

CONTEMPORARY ISLAMIC THOUGHT:**Answering the Challenges of Da'wah in the Digital Era**¹Aulia Ulul Azmi, ²Achmad Rifai^{1,2}Universitas Islam Negeri Sunan Kalijaga, Yogyakarta, Indonesia¹auliyaaulhi11@gmail.com, ²novaewer016@gmail.com**Abstrak**

Penelitian ini membahas pemikiran Islam kontemporer dalam menghadapi tantangan dakwah di era digital, yang ditandai dengan pesatnya perkembangan teknologi dan perubahan pola komunikasi masyarakat. Tujuan utama dari penelitian ini adalah untuk mengidentifikasi dan menganalisis pendekatan baru dalam dakwah yang sesuai dengan konteks digital, serta untuk mengungkapkan pemikiran para ulama Muslim kontemporer tentang strategi dakwah yang efektif dan relevan dengan masyarakat modern. Metode penelitian yang digunakan adalah kualitatif dengan pendekatan deskriptif-analitis. Data primer diperoleh melalui wawancara mendalam dengan tokoh dakwah digital, cendekiawan muslim, dan praktisi media, sedangkan data sekunder dikumpulkan dari literatur berupa buku, jurnal, artikel, dan analisis isi dari media dakwah digital. Analisis data dilakukan dengan model analisis interaktif Miles dan Huberman, yang meliputi pengurangan data, penyajian data, dan kesimpulan yang ditarik. Hasil penelitian menunjukkan bahwa pemikiran Islam kontemporer dalam menjawab tantangan dakwah di era digital memiliki masalah yang sama. Pertama, relevansi dan kontekstualisasi ajaran Islam. Kedua, pemanfaatan media digital untuk dakwah yang efektif, ketiga, menghadapi tantangan penyebaran hoaks dan radikalisme, keempat, pentingnya dakwah moderat dan inklusif, kelima, menekankan literasi dan etika digital dalam dakwah, dan keenam, peran ulama dan ulama dalam pengembangan dakwah digital. Implikasi dari penelitian ini menegaskan bahwa pemikiran Islam kontemporer harus adaptif terhadap tantangan era digital, memanfaatkan teknologi untuk dakwah yang moderat, inklusif, dan relevan dengan kebutuhan masyarakat modern.

Kata kunci: pemikiran, islam, tantangan konporer, dakwah, digital.

Abstract

This research discusses contemporary Islamic thought in facing the challenges of da'wah in the digital era, which is characterized by the rapid development of technology and changes in people's communication patterns. The main objective of this study is to identify and analyze new approaches in da'wah that are in accordance with the digital context, as well as to reveal the thoughts of contemporary Muslim scholars on da'wah strategies that are effective and relevant to modern society. The research method used is qualitative with a descriptive-analytical approach. Primary data was obtained through in-depth interviews with digital da'wah figures, Muslim scholars, and media practitioners, while secondary data was collected from literature in the form of books, journals, articles, and content analysis from da'wah digital media. Data analysis was carried out with the Miles and Huberman interactive analysis model, which included data reduction, data presentation, and conclusion drawn. The results of the study show that contemporary Islamic thought in answering the challenges of da'wah in the digital era has a common problem. First, the relevance and contextualization of Islamic teachings. Second, the use of digital media for effective da'wah, third, facing the challenges of spreading hoaxes and radicalism, fourth, the importance of moderate and inclusive da'wah, fifth, emphasizing digital literacy and ethics in da'wah, and sixth, the role of scholars and scholars in the development of digital da'wah. The implications of this study confirm that contemporary Islamic thought must be adaptive to the challenges of the digital era, utilizing technology for da'wah that is moderate, inclusive, and relevant to the needs of modern society.

Keywords: thought, islam, challenge conporer, da'wah, digital.

Introduction

Da'wah as the main calling in Islam does not only mean the delivery of religious teachings, but also includes efforts to raise the awareness of the ummah in order to build a society with noble character and high civilization.[1] Along with the times, Islamic da'wah has undergone various transformations both in methods, media, and da'wah targets.[2] Contemporary Islamic thought is present as a response to various social, cultural, and technological changes that occur in society.[3] This thinking not only answers various problems of the ummah, but also opens up space for da'wah efforts that are more relevant and responsive to the conditions of the times. The digital era has a significant influence on the lives of Muslims. Information and communication technology, especially the internet and social media, has changed the way humans interact, obtain information, and spread religious values and teachings.

