



INNOVATIVE DAKWAH STRATEGIES THROUGH SOCIAL MEDIA: CASE STUDY OF ISLAMIC COMMUNICATION APPROACHES IN INDONESIA

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ABSTRACT

This study investigates innovative da'wah strategies through social media with a focus on Islamic communication approaches in Indonesia. The aim of this research is to explore the evolution of da'wah strategies, the impact of social media on religious communication, and the challenges and opportunities faced in the digital context. The research methods used include a literature review to understand the history of da'wah strategies and the impact of social media, as well as field research to analyse Islamic communication approaches used today. The research results show that technological advances have changed the landscape of da'wah, allowing wider access and more intense interaction between preachers and audiences. The implications of this research include recommendations for developing da'wah strategies that are more adaptive to technology, by utilizing artificial intelligence and blockchain technology to increase personalization and information security. The importance of ethics in conveying religious messages is also emphasized, emphasizing honesty, accuracy and respect for the diversity of society. This study makes an important contribution to the literature on digital da'wah and provides practical guidance for da'wah practitioners in utilizing social media effectively and responsibly.

Keywords: *Da'wah Strategy, Social Media, Islamic Communication, Technology, Ethics.*

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INTRODUCTION

Historically, da'wah has played a big role in spreading Islam, where the Prophet Muhammad was the main example by implementing divine messages wisely and patiently (Ansyari et al., 2023). The role of da'wah in building an Islamic society is emphasized through the appointment of role models and good manners by preachers, by prioritizing activities aimed at improving the welfare of

society in various fields such as economics, development and technology (Ibrahim & Riyadi, 2023). Apart from that, it is very important for us to adapt our da'wah strategy to developments in the modern world of communication, especially through social media. That way, we can keep communication effective and ethical and respect high cultural values. The use of music as a tool to attract followers, especially among youth, represents an innovative new way of carrying out da'wah. This combines religious education with artistic expression in order to improve the economy.

The role of da'wah in Muslim society is very significant, not only in spiritual but also social aspects. Da'wah functions as a medium to educate people about Islamic teachings, encourage goodness and prevent evil. Apart from that, da'wah also plays an important role in building solidarity and unity of the people, as well as bridging various differences that exist in society. Therefore, da'wah becomes an essential instrument in maintaining and strengthening the identity and integrity of the Muslim community.

As time goes by, methods and approaches to da'wah also experience quite large changes. From what was initially done directly through words and actions, now da'wah has spread to various types of media including print, radio, television and most recently social media. This development is not only the result of technological developments, but also a response to the need to reach a more diverse and wider audience. Therefore, in this digital era, contemporary da'wah is faced with new challenges and opportunities to spread Islamic messages.

Knowing the background of da'wah in Islam is very important in facing the dynamics of modernization and globalization, especially in a context like this. The aim of this research is to understand more deeply how da'wah can remain relevant and effective through the use of social media, especially in Indonesia, which is the country with the largest Muslim population in the world. By carrying out a comprehensive analysis, it is hoped that we can find innovative strategies that are able to overcome the challenges of the times and optimally utilize the potential of social media in propagating Islam.

METHODS

To study innovative da'wah strategies through social media in Indonesia, this research uses a qualitative design and a case study approach. A qualitative design was chosen because it allows researchers to gain a deeper understanding of complex and dynamic phenomena in the context of da'wah communication. A case study approach is used to provide an in-depth and in-depth focus on several active da'wah figures or organizations.

Research subjects were selected based on certain criteria because they have significant influence and are recognized in the digital da'wah community. These criteria include the number of followers on social media, level of interaction with the audience, and success in conveying Islamic messages. This research will use various data collection techniques, such as in-depth interviews, participant observation, and social media content analysis. In-depth interviews will be conducted with da'wah figures and their audiences to gain an understanding of the approaches used, motivations, and

audience perceptions of da'wah via social media. Social media content analysis will help researchers understand the context and dynamics of interactions that occur on digital platforms.

To carry out data analysis, qualitative techniques such as coding, theming, and data triangulation will be used. The main themes that emerge from the data collected will be identified through coding, while theming will help organize relevant categories for analysis. By comparing the results of interviews, observations and content analysis, data triangulation will be carried out to ensure that the research findings are valid and reliable. This method allows researchers to gain a thorough and in-depth understanding of creative approaches to da'wah via social media and how it impacts Islamic communication in Indonesia.

