

## ISLAMIC THOUGHT AND DA'WAH TRANSFORMATION IN THE DIGITAL ERA

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### Abstrak

Era digital telah mengubah sikap dakwah Islam secara signifikan, mendorong dai dan ulama untuk mengadaptasi metode dan pendekatan dakwah agar lebih relevan dan efektif. Penelitian ini bertujuan untuk mengeksplorasi pemikiran Islam kontemporer terkait transformasi dakwah di tengah perkembangan teknologi digital. Metode penelitian yang digunakan adalah studi pustaka dengan pendekatan kualitatif, mengkaji berbagai sumber literatur, jurnal, artikel ilmiah, dan studi kasus terkait penerapan dakwah digital. Hasil penelitian ini menunjukkan bahwa pemikiran Islam dan transformasi dakwah di era digital memiliki lima hal yang meliputi pemikiran Islam dalam konteks dakwah, transformasi dakwah di era digital, perubahan media dakwah, penggunaan teknologi untuk meningkatkan kualitas dakwah, dan penyebaran pesan Islam dengan kecepatan yang lebih tinggi. Dengan demikian, era digital ini menunjukkan bahwa transformasi dakwah di era digital tidak hanya melibatkan perubahan media dan platform tetapi juga menuntut pendekatan baru dalam menyampaikan pesan yang sesuai dengan karakteristik audiens modern. Pemikiran Islam tentang dakwah sekarang melibatkan strategi yang lebih inklusif, penggunaan teknologi komunikasi, dan penggunaan media sosial untuk menjangkau khalayak yang lebih luas. Selain itu, dakwah digital menghadapi tantangan seperti misinformasi, polarisasi, dan interaksi langsung yang terbatas. Implikasi dari penelitian tersebut adalah pedoman etika dan pengembangan literasi digital diperlukan bagi Dai untuk menjaga keutuhan dakwah Islam.

**Kata kunci:** pemikiran, Islam, transformasi, dakwah, era digital

### Abstract

The digital era has significantly changed the attitude of Islamic da'wah, encouraging dai and ulama to adapt da'wah methods and approaches to be more relevant and effective. This research aims to explore contemporary Islamic thought related to the transformation of da'wah in the midst of the development of digital technology. The research method used is a literature study with a qualitative approach, examining various sources of literature, journals, scientific articles, and case studies related to the implementation of digital da'wah. The results of this study show that Islamic thought and the transformation of da'wah in the digital era have five things that include Islamic thought in the context of da'wah, the transformation of da'wah in the digital era, changes in da'wah media, the use of technology to improve the quality of da'wah, and the dissemination of Islamic messages at a higher speed. Thus, this digital era shows that the transformation of da'wah in the digital era not only involves changes in media and platforms but also demands new approaches in delivering messages that are in accordance with the characteristics of modern audiences. Islamic thinking about da'wah now involves a more inclusive strategy, the use of communication technology, and the use of social media to reach a wider audience. In addition, digital da'wah faces challenges such as misinformation, polarization, and limited direct interaction. The implications of the research are that ethical guidelines and the development of digital literacy are needed for Dai to maintain the integrity of Islamic da'wah.

**Keywords:** thought, Islam, transformation, da'wah, digital era

## **Introduction**

Da'wah is one of the important pillars in Islam which aims to spread Islamic teachings and values to the wider community.[1] In its history, da'wah has developed along with the changing times, methods, and media used. At the beginning of its spread, da'wah was carried out using traditional methods, such as direct lectures, sermons, and social interactions. However, with the development of information and communication technology, da'wah is now undergoing a significant transformation. The digital era has brought fundamental changes in the way humans communicate, including in the context of da'wah. Digital technology has opened new doors for da'is to reach a wider audience, even across geographical and cultural boundaries. However, behind this great opportunity, various challenges have emerged that must be faced in order to maintain the integrity and relevance of the da'wah message.[2]

Contemporary Islamic thought is crucial in navigating this challenge. Contemporary Islamic thought can be interpreted as an effort to understand, interpret, and develop Islamic teachings so that they remain relevant to the context and conditions of the times.[3] In the context of da'wah, contemporary Islamic thought plays an important role in adjusting da'wah methods, approaches, and content so that they can be accepted by modern society which has different needs and challenges from previous societies.[4] The digital era presents a society that is more critical, diverse in views, and exposed to the very rapid flow of global information and thought. Contemporary Islamic thought serves to bridge the message of da'wah with the modern world, which is often influenced by secular, liberal, and other ideologies that are not always in line with Islamic teachings.[5]

