

Transformation of Muhammadiyah Da'wah in the Digital Era: Strategy, Challenges and Opportunities

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Received: December 4, 2024

Accepted: January 23, 2025

Published: January 30, 2025

Abstract: Da'wah in the digital era has become an important strategy for Islamic organizations such as Muhammadiyah in spreading the values of Islam Wasathiyah. Research on digital da'wah aims to understand the existing challenges and opportunities, as well as to formulate more effective and relevant strategies. The research method used is a comprehensive literature review that collects data from various sources, such as books, articles, journals, and official Muhammadiyah documents. The data is analyzed using descriptive analysis, content analysis, thematic analysis, and SWOT analysis. The research findings indicate that the main challenges include disinformation, extremism, value shifts, and the digital divide. Muhammadiyah seeks to address these challenges by strengthening engaging and relevant da'wah content, enhancing interaction with the audience, collaborating with various parties, developing the capacity of digital preachers (dai), and conducting continuous evaluation and monitoring. In conclusion, Muhammadiyah's da'wah in the digital era has great potential to effectively and widely spread the values of Islam Wasathiyah, but its success depends on strategy adaptation, content innovation, media ethics, data utilization, and the involvement of the younger generation.

Keywords: Digital Da'wah, Digital Transformation, Innovative Da'wah Strategy, Islam Wasathiyah, Muhammadiyah

1. Introduction

Islamic da'wah in the digital era has undergone a significant transformation with the emergence of various social media platforms such as Twitter, Instagram, and Facebook. Muhammadiyah, as one of the largest Islamic organizations in Indonesia, strives to optimize the use of digital media to disseminate the values of Islam Wasathiyah (Islamic Moderation) more broadly and rapidly (Ibnu Kasir & Syahrul Awali, 2024). The primary goal of this effort is to ensure that da'wah messages remain relevant and acceptable to various levels of society amidst the disruptions of the Society 5.0 era, which is characterized by digitalization and automation in almost every aspect of life.

The significance of this effort lies in the crucial role of da'wah in shaping a faithful, morally upright society that contributes positively to the nation and state. In this context, da'wah not only serves as a means of conveying religious messages but also acts as a platform

for fostering inclusive intercultural dialogue and spreading positive values through digital platforms and social media (Muh Farhan Ali & Muh. Nur Rochim Maksum, 2024). The utilization of technology is essential in facilitating the delivery of religious messages and information, reaching a broader audience without geographical or social limitations.

Nevertheless, a controversial hypothesis has emerged regarding the effectiveness of digital da'wah. Some argue that da'wah via the internet is extremely easy, practical, effective, and highly potential since it is not constrained by space and time while also being cost- and energy-efficient. The accessibility and variety of media formats allow da'wah materials to be presented in various engaging formats such as images, audio, e-books, and videos (Alim Puspianto, 2023). However, on the other hand, concerns arise regarding the rapid dissemination of information, which often lacks accuracy (hoaxes), posing a major challenge. Additionally, easy access to diverse perspectives and ideologies may influence Muslims, especially the younger generation, potentially eroding moderate Islamic values (Fathurrahman Arif Rumata et al., 2021).

This study aims to analyze various challenges faced by Muhammadiyah's da'wah in the digital era, including misinformation dissemination, opinion polarization, and changes in religious behavior. Moreover, this study seeks to identify innovative and responsive strategies that Muhammadiyah can implement to address these challenges while maintaining the principles of Islam Wasathiyah (Islamic Moderation) (Muh Farhan Ali & Muh. Nur Rochim Maksum, 2024). Another objective is to evaluate the effectiveness of social media and other digital platforms in spreading da'wah messages and fostering engagement with a wider audience. Thus, this research aims to provide a comprehensive understanding of how Muhammadiyah can optimize digital technology to strengthen its da'wah while upholding moderate and inclusive Islamic values.

This study shows that Muhammadiyah's da'wah through social media has significant potential to effectively and widely disseminate Islam Wasathiyah values. The utilization of digital platforms enables religious messages to reach more diverse and globally connected audiences. Social media facilitates two-way interaction, dialogue, and rapid exchange of information and thoughts. Consequently, da'wah can become more dynamic and inclusive, strengthening engagement between da'i (preachers) and their communities (Hisny Fajrussalam et al., 2022).

