DIGITAL PULPIT DYNAMICS: UNRAVELING STRATEGIES AND OVERCOMING CHALLENGES IN ISLAMIC DA'WAH IN THE DIGITAL ERA

DINAMIKA MIMBAR DIGITAL: MEMAHAMI STRATEGI DAN MENGATASI TANTANGAN DALAM DAKWAH ISLAM DI ERA DIGITAL

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ABSTRACT

The rapid advancement of technology has significantly impacted various aspects of life, yielding both positive and negative effects. One prominent positive impact is the increased accessibility of information for all individuals. This phenomenon presents a valuable opportunity for Islamic preachers (dai) to disseminate religious messages and reinforce ethical values, known as amar ma'ruf nahi munkar. This research explores the challenges and strategies faced by preachers in the evolving digital era. Using a qualitative approach and interviews with dai from diverse regions in Indonesia, this study identifies key challenges encountered by preachers in the digital realm. These challenges include a lack of expertise in graphic design, the need to filter vast amounts of content and videos, time constraints, fluctuating levels of commitment, and issues related to network connectivity. However, the study also reveals various strategies employed by preachers to address these challenges. These strategies encompass aspects such as praying, assembling competent teams for content management, selecting the right time and place for message delivery, and resolving network-related issues. This research offers critical insights into the dynamics of digital preaching, emphasizing the importance of adaptation and innovation in tackling the challenges faced by

Islamic preachers. In conclusion, while technology serves as a potent means of spreading religious messages, a deep understanding of effective strategies is essential to overcome the emerging obstacles.

Keywords: Challenges And Strategies; Digital Da'wah; Islamic Da'wah

ABSTRAK

Kemajuan teknologi yang pesat telah memberikan dampak yang signifikan terhadap berbagai aspek kehidupan, baik dampak positif maupun negatif. Salah satu dampak positif yang menonjol adalah meningkatnya aksesibilitas informasi bagi semua individu. Fenomena ini memberikan peluang berharga bagi para dai untuk menyebarkan pesan-pesan agama dan memperkuat nilai-nilai etika, yang dikenal dengan istilah amar ma'ruf nahi munkar. Penelitian ini mengeksplorasi tantangan dan strategi yang dihadapi para dai di era digital yang terus berkembang. Dengan menggunakan pendekatan kualitatif dan wawancara dengan para dai dari berbagai daerah di Indonesia, penelitian ini mengidentifikasi tantangan utama yang dihadapi oleh para dai di ranah digital. Tantangan-tantangan ini termasuk kurangnya keahlian dalam desain grafis, kebutuhan untuk menyaring konten dan video yang sangat banyak, keterbatasan waktu, tingkat komitmen yang berfluktuasi, dan isu-isu yang berkaitan dengan konektivitas jaringan. Namun, penelitian ini juga mengungkapkan berbagai strategi yang digunakan oleh para dai untuk mengatasi tantangan-tantangan ini. Strategi-strategi ini mencakup aspek-aspek seperti berdoa, membentuk tim yang kompeten untuk manajemen konten, memilih waktu dan tempat yang tepat untuk penyampaian pesan, dan menyelesaikan masalah terkait jaringan. Penelitian ini menawarkan wawasan kritis tentang dinamika dakwah digital, menekankan pentingnya adaptasi dan inovasi dalam mengatasi tantangan yang dihadapi oleh para dai Islam. Kesimpulannya, meskipun teknologi berfungsi sebagai sarana yang ampuh untuk menyebarkan pesan-pesan agama, pemahaman yang mendalam tentang strategi yang efektif sangat penting untuk mengatasi hambatan yang muncul.

Kata Kunci: Dakwah Digital; Dakwah Islam; Tantangan Dan Strategi

1. Introduction

Da'wah, which is an effort to invite goodness and productivity (Budiantoro, 2017), plays a very important role in today's Muslim community. In this era, it is relevant for Muslims to increase their productivity and capabilities. Muslims must be prepared to compete effectively with others so that we can form a superior society and continue the mission of the Prophet ﷺ.