The development of digital media, such as social media, blogs, podcasts, and video streaming platforms, has overhauled the way da'wah is delivered. Currently, anyone can become a spreader of religious messages with only gadgets and internet access.[6] This facilitates the spread of Islamic values, but also risks giving rise to shallow or even wrong interpretations of Islamic teachings. On the other hand, the proliferation of information and opinions related to religion in digital media poses a challenge for da'i in maintaining their authority as a legitimate source of Islamic knowledge. The digital era also brings a strong influence from various global ideas that are often contradictory or not in line with Islamic values, so da'wah is faced with the challenge of filtering incoming information and providing an appropriate response.

In this context, this study aims to analyze how contemporary Islamic thought can help the transformation of da'wah to be more relevant, adaptive, and effective in the digital era. This research is important to understand the role of dynamic Islamic thought and be able to answer the challenges of the times in the context of digital da'wah. In addition, this research will also identify

strategies that can be implemented by Islamic da'is and organizations in conveying Islamic messages in a wise, relevant, and attractive manner to the digital society. The transformation of da'wah in the digital era not only involves technical aspects such as the use of technology, but also requires the intellectual and spiritual readiness of da'is in understanding the increasingly complex socio-cultural context.

This study uses a qualitative approach with a literature study method to analyze contemporary Islamic ideas and their relationship with the transformation of da'wah. The focus of this research includes the main challenges faced by Islamic da'wah in the digital era, opportunities that can be utilized, and solutions that can be applied to maintain the relevance of da'wah in the midst of rapid social change. Through this research, it is hoped that guidelines for the development of da'wah can be found in accordance with contemporary Islamic thought and support the spread of Islam that is peaceful, moderate, and adaptive to the dynamics of digital society. By understanding the importance of integration between contemporary Islamic thought and da'wah in the digital era, da'wah practitioners can present Islam as a religion that is responsive to changing times. They are expected to be able to use digital technology wisely, prioritize peaceful and inclusive Islamic values, and be able to answer the spiritual and intellectual needs of modern society. Through this research, the contribution of contemporary Islamic thought to da'wah in the digital era will be more structured, so that it can strengthen the role of Islam in spreading peace and building a moral, tolerant, and insightful society.

## **Research Methods**

This study uses a literature research approach, which allows researchers to conduct a comprehensive analysis of various relevant secondary data sources.[7] This approach is considered effective in exploring broad and complex topics, such as the digitization of da'wah, where related information is already available in the form of writing and documentation. Through this approach, researchers can access and review literature that includes scientific journals, books, articles, and other scientific publications that specifically discuss various aspects of digitalization in the context of da'wah. The data collection process in this study is carried out through several stages, namely searching for relevant sources, selection based on predetermined criteria, and critical evaluation of the literature that has been collected. The search stage is carried out systematically to ensure adequate data coverage, covering diverse perspectives related to da'wah digitalization, including the challenges and opportunities faced.

After that, the selection stage is carried out by applying certain criteria that are adjusted to the purpose and focus of the research. These criteria include topic relevance, data concency, and source credibility. The selected data is then critically evaluated to ensure the quality of the information that will be used in this study. In data analysis, this literature research includes the process of synthesis, comparison, and interpretation of information found in related literature. The synthesis process aims to combine various information from different sources to create a complete picture of da'wah digitization, including the identification of challenges faced in this digitization process. Comparison between sources is carried out to assess the suitability and differences of views related to existing issues, as well as to identify certain patterns or trends that can be a reference in developing da'wah strategies in the digital era.

This research method was chosen with the aim of providing a holistic and in-depth view of the digitization of da'wah in the modern technological era. Using this approach, researchers can analyze various aspects related to the digitization of da'wah, including the opportunities offered by technology as well as the challenges that need to be overcome. This method allows for the preparation of a thorough and integrated analysis, thus providing a comprehensive understanding of how digitalization affects da'wah and what needs to be considered in this process. Through this approach, the research can further explore how digitalization plays a role in changing the way da'wah is delivered, from the use of social media to other digital platforms. With this deep understanding, the research is able to formulate relevant, practical, and applicable strategic recommendations for da'wah actors, in order to face various challenges that arise in the technological era. This recommendation is expected to be an important foundation in the development of effective and sustainable digital da'wah, as well as in anticipating the dynamics that may arise along with technological developments.

