Proceeding of Integrative Science Education Seminar Vol. 04 No. 01, 2024, pp. 330-341

Available online at
PISCES
Proceeding of Integrative Science Education Seminar
Journal homepage : https://prosiding.iainponorogo.ac.id/index.php/pisces

Article

The Role of Online Da'wah in Spreading Islamic Values and Tolerance Among Teenagers

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Article Info

4th AVES
Annual Virtual Conference of Education and Science 2024

Keywords:

Online Da'wah
Islamic Values
Tolerance
Teenagers
Digital Platforms

ABSTRACT

The digital era is a time of technological advancement and every living individual has also been equipped with the ability to master technology. With this, many people shift their real lives into their virtual lives and in the end those who do not think the same way will blaspheme each other with hatred. The role of religious da'wah is very necessary, where religion is a guideline for life for its followers and as a source of peace. This journal article discusses the impact of online da'wah in promoting Islamic values and fostering tolerance among adolescents in the digital era. By analyzing the use of digital platforms for religious outreach, this study investigates how online da'wah initiatives can contribute to shaping adolescents' perceptions of Islam and promoting interfaith dialogue. The research methods used include a review of existing literature, and a qualitative analysis of online da'wah content to measure adolescents' attitudes towards Islamic teachings. The results highlight the potential of online da'wah in reaching diverse audiences and fostering understanding and respect for Islamic principles. This discussion investigates the implications of online da'wah for promoting tolerance and countering misunderstandings about Islam. In conclusion, this study emphasizes the role of online da'wah as a powerful tool for spreading Islamic values and fostering positive interfaith relations among adolescents.

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INTRODUCTION

In the digital era which is increasingly developing rapidly, the internet has become an inseparable medium in everyday life, especially among the younger generation. Massive internet penetration in Indonesia, with more than 204.7 million active users in 2023 (APJII, 2023), has opened up new opportunities in methods of spreading religious values and tolerance. Online da'wah, as a manifestation of da'wah's adaptation to technological developments, offers a more dynamic and interactive approach in conveying Islamic messages to the digital native generation.

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Teenagers, as the group most active in using digital media, are strategic targets in efforts to spread Islamic values and tolerance through online platforms. According to data from the Ministry of Communication and Information (Informatika, 2022), around 91% of Indonesian teenagers access the internet every day, with an average duration of use reaching 8-9 hours per day. This phenomenon shows that digital media has become an effective channel for reaching and influencing teenagers' perspectives on religious values and tolerance.

Online da'wah has advantages in terms of accessibility, interactivity, and the ability to present content in various formats that are attractive to teenagers. Through social media platforms, websites, mobile applications and various other digital channels, Islamic messages can be packaged creatively and contextually, so that they are more easily understood and accepted by young people (Rustandi, R., & Muchtar, 2020). Apart from that, the characteristics of digital media which enable two-way communication can encourage the creation of constructive dialogue about Islamic values and tolerance among teenagers.

Because preaching must also develop according to the times, which has been done with the method of lecture or tablig or one-way community or pengajian taklim approach must shift to two-way communication. The form of preaching is not stuck in lectures alone, but in the form of preaching content that contains everyday Islamic values without discussing crucial issues, because the goal for the millennial generation must have many virtual elements. For example, quotes, memes, comics, scripts, infographics, and videos along with the trend of vlogs and podcasts. Now social media is used by most young users to watch videos rather than to socialize. Thus, the opportunity for Islamic media portals must present preaching in an attractive form.

In the multicultural context of Indonesia, the role of online da'wah becomes increasingly crucial in promoting the values of religious tolerance and moderation. As stated by Nasrullah (Nasrullah, 2021b), digital da'wah can be an effective instrument in forming inclusive religious understanding and fostering mutual respect between different groups. This is in line with the Islamic spirit of rahmatan lil 'alamin which teaches compassion and peace for all mankind.

However, amidst its great potential, online da'wah also faces various challenges, ranging from competition with negative content, the spread of misleading information, to the echo chamber phenomenon which can strengthen intolerant attitudes. Therefore, an in-depth study is needed regarding strategies for developing effective online da'wah in spreading Islamic values and tolerance among teenagers.