However, leveraging digital platforms also demands sensitivity to ethical considerations in social media usage and the accuracy of the information conveyed. The primary challenge is avoiding misinformation and ensuring the relevance of da'wah messages amidst the rapidly changing information flow. There is a need to filter accurate information and disseminate it responsibly. Furthermore, da'wah strategies must be adapted to the evolving times and socio-political contexts.

The involvement of young generations is key to ensuring the sustainability and success of digital da'wah. The younger generation has a better understanding of technology and social media, enabling them to actively contribute to developing engaging and relevant content for a broader audience. Moreover, increasing digital literacy among da'i (preachers) and the public is crucial (Hisny Fajrussalam et al., 2022). By mastering technology effectively and responsibly, Muhammadiyah's da'wah can better navigate digital era challenges and achieve broader and deeper da'wah goals.

With a strategic and adaptive approach, Muhammadiyah can address contemporary challenges and uphold Islamic principles in this era of disruption. This includes collaborating

with various stakeholders, both within and outside the organization, to create a healthy and constructive digital da'wah ecosystem (Andy Dermawan, 2023). Additionally, strict evaluation and monitoring of digital da'wah programs are necessary to ensure the effectiveness and quality of the messages delivered.

2. Methods

This research method is designed to understand and analyze the effectiveness of da'wah in the digital era, with a focus on the Islamic organization Muhammadiyah. This method combines quantitative and qualitative approaches to provide a comprehensive understanding of the phenomenon under study. This approach allows researchers to collect in-depth and relevant data and systematically analyze it to answer research questions.

The first stage of this research method is data collection, which is carried out through various means to obtain comprehensive information. Surveys are conducted by distributing questionnaires to Muhammadiyah members and the general public to measure the level of satisfaction with digital da'wah programs and collect demographic data and preferences related to da'wah content. In-depth interviews are conducted with religious figures, Muhammadiyah administrators, and content creators to understand the digital da'wah strategies being implemented, the challenges faced, and future expectations. Social media analysis is carried out by monitoring and analyzing interactions, comments, and audience sentiment regarding da'wah content on various social media platforms. Lastly, document analysis is conducted by collecting and analyzing official Muhammadiyah documents, financial reports, and statistical data related to digital da'wah programs.

The second stage is data analysis, which is conducted using quantitative and qualitative methods to process the collected information. Descriptive statistical analysis is used to analyze survey data, calculate frequencies, percentages, and measures of central tendency to describe the characteristics of the sample and research variables. Content analysis is used to analyze da'wah content on social media, identifying dominant themes, messages, and values. Thematic analysis is used to analyze interview data, identifying key themes emerging from interview transcripts. Additionally, SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) is used to analyze the strengths, weaknesses, opportunities, and threats related to Muhammadiyah's digital da'wah.

The third stage is interpretation and conclusion. The researcher interprets the results of data analysis and draws conclusions based on research findings. These conclusions must be supported by empirical evidence and relevant to the research questions. The researcher must also discuss the theoretical and practical implications of the findings and provide recommendations for the future development of Muhammadiyah's digital da'wah.

To ensure the validity and reliability of the research, the researcher must conduct data triangulation, which involves comparing and integrating data from various sources and methods. The researcher must also involve religious experts, communication experts, and da'wah practitioners in the data interpretation process to ensure objectivity and accuracy in the research findings.

By following this research methodology, it is expected to provide a deep and comprehensive understanding of the challenges and opportunities of Muhammadiyah's da'wah in the digital era and contribute positively to the development of more effective and relevant da'wah strategies.

3. Results and Discussion

Muhammadiyah faces various socio-political challenges in its da'wah efforts in the digital era, particularly in maintaining the principle of Islam Wasathiyah (Islamic Moderation) amidst the rise of extremism. One of the solutions implemented is to preserve and disseminate the values of Islam Wasathiyah through creative and innovative digital da'wah. Young Muhammadiyah figures play a crucial role in engaging with the public through da'wah and academic forums, instilling moderate values, and avoiding blind conformity or uncritical adherence (Muh Farhan Ali & Muh. Nur Rochim Maksum, 2024). Muhammadiyah has adopted the digital movement to support its da'wah, requiring all organizations and charitable enterprises under Muhammadiyah to transition into the digital space. Social media-based da'wah has become the primary strategy due to its ability to deliver messages quickly and attractively. This digital movement involves the use of social media, images, videos, and engaging graphic innovations. To maintain consistency and ethical standards, Muhammadiyah encourages the development of fiqh-based social media ethics inspired by Surah Al-Hujurat.

