OPTIMIZING DIGITAL TRANSFORMATION IN DA'WAH: OPPORTUNITIES AND CHALLENGES

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ABSTRACT

Digital transformation has significantly impacted Islamic da'wah, opening up opportunities to expand the reach and impact of religious teachings through digital platforms and social media. This research examines the role of information technology in expanding da'wah, its use in increasing interaction and involvement of mad'u, and the challenges faced in maintaining the authenticity and quality of da'wah messages in the digital world. Through a literature review approach, this study collects and analyzes relevant literature regarding the use of technology in da'wah, as well as its impacts and challenges. The results show that digital technologies like YouTube, Instagram, and Islamic-specific apps have enabled preachers to reach a wider audience, including urban and global communities. Nonetheless, the rapid and unverified dissemination of information can weaken religious authorities and lead to misinformation. In addition, technology increases the interaction and involvement of mad'u and introduces challenges in maintaining the authenticity of da'wah messages. Developing digital literacy and an ethical approach to disseminating da'wah is essential to overcome these challenges. Overall, although digital da'wah presents great opportunities, there is a need for supervision and cooperation between technology, education, and regulations to ensure the quality and authenticity of the da'wah messages conveyed.

Keywords: Digital da'wah; information technology; social media; digital literacy

1. INTRODUCTION

Integrating information technology into da'wah has significantly expanded the reach and impact of Islamic teachings. Digital platforms and social media have revolutionized how religious knowledge is disseminated, making it more accessible globally. This transformation is evident in how Islamic educational institutions adopt digital technologies to increase their competitiveness and reach (Abubakari, 2025). Platforms such as YouTube, Instagram, and Islamic-specific apps have allowed preachers to connect with mad'u, recorded in remote villages, cities, and worldwide. This digital shift not only facilitates the spread of religious messages but also allows for the creation of new forms of religious authority, as seen from the rise of celebrity pastors who leverage their online presence to influence and engage their followers (Raya, 2024).

Behind the ease of the use of technology for preaching, of course, it provides a new challenge in da'wah. One of the challenges faced is that the rapid dissemination of information online can spread unverified or misleading content, which can quickly change people's mindsets. Mad'u can not get inaccurate and unreliable information, which can provide wrong information about Islam (Whyte, 2022). Overall, while the digital transformation of da'wah

presents both opportunities and risks, it is clear that information technology is essential in making Islamic teachings more accessible and attractive to the wider mad'u.

The above explanation makes it essential to discuss the optimization of digital transformation in da'wah: opportunities and challenges. This is because information technology opens up wider possibilities for da'wah, but also brings challenges in disseminating unverified information. Therefore, it is essential to discuss how to optimize the use of technology in da'wah, so that religious messages can be conveyed correctly and effectively, while facing these challenges.

2. METHODS

This research is a literature study. The literature study collected relevant information about the research theme (Siregar & Fahmi, 2022). Information is collected from printed books, Google Books, Google Scholar, references to international or Scopus.com journals, and academic repositories compatible with the research's themes to find some literature.

The data was collected systematically and used several keywords or terms, namely "Islamic values", "assessment", and "early childhood education". The process is to find, capture, and choose the suitability of the theme that has been set. The source of information collected is literature from the last 10 years.   The collected data is then analyzed with a thematic approach according to the keywords and processes by editing essential and manganate information in depth and concluding the findings (Nuraini, 2024).

3. RESULTS AND DISCUSSION

The Role of Information Technology in the Expansion of Da'wah

Integrating information technology into da'wah has significantly expanded the reach and impact of Islamic teachings. Digital platforms and social media have revolutionized how religious knowledge is disseminated, making it more accessible globally. This transformation is evident in how Islamic educational institutions adopt digital technologies to increase their competitiveness and reach (Abubakari, 2025). Using platforms such as YouTube, Instagram, and Islamic-specific apps has allowed preachers to connect with diverse audiences, including urban millennials and upper elite segments of society, who may be challenging to reach without using these platforms (Raya, 2024). This digital shift not only facilitates the spread of religious messages but also allows for the creation of new forms of religious authority, as seen from the emergence of dai YouTubers, who take advantage of the presence of online media to prosecute *mad'u* (Raya, 2025).

However, the widespread use of digital platforms for da'wah also presents challenges. The rapid dissemination of information online can lead to the spread of unverified or misleading content, which can weaken religious authority. There are concerns about "information anarchy" and the limitations of "self-imposed Islam", where *mad'u* may rely on unqualified sources for spiritual guidance (Whyte, 2022). Overall, while the digital transformation of da'wah presents both opportunities and risks, it is clear that information technology plays an essential role in making the teachings of Islam more accessible and appealing to a broader audience.