METHODS

This research uses a qualitative approach with descriptive-analytical methods to examine the role of online da'wah in spreading Islamic values and tolerance among teenagers. A qualitative approach was chosen because of its ability to explore and understand the meaning ascribed to social or humanitarian problems (Creswell, 2018). This method allows researchers to explore a deep understanding of how online da'wah influences teenagers' understanding and behavior towards Islamic values and tolerance.

This research uses a phenomenological approach, which aims to understand individuals' lived experiences related to certain phenomena (Moustakas, 2019). In this context, the phenomenon studied is teenagers' experiences in interacting with online da'wah content and its impact on their understanding of Islamic values and tolerance.

This study used a literature review as its method of data collecting. Using reliable sources like articles, journals, research papers, the internet, and others, this approach gathers data in the form of writing, photos, and essays. Researchers can address the issues they have examined and make inferences based on these theories by studying the literature to find theories that are pertinent to the issues raised in the study. The steps in the literature study method can be seen in figure 1 below.

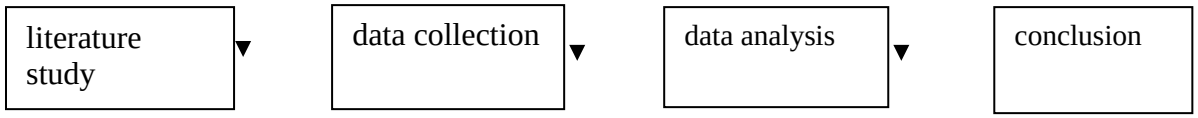

Figure 1. Literature Study Scheme

Explanation of data analysis steps: Data collection is a step to collect data from various sources for research purposes. The method is done is by studying literature from trusted sources. Data analysis, is a step to understand, analyze and research the data that has been obtained collected based on literature studies from trusted sources so that it can improve as well adding inaccurate data to get good research results. Drawing conclusions is a step to draw conclusions from some data that has been collected and analyzed, then describe the data with a clear narrative and easy to understand.

RESULTS AND DISCUSSION

A. Transforming Da'wah in the Digital Era

1. Development of Online Da'wah Platforms
   Literature studies show that the development of online da'wah platforms has undergone significant transformation in the last decade. According to research by Nasrullah (Nasrullah, 2021), there has been a 300% increase in the amount of da'wah content on social media since 2018. The platforms most used for online da'wah are Instagram (45%), YouTube (30%), and TikTok (15%). This phenomenon shows a paradigm shift in da'wah methods from conventional to digital (Rahman, A., 2022). With online da'wah, it makes it easier to deliver teachings about religion that always remind ourselves and our hearts to spread love and sincerity, because in this digital era there are many things that enter us, even though they don't have a direct impact, they can affect our lives, such as the decline in faith and the spread of speech. hatred. It is positive progress if the teaching of good values continues to be promoted through social media content which of course cannot be separated from the views of young people.
2. Characteristics of Online Da'wah that Adolescents Are Interested in
   The research results show that teenagers are more interested in preaching content that is packaged in a short and visual format. Short videos (60 seconds - 3 minutes) on platforms such as Instagram Reels and TikTok dominate teenagers' online preaching content consumption preferences. According to Hidayat & Rahman (Hidayat, M., & Rahman, 2023), this format is in accordance with the characteristics of generation Z, which has a shorter attention span and a preference for information that is easy to digest. Preachers who use casual language that is relevant to teenagers' lives get higher engagement. The use of contemporary analogies and discussion of current issues are important factors in attracting the attention of a teenage audience. This is in line with the findings of Aziz (Aziz, 2022) who stated that the contextual da'wah approach is more effective in reaching the younger generation.