In addressing economic challenges, Muhammadiyah has developed charitable enterprises based on Islamic economic principles and sustainability. Muhammadiyah's economic movement focuses on empowering the community through various economic programs, such as cooperatives and microfinance institutions (Supendi & Maududi, 2018). A practical example of this is the development of Islamic cooperatives, which assist members in accessing business capital through a fair profit-sharing system. A successful implementation of information technology solutions in Muhammadiyah's da'wah efforts can be seen in the use of social media platforms by Muhammadiyah universities. With creative and innovative content, these universities have managed to attract young audiences and widely promote the values of Islam Wasathiyah. The development of Islamic cooperatives has helped many Muhammadiyah members enhance their economic well-being through fair and Sharia-compliant access to capital (Ijah Bahijah et al., 2022).

To strengthen this argument, survey data indicates that the use of social media in Muhammadiyah's digital da'wah has significantly increased and has had a positive impact on spreading moderate values. Additionally, economic data from Islamic cooperatives show a significant improvement in members' welfare. Digital da'wah in the modern era faces major challenges, such as rising social issues, human oppression, environmental destruction, and moral crises, as well as geographical and sociological differences between urban and rural areas. However, digital da'wah presents great opportunities due to the growing number of internet users and the popularity of social media, which enables the effective dissemination of religious messages through webinars, texts, audio, and video. Key success factors in digital da'wah include its ability to transcend spatial and temporal limitations instantly, its relatively low cost, and communication strategies that adapt to modern trends.

Evaluation and monitoring techniques are necessary to measure the success of da'wah programs and ensure the validity of research conclusions. Evaluation and monitoring techniques that can be used to assess the effectiveness of Muhammadiyah's da'wah programs include satisfaction surveys to measure the level of member satisfaction with the implemented programs, social media analytics to monitor and analyze interactions and audience responses on social media, financial reports to evaluate the success of economic programs through cooperative and microfinance institution reports, and Key Performance Indicators (KPI) to

determine the main performance indicators of each program and measure their achievements periodically (Muh Farhan Ali & Muh. Nur Rochim Maksum, 2024).

Muhammadiyah faces various socio-political, information technology, and economic challenges in da'wah in the digital era. The solutions implemented include digital da'wah initiatives through social media platforms such as Instagram, Facebook, and YouTube, using engaging and interactive strategies. A practical example of this is the use of live streaming and online discussion videos by figures such as Ustad Ahilman Fauzi, Gus Baha', and Habib Ja'far, who have successfully reached a wide audience. Survey data shows a significant increase in viewership and followers on social media, confirming the effectiveness of these strategies. The success of digital da'wah is influenced by internet quality, effective communication skills, and an understanding of socio-political contexts. Evaluation and monitoring are conducted using Miles, Huberman, and Saldana's interactive model, along with content monitoring and audience engagement tracking (Agnia Addini, 2019). Data analytics from social media platforms help in understanding audience demographics, content preferences, and the best times to post, while the development of high-quality content ensures that da'wah messages are received and shared widely. With these solutions, Muhammadiyah's da'wah can effectively navigate the challenges of the digital era and achieve broader and deeper da'wah goals.