Da'wah that was once limited to physical spaces, such as mosques or taklim councils, can now be done online through digital platforms.[4] This brings a positive impact and a great opportunity for da'is to reach a wider and more diverse audience. On the other hand, the digital era also brings many challenges, such as the emergence of shallow religious narratives, the spread of misinformation (*Hoaxes*), to radicalization that has the potential to divide the people. Contemporary Islamic thought in the context of da'wah in the digital era needs to consider the complexity of this modern world, including the tendency of secularization, value relativism, and the need for spiritual guidance that is able to answer the challenges of modern life.[5] This thinking also aims to balance the classical teachings with the needs of the ummah today, so that Islam can remain relevant and accepted without losing the essence of its teachings.[6] For example, Islamic thinkers such as Quraish Shihab emphasized the importance of a contextual understanding of interpretation to answer modern religious issues. Similarly, other contemporary figures, such as Tariq Ramadan and Hamza Yusuf, highlighted the need for an adaptive, tolerant, and inclusive approach to da'wah in order to present a peaceful Islam that is in line with universal humanitarian principles.

The challenges of da'wah in the digital era also include shifts in audience characteristics. The younger generation, who are the dominant users of social media, tend to have a preference for interactive, visual, and concise forms of da'wah. They tend to be more critical and have broad access to a wide range of religious views and interpretations from a variety of sources.[7] This requires a more creative approach to da'wah and is able to utilize technology as a means to attract attention, convey messages clearly, and build constructive dialogue. In addition, there needs to be an effort to filter da'wah content so that it remains of high quality and trustworthy, so that it can provide a correct understanding of Islam and not cause misunderstandings or conflicts in society. In

in this case, contemporary Islamic thought plays an important role in developing da'wah methods that are relevant to the dynamics of the digital era. Critical, moderate, and open thinking is needed so that da'wah is not only a place to spread dogma, but also an educational space that enriches the Islamic insights of the people and inspires them to practice religious values in their daily lives. This research aims to examine how contemporary Islamic thought can provide the right solution in facing the challenges of da'wah in the digital era. In addition, this research will also discuss various innovative da'wah approaches that have been carried out by contemporary Islamic figures in responding to the issues of the ummah that are developing in modern society. Thus, this research is expected to be able to contribute to the development of da'wah methods that not only attract the interest of the people, especially the younger generation, but also be able to strengthen understanding and acceptance of peaceful Islamic values and *rahmatan lil 'alamin*.

Research Methods

This research method aims to analyze contemporary Islamic thought in facing the challenges of da'wah in the digital era. This study uses a qualitative approach with a descriptive-analytical research type to gain an in-depth understanding of digital da'wah strategies and approaches that are relevant to technological developments. The research data was obtained from two main sources, namely primary data and secondary data. Primary data was collected through in-depth interviews with experts in the field of digital da'wah, Muslim scholars, or figures who are active in da'wah on digital media platforms. Secondary data is collected from relevant literature such as books, journals, articles, and studies from online media that contain contemporary Islamic thought, especially those related to digital da'wah. In addition, content analysis from various da'wah social media, podcasts, da'wah videos, and blogs managed by Islamic figures or organizations will also be used as a reference.[8]

Semi-structured interviews with competent informants will explore their perspectives and experiences related to the challenges of da'wah in the digital era. Non-participant observation is used to observe da'wah content in various digital media, such as YouTube, Instagram, and TikTok, in order to understand the communication strategies and delivery styles used by the dai. Document studies are carried out by reviewing supporting literature, both in the form of books, journals, and online articles. The collected data will be analyzed using the Miles and Huberman interactive analysis model which includes three stages: data reduction, data presentation, and conclusion drawn. In the data reduction stage, irrelevant information will be filtered to find the main concepts related to contemporary Islamic thought in digital da'wah. The summarized data will be grouped

into relevant categories, such as communication strategies, da'wah challenges, and contemporary solutions, to facilitate the process of further analysis. The final stage is the drawing of conclusions that seek to compile contemporary Islamic thought patterns that can be applied in da'wah in the digital era.[9]

The validity of this research data is guaranteed through source and method triangulation techniques. Source triangulation was carried out by comparing data from several informants or literature, while triangulation methods were carried out by comparing the results of interviews with the results of observations and document studies. This research process begins with a preparatory stage which includes research design, informant determination, and interview instrument preparation. Followed by data collection through interviews, observations, and document collection. The data analysis stage was carried out according to the Miles and Huberman model, and ended with drawing conclusions that summarized how contemporary Islamic thought responded to the challenges of da'wah in the digital era. Through this research method, it is hoped that the results obtained can make a theoretical and practical contribution to the development of digital da'wah that is effective and relevant to modern society.