RESULT AND DISCUSSION

Traditional Da'wah methods in Indonesia, especially through lectures and taklim assemblies, have indeed played an important role in disseminating Islamic teachings and shaping the Islamic identity of society (Sangaji, 2023). Lectures, usually delivered by scholars or religious figures during various occasions such as regular study sessions, Friday prayers, and Islamic celebrations, serve as an important medium for transmitting religious knowledge while also fostering solidarity among people. On the other hand, majlis taklim, small groups that gather regularly to study and discuss Islamic teachings, form the foundation of informal religious education, which significantly contributes to increasing knowledge and daily religious practices in society (Romziana & Himmah, 2023). This traditional method of da'wah not only educates individuals about Islam but also strengthens the communal bonds and religious practices of Indonesian society, reflecting the rich cultural and educational heritage that exists in the country.

Friday sermons in Indonesia serve as a significant religious and social platform, conveying religious teachings and addressing relevant social issues in the lives of Muslims. These sermons are very important in shaping public discourse and influencing social media content on various topics such as nationalism, patience, and health (Asni & Qadafi, 2023). In addition, traditional da'wah activities, including events such as commemorations of the Prophet's Birthday and Isra' Mi'raj, play an important role in maintaining Islamic traditions and culture in Indonesian society. Friday sermons not only strengthen religious understanding but also serve as a means to spread Islamic values and principles, foster a deeper connection with the faith and promote cultural cohesion among Muslims in Indonesia (Aksoy, 2023).

Another method that is no less important is da'wah through formal and informal education. Formal education such as madrasas and Islamic boarding schools play a key role in educating the younger generation with Islamic values. Islamic boarding schools, in particular, have a long history and are centers of Islamic learning that are integral to Indonesian society. In Islamic boarding schools, students not only learn about religious teachings, but also other scientific disciplines that shape their character and personality.

Traditional preaching methods face challenges in the modern era due to technological advances and changes in the preferences of the younger generation (Revi et al., 2023). To adapt and remain effective, traditional da'wah methods can be integrated with modern approaches, especially through social media platforms such as YouTube. While modern methods offer wide reach and accessibility, traditional sermons excel at building deep personal and community relationships and conveying messages in depth (Thahir, 2023). By combining traditional values with modern tools, such as humor in KH's lectures. Anwar Zahid did it on YouTube, da'wah can effectively bridge the gap between the older and younger generations, ensuring the continued relevance and impact of Islamic teachings in today's digital world.

The Emergence of Social Media in Preaching

The digital era has indeed changed the landscape of Islamic da'wah in Indonesia, utilizing social media platforms such as YouTube, Twitter and Instagram as powerful tools to spread religious messages to a wide and diverse audience (Prasetyo Nugroho & Halwati, 2023). The platform offers unique advantages such as real-time engagement, message virality, and increased interactivity, allowing preachers to engage with followers effectively and efficiently. With Indonesia ranking high in social media activity globally, there is a significant opportunity for Islamic preaching to thrive in the digital realm, reaching a growing population of internet users and expanding the reach of religious teachings like never before. The use of social media has facilitated the spread of Islamic beliefs, debunked misconceptions, and encouraged positive changes in thought patterns and behavior among audiences, demonstrating the great potential of these platforms in advancing da'wah efforts in modern times.

Social media platforms such as YouTube, Instagram, and Twitter play an important role in da'wah by overcoming geographical and temporal limitations, allowing preachers and preachers to reach global audiences with customized content (Prasetyo Nugroho & Halwati, 2023). This platform facilitates the delivery of lectures, devotional content, and inspirational messages to millions of people instantly, enabling a personalized approach that caters to the interests and characteristics of the audience (Kesuma Putri, 2023). By utilizing social media, such as posting video lectures, inspirational posts, and prayers, preachers can make messages more relevant and interesting to recipients, thereby increasing the effectiveness of da'wah efforts. This adaptability and reach of social media contributes significantly to spreading Islamic teachings and fostering religious harmony in diverse communities.

