



MODERNIZATION OF DA'WAH METHODS IN FOSTERING INTEREST AMONG YOUNG GENERATION (CASE STUDY QS. AL-AHZAB VERSE 46)

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ABSTRACT

This article discusses the relevance of verse 46 of Surah Al-Ahzab in the context of modern da'wah. The verse implies three important elements in da'wah: the call, Allah's permission, and the guiding light. Considering these principles, da'wah methods can be modernized to reach the younger generation. The research method used in this study is a qualitative approach by utilizing in-depth interviews and literature studies to explore the relevance of QS Al-Ahzab Verse 46 in the context of modern da'wah. Modern approaches include leveraging social media, creating digital content, mobile applications, social activities, and education. Furthermore, the article also discusses the differences between classical and modern da'wah methods, as well as their respective advantages and characteristics. By combining tradition with technology, da'wah can effectively reach more people in the modern era. However, modern methods such as social media, websites, podcasts, mobile apps, and online seminars or webinars, provide greater flexibility and reach, as well as allow for direct interaction and easier access to information. This integration between classical and modern methods ensures effective, educational, and relevant da'wah to the needs of the times.

Keywords: Preaching, Al Qur'an, Tradition, Technology

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INTRODUCTION

Da'wah is an integral part of Islam which aims to spread religious teachings to all mankind. In the Qur'an, there are many verses that emphasize the importance of da'wah, one of which is QS Al-Ahzab verse 46: "And to be a caller to Allah (religion) with His permission and to be a light that illuminates." This verse emphasizes that da'wah is a noble calling that requires sincerity, Allah's permission, and the ability to be a light of illumination for mankind. However, in the current context, especially

among the younger generation, traditional da'wah methods are often less effective. Today's young generation, who grew up in the digital and globalized era, has different perspectives, needs, and preferences. Therefore, the modernization of da'wah methods is a must to foster their interest in Islamic teachings ([Amiruddin S, 2019](#)).

Technological developments and social media, Technological developments, especially social media, have changed the way of communication and social interaction among the younger generation. They are more connected to the digital world and spend a lot of time on social media platforms such as Tik Tok, Instagram, You Tube and so on. Lifestyle changes, the lifestyle of today's young generation is more dynamic and open to change, they tend to seek information and entertainment instantly and visually. Challenges in religious education, young people often feel less interested in traditional da'wah methods that are considered monotonous and irrelevant to their daily lives, they will prefer if there is little entertainment in the method ([Hidayatullah, R.R. 2024](#)).

Research on the effectiveness of da'wah, Previous studies have shown that the use of social media can increase the effectiveness of da'wah. For example, research conducted by Hanan Attaki in 2023 shows that the use of video and multimedia content can attract attention and increase religious understanding among the younger generation. Communication theory of the younger generation, Communication theory states that interactive and participatory communication methods are more effective in conveying messages to the younger generation. This literature supports the importance of modernizing da'wah methods to reach a wider audience. Successful Case Studies, several da'wah organizations have succeeded in attracting the interest of the younger generation through creative and innovative approaches, such as using influencers, vlogs, podcasts, and mobile applications. The Importance of Da'wah Adjustment, this research is important because it will provide insight into how da'wah methods can be adjusted to the needs and preferences of today's young generation. Improving Religious Understanding, with more interesting and relevant da'wah methods, it is hoped that the younger generation can better understand and appreciate religious values in their lives ([Zulkifli, M. 2018](#)).

Contribution to Religious Studies, this research is also expected to make a significant contribution to religious studies, especially in the context of da'wah in the digital era. This can be a reference for dai and religious institutions in formulating a more effective da'wah strategy. Strengthening the Morals and Ethics of the Young Generation, With the right approach, modern da'wah can play a role in strengthening the morals and ethics of the younger generation, which in turn can contribute positively to the wider community. By paying attention to social facts, relevant literature, and the significance of the research, this introduction will provide a solid basis to explain the importance of modernizing da'wah methods in attracting the interest of the younger generation ([Hanan, A, 2023](#)).

