



The Role of Social Media in Enhancing The Effectiveness of Islamic Da'wah Among Millennial Generations

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Abstract: The rapid development of digital technology has significantly transformed the methods and strategies of Islamic da'wah. Social media, as a dominant communication platform among millennials, offers new opportunities to enhance the effectiveness of conveying Islamic messages. This study aims to examine the role of social media in improving the effectiveness of Islamic da'wah among the millennial generation. Employing a descriptive qualitative approach, the research involved Muslim millennials aged 18–30 who actively access da'wah content through platforms such as Instagram, TikTok, YouTube, and Facebook. Data were collected through semi-structured interviews, observation of digital da'wah content, and documentation, and were analyzed using thematic analysis. The findings reveal that social media significantly enhances da'wah effectiveness through broader accessibility, creative and relatable content delivery, and interactive communication between preachers (da'i) and audiences (mad'u). Visual, concise, and contextually relevant da'wah content aligns well with millennial characteristics and increases engagement and understanding of Islamic teachings. However, challenges such as misinformation, differences in religious interpretations, and varying content credibility remain critical concerns. Therefore, the study emphasizes the importance of preacher credibility, content accuracy, ethical communication, and digital literacy among millennials. Overall, when managed responsibly, social media serves as an effective and modern medium for Islamic da'wah in the digital era.

Keyword: Islamic Da'wah, Social Media, Millennial Generation, Digital Da'wah, Religious Communication

INTRODUCTION

Da'wah in Islamic teachings is the activity of conveying religious messages to individuals or groups with the aim of increasing their understanding, appreciation, and practice of Islamic teachings. Da'wah is a communication process that requires effectiveness, meaning that messages must be delivered clearly and be received well by the audience. Based on communication theory, the success of da'wah is determined by several communication

elements, including the messenger (da'i), the content of the message, the media or channel, the receiver of the message (mad'u), as well as the presence of feedback (Efendi & Inriiyani Tri Ningrum, 2023).

Da'wah is also regarded as a noble obligation in Islam, aimed at guiding people toward goodness, obedience, and a correct understanding of religion. Along with the passage of time, the forms and strategies of da'wah have transformed and are no longer limited to traditional methods such as sermons at pulpits, study circles, or face-to-face religious activities. The development of digital technology has given rise to new media that provide wider opportunities for spreading Islamic messages. One of the most prominent innovations is the presence of social media as a rapid communication and information platform without geographical boundaries. Social media has now become an integral part of modern society, especially for the millennial generation who are known to be active, creative, technologically adaptive, and highly dependent on access to information (Ibnu Kasir dan & Syahrol Awali, 2024).

For the millennial generation, social media is not only used for entertainment and social interaction, but also serves as a platform for learning and seeking religious knowledge. Many religious figures, young preachers, and Islamic organizations utilize platforms such as YouTube, Instagram, TikTok, Facebook, and Podcasts to deliver da'wah in ways that are attractive and relevant. Da'wah content has evolved from long lectures into short videos, infographics, Islamic quotes, discussion podcasts, and other creative formats that are easy to understand and closely connected to daily life. This phenomenon demonstrates that social media is capable of becoming an effective bridge between the da'i and the audience, as its concise, visual, and interactive style aligns well with the characteristics of the millennial generation.

Although social media has brought new opportunities for da'wah, its effectiveness still needs to be examined scientifically. Not all religious content that circulates online possesses the same quality, accuracy, or positive influence. In fact, some of it may lead to differences of opinion and misunderstandings if it is not supported by strong scholarly foundations. Therefore, it is necessary to conduct research to determine the extent to which social media can enhance the effectiveness of da'wah among the millennial generation and to identify the factors that contribute to its success.

This research is motivated by the growing interest of millennials in digital da'wah, as well as the shift in religious behavior reflected in the increasing consumption of Islamic content online. Thus, this study is expected to contribute to the development of more effective Islamic da'wah that aligns with technological advancements and the characteristics of contemporary generations.

METHOD

This study employs a descriptive qualitative approach aimed at exploring and gaining an in-depth understanding of how social media contributes to enhancing the effectiveness of Islamic da'wah among the millennial generation. This approach was chosen because it is considered capable of providing a comprehensive analysis of the behaviors, experiences, and perceptions of millennials in receiving and responding to da'wah messages delivered through social media.

The subjects of this research are Muslim millennials who actively use social media—particularly platforms such as Instagram, TikTok, YouTube, and Facebook—to access da'wah content. The research participants consist of university students and young workers aged 18–30 years. The study was conducted from October to November 2025 through online communication.

Data collection techniques include semi-structured interviews, observation of Islamic da'wah content on social media, and documentation of postings from digital preachers. Interviews were conducted using Google Forms and WhatsApp to obtain detailed information regarding respondents' habits in accessing digital da'wah. The observation focused on upload frequency, message content, delivery style, and the forms of interaction between preachers and audiences on social media.