Discussion

Islamic thought is a broad field of study, encompassing various intellectual efforts in understanding, interpreting, and applying Islamic teachings in various life contexts.[10] Starting from major texts such as the Qur'an and Hadith, Islamic thought developed through the role of scholars, scholars, and scholars who critically sought to interpret religious teachings in the face of the reality of the times.[11] Since the classical era, Islamic thought has given birth to various schools and perspectives that aim to answer the needs of the people, both in the fields of law (fiqh), theology (kalam), philosophy, and ethics. Classical Islamic thinkers such as Al-Farabi, Ibn Sina, Al-Ghazali, and Ibn Rushd present various views that show the existence of Islamic intellectual property in understanding and explaining fundamental issues, including the relationship between reason and revelation, ethics and morality, and the relationship between religion and science. At that time, Islamic thought made a significant contribution to the development of global science, where many of their ideas and thoughts became the foundation for the development of modern sciences in Europe and the Western world.[12]

Islamic thought continues to develop into the modern era, when the Islamic world faces the challenges of colonialism, modernization, and globalization.[13] Figures such as Jamaluddin Al-Afghani, Muhammad Abduh, and Rasyid Ridha carried the idea of reform or tajdid in an effort to

respond to the needs of Muslims for the renewal of their thinking. Their ideas focused on strengthening education, developing a more dynamic understanding of Islam, and accepting modern science without abandoning the basic principles of religion.[14] They believe that Muslims need to adapt to the changing times while maintaining their Islamic identity. In the contemporary context, Islamic thought has undergone further renewal with the inclusion of issues such as human rights, democracy, gender equality, and diversity in social life. Modern Islamic thinkers such as Fazlur Rahman, Hassan Hanafi, Quraish Shihab, and Tariq Ramadan, seek to respond to these issues through a more open approach to contextual interpretation and interpretation.[15] They argue that Islam has a flexibility that allows adaptation and relevance to a variety of different socio-cultural situations, and that the essence of Islamic teachings does not conflict with universal values, such as justice, freedom, and common welfare.

In today's digital world, Islamic thought has also received an encouragement to be more responsive to social changes caused by technology and the internet.[16] Da'wah and Islamic thought are now widely disseminated through digital media, providing opportunities and challenges in their own right. Contemporary thinkers continue to examine how the teachings of Islam can be conveyed in a way that is relevant to the younger generation and the global community, without compromising the essence and core values of Islam. This contemporary Islamic thought focuses on a moderate and inclusive understanding, with the hope of being able to build a constructive dialogue between religious communities and answer the challenges of the people in a complex modern society. Thus, Islamic thought is not something static, but it is constantly evolving, responding to changing times, and constantly seeking relevance in different contexts. In the midst of the challenges of globalization, technological advancements, and social diversity, Islamic thought plays an important role in creating a religious understanding that is not only deep, but also able to be a solution to various humanitarian problems.

Islamic da'wah, its opportunities and challenges in the digital era

Da'wah is an important concept and activity in Islam that refers to efforts to invite, direct, and invite mankind to the path of Allah. In Arabic, the word da'wah means to call or invite, which emphasizes the meaning of an invitation to goodness, faith, and deeds in accordance with Islamic teachings. Da'wah is not just an activity of conveying religious teachings, but is a form of love for a Muslim to his fellow man, so that they know and practice the true religious teachings and achieve happiness in this world and the hereafter. Da'wah has a strong foundation in Islamic teachings, as affirmed in the Qur'an and Sunnah. Allah commands Muslims to preach the truth and call for the straight path. In Surah Ali Imran verse 104, Allah said: And let there be among you a group of

people who call for virtue, instruct the ma'ruf, and prevent from the wicked; They are the lucky ones. _ This verse becomes the theological foundation for da'wah, emphasizing the importance of inviting goodness and preventing evil. In addition, the Prophet Muhammad PBUH is also a figure who was sent to carry out the mission of da'wah, convey revelation and guide the people towards a life that is pleasing to Allah.[17]

In its implementation, da'wah is not limited to the form of lectures or sermons, but includes various ways and methods. Da'wah can be done through writing, deeds, examples, and interactive communication. The most basic form of da'wah is da'wah bil hal, which is da'wah through real deeds.[18] This da'wah emphasizes the importance of showing noble morals in daily life, so that it becomes an example for others. For example, by being honest, trustworthy, and caring for others, a Muslim can convey the teachings of Islam without having to speak at length. This example has a strong impact, because others can immediately feel the positive impact of the behavior. In addition to da'wah bil hal, there is also da'wah bil oral, namely da'wah with words or lectures. This form of da'wah is more widely conveyed in study forums, assemblies of knowledge, and Friday sermons. Basically, oral da'wah bil involves explanations and advice so that Muslims can understand the teachings of Islam well. However, oral da'wah also requires a wise and wise approach, so that the message conveyed can be well received without causing resistance.