The interpretation of information is then carried out to gain a deeper understanding, not only related to the problems faced, but also to formulate inspirational strategies that can be used in optimizing da'wah in the digital era. The results of this analysis process are resynthesized to formulate relevant research findings, namely related to the challenges faced in the digitization of da'wah and the inspirational strategies needed to deal with them. With this literature research approach, it is hoped that the research can produce a comprehensive and in-depth picture of the digitization of da'wah, as well as provide recommendations that are useful for the development of adaptive and innovative da'wah in the midst of the development of digital technology.

## **Discussion**

Islamic thought is an intellectual discourse in Islam that includes various human efforts to understand, interpret, and apply Islamic teachings in life holistically. More deeply, Islamic thought is a response of Muslims to the development of the times, which not only refers to the holy texts of the Qur'an and Hadith, but also involves deep reflection on the social, political, cultural, and economic realities in which Muslims live. This places Islamic thought as a discipline that continues to move dynamically and adapt to various challenges and changes in society.[8]

Since the beginning of the spread of Islam, the ummah has tried to understand the teachings of this religion through various thought and reasoning processes. These developments are divided into various disciplines, ranging from theology (kalam science), philosophy, jurisprudence (Islamic law), Sufism (spirituality), to the field of ethics and morality. Each of these branches makes an important contribution to a comprehensive understanding of how Islam should be practiced and translated in various aspects of life. During the time of the Prophet Muhammad SAW, Islamic thought was still largely centered on the revelations that he received and applied directly in the life of the people of Medina.[9] The process of teaching and delivering religion is carried out with a very practical and grounded approach. However, along with the death of the Prophet and the development of Muslims to various regions, the need to formulate Islamic thought became increasingly urgent.[10] Especially after the caliphate began to expand its territory beyond the Arabian Peninsula, Muslims were exposed to new cultures and thoughts, including Greek philosophy, Zoroastrianism, Hinduism, and others.

The response to this creates a new dynamic in Islamic thought. Various schools of thought have emerged that try to explain the essence of Islamic teachings according to the context of their respective regions and socio-cultural conditions. This is where Islamic thought began to develop into more complex, combining religious understanding with science and logic. In this case, Islam is understood as a religion that not only teaches ritual worship but also offers guidance in all aspects of life, from politics to science. Today, Islamic thought faces various global challenges such as secularism, liberalism, gender issues, human rights, as well as environmental and poverty issues. Contemporary Islamic thinkers seek to bridge religious values with modern reality. They emphasized the importance of a contextual approach, where Islamic teachings must be understood in accordance with the conditions and challenges faced today. This is reflected in efforts to apply the principles of social justice, develop the sharia economy, uphold women's rights within the framework of Islam, and increase awareness of Muslims' responsibility to the environment.

Contemporary Islamic thought is heavily influenced by the ideas of pluralism, human rights, and democracy. Thinkers such as Fazlur Rahman, Tariq Ramadan, Amina Wadud, and Abdullah Ahmed An-Na'im are examples of figures who promote moderate and inclusive views of Islam. They argue that Islam has enough flexibility to adapt to the needs of the times without losing its basic principles. Overall, Islamic thought is a reflection of the dynamics and depth of Islamic teachings that are able to develop and be relevant in various life contexts. This thinking is continuously built and developed by scholars and Muslims around the world as an effort to apply religious teachings in every aspect of life, as well as answer various challenges faced in each era.[11]

### **Islamic da'wah and its development**

Da'wah is an activity to invite others to get closer to Allah by conveying Islamic teachings.[12] The main goal of da'wah is to improve the behavior of individuals and society in accordance with the principles of Islam, so that a life based on the values of goodness, peace, and justice is created. Da'wah can be done through various methods and media, such as lectures, recitations, writings, social media, and daily activities that reflect Islamic values. The form of da'wah is not always in the form of lectures or sermons in mosques; Da'wah can also be done subtly through actions, good behavior, and noble morals that reflect the teachings of Islam. Dai or preachers usually use an approach that is in accordance with the conditions of the community they invite. They must have a deep understanding of Islamic teachings, good communication skills, and a sense of empathy for the people they invite. [13]