METHODS

The research method used in this study is a qualitative approach by utilizing in-depth interviews and literature studies to explore the relevance of QS Al-Ahzab Verse 46 in the context of modern da'wah. The qualitative approach was chosen because it allows researchers to gain an in-depth understanding of the views and experiences of participants related to da'wah through modern media, as well as how the elements contained in QS Al-Ahzab Verse 46 are applied in today's da'wah practice.

Data Collection through In-Depth Interviews In-depth interviews were conducted to obtain direct perspectives from various stakeholders in modern da'wah. Participants were selected with special criteria, namely religious leaders, modern preachers, active users of social media involved in da'wah, and the younger generation of Muslims who are familiar with technology. The number of participants interviewed ranged from 10-15 people to ensure diversity of perspectives and experiences. The interviews were conducted in a semi-structured manner, allowing flexibility in digging up more information based on the participants' answers. The main questions in the interview included topics such as the relevance of QS Al-Ahzab Verse 46 in modern da'wah, the media used for da'wah and the reasons for its selection, how to ensure sincerity and legitimacy in modern da'wah, the challenges of using modern media for da'wah, as well as the audience's response to da'wah delivered through social media and other digital platforms. The data obtained from these interviews were then transcribed and analyzed using thematic analysis techniques to identify key themes that emerged.

Literature Study. In addition to interviews, literature studies were also conducted to complement and strengthen the research findings. The data sources used include journal articles, books, research reports, and publications that discuss da'wah, digital media, and the interpretation of QS Al-Ahzab Verse 46. Additional documents such as reports from da'wah organizations, statistics on the use of social media by the Muslim community, and guidance on best practices in digital da'wah are also included. The literature study process involves searching for and selecting relevant literature through academic databases, libraries, and trusted online sources. Each source is assessed based on its credibility, relevance, and quality of information.

Data Analysis and Interpretation. To ensure the validity and accuracy of the findings, triangulation was carried out by combining the results of interviews and literature studies. This triangulation process aims to confirm findings from various data sources, so as to obtain a comprehensive understanding of modern da'wah practices in accordance with the values of QS Al-Ahzab Verse 46. Validity checks are also carried out through member checking, where participants are given the opportunity to review and reconfirm the results of the transcribed interviews.

Through this research method, it is hoped that it can be revealed how QS Al-Ahzab Verse 46, which contains elements of calling (da'wah), Allah's permission (legitimacy and sincerity), and illuminating light (science and wisdom), is applied in modern da'wah. This research also aims to identify modern methods that can make da'wah more relevant and attractive to the younger generation, such as the use of social media, digital content creation, mobile applications, social and community activities, as well as education and training that integrate general science with religious teachings. The results of this research are expected to make a real contribution to the development of

effective da'wah strategies and in accordance with the demands of the times, so that Islamic messages can be conveyed more widely and well accepted by various groups, especially the young generation who are familiar with technology.

RESULT AND DISCUSSION

QS Al-Ahzab verse 46 implies three important elements in da'wah: calling (da'wah), Allah's permission (legitimacy and sincerity), and the light of illumination (knowledge and wisdom). The relevance of this verse to modern da'wah can be seen from the need to develop da'wah methods that are more in line with the times. Da'wah calls can now be carried out through various media such as social media, blogs, vlogs, podcasts, and mobile applications, which allows Islamic messages to reach a wider audience, especially the younger generation who are familiar with technology. Legitimacy and sincerity in da'wah require that the content is delivered based on correct knowledge and delivered with a sincere intention to spread goodness, not for popularity. The light of illumination in da'wah must educate, enlighten, and inspire, with content that is informative and relevant to daily life, integrate modern science with Islamic teachings, and use an inclusive and tolerant approach.

Modernization of da'wah methods can be done through the use of social media with interesting content such as short videos and infographics, the creation of digital content such as vlogs and podcasts, and mobile applications that provide da'wah materials with easy access. Social and community activities, as well as education and training that combine general science with religious teachings, are also important to attract the younger generation. Classical da'wah remains relevant to lectures, sermons, recitations, and dialogues, as well as writings such as treatises and books, and through art and culture. However, modern methods such as social media, websites, podcasts, mobile apps, and online seminars or webinars, provide greater flexibility and reach, as well as allow for direct interaction and easier access to information. This integration between classical and modern methods ensures effective, educational, and relevant da'wah to the needs of the times.