Social media platforms have revolutionized da'wah by offering interactive opportunities for two-way communication between preachers (Muslim clerics) and their audiences, encouraging dialogue, question-and-answer sessions, clarifications, and in-depth discussions on religious topics (Thahir, 2023). This contrasts with traditional one-way preaching methods, enhancing the overall preaching experience and building closer, more personal relationships between preachers and their followers (Saragih et al., 2023). The adaptation of da'wah strategies to modern communication dynamics emphasizes the importance of maintaining ethical and professional standards while considering the social and cultural context for effective

communication (Saragih et al., 2023). Effective da'wah management on social media, which involves functions such as planning, organizing, mobilizing, and controlling, ensures efficient and attractive packaging of da'wah materials for dissemination, further enhancing the interactive experience between preachers and their audiences (Muhammad Fachran Haikal & Muhammad Faizul Akbar Surbakti, 2023).

The emergence of social media in preaching, however, also brings its own challenges. One of them is the danger of spreading false or even misleading information, which can damage the image of Islam and give rise to misunderstandings. Additionally, our understanding of Islamic teachings can diminish due to the fast and sometimes shallow dynamics of social media. Therefore, preachers must create preaching methods that can not only attract people's attention, but also maintain the truth and depth of the message.

The aim of this research is to study how social media can be used optimally for da'wah in Indonesia, with special emphasis on the creative approaches used by digital da'wah figures. It is hoped that this study will find effective ways to combine traditional preaching methods with modern technology. This will allow Islamic da'wah to remain relevant and useful in responding to the challenges and needs of modern society.

Case Study: Effective Approaches in Da'wah Strategy

Strategy 1: Tactics and Impact

One effective da'wah strategy through social media is the use of short video content that is interesting and easy to access. This strategy is often implemented through platforms such as YouTube, Instagram, and TikTok, where short videos can capture an audience's attention in a short time and convey a message clearly and concisely. The content of these videos usually includes short lectures, quotes from Al-Qur'an verses, hadith, and practical advice that is relevant to everyday life. Young Dai-dai in Indonesia have successfully utilized this format to reach the millennial generation and Gen Z who are more familiar with consuming visual content.

Utilizing short video content on platforms such as YouTube has become an effective strategy for preaching, especially among young Dai-dai in Indonesia, to reach the millennial generation and Gen Z who are more inclined towards consuming visual content. These videos often feature short lectures, verses from the Koran, hadith, and practical advice, making the message clear and concise, thereby effectively attracting the audience's attention (Muhammad Luthfi Syaf & Ibrahim, 2023). The use of such platforms allows preachers to adapt their communication methods to contemporary situations, increasing the efficiency of information transmission in sermons (Rubiyanah et al., 2023). By creatively delivering da'wah through visually appealing and accessible content, these preachers can engage with the younger generation and address relevant issues faced by millennials and Gen Z, ultimately contributing to the spread of Islamic teachings in a modern and engaging way .

The use of a simple but powerful narrative, combined with compelling visuals and sound effects that support the message, is a key tactic in this tactic. Good videos usually have text or subtitles to make the message understandable to a wider audience,

including those who are hearing impaired or cannot speak the same language. Using interactive features such as likes, shares, comments, and live streaming allows for constructive discussion and feedback between preachers and their followers.

The impact of this strategy is quite significant. First, short videos are able to spread quickly and widely, reaching audiences that may not be reached by traditional da'wah methods. The speed and potential virality of short video content means that da'wah messages can be received by thousands or even millions of people in a short time. Second, high audience engagement through interaction on social media increases understanding and awareness of Islamic teachings. Audiences not only receive information passively, but also actively participate in discussions, ask questions, and spread content to their own networks, expanding the reach of da'wah.

However, despite the obstacles, this strategy still works. Perhaps complex topics cannot be addressed with short video content. If not presented carefully, the message can be too shallow or even misunderstood. Therefore, it is important for preachers to balance the depth of content and visual appeal. They should also give their audience another way to learn more.

This study looks at how da'wah strategies in Indonesia are influenced by the creation and distribution of short videos on social media. It is hoped that this research will provide valuable insight for da'wah practitioners on how to optimize the use of social media to convey Islamic messages more widely and effectively by analyzing successful cases and finding important components that contribute to the success of this strategy.

