



## Social Media Da'wah Strategy in Implementing Islamic Da'wah

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### ABSTRACT

In the era of progress in the current era of globalization, social media is certainly something of a highlight in all countries in the world. In this research, we focused on the use of social media in the implementation of Islamic da'wah, especially social media quora. The platform, which uses a question-and-answer system between its users, makes it easier for preachers to spread the teachings of Islamic da'wah. Based on the results, the relationship between, faith, religion, and mental and mental health lies in someone's surrender to something that is considered almighty. Believing in dependence on God leads to positive feelings such as gratitude, patience, adequacy, surrender, and so on.

### ARTICLE INFO

#### Article History:

Submitted/Received 03 Nov 2023

First Revised 11 Dec 2023

Accepted 28 Feb 2024

First Available online 29 Feb 2024

Publication Date 01 Apr 2024

#### Keywords:

Da'wah,  
Education,  
Islam,  
Religion,  
Social media.

## 1. INTRODUCTION

All countries in the world that are in the current era of globalization, including Indonesia as a developing country, cannot avoid the consequences of globalization. One of the most obvious and well-known impacts of globalization is the disappearance of geographical boundaries due to the increasingly massive dynamics of the development of communication technology, especially in the context of mass communication ([Zameer et al., 2020](#)). The development of modern communication tools has greatly influenced people's way of thinking and lifestyle. The existence of online media should provide a new model for interacting with other people. If previously many people emphasized direct friendship, now these functions have been replaced by mass media ([Fitriansyah, 2018](#)).

In connection with religious life, with the emergence of the internet and social media, when referring to religious knowledge, the internet is used as a reference. As religious knowledge becomes increasingly prominent on the Internet, urban middle-class millennials who are open-minded and rational will certainly turn to the internet as an alternative source of information. Kyai has been the most important reference in the religious life of Muslims since ancient times. However, the importance of the presence of the Internet can replace the role of ulama/kyai as the main religious reference. According to opinion polls, Ustadz Yusuf Mansur is the most famous/popular among pupils and students because he often appears in the media, internet, and social media.

The Islamic movement via the Internet, or what is usually called clicktivism, means that Islamic discourses are transmitted through online texts that are currently developing. The internet, especially social media, plays a role in disseminating information, both in the form of real action and simply as a topic of conversation for internal activists ([Ahyyar, 2017](#)). Sophisticated information and communication technology can be utilized to optimize da'wah activities.

Da'wah and technology cannot be separated. The delivery of da'wah needs to be optimized, including through social media. Thus, it can be adopted more widely and more quickly. Increasing the efficiency of optimizing da'wah in terms of time, costs, and processes ([Habibi, 2018](#)). Quora is a social media platform that uses a question-and-answer system between users. Quora's presence as a social media with a high level of interactivity and features that allow its users to share knowledge and experiences makes it an attractive choice for an Islamic da'wah strategy. With the right strategy, da'wah through social media Quora can be an effective way to reach a wider range of people and help strengthen religious values in society. Previous research is a reference for writing research. Thus, it can enrich the theory used to evaluate research that has been carried out.

However, previous research did not find research with the same name as the current situation. Another report is from [Sumadi \(2016\)](#), which explains spreading goodness without discrimination. This article discussed the concept of da'wah according to Islam and the role of social media in preaching. Da'wah includes content and methods. The content must be conveyed following the source of religious normativity, but contextualization is also required. Moreover, the method of delivery must always be in line with and in line with current developments. They concluded that Da'wah is an obligation for every Muslim. Da'wah must also be carried out in wise and prudent ways, not confrontational, discriminatory and provocative. Social media is considered effective as a means of preaching. However, preaching via social media must pay attention to social media ethics and norms. Thus, it brings benefits, not problems.

This article was written using the library research method (Sumadi, 2016). We used several studies as references to enrich the study material. This research aims to find out that social media Quora can be a means of da'wah for those who do da'wah. Previous research in the form of several journals related to research conducted by the author is presented.

## 2. METHOD

This research used a qualitative descriptive research method. In it, researchers describe and explain (present) the phenomena that occur in more detail (Santoso et al., 2021). In the research, we looked at the events that are at the center of the research, namely the da'wah strategy carried out by the da'wah account on the social media Quora, then described it as it is and the facts that appear. In addition, this method emphasized observation and a scientific atmosphere. The researcher only acts as an observer, classifying events, observing symptoms, and recording them in his observation book. The data collection techniques used were in-depth interviews, Focus Group Discussions (FGD), document analysis, and data techniques (Sulthan & Istiyanto, 2019).