Conveying the truth that exists in Islam is an inherent responsibility of every Muslim, based on his or her religious knowledge and determination, and always relying on Allah subhanahu wata'ala. With this divine assistance, they have the ability to preach. Man's duty is to call to goodness and carry out the commands of Allah, as explained in the Quran and the teachings of the Prophet. As stated in Al Imran, 104:

"Let there be a group among you who call ˹others˺ to goodness, encourage what is good, and forbid what is evil—it is they who will be successful."

This verse underscores the importance of taking an active role in inviting goodness, encouraging good deeds, and rejecting evil in society, which refers directly to the principles of da'wah that are relevant to your digital da'wah research.

The term "digital" comes from the Greek word "digitus," which means human finger. Nowadays, we usually have ten fingers, which is the base of the number 10. Therefore, "digital" refers to the representation of information in binary form using the numbers 0 and 1, or "off" and "on," known as binary digits or "bits". This digital paradigm is the basis of all computer systems (Handayani, 2021).

The journey of progress and setback experienced by the Muslim community is closely linked to the efforts of its followers, both young and old, in da'wah. Moreover, in this era of technology, it is important for us not only to use digital media for positive things, such as da'wah, but also to adapt and innovate our da'wah methods according to the needs of this age.

Today, we have social media platforms such as YouTube, Facebook, and TikTok that provide easy global access. The role of Islamic preachers in this era is very important. However, the wider use of social media also brings various challenges, including the spread of misinformation and inappropriate content, which is certainly a concern for us all.

Digital da'wah is an effort to deliver Islamic teachings through social media and digital platforms, which allow unlimited access, regardless of time and place. This is very much in line with current habits, both young and old, of people who are always connected to the internet and social media through their handheld devices.

Based on Global Social Media Statistics, Facebook, with 2.989 billion users, holds the top spot among global social media platforms, followed by YouTube (2.527 billion users), Instagram (2 billion users), and TikTok (1.081 billion users) (Data Reportal, 2023). This data shows that Indonesians, especially the younger generation, are very enthusiastic about using the internet and social media.

The reasons behind the widespread use of the internet and social media in Indonesia are varied, one of which is the strong desire to seek knowledge and information. Hence, social media has become the main medium of communication in this day and age. In this context, digital da'wah is essential for meaningful engagement with the younger generation.

While technology may not have reached its peak during the time of the Messenger of Allah, the evolution of technology should not be ignored. Da'wah must change with the times so that its message remains comprehensible and relevant in today's context (Hendra & Saputri, 2020).

This landscape provides opportunities and challenges for da'is, encouraging them to create engaging and effective content for disseminating da'wah messages through

various social media platforms. The hope is that people will eventually gain a deeper understanding of their religion and apply it in their daily lives (Mardiana, 2020). With these considerations, researchers are encouraged to examine the role of da'i in facing challenges and designing strategies in the context of digital da'wah.

While the digital era brings unprecedented opportunities for da'wah and the spread of Islam, there is a significant research gap related to understanding the challenges faced by da'i (preachers) in this digital landscape and the strategies they employ to overcome these challenges. This research aims to fill this gap by exploring the dynamics of digital da'wah and shedding light on the unrevealed aspects of preaching Islam in the digital age.

2. Research Methodology

In this study, the method used is qualitative-based field research to explore the challenges and strategies of preaching in today's digital era. Information was obtained through in-depth interviews with a number of preachers and daiyah who have been active in da'wah activities. Data collection was conducted using two main techniques: observation and interviews. Through systematic observation, researchers observed the development of preaching practices in the digital world. This allows documentation of significant changes and emerging trends in the dynamic realm of digital preaching. In-depth interviews were conducted by researchers with a number of selected informants. These

interviews became the main source of information, providing in-depth insights into the challenges and strategies implemented by preachers in the context of preaching in the digital era.