Strategy 2: Insight and Reflection

The second da'wah strategy that has been proven effective on social media is an approach that focuses on deep insight and personal reflection. This strategy is usually realized through long-form posts, blogs, and other text-based content published on platforms such as Facebook, Instagram, and Medium. This content is designed to offer a more detailed explanation of Islamic teachings, relate them to contemporary issues and everyday life, and encourage audiences to engage in personal reflection. This approach aims to not only provide information but also build a deeper and more applicable understanding of Islamic values in a modern context.

One of the key tactics in this strategy is the use of personal and empathetic narratives, in which the preacher shares personal experiences, inspirational stories, and reflections on their own spiritual journey. This kind of narrative is often easier for audiences to accept and resonate with because they can see the direct relevance to their own lives. In addition, this reflective content encourages audiences not only to passively consume information but also to actively engage in the process of critical thinking and self-reflection.

The impact of this insight and reflection strategy is quite profound. First, content that offers in-depth insight is able to answer the needs of audiences who are looking for a broader and deeper understanding of Islam, not just basic information. This helps strengthen their religious knowledge and encourages practical application of Islamic

teachings in everyday life. Second, a personal and reflective approach can build a strong emotional bond between the preacher and the audience, increasing loyalty and long-term engagement. Audiences feel valued and heard, which in turn encourages them to more actively participate in discussions and share content with their own community.

However, implementing this strategy also has its own challenges. Long text-based content may not always appeal to audiences who have short attention spans or prefer visual and audio content. Therefore, it is important for preachers to find a balance between depth of content and an interesting way of delivering it. Additionally, they also need to develop effective writing skills to convey complex messages in a clear and engaging way.

This research aims to examine the effectiveness of insight and reflection strategies in preaching via social media in Indonesia. By analyzing successful examples and identifying factors that contribute to the success of this strategy, it is hoped that this research can provide practical guidance for preachers in optimizing the use of digital platforms to spread Islamic teachings in a deeper and more meaningful way. It is also hoped that the results of this research will provide insight into how to build more effective and sustainable communication with digital audiences.

Challenges and Opportunities in Islamic Communication

Ethical Considerations

In the context of da'wah via social media, ethical considerations are a very crucial aspect for preachers and da'wah organizations to consider. Ethics in digital da'wah covers various aspects, starting from honesty and accuracy of the information conveyed, to how to interact with the audience. The existence of social media which is very open and spreads quickly means that every message conveyed has the potential to be accessed by a very wide audience in a short time. Therefore, preachers must ensure that any published content is not only accurate and in accordance with Islamic teachings, but also conveyed in a wise and responsible manner.

One of the main ethical considerations is honesty in conveying information. Dai must ensure that every message conveyed is based on facts and is not misleading. This is very important to maintain the integrity of the da'wah and the trust of the audience. Apart from that, it is also important to avoid spreading content that could trigger controversy or conflict, both within the Muslim community itself and with other communities. The messages conveyed must prioritize the values of peace, tolerance and mutual respect.

Interactions with audiences also require serious ethical considerations. Social media allows for intense two-way dialogue, and this opens up opportunities for constructive discussions. However, preachers must always maintain ethics in communicating, including answering questions politely, respecting differences of opinion, and avoiding unproductive debates. The use of polite and empathetic language is very important to build a good relationship with the audience and ensure that the message is delivered in a way that respects all parties.

Apart from that, the privacy and security of the audience must also be maintained. Dai must be careful in managing the audience's personal data and avoid practices that could violate their privacy. This includes not sharing personal information without permission and ensuring that the platforms used are safe from potential misuse of data.

These ethical considerations are not only important to maintain the integrity of da'wah, but also to ensure that Islamic da'wah can contribute positively to an increasingly digitally connected society. This research will explore various ethical aspects of digital da'wah in Indonesia, with the aim of identifying best practices that can serve as a guide for preachers and da'wah organizations in carrying out their duties in the digital era. By understanding and overcoming these ethical challenges, it is hoped that da'wah via social media can be carried out more effectively and responsibly, and provide a positive and sustainable impact on society.