The Utilization of Technology in Increasing Mad'u Interaction and Engagement

Technology has played an essential role in increasing the interaction and engagement of mad'u in various religious contexts. One of the main ways to convey da'wah messages is through digital platforms. Research by Afidah et al. (2024) also shows that integrating Islamic education through digital platforms such as Zoom can increase religious understanding and awareness among Muslim migrant communities in different countries. This media not only allows the dissemination of da'wah messages online but also allows for strict monitoring and evaluation to ensure the effectiveness of the dissemination of da'wah through the digital ceiling.

In addition, various da'wah circles and organizations have adopted information technology and social media to expand the reach of da'wah. Research conducted Manaf, Md. Noor and Haron (2015) study of four da'wah groups in Malaysia revealed that adopting this technology has increased the role of digital media in disseminating da'wah messages. This digital media allows da'wah groups to reach mad'u and build a stronger community.

Technology has also supported religious practices during the COVID-19 lockdown period. In South Africa, information and communication technology (ICT) has provided a space for religious members to network, facilitate religious practices and activities, and improve resource management (M.Z., 2021). This shows that technology can effectively maintain and strengthen religious communities even in challenging situations.

Thus, using technology in religious contexts increases the interaction and engagement of mad'u, strengthens religious communities, and supports religious practices in various situations.

Challenges in Maintaining the Authenticity and Quality of Da'wah Messages in the Digital World

In the fast-paced digital era, maintaining the authenticity of da'wah messages is the main challenge. Open and unrestricted digital media platforms often ignore ethics, such as privacy violations, misinformation, and a lack of social responsibility in disseminating da'wah messages (Z. Wang, 2025). In addition, the shift in authority and authenticity of da'wah messages and the formation of identity on social media also add complexity in maintaining the authenticity of da'wah messages (Hess, 2011). Digital technology often blurs the line between online and offline da'wah, affecting the authority and authenticity of da'wah messages (Campbell & Connelly, 2020).

The quality of da'wah messages in the digital world also faces significant challenges. Using communication skills in various media platforms to convey da'wah messages can help deliver content that is based on Islamic Sharia and attract the attention of a broader range of mad'u (Rasit et al., 2025). However, dynamic and information-rich digital media characteristics can interfere with the authenticity of da'wah messages, so it is vital to develop digital literacy and critical interpretation in delivering da'wah messages(Schlag, 2019). In addition, the existence of anonymously managed reference sites can help maintain neutrality and avoid ideological bias. However, it also poses challenges in ensuring the quality and authenticity of the information conveyed(Astor et al., 2024).

A strategy to overcome this challenge requires a comprehensive approach. The development of morals and ethics that consider authenticity, respect, and publication can be the first step in maintaining the authenticity and quality of da'wah messages (H. Wang, 2023). In addition, technology and digital media must be balanced with attention to *mad'u* to ensure that the message of da'wah remains authentic and of high quality (Schlag, 2019). The practical

implementation of digital da'wah can also help form a strong and authentic religious identity in the digital world (Hess, 2023). Thus, a combination of regulations, education, and technology can be a solution in maintaining the authenticity and quality of da'wah messages in the digital era.

4. CONCLUSION

The digital transformation in da'wah has opened up tremendous opportunities to expand the reach of Islamic teachings to a broader audience, primarily through digital platforms and social media. With technology, da'wah is no longer limited to face-to-face lectures, but can touch various levels of society, including millennials and the global community. However, this shift brings challenges, especially in maintaining the authenticity of the da'wah message. The rapid spread of information in cyberspace also opens up the potential for misinformation or deviations that can damage religious authority.

Technology, especially social media, has strengthened the interaction between dai and mad'u, increased engagement, and strengthened religious communities. Platforms such as Zoom or YouTube have made it easier to spread da'wah more widely, even during a pandemic. However, to ensure that da'wah messages remain authentic and of high quality, preachers must have good digital literacy and explore the ethics of responsibly distributing information.

With these challenges, we must develop a wiser and more critical approach in dealing with digital da'wah. Cooperation between technology, education, and regulations is needed to maintain the quality and authenticity of the message conveyed. Digital da'wah can be a great power, but it must be maintained with full responsibility to reflect actual Islamic values and benefit the ummah.

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