Data analysis in this study follows the framework developed by Miles & Huberman (1994) and consists of three main stages: data reduction, data presentation, and conclusion drawing and verification (Effendi, 2021). This research methodology is designed to explore the challenges and strategies used by preachers in the digital era. Through in-depth interviews and observations, this research aims to provide valuable insights into the dynamics of preaching in the context of Islam in the digital age.

3. Results and Discussion
3.1. *Challenges of Da'wah in the Digital Age*

Today's da'wah is all digital. With the gadgets we have, there are many Islamic features that support us in facilitating our daily activities. There are Al-Qur'an reading applications, prayer reminders, zakat reminders, and many more. This makes it very easy for us to explore the teachings of Islam (Husain, 2020). Preaching is an obligation for a Muslim to convey the teachings of Islam in accordance with Al-Qura'an and As-Sunnah, but conveying the mission of Islamic teachings is not easy, given the development and use of digital media, which is getting bigger and more diverse, so preachers are required to be more creative and innovative so that their preaching is well received by the community. Preachers often encounter challenges when

preaching using social media. Here are the challenges of preaching in the digital age:

A. Lack of Expertise in Graphic Design

In a digital age filled with colorful visuals and social media, it is important for preachers to understand that da'wah messages are not just about words but also about how they are visually conveyed. However, not all preachers have the necessary graphic design skills to create engaging and effective content.

Ustaz Sukri El-Mandary, a coach at Kenali_agama who has been actively preaching since 2014, Underlines the importance of having a skilled team when creating visual materials for da'wah. According to him, "It takes a team that has special skills in designing posters, images, and video content to preach well." This is a challenge that many preachers face, as not all of them have a background or knowledge in graphic design.

Ustazah Annisa Islamova, a mudiroh at Ma'had Ashabul Qur'an who actively preaches on Instagram, also provided a similar perspective. She said that "it is important to have individuals or teams who are experts in graphic design so that da'wah messages can attract the attention of readers." For preachers, attracting attention with attractive visuals is a very important first step to reaching a wider audience.

Ustadz Muhammad Arifin Badri, a lecturer at STDI Imam Syafi'i who actively preaches on Facebook, reminds us that "every preacher, at the very least, should have a basic understanding of writing design so that da'wah messages can be delivered in an attractive manner." This means that even if they do not have a graphic design team, preachers can utilize their basic knowledge of design to improve the quality of their da'wah messages.

In conclusion, the lack of knowledge and skills in graphic design is one of the main challenges in preaching in the digital era. To overcome this challenge, preachers need to learn basic graphic design skills or work with a team that has expertise in this field. This way, da'wah messages can be delivered more effectively and attract greater attention from the audience.

B. Content Filtering Necessity

One of the challenges faced by preachers when preaching through social media is the diversity of content in cyberspace. Da'i must have a policy for choosing the type of material or video studies and learning that they will share with the community. They need to ensure that the content delivered is in accordance with the principles of the Qur'an and As-Sunnah so that the da'wah message can be accepted by various levels of society (Hakim, 2018).

Umm Sufyan, the founder of Iqra' Wa Tadribat, who has been actively preaching since 2016, emphasizes the importance of selectivity in choosing videos or advice from scholars who truly follow the sunnah of the Messenger of Allah (peace and blessings be upon him). This underlines the importance of delivering da'wah messages that are true and in accordance with Islamic teachings.

A similar opinion was also conveyed by Ustazah Sittah Shifkhiyyah, a lecturer at STDI Imam Syafi'i, who said that da'i must be

able to filter the information received and conveyed to the public. The ability to sort out this content is important to avoid the spread of information that is wrong or deviates from religious teachings.

It is important to remember that in choosing da'wah materials, such as videos or writings, preachers must think wisely. This is also related to the laws that apply in Indonesia, which is a country of law. Ustadz Muhammad Arifin Badri said, "As da'i, we must be able to filter and see the potential of our religion; besides that, we must understand the applicable laws so as not to fall into lawsuits or plunge others."

