important to evaluate the positive and negative impacts of digital transformation in Islamic da'wah. While digital technology

brings vast opportunities, including greater reach and more active audience participation, challenges include the spread of inaccurate content, the polarization of views, and the loss of deeper personal communication. Therefore, it is necessary to carry out careful monitoring and wise management in using digital technology in Islamic da'wah.

Overall, the analysis of findings from this study provides a solid foundation for the development of Islamic da'wah in the digital age. By understanding the dynamics of communication that occur and the challenges faced, da'wah activists, social media practitioners, and Muslim communities can utilize the potential of digital technology wisely to increase the effectiveness of da'wah, strengthen ties with audiences, and deliver religious messages that are relevant and have a positive impact amid the ongoing digital transformation. Therefore, efforts are needed to ensure the accuracy, balance, and authenticity of da'wah messages in this digital era. This study provides a better understanding of digital transformation in Islamic da'wah and communication dynamics in the 21st century. These findings provide a strong foundation for da'wah activists, social media practitioners, and Muslim communities to develop effective communication strategies, harness the potential of digital technologies, and address emerging challenges in disseminating relevant and balanced religious messages in this evolving era.

CONCLUSION

This research provides a strong foundation for developing Islamic da'wah in the digital era. By understanding the dynamics of communication that occur and the challenges faced, da'wah activists, social media practitioners, and Muslim communities can utilize the potential of digital technology wisely to increase the effectiveness of da'wah, strengthen ties with audiences, and deliver religious messages that are relevant and have a positive impact amid the ongoing digital transformation. This study provides a better understanding of digital transformation in Islamic da'wah and communication dynamics in the 21st century.

SUGGESTION

Potential deficiencies or weaknesses of the research "Digital Transformation in Islamic Da'wah: Uncovering the Dynamics of 21st Century Communication" include: (1) No comparison with traditional methods: This study focuses on digital transformation in Islamic Da'wah but does not provide an adequate comparison with previously used traditional communication methods. Comparing the effectiveness and impact of digital approaches with non-digital approaches can provide more comprehensive insights. Future research can include this comparison to understand the changes that occur due to the adoption of digital technology in Da'wah. (2) Limited focus on one religion: This research exclusively addresses Islamic Da'wah and may not comprehensively understand communication dynamics in other religions' contexts. The recommendation for further research is to broaden the scope to compare and analyze digital transformation in proselytizing in other religions. Recommendations for further research in this field are (1) Comparative analysis: Involving a more comprehensive comparison between digital and non-digital communication methods in Islamic Da'wah. This will provide deeper insight into digital transformation's advantages, disadvantages, and impact. (2) Inter-religious research: Conduct research that compares digital transformation in proselytizing in various religions. This will enable a broader understanding of the influence of digital technology on religious communication in general.

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