In Surah An-Nahl verse 125, Allah tells the da'is to preach in a wise way, Cry out to the way of your Lord with wisdom and good lessons, and refute them in a good way. [19] In the modern era, the development of technology and digital media has brought major changes in da'wah methods and strategies. Da'wah is no longer limited to mosques or taklim councils, but can now be done online through social media, video platforms, blogs, and da'wah applications. The presence of digital media provides a wide opportunity for da'is to reach a more diverse and wide audience, from various circles and across countries. This digital da'wah phenomenon allows da'wah to be delivered visually, concisely, and attractively, making it easier for the younger generation who are familiar with the digital world to accept.

However, da'wah in the digital era also has its own challenges. On the one hand, easy access to da'wah content allows Islamic information to be widely spread in a short time. However, on the other hand, there are also challenges such as the dissemination of inaccurate information, shallow teachings, and content that can trigger division and radicalization. This requires da'is and da'wah content creators to be careful in compiling material that can be accounted for in truth and delivered in peaceful and inclusive language. Digital da'wah also requires technological capabilities and creativity so that Islamic messages can be packaged in a relevant and attractive way for millennials

and the Z generation, without ignoring the essential values of Islam. In addition to digital media, the da'wah approach that is also growing is da'wah through social and community approaches, or da'wah bil hikmah. This approach emphasizes the importance of understanding the socio-cultural context of the audience that is the target of da'wah. For example, in a multicultural society, inclusive and friendly da'wah is indispensable to build a sense of brotherhood and avoid potential conflicts. Da'wah bil hikmah also emphasizes the importance of dialogue with the community openly, listening to their needs, and providing solutions that are relevant and in accordance with Islamic teachings.

In the global context, da'wah also has a role as a bridge to build interreligious and intercultural dialogue. Da'wah that is moderate and prioritizes universal Islamic values, such as justice, compassion, and humanity, can be a means to introduce the peaceful face of Islam and rahmatan lil 'alamin to the global community. Da'wah like this does not only aim to invite someone to Islam, but rather to build a better understanding between Muslims and other people, so that they can coexist in harmony. Overall, da'wah is an activity that not only aims to invite goodness but also maintain the benefit of the people. In the midst of the challenges of globalization and modernization, da'wah must continue to develop and be able to adapt to the context of the times. Da'is and Muslims are expected to carry out da'wah in a wise, moderate, and compassionate way, so that Islam remains relevant and accepted as a religion that reconciles and leads mankind to a better life.

The contemporary era is a period marked by rapid developments in various fields, ranging from technology, science, communication, to socio-cultural changes. This era usually refers to the period after the 20th century and is often associated with late modernity to the present day. In the contemporary era, advances in information and communication technology have played a very dominant role, where the internet, social media, and other digital devices have changed the way humans interact, work, learn, and live their daily lives. These changes are not only technical, but they also have a major impact on mindsets, cultures, and social dynamics around the world. One of the main characteristics of the contemporary era is globalization, which is a process of global integration that involves the exchange of ideas, products, and information across national borders. Globalization has created an increasingly connected world, where geographical distances and boundaries are no longer a barrier to communicating or exchanging information. Through globalization, various ideas, cultures, and values from one country or region can spread rapidly throughout the world. This results in cultural mixing, uniformity of lifestyles, and the development of global identities that sometimes overlap with local or national identities. On the other hand,

globalization also poses challenges in the form of economic inequality, social inequality, and a decline in local cultural identity.[20]

Technology is a very decisive factor in the contemporary era. The digital revolution, which began at the end of the 20th century, brought about a major change in human life. The advent of the internet, computers, smartphones, and social media is changing the way people communicate, seek information, and build social relationships. The contemporary era has also witnessed rapid developments in the fields of artificial intelligence (AI), robotics, big data, and the Internet of Things (IoT). This technology not only impacts the economic and business sectors, but also creates new ethical and social challenges, such as privacy issues, data security, and the potential for unemployment due to job automation.

