

## Digital Da'wah: Effective Strategies in Spreading Islam through Social Media

Abdul Chalim<sup>1</sup>, St. Rahmah<sup>2</sup>, Randi Rudiana<sup>3</sup>, Jasafat<sup>4</sup>

<sup>1</sup> Politeknik Negeri Malang, Indonesia

<sup>2</sup> Universitas Islam Negeri Antasari Banjarmasin, Indonesia

<sup>3</sup> Sekolah Tinggi Agama Islam Al-Ruzhan Tasikmalaya, Indonesia

<sup>4</sup> Universitas Islam Negeri Ar-Raniry, Aceh, Indonesia

### Corresponding Author:

Abdul Chalim,  
Politeknik Negeri Malang, Indonesia  
Jl. Soekarno Hatta No.9, Jatimulyo, Kec. Lowokwaru, Kota Malang, Jawa Timur 65141  
Email: [abdulchalim@polinema.ac.id](mailto:abdulchalim@polinema.ac.id)

### Article Info

Received: January 09, 2025

Revised: January 10, 2025

Accepted: February 24, 2025

Online Version: February 24, 2025

### Abstract

The rise of social media has revolutionized communication and presented new opportunities for Islamic propagation (da'wah). As digital platforms become integral to modern life, they offer unprecedented potential for disseminating Islamic teachings to a global audience. However, the effectiveness of digital da'wah depends on strategic engagement, content quality, and adaptability to diverse audiences. This study aims to explore effective strategies for spreading Islam through social media, identifying key factors that influence reach, engagement, and impact. A mixed-methods approach was employed, combining content analysis of 200 da'wah-related posts across major social media platforms with surveys and interviews of 150 Islamic content creators and their audiences. Quantitative data measured engagement metrics, while qualitative insights explored perceptions of effectiveness and challenges faced by content creators. The findings indicate that successful digital da'wah strategies prioritize authenticity, audience interactivity, and relevance to contemporary issues. Visual storytelling, short video formats, and consistent posting schedules were identified as highly effective tactics. Challenges such as combating misinformation and addressing audience diversity were also highlighted. The study concludes that social media can be a powerful tool for Islamic propagation if utilized with strategic planning and cultural sensitivity.

**Keywords:** Content Strategies, Digital Da'wah, Islamic Propagation



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Journal Homepage

How to cite:

Published by:

<https://journal.ypidathu.or.id/index.php/jnis> ISSN: (P: 3048-1147) - (E: 3048-2658)

Chalim, A., Rahmah, S., Rudiana, R & Jasafat, Jasafat. (2025). *Digital Da'wah: Effective Strategies in Spreading Islam through Social Media*. Journal of Noesantara Islamic Studies, 2(1), 33–42. <https://doi.org/10.70177/jnis.v2i1.1844>

Yayasan Pendidikan Islam Daarut Thufulah

## INTRODUCTION

The digital age has transformed how individuals access information, connect with others, and engage with global communities. Social media platforms have emerged as powerful tools for communication, offering unprecedented opportunities for sharing ideas, values, and beliefs (Halpin, 2021). For the Islamic world, these platforms provide a unique avenue for da'wah, or the dissemination of Islamic teachings. Historically, da'wah was conducted through face-to-face interactions, religious gatherings, and traditional media, but digital platforms now allow for greater reach and accessibility, enabling Islamic messages to transcend geographical and cultural barriers (Hiaeshutter-Rice, 2021).

The increasing penetration of social media globally, particularly among younger audiences, aligns with the growing need to make Islamic teachings relevant and accessible in modern contexts (Nelson, 2021). Platforms like YouTube, Instagram, and TikTok are particularly popular among Muslim youths, providing an ideal space for engaging content that resonates with contemporary lifestyles. However, the dynamic nature of these platforms necessitates strategic planning to ensure that Islamic messages are delivered effectively, maintaining authenticity and cultural sensitivity while addressing the needs of diverse audiences (Qiu, 2021).

Digital da'wah is not without challenges. The rise of misinformation, the prevalence of anti-Islamic narratives, and the oversaturation of online content make it difficult for authentic Islamic teachings to stand out. Social media algorithms often prioritize viral, sensational content over educational or spiritual material, creating additional barriers for Islamic content creators (Muca, 2023). These challenges emphasize the importance of developing effective strategies that leverage the strengths of digital platforms while mitigating their limitations (Liang, 2022).

Islamic propagation through social media faces several critical challenges that hinder its effectiveness. Despite the potential of these platforms to reach diverse audiences, many Islamic content creators struggle to engage followers meaningfully (Chen, 2021). Factors such as inconsistent posting schedules, lack of visually appealing content, and failure to address contemporary issues contribute to low engagement rates. The absence of strategic approaches in creating and disseminating Islamic messages often leads to missed opportunities for impactful communication (Fraser, 2021).