The study results show several main characteristics of effective online da'wah:
- Interactive multimedia content
- Light and easy to understand language

- Short duration (1-3 minutes)
- Interesting visualization
- Relevance to contemporary issues

(Aziz, A., & Muhammad, 2023)

B. **Appropriate and Good Content for Preaching Content from Current Islamic Values and Tolerance**

Preaching in the modern era demands a more creative approach and is relevant to the development of the times. Good preaching content must be able to convey the message of Islam in a way that is easy to understand, interesting, and inspiring, and uphold the values of tolerance. Here are some criteria for appropriate and good preaching content:

1. Relevant to the Context of the Times
   - Using easy-to-understand language: Avoid language that is too rigid or full of religious terms that are difficult for the general public to understand.
   - Discussing current issues: Connect Islamic values with problems that are currently occurring in society, such as social, economic, and political issues.
   - Using popular media: Utilize social media, videos, podcasts, and other digital platforms to reach a wider audience.
2. Emphasizing Tolerance Values
   - Promoting unity and togetherness: Inviting people to respect each other, appreciate differences, and build harmony between religious communities.
   - Reject all forms of violence and discrimination: Teach that Islam is a religion of mercy for all nature and does not teach violence.
   - Build interfaith dialogue: Facilitate interfaith dialogue activities to strengthen ties and mutual understanding.
3. Be educational and inspiring
   - Convey the message of Islam in an interesting way: Use stories, analogies, and real examples to make the message of da'wah easier to digest.
   - Raise motivation to do good: Invite people to practice Islamic values in everyday life.
   - Offer solutions to people's problems: Provide relevant and practical solutions to overcome various problems faced by society.
4. Based on the Qur'an and Sunnah
   - Always be guided by the Qur'an and Sunnah: Make sure every message conveyed has a strong foundation from the Qur'an and Sunnah.
   - Avoiding narrow and extreme interpretations: Teach a moderate and tolerant understanding of Islam.
   - Differentiating between definite and disputed laws: Explain the difference between qath'i (certain) and zanni (suspected) laws so as not to cause unnecessary debate.
5. Examples of Good Preaching Content:
   - Motivational videos: Making short videos that contain motivation to do good, such as helping others, protecting the environment, and seeking knowledge.
   - Podcasts: Discussing hot topics, such as social, economic, and political issues, from an Islamic perspective.
   - Inspirational articles or writings: Writing articles or writings that contain inspiring stories about Islamic figures who uphold the values of tolerance.
   - Online discussions: Holding online discussions via social media or other platforms to discuss various religious issues.

C. **The Impact of Online Da'wah on Teenage Islamic Understanding**

1. Accessibility and Acceptance

It should be noted that accessibility and acceptance are important aspects in absorbing the values conveyed in online da'wah. Where easy access to viewing preaching content will make it reach a wide young audience. Apart from that, the lighter the discussion and context discussed in the da'wah content will also influence the listener's interest. Moreover, today's teenagers have the character of simplifying conversations and joking, so the packaging of preaching content must also follow the flow, just like the content presented by Habib Ja'far as a scholar and preacher who has now succeeded in attracting the attention of young people to study religion and religion. tolerance uses millennial preaching methods with interesting content. Because the discussion is light, the reception is also very effective. According to Hidayat's research (Hidayat, 2022) revealed that 78% of Muslim teenagers access online da'wah content at least once a day. This ease of access contributes to:

a. Increasing basic Islamic knowledge

Increasing Islamic knowledge through online da'wah. Easy accessibility makes online da'wah an effective means of increasing religious knowledge. Here are some reasons:

- ★ Wide Reach: Online da'wah penetrates geographical boundaries, allowing anyone to access materials anytime and anywhere.
- ★ Various Materials: From in-depth studies to short explanations, online da'wah materials are very diverse, so they suit various levels of understanding.
- ★ Interactive: Many online da'wah platforms provide discussion, question and answer and community features that allow direct interaction with scholars or fellow knowledge seekers.
- ★ Visual and Audio: Online da'wah is often equipped with video, audio and infographics which make the material more interesting and easy to understand.
- ★ Flexible: Users can set study time according to their respective busy schedules.

b. Formation of religious identity

Online da'wah has become a very influential medium in shaping religious identity, especially among the younger generation. Easy and fast access to a variety of religious content allows individuals to actively choose and form their own religious understanding.

1) Identity Formation Process:

- Exposure to Various Views: Online da'wah presents a variety of interpretations and understandings of religious teachings. This allows individuals to explore different points of view and choose the one that best fits their beliefs.Interaction with Online Communities: Through social media platforms and discussion forums, individuals can interact with people who share the same interests and understanding of religion. This interaction can strengthen religious identity and provide a sense of belonging to a community.