In the social context, the contemporary era shows a fairly complex pattern of change. Society has become more plural and multicultural, with the massive movement of people between countries, both for work, education, and as refugees. This diversity brings benefits in the form of exchange of ideas and creativity, but also poses challenges in the form of cultural friction and identity conflicts. In addition, people's views on issues such as gender equality, human rights, the environment, and individual freedom have undergone significant changes. Social movements and awareness of the rights of individuals and groups that have been marginalized are getting stronger, driven by the development of social media that allows minority voices to be heard. The contemporary era is also referred to as the information era or the knowledge era, where access to information becomes very easy and fast. However, this convenience also brings challenges in the form of the emergence of information overload phenomena, or excess information, as well as the problem of misinformation and hoaxes that can mislead the public. In the contemporary era, the ability to think critically is very important so that a person can sort and understand correct and relevant information. Education, therefore, is also undergoing changes with a more interactive and technology-based approach, to prepare future generations who are capable of facing the challenges of the contemporary era.

In the field of politics, the contemporary era is colored by complex dynamics, with democratization, identity politics, and populism issues developing in many countries. Many countries have begun to adopt democratic systems that prioritize citizens' rights in political participation, but also face challenges such as polarization, populism, and the misuse of social media in political campaigns. In the international context, issues such as climate change, cybersecurity, and global peace are priorities, where countries are required to cooperate in dealing with threats of a transnational nature. On the other hand, the contemporary era is also marked by the emergence of a new awareness of the importance of sustainability. With the devastating effects of

climate change becoming more apparent, many countries, organizations, and individuals are starting to focus on environmental conservation efforts and more judicious use of resources. This sustainability issue is not only related to the environment, but also involves social and economic aspects, where the main goal is to create a balance between economic growth and nature preservation for future generations. The contemporary era brings tremendous progress, but it also poses challenges that require complex and collaborative solutions. In many ways, this era opens up great opportunities for human progress, both in science, technology, and social awareness. However, the contemporary era also requires us to be wiser and more responsible in responding to various changes and their impacts.

Contemporary Islamic Thought in Answering the Challenges of Da'wah in the Digital Era

Contemporary Islamic thought in answering the challenges of da'wah in the digital era refers to the efforts of today's Islamic thinkers to reinterpret Islamic teachings to be relevant to the dynamics of modern life that is increasingly connected by technology. Along with the rapid development in the field of digital communication, da'wah which was previously only carried out through direct lectures, recitations, or writing in print media has now expanded into the digital realm through social media, video platforms, messaging applications, and blogs. This presents a great opportunity for the spread of Islamic teachings, but also raises various new challenges that require a different approach from traditional Islamic thought.

1. Relevance and Contextualization of Islamic Teachings

In contemporary Islamic thought, relevance is the main key in da'wah in the digital era.

Islamic thinkers such as Quraish Shihab, Tariq Ramadan, and others argue that in order for religious messages to be accepted by the digital generation, Islamic teachings must be conveyed in a way that is easy to understand, logical, and contextual. This means that the understanding of the basic teachings of Islam, such as justice, compassion, and peace, must be contextualized to suit the socio-cultural conditions and challenges facing modern society. For example, issues such as social justice, human rights, and the environment need to get attention in contemporary da'wah so that Islam is not only seen as a ritual teaching but also as a religion that provides solutions to broader humanitarian problems. This approach makes Islam more relevant and gives the impression that religion is part of the solution of modern life.[21]

2. The Use of Digital Media for Effective Da'wah

The digital era provides wide access to the public, especially the younger generation, to receive information from various sources, including regarding religion. Contemporary Islamic thought emphasizes the importance of using digital media wisely as an effective means of

da'wah. By using platforms such as YouTube, Instagram, Facebook, and TikTok, da'is can reach a wider audience and package Islamic messages in creative and engaging forms. This approach allows Islamic da'wah to appear in short video formats, infographics, memes, and articles that are easily accessible and understandable. Contemporary thinkers realize that the younger generation tends to consume information quickly and visually, so the delivery of da'wah needs to be adjusted to this pattern of information consumption. Through the digital approach, Islamic messages can be conveyed in a relaxed, simple, and non-confrontational language style so that these messages can be well received by all groups, without feeling judged or pressured.[22]