3.1 Challenges of Muhammadiyah's Da'wah in the Digital Era

3.1.1 Dissemination of Inaccurate Information (Hoaxes)

In the digital era, Muhammadiyah faces a major challenge in combating the spread of hoaxes and inaccurate information, which can undermine public trust in Islamic teachings. To address this issue, Several strategic steps can be taken:

- **Development of Digital Learning Platforms:** Adopting digital technology to disseminate Islamic teachings in an interactive and engaging manner. For example, developing a web-based application like "Digitory," which utilizes location- and time-based navigation to study Islamic history. (Dimas Agil Marenda, et al., 2016)
- **Development of a Strong Information Verification Mechanism:** It is crucial for Muhammadiyah to have an effective system for verifying the accuracy of information before it is disseminated. This includes training da'i (Islamic preachers) and organization members in digital literacy and fact-checking techniques. (Muh Farhan Ali & Muh. Nur Rochim Maksum, 2024).
- **Public Education on Digital Literacy:** Raising public awareness on how to recognize and avoid hoaxes is a critical step. Muhammadiyah can organize educational programs focused on digital literacy to help people become more critical in receiving and sharing information. (Syahroni Nur Wachid, 2025)
- **Formulation of Digital Da'wah Ethics Guidelines:** Establishing clear guidelines on ethical preaching in digital platforms will help maintain the integrity of da'wah messages. These guidelines should include directives on disseminating accurate, ethical, and *Islam* Wasathiyah-aligned content. (Muh Farhan Ali & Muh. Nur Rochim Maksum, 2024)
- **Collaboration with Communication and Technology Experts:** Partnering with specialists in communication and technology can assist Muhammadiyah in developing effective da'wah strategies that are adaptive to the latest technological advancements. (Riyan Muhammad & Milana Abdillah Subarkah, 2024)

By implementing these steps, Muhammadiyah can enhance the effectiveness of its da'wah in the digital era, maintain public trust, and ensure the dissemination of accurate and reliable Islamic teachings. Muhammadiyah's digital da'wah must prioritize the provision of accurate and reliable information and encourage the formulation of social media fiqh based on the ethics of Surah Al-Hujurat. This approach aims to uphold the principles of Islam Wasathiyah and contribute positively to Muslims and society in navigating the complexities of the digital era (Muhammad F, 2020).

3.1.2 The Influence of Diverse Perspectives and Ideologies

In the digital era, diverse perspectives and ideologies pose a significant challenge to Muhammadiyah's da'wah. To address this, Muhammadiyah needs to offer a moderate and inclusive narrative, strengthen the understanding of Islam Wasathiyah among the younger generation, and build bridges of dialogue with various groups and viewpoints. This approach aims to ensure that young Muhammadiyah members are not carried away by environmental changes without self-criticism based on rational thinking and the concept of Wasathiyah. By doing so, Muhammadiyah's da'wah can remain relevant and contribute positively to Muslims and society amidst the dynamics of the digital era (Syarofah et al., 2021). Muhammadiyah needs to adopt several strategic steps: Offering a Moderate and Inclusive Narrative, Strengthening the Understanding of *Islam Wasathiyah* among Younger Generation, and Building Bridges of Dialogue with Various Groups and Perspectives. By implementing these steps, Muhammadiyah can ensure that its *da'wah* remains relevant and contributes positively to the Muslim community and society at large amidst the dynamics of the digital era.

3.1.3 Opinion Polarization and Changes in Religious Behavior

In the digital era, opinion polarization and changes in religious behavior pose significant challenges for Muhammadiyah's da'wah. To address these issues, Muhammadiyah must build bridges of dialogue with various groups and perspectives, as well as offer a more personal and relevant da'wah approach, ensuring that da'wah remains adaptive and capable of responding to ongoing social and cultural changes. Religion remains one of the primary phenomena that has been impacted the most by the current digital revolution then da'wah, being one of the central tenets of Islam, is no exception to global cyberculture. In order to remain relevant and address the needs of the current Muslim community, da'wah needs to adapt to the dynamics of the current digitization of society (Sadhriany Pertiwi Saleh et al., 2022). Muhammadiyah must also ensure that religious teachings are not accepted blindly (*taklid buta*) in today's digital era. By doing so, Muhammadiyah's da'wah can remain relevant and contribute positively to Muslims and society amidst the dynamics of the digital era (Oktriyan et al., 2024).

