

**CONTEMPORARY ISLAMIC THOUGHT:****Challenges and Solutions in Da'wah in the Digital Era**<sup>1</sup>Ferty Deseliyana Srigita, <sup>2</sup>Akhmad Rifai<sup>1,2</sup>Sunan Kalijaga State Islamic University Yogyakarta, Indonesia<sup>1</sup>[fertydeseliyana@gmail.com](mailto:fertydeseliyana@gmail.com), <sup>2</sup>[akhmad.rifai@uin-suka.ac.id](mailto:akhmad.rifai@uin-suka.ac.id)**Abstrak**

Pemikiran Islam kontemporer dalam dakwah menghadapi tantangan besar di era digital, termasuk pesatnya perkembangan teknologi informasi yang mempengaruhi pemahaman masyarakat terhadap ajaran Islam dan meningkatnya arus pemikiran sekuler dan liberal. Di satu sisi, era digital memberikan peluang besar untuk menyebarkan nilai-nilai Islam secara lebih luas dan efektif. Penelitian ini bertujuan untuk mengkaji tantangan yang dihadapi dakwah Islam kontemporer di era digital dan menawarkan solusi yang relevan. Metode penelitian yang digunakan adalah studi pustaka dengan pendekatan kualitatif, yang menganalisis berbagai sumber terkait pemikiran Islam, dakwah, dan teknologi digital. Hasil penelitian menunjukkan bahwa tantangan pertama yang dihadapi dakwah Islam di era digital adalah pergeseran media komunikasi. Tantangan kedua adalah isu otoritas agama dalam dakwah digital. Platform digital memungkinkan siapa saja untuk mengungkapkan pandangan mereka tentang agama, termasuk mereka yang tidak memiliki latar belakang pendidikan agama yang memadai. Untuk mengatasi tantangan tersebut, pemikiran Islam kontemporer menawarkan beberapa solusi dalam konteks dakwah di era digital. Solusi pertama adalah mengembangkan pendekatan dakwah yang lebih kreatif dan adaptif terhadap teknologi. Kedua adalah pentingnya verifikasi dan kurasi informasi dakwah di media digital. Implikasi dari penelitian ini adalah bahwa pemikiran Islam kontemporer menghadapi tantangan digitalisasi, tetapi juga menawarkan solusi dakwah yang inovatif. Penggunaan teknologi yang bijak dapat meningkatkan efektivitas penyebaran ajaran Islam yang moderat dan relevan bagi masyarakat modern.

**Kata kunci:** pemikiran, islam, dakwah, tantangan, solusi.

**Abstract**

Contemporary Islamic thought in da'wah faces major challenges in the digital era, including the rapid development of information technology that affects people's understanding of Islamic teachings and the increasing flow of secular and liberal thought. On the one hand, the digital era provides a great opportunity to spread Islamic values more widely and effectively. This research aims to examine the challenges faced by contemporary Islamic da'wah in the digital era and offer relevant solutions. The research method used is a literature study with a qualitative approach, which analyzes various sources related to Islamic thought, da'wah, and digital technology. The results of the study show that the first challenge faced by Islamic da'wah in the digital era is the shift in communication media. The second challenge is the issue of religious authority in digital da'wah. Digital platforms allow anyone to express their views on religion, including those who do not have an adequate religious education background. To overcome these challenges, contemporary Islamic thought offers several solutions in the context of da'wah in the digital era. The first solution is to develop a more creative and adaptive da'wah approach to technology. The second is the importance of verifying and curating da'wah information in digital media. The implication of this research is that contemporary Islamic thought faces the challenges of digitalization, but also offers innovative da'wah solutions. The wise use of technology can increase the effectiveness of the spread of moderate and relevant Islamic teachings for modern society.

**Keywords:** thought, islam, da'wah, challenges, solutions.

## Introduction

In the era of globalization and digitalization that is increasingly rapid, the world of da'wah faces various new challenges that were previously unimaginable.[1] Contemporary Islamic thought in da'wah is required to be able to adapt and respond to social changes that occur due to advances in information technology. These challenges include changes in communication methods, information consumption patterns, and the preferences of the younger generation towards religious and social values.[2] In the midst of an environment that is increasingly dominated by digital technology, Islamic da'wah needs to adapt its approach to remain relevant and effective in conveying religious messages to the wider community, especially the younger generation who are a large part of internet and social media users. In the past, Islamic da'wah was mainly delivered through sermons, recitations, and various face-to-face meetings that emphasized the direct emotional and spiritual attachment between the dai (preacher) and the ummah.[3] However, in the digital era, this method faces limitations due to changes in people's preferences and lifestyles who spend more time on digital platforms. Internet users, especially millennials and Gen Z, prefer short, interactive, and visual content, which is certainly different from the traditional da'wah approach.[4]