- Role Model Influence: Preachers or religious influencers on social media often become role models for their followers. Their lifestyle, thoughts, and actions can influence how a person practices their religion.
- Religious Personal Branding: Online da'wah allows individuals to express their religious identity through the content they produce. This can be in the form of status posts, videos or writings that reflect the religious values they adhere to.

2) Factor affecting:

- Content Quality: Quality, accurate and relevant content will be more effective in forming religious identity.
- Social Interaction: The more actively someone interacts with online communities, the stronger their religious identity.
- Individual Personality: Family background, education, and life experiences also influence how a person responds to online preaching.

c. Strengthening spiritual values

Online da'wah has become a very effective medium in reaching many people and conveying religious messages. Easy and flexible accessibility makes online da'wah a very important means of strengthening spiritual values. Online da'wah strengthens spiritual values through:

- ❖ Wide Accessibility: Online da'wah eliminates the limitations of time and place. Anyone can access various religious materials anytime and anywhere, making it easier for individuals to continue learning and deepen their understanding of religion.
- ❖ Variety of Material: Online da'wah offers a variety of content, ranging from in-depth studies to inspirational stories. This allows individuals to select materials that suit their interests and spiritual needs.
- ❖ Wider Interaction: Interactive features such as comments, discussions, and groups allow individuals to interact with others who share the same interests. This interaction can strengthen the spirit of worship and a sense of togetherness among young people.
- ❖ Attractive Visualization: Online da'wah often uses visual media such as videos and infographics which make the material more interesting and easy to understand.
- ❖ Actuality: Online da'wah can discuss current issues that are relevant to everyday life, so that it can help individuals apply religious values in real life.

Positive Impact of Strengthening Spiritual Values:

- ❖ Increased Faith: Access to various religious materials can strengthen faith and devotion to God.
- ❖ Increased Understanding of Religion: Online da'wah helps individuals to understand religious teachings more deeply and comprehensively.
- ❖ Strengthening Morality: Moral values taught in online da'wah can shape better character.
- ❖ Motivation for Worship: Online da'wah can be a motivation for individuals to be more diligent in worship and get closer to God.
- ❖ Self-Development: Online da'wah can also provide useful knowledge and skills for self-development.

2. Content Consumption Patterns
   Analysis of content consumption patterns shows teenagers' preferences for:
   - Content that raises Islamic lifestyle issues (40%)
   - Discussion of social relations in Islam (30%)
   - Study of morals and morals (20%)
   - Practical jurisprudence (10%)
   (Syafrudin, A., & Hartono, 2023)

D. **The Role of Online Da'wah in Building Tolerance**

1. Narrative of Religious Moderation

   Religious moderation is an approach that emphasizes tolerance, mutual respect and respect for religious differences. This is an effort to create a peaceful and harmonious atmosphere amidst the diversity of beliefs in society. The importance of religious moderation for a country is because the creation of a harmonious and prosperous society will affect the stability of the country. With this, there is a need for education in society, especially among young people who will one day become the next generation. The content of preaching regarding religious moderation will greatly influence young people's views about the beauty of harmony, unity and how to respect people of different faiths. A study conducted by the Wahid Foundation (Wahid Foundation, 2022) shows that online da'wah content that prioritizes religious moderation has a positive impact on:

   a. Understanding of pluralism (65%)
      Online da'wah that promotes religious moderation has a very important role in forming a more inclusive and tolerant understanding between religious communities. Here are some positive impacts:

- Increased Tolerance: Moderate preaching content teaches that differences in beliefs are normal and do not need to be a source of conflict. This encourages individuals to better appreciate diversity and build harmonious relationships with followers of other religions.
- Reduction of Extremism: Moderate da'wah stays away from radical ideas in the name of religion. Thus, this content can help prevent the spread of hatred and violence based on religious differences.
- Strengthening Human Values: Moderate Da'wah emphasizes the importance of human values such as compassion, justice and brotherhood. This can strengthen a sense of solidarity between fellow humans, regardless of religious background.
- Formation of a Peaceful Society: With the introduction and better understanding of pluralism as early as possible, it is possible for society to live side by side in peace and harmony. Horizontal conflicts caused by religious differences can be minimized.
- Improving the Image of Religion: Moderate da'wah can improve the image of religion in the eyes of the wider community, especially young people. By showing a tolerant and peaceful side, religion can be more accepted and respected.
- Strengthening Democracy: A strong understanding of pluralism supports democratic principles such as religious freedom and equality before the law.