The research instruments consist of interview guidelines, observation sheets, and documentation notes. All collected data were analyzed using thematic analysis, which involved three stages: (1) data reduction, meaning identification and summarization of essential information, (2) data presentation in the form of narrative descriptions and thematic categories, and (3) drawing conclusions to identify the pattern of social media's role in enhancing the effectiveness of Islamic da'wah among millennials.

Through this methodology, the research is expected to accurately illustrate how social media serves as an effective medium of da'wah for the millennial generation and to identify the factors that influence its success.

RESULT AND DISCUSSION

The findings of the study indicate that social media plays a major role in increasing the effectiveness of Islamic da'wah among the millennial generation (Chanra M, 2025). This role can be observed through several key aspects. First, in terms of accessibility and message reach. Social media allows da'wah to be received anytime and anywhere without spatial or temporal limitations. Millennials are able to learn religious teachings while engaging in daily activities, such as during work breaks, while traveling, or when at home, making the process of spiritual growth more practical. Additionally, the replayable nature of online da'wah content helps audiences better understand the material, as it can be reviewed repeatedly according to their needs.

Second, the effectiveness of da'wah increases through the use of creative delivery styles that are relevant to millennial characteristics. Millennials are more attracted to content that is visual, concise, and directly applicable. Digital preachers who incorporate storytelling, animation, short videos, interactive Q&A sessions, and other modern communication strategies are shown to be more effective than conventional sermon methods. Da'wah messages that are framed in the context of real-life situations—such as social relationships, work life, mental health, and media ethics—significantly enhance the interest and participation of audiences in practicing the teachings conveyed.

Third, social media opens a space for interaction and emotional closeness between the da'i and the audience. Features such as comments, direct messages (DM), live streaming, and discussion forums allow audiences to ask questions, seek guidance, and even consult directly about religious matters. This two-way interaction makes da'wah more personal and responsive, thereby increasing millennials' trust and spiritual attachment to the preachers they follow.

In the modern era, millennials have a strong connection with digital technology and social media. This condition can be utilized as a medium for disseminating da'wah messages quickly and effectively. Millennials tend to understand messages more easily through media that are visual, interactive, and instant. The digital culture has led to a shift in modes of seeking religious knowledge—from printed literature to online sources. Today, Islamic knowledge can be accessed easily through digital platforms such as Facebook, Instagram, YouTube, and WhatsApp.

Research by (Rosmalina & Zulfikar, 2019), for instance, shows that the Instagram account @nikahbarokah conveys da'wah messages related to maintaining self-dignity, hijrah, ta'aruf, and marital values. The account not only provides Islamic information but also builds

interaction, emotional support, and guidance for its followers. These findings demonstrate that social media can function as a dialogical space for religious development.

Nevertheless, the results of the study also reveal several challenges. Differences in religious views among scholars presented in digital da'wah content may sometimes cause confusion among audiences. Not all religious content comes from accountable sources; some even contain misinformation, provocation, or intolerant narratives. Therefore, the success of digital da'wah is greatly influenced by the credibility of the preacher, the accuracy of the religious material, and the ethics of communication. Millennials also require digital literacy to be able to filter and select valid religious content.

Overall, the study concludes that social media is an effective medium for da'wah as long as delivery strategies, content quality, and interaction with audiences are managed properly according to the needs of the millennial generation.

CONCLUSION

Based on the findings of this research, it can be concluded that social media makes a significant contribution to increasing the effectiveness of Islamic da'wah among the millennial generation. Easy access to religious information, creative delivery styles, and the opportunity for direct interaction between the da'i and the audience are the main factors that make digital da'wah suitable for millennial characteristics. Da'wah is no longer confined to mosques or study circles. However, the use of social media in da'wah is not free from the risk of information distortion, misinterpretation of religious teachings, and the emergence of content that contradicts Islamic values if not managed wisely.

The use of social media in da'wah provides various positive impacts, such as broadening the reach of da'wah, facilitating interaction between preachers and audiences, and enriching methods of conveying religious messages. Nevertheless, negative impacts may also arise, such as the spread of hoaxes, invalid religious content, and the potential misuse of religion for personal or political interests. Therefore, it is important for preachers to possess moral responsibility in producing accurate and trustworthy da'wah content.

In addition to offering great opportunities for the dissemination of Islamic values, social media also demands moral and scholarly responsibility. Preachers must ensure the accuracy of the information they deliver, maintain da'wah ethics, and use a polite and solution-oriented communication approach. Meanwhile, millennials as recipients of da'wah content need to have digital literacy so they can filter high-quality information and avoid untrustworthy sources. If the positive potential of social media is optimized and its challenges are managed effectively, social media has the potential to become a modern instrument of da'wah that can enhance the understanding and experience of Islamic values amid technological advancements.

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