The rapid spread of misinformation and extremist narratives poses another significant problem. Social media has been used as a platform to misrepresent Islamic teachings, creating misconceptions among both Muslim and non-Muslim audiences (Rennekamp, 2021). Content creators who engage in da'wah face the dual challenge of correcting these misrepresentations while ensuring their own messages remain authentic and relevant. This double burden requires a level of expertise and strategic planning that many content creators are not equipped with (Chung, 2023).

Cultural diversity among Muslim audiences further complicates the effectiveness of digital da'wah (Fan, 2023). Messages that resonate in one cultural context may fail to engage or even alienate audiences in another. The lack of tailored strategies to address these differences reduces the overall impact of Islamic propagation efforts. Identifying ways to navigate these challenges while maintaining the universal principles of Islam is a critical issue that requires systematic exploration (Reuter, 2021).

This study aims to identify and analyze effective strategies for conducting digital da'wah through social media platforms. The primary objective is to explore how content creators can leverage social media's unique features to maximize engagement while preserving the authenticity of Islamic teachings (Kim, 2022). By identifying successful practices, the study seeks to provide actionable insights that can guide current and aspiring digital da'wah practitioners (Xia, 2021).

Another goal of this research is to examine the challenges faced by Islamic content creators in reaching diverse audiences and combating misinformation (Podara, 2021). Understanding these challenges is essential for developing comprehensive strategies that address the needs of both content creators and their followers. The study will also evaluate the role of social media algorithms in shaping the visibility and reach of Islamic messages, offering recommendations for optimizing content performance (Zayani, 2021).

This research ultimately aims to contribute to the broader discourse on modern Islamic communication. By combining qualitative and quantitative analyses, the study seeks to establish a framework for effective digital da'wah that is adaptable to different cultural and social contexts (Bossetta, 2023). The findings are expected to support the development of innovative approaches that ensure the relevance and accessibility of Islamic teachings in the digital age (Mihelj, 2022).

Existing research on digital da'wah has predominantly focused on theoretical frameworks, with limited empirical studies examining the practical aspects of content creation and dissemination (Leow, 2021). While several studies highlight the potential of social media for Islamic propagation, there is a lack of systematic analysis of specific strategies that drive engagement and impact. This gap leaves content creators without clear guidance on how to navigate the complexities of social media platforms effectively (Karnchanapayap, 2023).

The majority of research also fails to address the unique challenges posed by misinformation and anti-Islamic narratives on social media. Studies tend to focus on the opportunities offered by digital platforms, often overlooking the barriers that hinder the visibility and credibility of Islamic content. This imbalance creates a knowledge gap that limits the practical application of research findings in real-world digital da'wah efforts (Wang, 2021).

There is also insufficient exploration of cultural diversity in digital da'wah strategies. Many studies adopt a one-size-fits-all approach, neglecting the nuanced differences among Muslim audiences across various regions and socio-economic backgrounds. This lack of cultural sensitivity reduces the effectiveness of proposed strategies and highlights the need for more localized and context-specific research. Addressing these gaps is essential for advancing the field of digital Islamic communication (Garg, 2021).

This study offers a novel approach to understanding digital da'wah by focusing on the intersection of strategic content creation, audience engagement, and platform-specific features. Unlike previous research that predominantly emphasizes theoretical perspectives, this study combines empirical analysis with practical recommendations. By examining successful digital da'wah campaigns and their underlying strategies, the research provides a comprehensive framework for effective Islamic communication in the digital age (Stebner, 2022).

The study is justified by the growing importance of social media as a medium for Islamic propagation. As digital platforms become increasingly integral to everyday life, the ability to leverage their unique capabilities for da'wah becomes a critical skill. This research addresses the urgent need for evidence-based strategies that empower content creators to engage

audiences effectively while maintaining the authenticity of Islamic teachings. The study also contributes to the broader discourse on digital literacy and its role in modern Islamic education (Alhassan, 2021).

The findings of this research have significant implications for Islamic educators, content creators, and policymakers. For educators, the study provides insights into how digital tools can complement traditional teaching methods. For content creators, it offers a roadmap for navigating the challenges and opportunities of social media. For policymakers, it highlights the importance of supporting digital da'wah initiatives through training programs and infrastructure development. By bridging the gap between theory and practice, this study ensures the continued relevance and effectiveness of Islamic propagation in a rapidly evolving digital landscape (Narang, 2022).

## RESEARCH METHOD

This study employs a mixed-methods research design to explore effective strategies for digital da'wah on social media platforms. The combination of quantitative and qualitative approaches allows for a comprehensive understanding of both the measurable impact of digital content and the subjective experiences of content creators and their audiences. Quantitative data focuses on engagement metrics, while qualitative data provides insights into strategic decision-making and challenges faced by practitioners (Hu, 2021).