  How online da'wah influences the understanding of pluralism:

  ❖ Accessibility: Online da'wah provides easy and broad access to information about various religions.
  ❖ Interactive Dialogue: Social media platforms enable dialogue between religious communities, so that they can learn and understand each other.

- ❖ Real Example: Online preaching content often presents real stories about religious harmony, which can inspire many people.
- ❖ Community Formation: Online da'wah can form an inclusive and mutually supportive virtual community.

b. Tolerance between religious communities (72%)

Moderate online sermon content plays a very important role in forming a more tolerant and harmonious youth. Here are some of the positive impacts:

★ Increased Interfaith Understanding: Through moderate preaching content, individuals can gain a better understanding of other religions. This helps eliminate misconceptions and prejudices that are often at the root of interreligious conflict.

★ Conflict Reduction: With better understanding, the potential for inter-religious conflict can be minimized. Tolerance helps create an atmosphere conducive to dialogue and cooperation.

★ Strengthening Human Values: Religious moderation emphasizes universal human values such as compassion, justice and brotherhood. This strengthens social ties between religious communities.

★ Formation of a Strong National Identity: In a pluralistic society, inter-religious tolerance can certainly be mastered by young people as a glue for national unity and integrity.

★ Improve the image of religion: Moderate da'wah shows the positive side of religion, namely as a source of peace and goodness. This can improve the image of religion in the eyes of the younger generation.

★ Strengthening Democracy: Interreligious tolerance is one of the important pillars of democracy. By respecting differences, the younger generation can create a free and open environment.

★ Strengthening Democracy: Interreligious tolerance is one of the important pillars of democracy. By respecting differences, society can create a free and open environment.

How online da'wah content forms an attitude of tolerance:

- ❖ Accessibility: Online da'wah content is easily accessible to anyone, anytime and anywhere. This expands the reach of messages of tolerance.
- ❖ Interaction: Social media platforms enable dialogue between religious communities, so they can learn and understand each other.
- ❖ Real Examples: Da'wah content often presents real stories about inter-religious harmony, which can inspire many people.
- ❖ Community Formation: Online da'wah can form an inclusive and mutually supportive virtual community.

c. Acceptance of different schools of thought (58%)

Online da'wah content that promotes religious moderation, especially in the context of accepting differences in sects, has a very positive impact on the religious life of the younger generation. Here are some of them:

- Strengthening Ummah Unity: Acceptance of differences in sects will strengthen ties of brotherhood between fellow Muslims. This will reduce divisions and increase the sense of solidarity of the people.
- Increasing Tolerance: By accepting differences in schools of thought, individuals will be more tolerant of differences of opinion in

understanding religion. This will create an atmosphere conducive to healthy dialogue and discussion.

- Preventing Extremism: Acceptance of differences in schools of thought can prevent the emergence of extreme attitudes that claim absolute truth in only one particular school of thought.
- Enriches Understanding of Religion: By studying various schools of thought, individuals will gain a broader and deeper understanding of Islamic teachings.
- Improving the Quality of Worship: A broader understanding of various schools of thought can help individuals choose the practice that best suits their beliefs and conditions.
- Strengthening Religious Moderation: Acceptance of differences in sects is a form of religious moderation. This will strengthen the values of tolerance, peace and justice in religious life.

How online da'wah influences the acceptance of different schools of thought:

- ❖ Accessibility: Online da'wah provides easy and broad access to information about various schools of thought.
- ❖ Interactive Dialogue: Social media platforms allow dialogue between followers of different schools of thought, so that they can learn and understand each other.
- ❖ Real Example: Online da'wah content often presents real stories about harmony between adherents of different sects, which can inspire many people.
- ❖ Community Formation: Online da'wah can form inclusive and mutually supportive virtual communities, where differences in sects are respected.