This requires contemporary Islamic thought to formulate new, innovative, and strongly appealing da'wah methods so that they are able to reach a wider audience. Another background of the importance of updating Islamic thought in da'wah in the digital era is the increasing uncontrolled flow of global information, which has the potential to cause misconceptions, misinformation, and misleading content about Islam. Various Islamic content and information spread on the internet often do not have valid sources or are even manipulated for specific purposes, which risks damaging the image of Islam as a peaceful and moderate religion. Therefore, contemporary Islamic thought needs to develop a da'wah strategy that is able to counteract misinformation, by presenting authentic, accurate, and accountable Islamic content. In addition, the digital era offers various new opportunities for da'wah, such as through social media platforms, websites, da'wah applications, and video channels.

Digital platforms allow da'wah to be accessed anytime and anywhere, reaching more people without geographical restrictions. However, this opportunity is also accompanied by a big challenge, namely fierce competition with other popular content on social media which often attracts more attention than da'wah content.[5] Islamic da'wah needs to compete with entertainment content, *lifestyle*, and other popular information that is very diverse and often more appealing to young audiences.[6] This challenge encourages contemporary Islamic thought to find innovative solutions so that da'wah can still compete in the midst of the hustle and bustle of digital content. On

the other hand, the digital era has brought changes in the way people think and view, especially the younger generation, towards religion and belief. The current young generation tends to be more critical of information, including religious teachings. They tend to question aspects of Islam that may seem irrelevant or difficult to understand in the modern context. Therefore, Islamic da'wah must be dialogical, inclusive, and responsive to the questions and concerns faced by the younger generation.[7]

Contemporary Islamic da'wah must be able to offer solutions that answer contemporary needs and issues, such as tolerance, human rights, and social justice, so as to be able to bring Islam closer to the values that modern society is fighting for. Other challenges also come from radicalism and extremism that are developing in the digital realm. Groups with extremist ideologies use digital platforms to spread their ideology, resulting in a negative perception of Islam. Contemporary Islamic thought is expected to be able to present da'wah that supports Islam that is rahmatan lil 'alamin (grace for the universe), that loves peace, and that prioritizes peace and tolerance. This is where the importance of a moderate da'wah strategy based on inclusive Islamic thought, to reduce the potential for radicalism and promote Islam as a religion that provides peace. In this context, the background of "Contemporary Islamic Thought in Da'wah: Challenges and Solutions in the Digital Age" includes a great encouragement for scholars, scholars, and dai to develop and apply adaptive and innovative Islamic thought.

The solutions presented are not only in the form of a technological approach, but also in refreshing the Islamic narrative in accordance with the spiritual, social, and intellectual needs of the community in the digital era. The da'wah narrative presented must also focus on relevant social aspects, such as inclusivity, moderation, and love for others. In facing all these challenges, contemporary Islamic thought must be able to encourage synergy between a strong understanding of religion and good digital literacy skills. Islamic da'wah in the digital era requires dai to not only master religious knowledge, but also understand how digital media works, audience preferences, and effective communication strategies that are in accordance with the platform used. With this combination, Islamic da'wah can remain effective in conveying noble Islamic messages and make a positive contribution to the formation of a just, civilized, and peaceful society in line with Islamic values.

## Research Methods

The research method used in this study is *Library Research* or *Literature Review*. *Library Research* is a research approach that focuses on collecting, analyzing, and synthesizing information

from existing literature.[8] This method aims to understand and explore previously published thoughts and research results, so it does not require the collection of primary data, such as through direct observation or interviews. In the process of *library research*, researchers collect relevant and reliable secondary sources to explore the topic being researched. These secondary sources can be books, journal articles, research reports, theses, dissertations, and various other forms of academic or scientific documents that are already available in libraries or recognized online sources. After that, the researcher selects these sources, selects the most suitable, valid, and high-quality ones to provide the necessary information in answering the research question.