The population of the study consists of Islamic content creators, their audiences, and digital marketing experts. A purposive sampling method was used to select 150 Islamic content creators from platforms such as YouTube, Instagram, TikTok, and Facebook, based on their follower counts and activity levels. Additionally, 200 audience members were surveyed to understand engagement preferences and perceptions of effectiveness. Experts in social media marketing were also interviewed to provide professional perspectives on optimizing digital strategies (Bauer, 2021).

Data collection was conducted using multiple instruments, including a structured survey, semi-structured interview guides, and content analysis protocols. The survey captured audience perceptions of content quality, relevance, and engagement. Interviews with content creators explored their strategies, challenges, and experiences in producing Islamic content. Content analysis of 200 da'wah-related posts assessed visual appeal, thematic focus, and audience interaction metrics such as likes, shares, and comments (Li, 2020).

The study was conducted in three phases. In the first phase, content creators were identified and recruited, and audience surveys were distributed through online forms (O'Brien, 2020). The second phase involved conducting interviews with selected creators and experts while simultaneously analyzing social media posts using predefined criteria. In the final phase, quantitative and qualitative data were synthesized to identify recurring themes and effective strategies. Ethical considerations, including informed consent and confidentiality, were ensured throughout the research process (Nauta, 2023).

## RESULTS AND DISCUSSION

The data collected from 150 Islamic content creators and 200 audience members provided quantitative and qualitative insights into effective strategies for digital da'wah. Table 1 presents engagement metrics for 200 analyzed posts, including average likes, comments, and shares across platforms. Short-form video content on TikTok demonstrated the highest

engagement, with an average of 8,000 likes and 500 comments per post. Instagram reels followed closely, averaging 6,500 likes and 300 comments, while static image posts on Facebook had lower engagement, with an average of 2,000 likes and 100 comments.

Table 1. Presents engagement metrics for 200 analyzed posts, including average likes, comments, and shares across platforms

Platform	Content Type	Average Likes	Average Comments	Average Shares
TikTok	Short-form video	8,000	500	1,200
Instagram	Reels	6,500	300	900
Facebook	Static image posts	2,000	100	400

The findings suggest that dynamic and visually engaging content, particularly short videos, is the most effective format for capturing audience attention in digital da'wah. Consistent posting schedules and the use of trending hashtags further amplified engagement rates, indicating the importance of aligning content strategies with platform algorithms and audience behavior.

Inferential analysis revealed a significant relationship between content interactivity and audience engagement ( $r = 0.76$ ,  $p < 0.01$ ). Posts that included interactive elements such as polls, question prompts, and direct calls to action received higher engagement compared to purely informational posts. Regression analysis identified content authenticity and relevance to contemporary issues as key predictors of audience retention, explaining 65% of the variance in engagement metrics ( $\beta = 0.65$ ,  $p < 0.01$ ).

The relationship between content quality and audience trust was further supported by survey data. Among 200 respondents, 78% stated that authenticity and alignment with Islamic values were critical factors in determining whether they engaged with da'wah content. Respondents also expressed a preference for content that addressed modern challenges, such as mental health, career guidance, and family relationships, underscoring the need for contextual relevance in digital da'wah.

A case study from a prominent content creator illustrates the practical application of these findings. A creator specializing in short-form videos on TikTok and Instagram Reels increased their follower count by 40% within three months by using trending audio, relatable themes, and engaging captions. The creator also reported a 25% increase in audience interaction after introducing Q&A sessions and live broadcasts, emphasizing the role of real-time engagement in building community trust (Zhang, 2022).

The results highlight the importance of adapting strategies to platform-specific dynamics. Platforms with algorithm-driven visibility, such as TikTok and Instagram, reward content creators who consistently produce engaging, interactive, and authentic material. Conversely, platforms like Facebook may require alternative approaches, such as community-focused content or paid promotion, to achieve similar levels of engagement (Lin, 2023).

The findings suggest that digital da'wah requires a combination of strategic planning and creative execution. Interpretation of the data highlights the need for content creators to prioritize authenticity, interactivity, and relevance in their content strategies. By aligning Islamic teachings with contemporary platforms and audience preferences, digital da'wah has



the potential to reach wider audiences and foster meaningful engagement in a rapidly evolving digital landscape (Degan, 2023).

The results of this study reveal that digital da'wah strategies emphasizing short-form video content, interactivity, and contextual relevance significantly enhance audience engagement on social media platforms. TikTok and Instagram Reels demonstrated the highest engagement rates, with authentic and relatable content resonating most effectively with audiences. Interactive features such as polls, Q&A sessions, and live broadcasts further boosted engagement metrics. Regression analysis highlighted the importance of authenticity and contemporary relevance, explaining a substantial proportion of the variance in audience retention and trust (Sikumbang, 2024).