3. Facing the Challenges of Spreading Hoaxes and Radicalism

Although digital media opens up wide opportunities for da'wah, the digital era also brings challenges in the form of the spread of inaccurate information, such as hoaxes and radical ideas. Contemporary Islamic thinkers recognize that the digital world is particularly vulnerable to the spread of false or extreme Islamic teachings or understandings, which can mislead people and create a bad image of Islam. Hoaxes and radical content can spread quickly and reach various circles, including people who still have minimal religious understanding. Therefore, contemporary Islamic thought encourages Muslim da'is and scholars to become more active in providing clarification and responding to the misinformation that is growing in digital media. This effort aims to straighten out public understanding and avoid misinterpretation of Islamic teachings. In addition, today's Islamic thinkers also emphasize the importance of prioritizing the values of moderation and tolerance in every da'wah message so that Islam is not misunderstood as an exclusive or extreme religion.[23]

4. The Importance of Moderate and Inclusive Da'wah

Contemporary Islamic thought also highlights the importance of a moderate and inclusive approach to da'wah in the digital era. This approach is very important considering the diversity of audiences that can be accessed through digital platforms, where Muslims and non-Muslims can be exposed to da'wah content at the same time. This thinking is supported by the concept of Islam as a religion of rahmatan lil 'alamin, which means that Islam is present as a blessing for all nature. Moderate and inclusive da'wah invites others to Islam in a peaceful, non-coercive, and respectful way of differences, thus building a peaceful and friendly image of Islam in the digital world. Contemporary thinking in da'wah also emphasizes the importance of interreligious dialogue as well as an open approach that respects diversity, both in the context of beliefs and cultures. Da'wah is not merely inviting people to embrace Islam, but rather building better understanding and tolerance among religious people, so that they can coexist in harmony.[24]

5. Emphasizing Digital Literacy and Ethics in Da'wah

Contemporary Islamic thinkers also emphasize the importance of digital literacy and ethics in preaching in this modern era. With good digital literacy skills, da'is and the public can be wiser in sorting out correct and useful information from content that can cause slander or conflict. Digital literacy helps in recognizing credible sources of information and avoiding the spread of unhelpful or provocative content. Ethics in da'wah is also the main concern, where every message conveyed must be adjusted to Islamic principles that prioritize noble morals, politeness, and compassion. Delivering da'wah messages on social media, for example, must be done by maintaining manners and not offending or degrading others. Contemporary Islamic thought emphasizes that a good and ethical way of delivery will be more effective in building trust and creating a positive atmosphere in da'wah.[25]

6. The Role of Ulama and Scholars in the Development of Digital Da'wah

In answering the challenges of da'wah in the digital era, contemporary Islamic thought also highlights the importance of the role of Muslim scholars and scholars as guides in developing digital da'wah. They are expected to be able to adapt to technology and use a more dynamic approach so that da'wah remains relevant and attractive to the younger generation. With guidance from scholars who have a deep understanding of religion, da'wah in digital media can remain based on authentic Islamic values and avoid deviations. Overall, contemporary Islamic thought in facing the digital era prioritizes relevance, innovation, and moderation. An adaptive, creative, and wise approach to da'wah can help Muslims respond to modern challenges while maintaining the true essence of Islamic teachings. Wise and relevant da'wah in the digital era has the potential to bring goodness and build a harmonious, tolerant, and civilized society.[26]

Conclusion

Contemporary Islamic thought shows an adaptive and innovative response in facing the challenges of da'wah in the digital era. This era is marked by significant changes in communication patterns and people's lifestyles that are increasingly connected to technology. Muslim scholars and contemporary da'wah practitioners are aware of the importance of utilizing digital media to convey Islamic messages more widely and effectively. They developed a relevant and flexible approach to da'wah, which not only focuses on the conventional delivery of teachings, but also uses social media, videos, podcasts, and other digital platforms to appeal to modern society. This contemporary approach emphasizes the importance of adapting methods without changing the essence of Islamic teachings. Some of the strategies that have been found to be effective in digital da'wah include the

use of inclusive language, concise but meaningful messages, and interactive content that is easily accessible. With the use of technology, da'wah can reach the younger generation and community groups that were previously difficult to reach by traditional methods. Overall, contemporary Islamic thought in digital da'wah has succeeded in responding to the challenges of the times by balancing the fundamental teachings of Islam with the need for relevant communication. This research is expected to contribute to the development of more effective da'wah in the digital era, supporting the creation of a society that still holds Islamic values even in the era of rapid technological advancement.

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