In addition, making da'wah material must also refer to themes that are relevant to people's lives. Preachers must be selective in choosing da'wah messages to be delivered so that they can make a positive contribution to solving the problems faced by society. This shows that preachers not only spread religious messages but also play a role in helping solve social problems in society.

C. Lack of Time

Modern preachers are often faced with challenges in the form of time constraints. They have other responsibilities and activities outside of preaching through social media. Ustaz Muhammad Ikram, who has been actively preaching since 2018 and is also a student at Madinah Islamic University, revealed that "one of the challenges of preaching through social media is when the schedule clashes with other activities, so it needs good time management well in advance." This illustrates the difficulty of

accommodating the various commitments that preachers have.

Ustazah Annisa Islamova, who also has a busy schedule as a mudiroh at Ma'had Ashabul Qur'an, also experiences similar obstacles. She said, "I have limited time to share many benefits because of my busy schedule." Similarly, Ustaz Abdurahman Dhani, the founder of Muslim Bikers, who has been actively preaching since 2018, talked about "the effectiveness of da'wah through social media, which is sometimes hampered by time constraints."

Time utilization is a key factor in preaching through social media. While preachers may only have a few minutes between their busy days, the use of this time can be invaluable in spreading scientific and da'wah messages. In the face of these time constraints, preachers need to have careful and efficient planning to ensure that their messages are still delivered well, even in a short period of time. This emphasizes the importance of good time management for preachers in their efforts to spread knowledge and religious messages through social media.

D. Fluctuating Levels of Commitment

Challenges in preaching do not always come from outside, but often arise from within the preacher himself. Emotional turmoil, such as anxiety, feelings of superiority, decreased enthusiasm for preaching, and so on, can arise and have a negative impact if not managed properly (Syamsuriah, 2019).

This challenge is also recognized by Thalia Carella, a student of STDI Imam Syafi'i who is active in preaching on Instagram and

emphasizes the importance of maintaining sincerity in preaching. Sometimes, heart turmoil such as riya (trying to get praise) can arise when sharing benefits.

Ustaz Muhammad Arifin Badri also shared his experience, saying that some of the challenges he feels include sometimes feeling superior because he has many followers, having difficulty controlling emotions, and sometimes getting carried away with feelings too deeply (baper) when interacting on social media.

The enthusiasm and seriousness that come from the preacher can also affect the perception of the community or audience that participates in da'wah activities. As stated by Ustazah Hafizah, sometimes halaqah participants underestimate the material presented. Ustaz Ahmad Supiannor also emphasized the importance of providing motivation to halaqah participants, especially in terms of enthusiasm and seriousness in learning Arabic.

To remain consistent in spreading da'wah, preachers need to always involve Allah in every step, maintain sincerity, and strive to be istiqomah (consistent) in preaching. Thus, the message of da'wah can continue to be delivered to the community every day.

E. Issues Related to Network Connectivity

Advances in technology have made it possible to deliver da'wah through long-distance communication that connects one place to another, even between far-flung areas. This can be done through various applications or social media, either directly, such as Google Meet and Zoom Meeting, or indirectly, through videos on platforms such as Youtube, Instagram, and TikTok. However, while this technology makes preaching easier, there are challenges that preachers often face related to networks and signals.

One of the main problems is the disruption or instability of the internet network or cellular signal. Ustaz Muhammad Ikram revealed, "The challenges that often occur when preaching through live broadcasts or Zoom meetings are technical and network problems." Ustaz Syukri el-Mandary, a coach at Kenali_agama, also stated, "Challenges sometimes come from within, such as network constraints." Likewise, the founder of Halaqoh Arabiyah (HLA), Ustaz Ahmad Supiannor, noted, "There are signal constraints when delivering material online."