The findings align with previous research on digital engagement, such as that by Ahmed et al. (2021), which identified short-form videos as the most impactful medium for reaching younger audiences. However, this study goes further by examining the specific factors that drive engagement within the context of digital da'wah. Unlike studies that focus on general content strategies, this research emphasizes the intersection of Islamic values and digital trends, highlighting unique challenges such as maintaining authenticity in an algorithm-driven environment. These distinctions underline the importance of context-specific strategies in Islamic propagation (Nurliah, 2023).

The findings signify a critical juncture in the evolution of da'wah practices. The strong correlation between interactivity and engagement underscores the shift from traditional, one-directional communication to a more dynamic, participatory model of Islamic propagation. This transition reflects the changing expectations of audiences who seek not only to receive information but also to engage in meaningful dialogue. The study's results indicate that effective digital da'wah strategies can strengthen community connections while fostering deeper understanding and trust (Uchendu, 2022).

The implications of these findings are profound for Islamic educators, content creators, and policymakers. Digital da'wah offers an unparalleled opportunity to reach global audiences, particularly younger generations who are active on social media. The results suggest that content creators must prioritize authenticity and relevance to remain credible and impactful. Policymakers and religious organizations should invest in training programs that equip content creators with the skills needed to navigate digital platforms effectively. These efforts can ensure that Islamic teachings remain accessible and resonate with contemporary audiences (Miharja, 2022).

The study's results can be attributed to the unique dynamics of social media platforms. Algorithmic preferences for engaging, visually appealing, and interactive content reward creators who align their strategies with these requirements. The preference for short-form videos reflects broader trends in digital consumption, where audiences gravitate toward content that is concise and immediately engaging. These findings also highlight the importance of addressing modern issues such as mental health and family relationships, which resonate deeply with audiences and enhance the relevance of Islamic teachings (Kayane, 2022).

The findings provide a clear direction for future actions in digital da'wah. Content creators should adopt a platform-specific approach, leveraging tools and features that maximize engagement on each platform. Collaborative efforts between creators, educators, and religious institutions can ensure that content strategies are aligned with Islamic principles while meeting the demands of modern audiences. Future research should explore the long-term impacts of

digital da'wah strategies on audience behavior and spiritual growth, providing a more comprehensive understanding of their effectiveness (Anshory, 2023).

The study underscores the transformative potential of digital da'wah in fostering meaningful connections between Islamic teachings and global audiences. By embracing innovative strategies and aligning content with contemporary needs, content creators can ensure that Islam remains a relevant and accessible source of guidance in the digital age. The findings highlight the importance of sustained efforts to build capacity, foster collaboration, and innovate within the realm of Islamic propagation, ensuring its continued effectiveness in an ever-evolving digital landscape (Wahab, 2022).

## CONCLUSION

The study identifies short-form video content, interactive features, and contextual relevance as the most effective strategies for digital da'wah on social media platforms. The findings highlight the importance of authenticity and audience engagement, with platforms like TikTok and Instagram Reels demonstrating the highest levels of interaction. Unlike static or text-heavy content, visually appealing and dynamic posts are more successful in capturing audience attention and fostering meaningful engagement. These results emphasize the transformative potential of social media in amplifying the reach and impact of Islamic propagation.

The research contributes significantly to the field by introducing a practical framework for designing and implementing digital da'wah strategies. The integration of quantitative engagement metrics with qualitative insights from creators and audiences provides a comprehensive understanding of effective practices. By emphasizing the intersection of Islamic values and modern communication trends, the study offers a novel approach that bridges traditional religious teachings with contemporary digital methodologies. This contribution is valuable for both practitioners and scholars seeking to optimize digital Islamic outreach.

The study is limited by its focus on a select number of platforms and content creators, which may not fully capture the diversity of digital da'wah practices across different regions and cultural contexts. The short duration of the analysis also limits insights into the long-term impact of digital engagement strategies on audience behavior. Future research should explore a broader range of platforms and include longitudinal studies to assess the sustained effectiveness of digital da'wah. Expanding the research to include multilingual and culturally specific content strategies can further enhance the applicability and impact of the findings.

## AUTHOR CONTRIBUTIONS

*Look this example below:*

Author 1: Conceptualization; Project administration; Validation; Writing - review and editing.

Author 2: Conceptualization; Data curation; In-vestigation.

Author 3: Data curation; Investigation.

Author 4: Formal analysis; Methodology; Writing - original draft.

## CONFLICTS OF INTEREST

The authors declare no conflict of interest

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