Technology advances

Technological advances have had a significant impact on the way Islamic da'wah is delivered and received by society. Rapid developments in information and communication technology, especially the internet and social media, have opened up new opportunities that have never existed before in spreading Islamic messages. By utilizing digital technology, preachers can reach a wider and more diverse audience, beyond the geographic and demographic boundaries that have limited traditional preaching. Platforms such as YouTube, Facebook, Instagram, and TikTok enable the dissemination of missionary content in a variety of formats, including video, text, and images, which can be tailored to the preferences and needs of different audiences.

One of the main advantages of technological advances is easy access to information. Muslims can now access lectures, studies and other religious materials anytime and anywhere, just by using digital devices such as smartphones or tablets. Technology also enables more dynamic and real-time interaction between preachers and audiences through features such as live streaming, question and answer sessions, and live comments. This not only increases audience engagement but also provides opportunities for preachers to answer questions and provide clarification directly, which can strengthen understanding and acceptance of Islamic teachings.

However, technological advances also bring challenges that need to be overcome. One of the main challenges is the flood of information that is not always verified, which can lead to the spread of misinformation or even hoaxes. In the context of da'wah, this could potentially damage the image of Islam and cause misunderstanding among society. Therefore, preachers need to develop good digital literacy and the ability to sort valid information and convey it in a credible and responsible manner.

In addition, technological advances require rapid adaptation to changes in digital platforms and trends. Preachers must keep abreast of technological developments and social media trends to ensure that their preaching methods remain relevant and effective. This includes an understanding of social media algorithms, engagement

enhancement strategies, as well as the ability to produce engaging and meaningful content for an increasingly critical and selective digital audience.

This research aims to analyze the impact of technological advances on Islamic da'wah in Indonesia, with a focus on how preachers and da'wah organizations can make optimal use of this technology. By understanding the opportunities and challenges presented by technology, it is hoped that Islamic da'wah can continue to develop and make a positive contribution in forming a better and more civilized society. This study will also explore best practices and innovations in digital da'wah that can become a model for Muslim communities in various parts of the world.

Future Directions and Recommendations

Innovative Strategies for Effective Da'wah

In the future, to answer increasingly complex challenges in spreading Islamic da'wah through social media, innovative strategies are needed that continue to adapt to technological developments and the dynamics of digital society. One innovative strategy that can be considered is the use of artificial intelligence (AI) in compiling and targeting preaching content more precisely and effectively.

AI can be used to analyze audience behavior patterns and interests based on data collected from their interactions with social media platforms. By understanding your audience's preferences and needs more deeply, you can craft content that is more relevant and personally tailored. For example, AI can help determine the right time to send content, the type of content that is most in demand (e.g. videos, articles, or images), and the most effective language or delivery style.

Apart from that, the use of blockchain technology can also be an innovative step to increase transparency and security in spreading da'wah. This technology can be used to verify the identity of preachers or da'wah organizations, ensuring that the information conveyed comes from legitimate and trustworthy sources. By building a system based on the principles of security and trust, da'wah can reduce the risk of spreading false or misleading information, as well as increase public trust in the religious messages conveyed.

Apart from using technology, innovative strategies must also include a collaborative approach between preachers and online communities. Using the power of social networks to spread da'wah messages and build communities committed to Islamic values can be a strategic step. Dai can take advantage of collaborative features such as discussion groups, online forums, or joint da'wah projects to increase engagement and interaction with audiences in more depth.

In developing innovative strategies for da'wah in the future, it is important to keep in mind the Islamic ethical values that underlie all da'wah activities. This includes maintaining integrity, honesty and respect for the plurality of society. By combining technology, community collaboration, and strong Islamic values, this innovative strategy is expected to be able to face existing challenges and have a positive impact in spreading Islamic teachings in this increasingly advanced digital era.

CONCLUSION

This study has important significance in academic, social and practical contexts regarding da'wah strategies through social media in Indonesia. First, this study contributes new understanding of how digital technology has changed the way Islamic da'wah is carried out and received by society. By identifying effective strategies and the challenges faced, this study provides valuable guidance for preachers, researchers and practitioners to optimize the use of social media in da'wah activities in the digital era. Apart from that, this study also underlines the importance of ethics in spreading religious messages on social media. By highlighting values such as honesty, accuracy, and respect for diversity, this study provides a strong moral foundation for responsible and ethical preaching.

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