The next stage in this method is to analyze and synthesize the data obtained from the literature. Literature analysis is carried out by evaluating the content, comparing, and finding patterns or themes that are relevant to the focus of the research. Synthesis is carried out to combine various information and views from various sources so that a comprehensive and deeper understanding of the topic raised is formed.[9] The advantage of *Library Research* is that this method allows researchers to build strong arguments based on the theory and data already proven in previous research. In addition, this method is very effective for analyzing abstract concepts or theories, so it is often used in research that aims to develop theories or deepen conceptual understanding of a topic.[10]

This research uses an inductive qualitative approach, which is an approach that aims to build a conceptual understanding based on the observation and analysis of certain phenomena.[11] In this case, the research focuses on the change of da'wah as a general phenomenon. Using an inductive approach, this research is directed to draw conclusions that lead to the discovery of concepts or even the formation of new theories regarding the dynamics of da'wah in society. In the process of collecting data, researchers conduct documentary studies by accessing various relevant literature sources, such as books or information from the internet that support discussions about changes in da'wah. This approach aims to gain a deep understanding by exploring various existing literature, thereby helping researchers develop new thoughts and perspectives related to the theme being researched.

As for the data analysis process, the researcher follows the stages of systematic analysis. First, data reduction is carried out, which is the process of filtering information to take data relevant to the focus of the research. Second, researchers classify or group data based on certain themes or categories, making it easier to see patterns and relationships between information. Furthermore, the synthesis stage is carried out to integrate the classified data into a clearer and more complete picture of changes in da'wah. Finally, citations are used as references that strengthen the argument and

support the validity of the findings of this study. Through this process, researchers are expected to find new insights about changes in da'wah and contribute concepts or theories that can be a reference for further research.

## Discussion

### **Islamic thought in the context of Islamic da'wah**

Islamic thought is a study that focuses on the understanding, interpretation, and application of Islamic teachings in various aspects of human life.[12] This thought includes reflection and analysis of the teachings contained in the Qur'an and Hadith as well as the development of ideas that are rooted in the basic sources of Islam, but adapted to the context of the times and the evolving social environment. In general, Islamic thought aims to identify, clarify, and provide solutions to contemporary problems in the lives of Muslims, while adhering to the principles taught in Islam.[13] Islamic thought can be classified into several fields, such as theology (aqidah), Islamic law (fiqh), philosophy, Sufism, ethics, and Islamic politics. Each of these fields has its own scope and approach, but all aim to create a complete understanding of how Islamic principles can be applied in the personal, social, and political lives of the people. For example, in the field of Islamic law, Islamic thought seeks to interpret and apply sharia laws according to the conditions of society. Meanwhile, in the field of politics, Islamic thought seeks the ideal form of leadership according to Islamic teachings and how the values of justice, unity, and welfare can be realized in the system of government.

Islamic thought also involves the ijtihad process, which is the effort of scholars to produce new understandings and solutions based on Islamic principles, especially in dealing with problems that are not directly regulated in the text of the Qur'an and Hadith.[14] This is where the important role of Muslim scholars lies in undertaking in-depth study and critical analysis of Islamic texts taking into account the cultural, social, and political context of today's society. Along with the times, Islamic thought continues to experience dynamics and adjustments. Modern challenges, such as globalization, technology, and complex socio-political issues, demand that Islamic thought remain relevant and adaptive. Modern Islamic thinkers seek to integrate the universal values of Islam with the demands of the contemporary world, thus creating a progressive understanding of Islam that is still rooted in the basic sources of Islam. Thus, Islamic thought becomes a bridge that connects religious teachings and the reality of modern life of Muslims around the world.

### **Islamic Da'wah in the Contemporary Era**

The contemporary era is the present day, marked by the rapid development of science, technology, information, and very dynamic socio-cultural changes.[14] This era is often referred to as the era of globalization because it reflects the increasingly close connection between nations, both in terms of economy, politics, and culture, which affects human life in almost every aspect. In contrast to the previous era, the contemporary era is marked by rapid changes, increasingly open mindsets, and the emergence of various innovations that have a direct impact on the lifestyles of people around the world. The development of technology is one of the main characteristics of the contemporary era. The digital revolution, with advances in computers, the internet, and communication technologies, has changed the way humans interact, work, learn, and access information. Digital technology allows everything to be more efficient and fast, from intercontinental communication to business transactions that can be done in seconds.