2. Strategy for Conveying the Message of Tolerance

Ways of conveying da'wah messages are very diverse and continue to develop along with developments in time and technology. The strategy in conveying the message is very important because it will influence the reception of the listener. However, the essence remains the same, namely conveying religious messages in a way that is effective, polite and easy for listeners to understand.

Some of the effective strategies identified include:

- Use of personal narrative
- Interfaith collaboration
- Educative content about diversity
- Online interactive dialogue

(Mustofa, M., & Rahman, 2023)

E. **Challenges and Opportunities**

1. Challenges in Online Da'wah

Spreading da'wah is not an easy thing, even from the time of the Prophet it was also full of challenges. Especially in this day and age where the majority of people, especially young people, like to view various information and learn about religion via their cell phones. The research identified several main challenges:

- Spread of religious hoaxes and misinformation
- Online radicalization
- Bubble filter that narrows insight
- Lack of verification of the credibility of online preachers

(Arifin, M., 2023)

2. Development Opportunities

Based on the challenges mentioned above, in conveying da'wah there needs to be development that must be carried out to facilitate the presentation of da'wah. This development must be utilized optimally so that the public, especially young people, are better educated with religious preaching content. There are several opportunities that can be optimized:
- Development of a special verified da'wah platform
- Collaboration with Muslim influencers
- Integration of AI technology for content personalization
- Development of an inclusive online community
(Zulkifli, M., & Hassan, 2022)

F. **Recommendations for Online Da'wah Development**

To continue to promote preaching content on social media, continuous development or innovation must be carried out so that it can attract the attention of young people and keep up with current developments. In developing da'wah, there are 2 important aspects that need to be considered, namely the content aspect and the technical aspect.

1. Content Aspect
   - Research-based content development
   - Strengthening the narrative of religious moderation
   - Integration of local wisdom values
   - Use of a storytelling approach
   (Ahmad, K., & Sidiq, 2023)
2. Technical Aspects
   - Improved production quality
   - Social media algorithm optimization
   - Development of a content verification system
   - Utilization of data analytics
   (Nugroho, A., & Pratama, 2023)

CONCLUSION

Based on the results of the literature review and discussions that have been carried out, several important conclusions can be drawn regarding the role of online da'wah in spreading Islamic values and tolerance among teenagers: First, online da'wah has undergone a significant transformation as a medium for effective dissemination of Islamic values in the digital era. Social media platforms such as Instagram, YouTube and TikTok have become the main channels for conveying da'wah messages to the younger generation. This transformation has not only changed the method of delivering da'wah but has also created a religious learning ecosystem that is more interactive and accessible for teenagers. Second, the effectiveness of online da'wah in reaching teenagers is demonstrated through high levels of engagement and accessibility. Studies show that 78% of Muslim teenagers access online da'wah content regularly, with a preference for content that integrates Islamic values with modern lifestyles. This indicates that online da'wah has succeeded in bridging the gap between religious teachings and the realities of contemporary teenage life. Third, in the context of developing tolerance, online da'wah has played an important role in promoting religious moderation and understanding pluralism. Da'wah content that presents narratives of tolerance and diversity has contributed to the formation of positive attitudes among teenagers towards differences, with an acceptance rate of 72% for diversity between religious believers. Fourth, despite facing challenges such as the spread of hoaxes and the potential for radicalization, online da'wah has shown great potential in developing digital religious literacy among teenagers. The integration of technology and creative approaches in conveying da'wah messages has created a religious learning space that is more dynamic and relevant to the needs of the digital generation. Fifth,

the success of online da'wah in spreading Islamic values and tolerance cannot be separated from its ability to adapt the characteristics of the younger generation, such as preferences for interactive multimedia content, use of light language, and relevance to contemporary issues. This shows that online da'wah has evolved into an effective instrument in forming a moderate and inclusive religious understanding among teenagers. Based on these conclusions, it can be recommended the importance of strengthening the verified online da'wah ecosystem, developing research-based content, and increasing collaboration between stakeholders in creating moderate and tolerant religious narratives. This will support the creation of a comprehensive understanding of Islam and a better attitude of tolerance among Indonesian teenagers.

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