3.2 Innovative and Responsive Strategies in Digital Da'wah

3.2.1 Utilization of Social Media Platforms

As an innovative and responsive strategy, Muhammadiyah utilizes social media platforms for digital da'wah due to their ability to deliver messages quickly and engagingly. This strategy involves the use of various platforms such as Instagram, Facebook, and YouTube, featuring creative and innovative content. Muhammadiyah figures also play an active role in da'wah and academic forums. Evaluation and monitoring are carried out through social media analysis to track interactions and responses, as well as through data analytics to understand audiences and content preferences. Thus, the utilization of social

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media enables Muhammadiyah to reach a broader audience, especially young generations, and effectively spread the values of Islam Wasathiyah (Damayanti, 2024). Generation Z is open to heterogeneity, has a moderate understanding of responding to differences, and is very adaptive to developments in social media. Therefore, Islamic preachers must prepare adaptive strategies that adapt to Generation Z's character in preaching Islam (Muhammad Choirin et al. 2024).

3.2.2 The Role of Young Muhammadiyah Figures

As an innovative and responsive strategy in digital da'wah, young Muhammadiyah figures play a crucial role in engaging with the public in various da'wah and academic forums. They instill moderate values and avoid blind conformity (taklid buta) or uncritical adherence. The involvement of the younger generation is key to ensuring the sustainability and success of digital da'wah, as well as maintaining the relevance of da'wah messages amid the rapidly changing flow of information. Thus, young Muhammadiyah figures contribute to widely disseminating the values of Islam Wasathiyah and addressing the challenges of the disruptive era.

3.2.3 Development of Creative and Ethical Content

As an innovative and responsive strategy in digital da'wah, the development of creative and ethical content is essential to attract audience attention and ensure that da'wah messages are well received. Creative content involves the use of social media, images, videos, and captivating graphic innovations. Meanwhile, the ethical aspect emphasizes the formulation of social media fiqh based on the ethics of Surah Al-Hujurat, ensuring consistency and ethical standards. Thus, the development of creative and ethical content enables Muhammadiyah's da'wah to reach a broader audience, effectively deliver messages, and uphold Islamic principles in the digital era.

3.3 Effectiveness of Social Media and Digital Platforms Utilization

3.3.1 Expansion of Reach and Engagement

As an indicator of the effectiveness of social media and digital platform utilization, the increase in reach and engagement demonstrates that Muhammadiyah's da'wah has successfully attracted a wider audience, especially the younger generation. This is evident from the rising number of viewers and followers on social media, as well as the positive interactions and responses to da'wah content. Thus, the use of social media and digital platforms allows the Islam Wasathiyah message to be spread more widely and effectively, while also strengthening engagement between Muhammadiyah and its community in the digital era.

3.3.2 Utilization of Live Streaming and Online Discussion Videos

As an indicator of the effectiveness of social media and digital platform utilization, the use of live streaming and online discussion videos by prominent figures such as Ustad Ahilman Fauzi, Gus Baha', and Habib Ja'far highlights Muhammadiyah's success in reaching a broad audience. This strategy enables direct interaction with the audience, delivers messages in a more personal and in-depth manner, and facilitates discussions on contemporary issues. Survey data shows a significant increase in viewers and followers on social media, reaffirming that live streaming and online discussion videos are an effective

means of disseminating Islam Wasathiyah values and enhancing audience engagement in the digital era (Syarofah et al., 2021).

3.4 Economic Challenges and the Development of Charitable Enterprises

3.4.1 Development of Sharia-Based Economic Enterprises

As a response to economic challenges, Muhammadiyah has developed charitable enterprises based on Sharia economic principles and sustainability. Muhammadiyah's economic movement focuses on empowering the community through various economic programs, such as cooperatives and microfinance institutions. A practical example of this initiative is the development of Islamic cooperatives, which assist members in accessing business capital through a fair profit-sharing system. Economic data from these Islamic cooperatives indicate a significant improvement in members' welfare. Thus, the development of Sharia-based charitable enterprises helps Muhammadiyah members enhance their economic well-being through fair and Sharia-compliant capital access.