Discussion

QS Al-Ahzab verse 46 implies three important elements in da'wah: calling (da'wah), Allah's permission (legitimacy and sincerity), and the light of illumination (knowledge and wisdom). These three elements can be used as a basis for developing da'wah methods that are more relevant to modern times. and to be a caller to Allah with His permission and as an illuminating light. (QS. Al-Ahzab 33: Verse 46)

1. Appeal (Da'wah)

Da'wah is not only in the form of lectures in mosques or book studies but can also be done through various media. Social media, blogs, vlogs, podcasts, and mobile apps are some examples of platforms that can be used to spread Islamic messages. This

approach not only reaches a wider audience but is also more in line with the habits of the younger generation who are familiar with technology.

2. Allah's Permission (Legitimacy and Sincerity)

Effective da'wah must be based on sincerity and the pleasure of Allah. This can be realized by ensuring that the da'wah content conveyed is based on correct and authentic knowledge, and is delivered with a sincere intention to spread goodness, not to seek popularity or personal gain.

3. The Light of Illumination (Science and Wisdom)

Being a shining light means that da'wah must educate, enlighten, and inspire. The younger generation tends to be more interested in content that is informative, relevant to daily life, and provides real solutions to the problems they face. Integrating modern science with Islamic teachings, as well as using an inclusive and tolerant approach, can make da'wah more interesting and useful.

Modernization of Da'wah Methods

To foster interest among the younger generation, da'wah methods need to be modernized taking into account their characteristics and preferences. Here are some modern methods that can be applied:

1. Utilization of Social Media

Social media such as Instagram, Twitter, Facebook, and TikTok are very popular platforms among the younger generation. Da'wah through social media can be done by creating interesting content such as short videos, infographics, inspirational quotes, and stories that are relevant to their lives.

2. Digital Content Creation

Create digital content such as vlogs, podcasts, and webinars that discuss Islamic topics in an engaging and easy-to-understand way. For example, inviting inspiring and accomplished young figures to share their life experiences that are in line with Islamic teachings.

3. Mobile App

Develop a mobile application that provides easy access to various da'wah materials, such as digital Qur'an, Islamic books, lectures, and prayer schedules. This application can also be equipped with interactive features such as discussion forums and religious consultations.

4. Social and Community Activities

Holding social activities involving the younger generation, such as social services, environmental campaigns, and charity activities, can be an effective means of conveying da'wah messages. Through this activity, they can directly experience Islamic values in real life.

5. Education and Training

Organizing education and training that combines general science with religious teachings. Schools, Islamic boarding schools, and other educational institutions can develop a modern curriculum that is relevant to the needs of the times.

A. Da'wah Method in Islam

In Islam, da'wah has 2 methods, the first method is the classical method and the second is the modern method:

1. Classic Method

Da'wah using this classical method refers to the traditional methods used in spreading Islamic teachings. This method has been applied since the early days of Islam and has developed over time. The following is an explanation of the classical method of da'wah:

2. Oral Da'wah

Oral da'wah is the most common and effective method of da'wah since the time of the Prophet PBUH. Lectures are usually given by a da'i or preacher in front of the public. The topics raised are also diverse, ranging from creed, sharia, to morals. Sermons are more formal and are usually delivered during Friday prayers and holiday prayers, both Eid al-Fitr and Eid al-Adha. The sermon has the pillars of a sermon, namely praising Allah SWT, prayer to the prophet, advice both for the sermon and for the congregation and prayer.

Recitation is a form of meeting where worshippers listen to explanations of verses of the Qur'an and Hadith as well as explanations of aspects of Islamic teachings. Recitation is usually carried out regularly, both weekly and monthly.

Dialogue usually involves direct interaction between da'i and pilgrims or individuals who want to know more about Islam, This method is effective for answering questions and clarifications about Islamic teachings in a more personal way.

3. Da'wah Writing

In addition to oral, the classical da'wah method also includes the dissemination of Islamic teachings through writing, such as:

1. Treatise

A treatise is a short piece of writing that discusses a specific topic in Islam. This treatise is often disseminated among the public to provide an understanding of certain cases.