Social media, which is a product of this era, has become the main medium for people to share information, build relationships, and even form digital identities.[15] In addition, the contemporary era brought changes to social mindsets and values. Values such as freedom, equality, inclusivity, and tolerance gained a greater place, so many societies began to push for change in the areas of human rights, social justice, and diversity. These concepts often influence various government policies, corporate decisions, as well as individual actions. In the field of culture, there is a rapid exchange between local traditions and foreign cultures that enriches but also challenges people's identities.

However, the contemporary era also presents its own challenges. Such rapid change sometimes triggers new problems, such as identity crises, social inequality, and increasingly complex environmental issues. Global competition in the economic sphere often leads to social disparities and economic instability for many developing countries. Meanwhile, the easy dissemination of information also has a dark side, such as the spread of fake news or hoaxes that have the potential to cause social conflicts. Overall, the contemporary era is a challenging time but also rich in opportunities. For individuals, organizations, and countries, the ability to adapt and innovate is key to surviving and thriving in this increasingly competitive and connected world. This era invites humans to think globally, appreciate diversity, and work together in finding solutions to modern challenges that are increasingly complex.

### **Da'wah and all its forms of dynamics**

Da'wah is the activity of conveying, inviting, and introducing Islamic teachings to others, both those who have embraced Islam and those who have not. The main purpose of da'wah is to guide people to the path that is pleasing to Allah by understanding Islamic values and principles, and

practicing them in daily life. Da'wah is a form of effort to create a society with noble, peaceful, and just morals in accordance with religious teachings. In practice, da'wah is not only in the form of conveying religious teachings through lectures or sermons, but also through a wider range of mediums, such as education, writing, artworks, social media, and other social activities. Da'wah can be carried out in a family, community, or wider community. Every Muslim has an obligation to preach, although to varying degrees depending on one's ability, knowledge, and position in society.[16]

Traditionally, da'wah is carried out through the method of lectures, recitations, or sermons in mosques. However, along with the times, da'wah has also undergone changes in the approach and medium used. In the modern era, da'wah is often carried out through digital platforms such as social media, videos, and podcasts that allow Islamic messages to spread more widely and reach a more diverse audience. The form of da'wah through concrete actions, such as through social activities, education, and community services, is also increasingly developing as an effective way to show Islamic values directly. Da'wah has several basic principles, including sincerity, wisdom (wisdom), and patience. Sincerity means that da'wah is carried out solely to hope for the pleasure of Allah without seeking personal gain.[17]

Wisdom refers to delivering da'wah in a polite, understanding, and in accordance with the conditions or understanding of the audience. Patience is needed because not everyone immediately accepts the invitation to kindness, so it takes time and perseverance in preaching. Overall, da'wah is an effort to spread good messages in Islam and invite people to strengthen their faith and shape a more meaningful, harmonious, and useful life. Effective da'wah is not only one that emphasizes aspects of religious rituals or laws, but also one that is able to touch the spiritual, social, and moral aspects of human life, thereby creating a positive impact on oneself, family, and the wider community.[18]

### **Contemporary Islamic Thought in Da'wah: Challenges and Solutions in the Digital Era**

Contemporary Islamic thought in da'wah is an effort to understand, analyze, and respond to the social, cultural, and technological changes that are rapidly developing in the modern era. In this digital era, da'wah faces new challenges that have never existed in the past, as well as opening up opportunities and solutions that can bring da'wah in a more effective and relevant direction. In this context, contemporary Islamic thought plays an important role in navigating da'wah in order to reach a wider audience and convey Islamic teachings in a way that suits the needs and demands of today's society. The first challenge faced by Islamic da'wah in the digital era is the shift in communication media. Previously, da'wah was generally carried out face-to-face through lectures in

mosques, recitations, or group studies. However, with the advancement of digital technology, da'wah can now be done virtually through various platforms, such as social media, blogs, video streaming, podcasts, and instant messaging applications. While these mediums offer a huge advantage in the reach and speed of message propagation, these changes also pose challenges in terms of the quality and consistency of the messages delivered. A lot of information is widely spread on social media that is not verified for its truth, so it is vulnerable to being misinterpreted or even contains messages that are contrary to the true principles of Islam.