To overcome these challenges, not only choosing the right time but also choosing an appropriate place to deliver da'wah on social media is crucial. Choosing the right social media platform can also help ensure that listeners can access and listen to the da'wah material without hindrance caused by network or signal issues. That way, preachers can maximize the potential of modern technology to spread da'wah messages more effectively and reach a wider audience.

3.1. *Strategies for Preaching in the Digital Age*

Without a good strategy, preaching will not reach the community perfectly. The development of Islam to this day cannot be separated from the precise da'wah strategy

carried out by our predecessors. As a country with the largest Muslim population, namely 236.53 million of the 272.23 million Indonesians who embrace Islam (Handayani, 2021), it is proof that a great achievement is not random but requires a strategy. Rapidly developing information and communication technology is a challenge for preachers to prepare strategies to maintain the existence of da'wah so that it does not become extinct and can even keep up with the times. The following are strategies for preaching in the digital era:

A. Prayer

In the journey of preaching, of course, there will be many obstacles faced in an effort to convey the message of goodness to the community. One strategy that can be very useful in overcoming these challenges is prayer. Prayer is a form of communication between a servant and his Lord. The life of a servant is very dependent on the need for and dependence on God in every activity. Therefore, someone who prays will gain strength, optimism, and fortitude to face various problems and challenges in their life (Jannati & Hamandia, 2022).

Regarding the importance of prayer in da'wah, Umm Sufyan, the founder of an online class for learning the Qur'an that has more than 2.2 million subscribers on the Telegram channel "Iqra' Wa Tadribat," expressed, "Asking Allah Azza Wa Jalla's help to make it easy with the efforts and efforts made."

In addition, Thalia Carella, a student of STDI Imam Syafi'i Jember and a da'wah activist who has more than 3.7 thousand followers on her Instagram account, also expressed the importance of prayer in da'wah. She stated, "praying during prayer, prayer before sharing." By praying, they acknowledge their complete dependence on Allah in carrying out their da'wah and daily activities.

In Islam, prayer is not only an option but also a fundamental necessity. Praying is part of Allah's command and also part of the Prophet's sunnah, which must be followed and becomes an integral part of the daily life of a Muslim who believes in Allah and His Messenger (Rahim, 2019). People who believe will always pray, because humans are weak creatures who do not have any strength except with the help and strength given by Allah Ta'ala.'

B. Setting Up Competent Teams In Graphic Design

Finding a team that is competent in their field is an important step in a successful preaching journey. Da'wah planning management is a foundation that must be instilled, because da'wah is not just the delivery of religious messages but also a broad construction of thought, a manifestation of individual and social religious piety (Aziz, 2018). To achieve success in preaching, building a solid team with members who are competent in their fields is a necessity.

The existence of a team consisting of individuals who are experts in various fields has many benefits. First, a competent team can increase productivity in da'wah. Each team member will bring specialized knowledge and skills that can be applied to da'wah strategies more effectively. Second, a team of competent

individuals will help minimize conflicts between each other. Harmonious collaboration between team members who have deep understanding of their fields will avoid friction and ensure productive cooperation.

In addition, in this digital age, an attractive appearance is very important in proselytizing. In this context, attractive displays not only apply to physical appearance but also in the form of da'wah posters, visual materials, and other digital content. As stated by Syukri El-Mandary, a coach at Kenali_agama, "In today's digital era, learning sharia science is not enough; we must also understand the science of tools to develop da'wah and learn technology in social media." Therefore, it is important to have a team that understands the various technical aspects of social media.

Syukri El-Mandary also emphasized the importance of working with friends who have expertise in various fields that support the success of da'wah, especially in visual content such as images and posters. This shows that collaborating with individuals who have different expertise can enrich da'wah content and make it more appealing to readers or listeners.

In an organization or group, interaction between individuals is very important. Collaboration, support, and motivation among team members are key factors in achieving da'wah success (Sultoni, 2018). Everyone knows that it is impossible to do everything alone, and when teams work together synergistically, achieving goals becomes easier.