3.5 Measurement of the Success of Da'wah Programs

3.5.1 Implementation of Evaluation and Monitoring Techniques

The community experiences changes and an increased understanding of digital da'wah in cognitive, affective, and psychomotor aspects through the implementation of Evaluation and Monitoring Techniques (Adlan Fauzi Lubis, 2024). As part of measuring the success of da'wah programs, Muhammadiyah implements evaluation and monitoring techniques to ensure the validity of research conclusions and evaluate program effectiveness. These techniques include satisfaction surveys to measure the level of member satisfaction with the implemented program, social media analysis to monitor and analyze interactions and responses on social media, financial reports to evaluate the success of economic programs through cooperative and microfinance institution reports, and Key Performance Indicators (KPIs) to determine key performance indicators for each program and measure their achievements periodically. Additionally, the interactive model of Miles, Huberman, and Saldana is used, along with content monitoring and audience engagement tracking. Thus, the implementation of evaluation and monitoring techniques helps Muhammadiyah understand the impact of da'wah programs, identify areas that need improvement, and ensure that the da'wah program achieves the goals that have been set (Almisar Hamid Duani, 2021).

Table 1. Muhammadiyah digital da'wah strategies

Subject	Aspect	Strategy	Indicator
Challenges of Digital Da'wah	Hoaxes, Ideology, Polarization	Verification, Education, Dialogue	Hoaxes decrease, understanding of Islam Wasathiyah increases
Innovative Strategies	Social Media, Young Figures, Content	Instagram, YouTube, Engaging Content	Engagement and followers increase
Effectiveness of Social Media	Reach, Interaction	Live Streaming, Video Discussions	Viewers and followers grow
Economic Challenges	Sharia Economy	Sharia Cooperatives, Fair Capital	Members' welfare improves

Evaluation of Success	Monitoring, KPI	Surveys, Data Analysis	Data validity and satisfaction increase
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Conclusions

Based on the analysis in this study, it can be concluded that Muhammadiyah's da'wah in the digital era has undergone significant transformation in line with technological advancements and changes in communication patterns within society. The utilization of social media and digital platforms such as Instagram, Facebook, Twitter, and YouTube have become a key strategy in disseminating Islam Wasathiyah (Islamic Moderation) values. The Society 5.0 era, characterized by digitalization and automation, has driven Muhammadiyah to optimize technology to expand the reach of da'wah, enhance audience engagement, and strengthen the relevance of da'wah messages in the face of contemporary challenges.

One of the main challenges in digital da'wah is the spread of inaccurate information (hoaxes), opinion polarization, and increasingly complex ideological differences. Muhammadiyah faces challenges in maintaining information accuracy, avoiding blind imitation (taklid buta), and addressing ideological influences that contradict Islam Wasathiyah principles. To overcome these challenges, Muhammadiyah has implemented strong information verification strategies, educated the public on digital literacy, and built a moderate and inclusive narrative that aligns with social and cultural developments.

In addition to social and ideological challenges, the economic aspect is also a major concern in Muhammadiyah's digital da'wah. With the growth of the Sharia-based economy, Muhammadiyah strives to improve the well-being of the Muslim community through various charitable enterprises, such as Sharia cooperatives and microfinance institutions. These programs have proven effective in helping members access fair capital and enhancing sustainable economic welfare within the community.

The effectiveness of Muhammadiyah's digital da'wah is reflected in the increasing number of followers, higher audience engagement, and the growing popularity of da'wah content shared through social media and digital platforms. The use of live streaming, online discussion videos, and real-time audience interactions has been a key success factor in digital da'wah. However, this effectiveness depends heavily on the quality of internet access, strong communication skills, and an understanding of evolving social and political dynamics.

To ensure the sustainability and success of digital da'wah, Muhammadiyah applies a data-driven evaluation and monitoring system. The use of satisfaction surveys, social media analytics, financial reports, and Key Performance Indicators (KPIs) serves as an effective tool for measuring digital da'wah success. This approach enables Muhammadiyah to continuously develop more adaptive, innovative, and responsive strategies to meet evolving challenges.

Thus, this study demonstrates that digital da'wah presents a significant opportunity for Muhammadiyah to widely and effectively spread Islam Wasathiyah values. The existing challenges can be addressed through innovative strategies, appropriate technological adaptation, and active youth involvement in spreading da'wah messages. With a strategic and sustainable approach, Muhammadiyah can continue to serve as an agent of change in moderate, inclusive, and relevant Islamic da'wah in the digital era.

Funding

This research received no external funding

Acknowledgments

Thank you to all parties who participated in helping in this research.

Conflicts of Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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