2. Book

Kitab is a book written by previous scholars, containing explanations of Islamic teachings such as interpretation of the Qur'an, hadith, fiqh, and other sciences.

- **Da'wah at Arts and Culture**

In some cultures, art and culture are used as a medium to spread the teachings of Islam, such as:

1. Poetry and Poetry

Poems and poems that contain Islamic values are widely used in traditions in various cultures. An example is the sufistic poetry that is full of moral and spiritual teachings.

2. Arts and Performing Arts

In some regions, performing arts such as wayang kulit in Indonesia or Islamic theater in the Middle East are used to convey the message of Islam. This show combines entertainment and religious education.

- **Da'wah through education**

Education is one of the most important da'wah methods because every human being is basically a thinking creature, and education is an important aspect in processing thinking patterns and juxtaposed with the value of Islamic teachings.

1. Madrasah and Islamic Boarding School

Madrasah and Islamic boarding schools are traditional educational institutions in the Islamic world that teach religious and general knowledge. Santri santri is not only required to become a da'i but also required to be a good example among the community.

2. Council of Sciences

The assembly of knowledge is a meeting that aims to study the science of religious science. Religious scholars or teachers provide teaching and explanation of various disciplines in Islam, such as tafsir, hadith, fiqh, and Sufism.

Modern Methods

The da'wah method in Islam has developed in line with the changing times and technological advances. Da'wah is an effort to convey Islamic teachings using various contemporary tools and techniques to reach a wider and more diverse audience. The following is an explanation of modern da'wah methods in Islam:

1. Social Media

Social media such as Facebook, Instagram, and YouTube are the main platforms in modern da'wah. The advantages of using social media include:

- **Wide Reach**

Social media allows da'is or preachers to reach a global audience

- **Interactive**

Users can interact directly with da'i through comments, messages, and daring discussions

- **Visual and Audio Content**

Such as videos, images, and infographics can be used to explain the concept of religion in a more interesting way

2. Website

Websites dedicated to Islamic da'wah provide information-rich resources. This includes articles, e-books, and discussion forums. Some of its advantages include:

- **Information Archive**

Content can be accessed anytime and anywhere by social media account users.

- **In-Depth Details**

Long articles and e-books can provide in-depth explanations of various aspects of Islam.

- **Structured Resources.**

Websites often have a structure that allows users to learn systematically.

3. Podcasts and Audio Streaming

Podcasts and audio streaming services such as Spotify and Apple Podcasts allow da'wah to be delivered in an accessible format. The main advantages are:

- **Flexibility.**

Listeners can listen to da'wah anytime and anywhere

- **Personal Approach.**

Human voice or intonation can create a stronger emotional bond with the listener.

4. Mobile App

Mobile applications designed specifically for da'wah, and Islamic education are increasingly popular. This app provides:

- **Ease of Access**

Users can access the content at any time through their mobile phones.

- **Structured Learning**
Some apps offer online courses and organized learning modules.
- **Seminars and Webinars**
Online seminars and webinars allow preachers to hold lectures and discussions in real time with participants from various regions. The advantages include:
- **Live Interaction**
Participants can ask questions and discuss with the speakers or speakers directly.
- **Geographic Flexibility**
Participants do not need to travel to attend the seminar, so more people can participate.
- **Recording**
Webinar sessions are often recorded so that they can be accessed again by participants who are not present in person.

CONCLUSION

Indonesia on modernization of da'wah methods can be done through the use of social media with interesting content such as short videos and infographics, the creation of digital content such as vlogs and podcasts, and mobile applications that provide da'wah materials with easy access. Social and community activities, as well as education and training that combine general science with religious teachings, are also important to attract the younger generation. Classical da'wah remains relevant to lectures, sermons, recitations, and dialogues, as well as writings such as treatises and books, and through art and culture. However, modern methods such as social media, websites, podcasts, mobile apps, and online seminars or webinars, provide greater flexibility and reach, as well as allow for direct interaction and easier access to information. This integration between classical and modern methods ensures effective, educational, and relevant da'wah to the needs of the times.

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