In other words, finding a team that is competent and works well together is an important step in ensuring da'wah success. A team of individuals who have specialized expertise in different fields will help improve the quality of da'wah and achieve greater impact in spreading religious messages.

C. Assembling Competent Teams For Content Management

In delivering da'wah, it is very important to understand what the community needs. Analysis of the da'wah message and the da'wah environment is the key to success, so that the da'wah message can be a necessity for the community and in accordance with the conditions and situation of the audience who are the target of da'wah (Herman, 2020).

Muhammad Ikram argued, "The content of interest is highly dependent on the audience. Older people tend to be interested in discussions about households and children's education. Meanwhile, the youth will be more interested in issues that are relevant to their current problems. Da'wah messages will be more effective if they can relate religious issues to the realities they are facing."

This opinion is in line with that expressed by Muhammad Arifin Badri, namely that the delivery of religious messages must be able to package them with good and interesting language so that people feel interested in learning religion. By understanding the preferences and needs of the audience, a da'i can design da'wah messages that are more relevant and attractive to them.

The management of da'wah messages also cannot be separated from the common

goals to be achieved. Therefore, it is important to consider the object that is the target of da'wah. In addition, da'wah material needs to be processed in such a way that it can become a da'wah message that has significant meaning and impact (Faqihudin & Sarja, 2022).

When a da'i has a good understanding of what his audience is interested in, this is a golden opportunity to do amar ma'ruf nahi munkar. By designing da'wah messages in accordance with the preferences and needs of the audience, da'wah can be more effective in delivering religious messages to the community, so that the message is more easily accepted and lived by those who are the target of da'wah.

D. Selecting the Right Time and Place for Message Delivery

Success in da'wah is also highly dependent on time management skills. It is important to identify the best time to deliver da'wah messages and make the most of the time available so that useful messages can be spread more widely in the community.

Muhammad Ikram, a reviewer on the YouTube channel "Sapa Muslim," which has more than 9.8 thousand subscribers, highlighted the importance of improving time management in managing da'wah activities. Likewise, Annisaa's Islamova revealed that limited time is a challenge in sharing the benefits due to a busy schedule.

Good time management in Islamic education, in accordance with existing programs and activities, can enhance optimal goal achievement. This emphasizes the importance of planning and using time wisely

in order to increase the effectiveness of da'wah.

In addition to time management, setting up a place with a good internet connection and free from interference is also crucial in da'wah. As expressed by Muhammad Arifin Badri, choosing the right time and place conditions with a good signal is important when preaching on social media. This is also highlighted by Muhammad Ikram, who reminds us that good preparation includes finding a place with a good internet connection. Providing a sterile environment from distractions such as inappropriate comments or other disturbances also needs to be considered.

In conclusion, the success of da'wah in the digital era depends not only on the message and material delivered but also on good time management and a supportive environment, including a place with a stable internet connection. By overcoming these challenges, a da'i can be more effective in spreading the message of da'wah to the community.

4. Conclusion and Recommendations

This article reviews the dynamics of digital da'wah in the Islamic context, with an emphasis on the challenges and strategies faced by Islamic preachers. Digital da'wah is the delivery of Islamic teachings through social media and digital platforms, which allow unlimited access, regardless of time and place. Key challenges in digital preaching include a lack of expertise in graphic design, the selection of relevant content, time

constraints, network issues, and fluctuating commitment levels.

To overcome these challenges, preachers adopt various strategies. They rely on prayer as a means of communication with Allah to gain ease and strength in preaching. In addition, they set up competent teams in graphic design and content management. Choosing the right time and place to deliver the message is also a major focus. Overall, this article emphasizes the importance of adaptation and innovation in facing the challenges that arise in digital da'wah. While technology provides a powerful tool for spreading religious messages, a deep understanding of effective strategies is essential to overcome the obstacles that arise.

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