The second challenge is the issue of religious authority in digital da'wah. Digital platforms allow anyone to express their views on religion, including those who do not have an adequate religious education background.[19] This poses new challenges, namely the uncontrolled amount of religious information and the potential for misinterpretation of Islamic teachings. This condition can cause confusion and division among Muslims, as the information circulating does not always have a clear authority. Therefore, da'wah in the digital era requires critical and selective contemporary Islamic thinking, which is able to identify valid and relevant information to the demands of the times. Another challenge is the rapid social and cultural changes in the era of globalization, which bring in a variety of different values and views on life, sometimes even contrary to the teachings of Islam. For example, the concepts of freedom and individualism that are widely promoted through the mass media can have an effect on individuals' perceptions of religion and life. Da'wah in the digital era must be able to face this challenge by providing rational and relevant explanations of Islamic teachings, so that Islamic values can be accepted as something logical and in line with the needs of modern human life.[20]

To overcome these challenges, contemporary Islamic thought offers several solutions in the context of da'wah in the digital era. The first solution is to develop a more creative and adaptive da'wah approach to technology. Preachers need to master message delivery techniques that are in accordance with the characteristics of digital media, for example by using attractive visual content or presenting da'wah materials in an easily accessible format, such as infographics, short videos, or light articles. The content presented needs to be interesting but still in accordance with Islamic principles, so that it can reach a wider audience, especially the younger generation who are familiar with technology.[21] The second solution is the importance of verifying and curating da'wah information in digital media. Contemporary Islamic thinkers need to play an active role in shaping the quality standards of information spread across the internet, both through involvement in the digital community and by establishing platforms that provide trusted da'wah content.

Collaboration between Muslim scholars and professionals in the field of technology can also be an avenue to create a safe and positive digital space for Muslims, where they can obtain correct and verified religious information. The third solution is the importance of an inclusive da'wah approach, where Islamic messages are conveyed in a language that is easily understood by the general public and focuses on issues relevant to their needs. Inclusive da'wah will be better able to embrace people with various socio-cultural backgrounds and promote universal Islamic values, such as justice, peace, and compassion. This approach also involves empathy and understanding of the problems faced by the community, so that da'wah is not only a ritual activity, but also able to provide real solutions to the problems of daily life.

Contemporary Islamic thought also encourages a more open and dialogical approach in da'wah. In the digital era, da'wah not only functions to convey, but also to listen to the aspirations, thoughts, and problems of the community, especially the younger generation. By opening interactive discussion spaces on social media or other platforms, preachers can establish a closer relationship with the audience, clarify misunderstandings, and provide guidance that is more suitable for their condition. This dialogical approach is expected to increase public involvement and concern for Islamic teachings.

Overall, contemporary Islamic thought in da'wah presents balanced challenges and solutions in facing the digital era. Challenges in the form of new media, information authority, and global values require an innovative, adaptive, and based da'wah approach based on the correct understanding of Islam. Thus, da'wah in the digital era is not only about conveying teachings, but also about understanding, adapting, and making a positive contribution to the development of society. Contemporary Islamic thought helps to realize da'wah that is more relevant, interesting, and effective, so that Islamic values can be accepted and applied in modern life without losing the essence of religion.

## Conclusion

In the digital era, contemporary Islamic thought faces various challenges and opportunities in the context of da'wah. The main challenges include the rapid and widespread dissemination of information, which can lead to erroneous and widespread interpretations of Islamic teachings without control. In addition, the development of secular and liberal ideas also affects people's understanding of Islamic teachings. However, digitalization also opens up great opportunities for da'wah to reach global audiences more effectively. Social media platforms and digital technology allow the delivery of relevant and easily accessible Islamic messages to various groups. Solutions

that can be implemented in facing this challenge include an adaptive da'wah approach, the use of contextual language, and the delivery of messages that are in accordance with the needs of the current generation. Da'wah in the digital era also requires collaboration between scholars, academics, and technology practitioners so that the delivery of Islamic teachings can be done wisely, accurately, and interestingly. By integrating contemporary Islamic thought in digital da'wah, Islam can continue to be relevant, play an active role, and answer the problems of the times, as well as provide positive value to people around the world. The results of this study show that contemporary Islamic thought in da'wah presents balanced challenges and solutions in facing the digital era. Challenges in the form of new media, information authority, and global values require an innovative, adaptive, and based da'wah approach based on the correct understanding of Islam. Thus, da'wah in the digital era is not only about conveying teachings, but also about understanding, adapting, and making a positive contribution to the development of society. Contemporary Islamic thought helps to realize da'wah that is more relevant, interesting, and effective, so that Islamic values can be accepted and applied in modern life without losing the essence of religion.

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