In Islam, a polite and compassionate approach is highly recommended in da'wah, as it can open the hearts of people who may not have been interested in religious teachings at first. In the history of Islam, da'wah has played an important role in the spread of Islam to various parts of the world. Since the time of the Prophet Muhammad, da'wah has been the main means of conveying the messages of Islam in a peaceful and persuasive way. This principle of peaceful da'wah continues to this day, where preachers continue to strive to convey the teachings of Islam in a modern context, using technology and approaches that are relevant to the current generation.[14]

### **Islamic Da'wah and its Suitability in the Digital Era**

The digital era is a period in history marked by the dominance of digital technology and the internet in daily life.[15] This era began around the end of the 20th century and continues to grow rapidly until today. Advances in information and communication technology allow us to connect, interact, and access information from different parts of the world with just the touch of a finger. In the digital age, devices such as computers, smartphones, and the internet play a major role. It



changes many aspects of life, from the way we communicate, work, to how we get entertainment and learn. Social media, messaging apps, and streaming platforms have become an essential part of many people's lives. Digital information and content are available in large quantities and are easily accessible, changing information consumption patterns and exerting a major influence on culture and lifestyle.

This era also brought a major transformation in the economic sector with the emergence of digital businesses and e-commerce.[16] Many companies are adopting digital technologies to improve efficiency and productivity. In addition, the digital era is accelerating the emergence of new business models such as technology-based startups and the gig economy, which offer more flexibility but also demand adaptation in the world of work. However, the digital era also has challenges, such as privacy issues, data security, and cyber threats. The presence of technology also gives rise to dependency that sometimes affects mental health and social relationships. The digital age requires individuals and society to learn to balance the benefits of technology with impacts that may be less desirable. Overall, the digital era continues to evolve with the emergence of innovations such as artificial intelligence, big data, and *Internet of Things* which is predicted to further change the face of the world in the future.

### **Islamic Thought and Da'wah Transformation in the Digital Era**

Islamic da'wah is an inseparable part of Islamic teachings that aim to spread Islamic values, introduce the teachings of Allah and His Messenger, and guide mankind towards a better and prosperous life in this world and the hereafter. Historically, da'wah has always been carried out through various methods, in accordance with the social, cultural, and technological conditions that exist in each era. With rapid technological advancements, especially in this digital era, Islamic da'wah has undergone a significant transformation.[17] The process of transforming da'wah not only includes methodological aspects, but also the way of thinking and approaches used to convey the message of Islam, there are four parts that the author will explain as follows

### **Islamic Thought in the Context of Da'wah**

Islamic thought in the context of da'wah is related to the perspective of Muslims towards the methods and principles used to spread Islamic teachings. Historically, Islamic da'wah was carried out through a very contextual approach in accordance with the social and cultural conditions of the community at that time. In the early days of Islam, da'wah was carried out through face-to-face meetings, such as those carried out by the Prophet Muhammad PBUH in Medina and Makkah, with the method of discussion, lectures, and personal examples. Over time, da'wah developed by using various more sophisticated media, such as letters and sermons in mosques. However, with the

digital revolution that has occurred since the end of the 20th century, Islamic da'wah must also adapt to the development of the times. Da'wah thinking now does not only focus on conventional approaches, but also includes how to utilize digital technology and platforms to reach a wider audience.[18]

### **Da'wah Transformation in the Digital Era**

The digital era, which is marked by advances in information and communication technology, has brought an extraordinary impact on various areas of life, including in the practice of Islamic da'wah. The transformation of da'wah in the digital era occurs in various aspects, ranging from the way of delivering da'wah messages to the impact caused by the use of digital media, where there are three parts that the author will explain as follows.[19]

### **Changes in Da'wah Media**

Da'wah in the digital era is no longer limited to traditional media such as sermons or lectures in mosques. Now, social media, websites, and instant messaging applications are effective means to convey da'wah messages to a wider audience. Platforms such as YouTube, Instagram, Twitter, and Facebook allow dai (speakers) to share lecture videos, articles, or images containing da'wah messages. This change provides an opportunity for dai to reach a larger audience, including people who were previously difficult to reach through traditional means. In fact, Islamic da'wah can now reach those outside a certain geographical area, including non-Muslims who are interested in learning more about Islam.[20]

### **The Use of Technology to Improve the Quality of Da'wah**

Technology also allows the dai to deliver da'wah in a more interactive and interesting way. For example, da'wah podcasts, video lectures, and webinars allow audiences to be more engaged in discussions and gain a deeper understanding of Islamic teachings. This is different from conventional da'wah which is more one-way, namely from the conveyor of the message to the audience. In addition, technology also supports the spread of da'wah in digital form, such as e-books, Islamic learning applications, and online learning platforms. All of this opens up space for Muslims to continue to deepen their understanding of religion independently, anytime, and anywhere.[21]

### **Spreading the Islamic Message at a Higher Speed**

In the digital era, da'wah messages can be disseminated at an extraordinary speed. In a matter of seconds, a da'wah message can be spread around the world through digital platforms. This allows Islamic da'wah to be more effective and quickly reach a larger audience. However, keep in mind that the dissemination of da'wah messages also brings its own challenges. Not all information



circulating in cyberspace is true and valid information. Therefore, the dai must be able to filter the correct information and convey it in the right way so that the message of Islam remains clear and in accordance with the correct teachings.[22]

Although the digital era brings many conveniences to da'wah, there are several challenges that need to be faced. One of the main challenges is how to maintain the quality and accuracy of the messages conveyed in cyberspace. The amount of information that circulates easily, both **true** and wrong, can lead to confusion and misunderstanding, both among Muslims and non-Muslims. In addition, the emergence of the phenomenon of radicalization in cyberspace is also a big challenge. Certain groups can use digital platforms to spread ideologies that are contrary to moderate Islamic teachings. Therefore, it is important for dai to use digital media wisely and wisely, and to play an active role in fighting the spread of misinformation and harm.[23]

Despite this, there are still challenges, Islamic thinking is still relevant to be applied in this digital era. Basic values in Islamic da'wah, such as *grace*, peace, justice, and compassion—must be maintained and conveyed through various digital platforms. Da'wah is not only about conveying information, but also about building good and respectful relationships between individuals and society.[24] Dai in the digital era must take advantage of existing platforms to build an image of Islam that is moderate, tolerant, and peaceful. They must use technology to show that Islam is a religion that teaches peace, mutual understanding, and social solidarity, and puts humanity above all else.

By making a decision, it can be concluded that Islamic thought and da'wah in the digital era have undergone a significant transformation. With the development of digital technology, Islamic da'wah is no longer limited to traditional methods, but has expanded through various digital platforms that allow Islamic messages to spread faster and wider. However, this transformation also brings challenges, such as the spread of false information, as well as the potential for misuse of the media for purposes contrary to moderate Islamic teachings. The dai must be able to use digital media wisely, maintain the quality and accuracy of da'wah messages, and adapt to the changing times without ignoring the basic principles of Islamic teachings. In this context, Islamic da'wah can continue to develop and remain relevant in the digital era, providing benefits to humanity around the world.

## Conclusion

From the statement presented by the author above, the author can conclude that, Islamic thought and the transformation of da'wah in the digital era emphasizes the importance of using

technology as a means to spread Islamic teachings more widely, relevantly, and contextually. In the midst of the development of information technology, Islamic da'wah can be carried out through various digital platforms such as social media, websites, and special applications, which allow da'wah messages to be more easily accessible to various groups, especially the younger generation. This transformation encourages more creative, interactive, and interesting da'wah methods, so that they can adapt to the needs and lifestyles of modern society. In addition, the digital era presents new challenges, such as inaccurate information or the spread of distorted beliefs. Therefore, wisdom is needed in the delivery of da'wah and verification of the information conveyed in accordance with Islamic values. With an adaptive da'wah approach, Islamic thought can develop along with the dynamics of the times, touch various aspects of life, and answer contemporary problems wisely. Digital da'wah transformation, if carried out correctly, can strengthen understanding, unity, and peace in society through the dissemination of positive and constructive messages.

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