## 3. RESULTS AND DISCUSSION

The development of the times demands that humans as individual creatures and as social creatures cannot be separated from social media technology as it is today. Using social networking sites such as Facebook, Twitter, Instagram, Telegram, Quora, and WhatsApp has become an inseparable part of human life. There are also social media users for da'wah, business, hotels, information, and communication, even to communicate with foreigners (Juminem, 2019).

Da'wah activities are fundamental to Islam. How is it possible that without da'wah, humanity cannot reach and understand the teachings of Islam? Apart from these reasons, Islam also encourages humans to always do good and at the same time calls on humans to be good, moral, and capable human beings. Therefore, it is very important whether Islam is called a missionary religion.

Therefore, Islam and da'wah are two things that cannot be separated. Islam needs da'wah to convey its teachings, and da'wah needs Islam as its foundation (Sumadi, 2016). If it is viewed from a linguistic perspective, da'wah comes from Arabic, in the form of *isim mashdar* which comes from *fiil* (verb) " *da'a-yad'u* ", which means to call, invite, or exhort then becomes *da'watan* which means to call, calls and invitations (Haryanto, 2015). In the millennium era, da'wah does not only involve lectures in mosques or intensive study of time and place.

Da'wah can also be shared on various social media which can be accessed 24/7 via a computer, laptop, or personal cellphone, making it easy to connect with da'wah partners anywhere and at any time.

In an interview on 2 May 2023, a Quora social media user since February 2020, there are several strategies for da'wah through social media that can be carried out, including:

- (i) Create interesting and useful content  
this strategies will get greater attention from social media users. This content can be in the form of writing, images, audio, or video related to religion and daily life.
- (ii) Building social connections and networks

Social media is an effective way to increase the visibility of your da'wah. You can connect with people who share your interests or join similar groups and communities with the same goals.

- (iii) Using social media to provide information  
Social media can be used to disseminate the latest information or news that is relevant to everyday life. This information can be conveyed in an interesting and easy-to-understand way, for example by creating infographics or short videos.
- (iv) Answering questions and addressing concerns  
Social media can also be used to help people who have questions or concerns about religion. You can answer their questions or provide relevant advice in a polite and friendly manner.
- (v) Maintain positive interactions with users  
It is important to maintain positive interactions with social media users. Do not engage in unproductive arguments or debates, and always speak politely and politely in any interactions with social media users.
- (vi) Increase trust and credibility  
If you want to be successful in your preaching through social media, then it is important to increase your trust and credibility. You can achieve this by providing accurate and fact-based information and maintaining ethics in every interaction with social media users.

*Question and Answer* (Q&A) or what is usually called a question and answer forum is a virtual space as a place to ask specific questions in the hope that someone will reply to the question from anyone ([Rischette et al., 2014](#)).

Q&A sites can function when users with accounts come to the site and ask or answer questions. When a question is asked, other users can answer. The quality of an answer determines whether an answer receives an *upvote* or *downvote*. The more votes there are, the more users believe that the answer is correct and useful, which increases the credibility of both the answerer and the answer ([Anggraeni, 2023](#)).

Q&A community sites make users' lives much easier, with more and more people looking for help and exchanging ideas on the Internet. These emerging communities have two characteristics: social relationships and question-and-answer mechanisms ([Liu et al., 2013](#)). The wider the number of account users who join the community, the wider the relationships or interactions that the account users will get.

One site or platform that provides users with the ability to ask and answer questions from other users is Quora. This site was founded in June 2009, launched in private beta in December 2009, and available to the public on 21 June 2010 ([Anggraeni, 2023](#)). Quora was founded by Adam D'Angelo, former CTO (*Chief Technology Officer*) of Facebook, and Charlie Cheever. D'Angelo was inspired to start Quora because he believed that "there were a lot of question and answer sites out there, but no one thought they were any good." The number of Quora users grew rapidly in December 2010.

What makes Quora used to ask about preferences is the *Ask Question feature*, where users can ask questions along with the options they are considering. The advantages include being suitable or suitable for use if you want to obtain subjective information, the scope of potential question answerers is wide because it includes all users in the community and can ask questions *anonymously*.

However, the disadvantages include that it cannot be accompanied by pictures to further clarify the meaning of the questions, questions cannot be asked privately, and it is not

specific/focused on questions about *lifestyle* and daily activities (Yapri et al., 2017). Apart from being able to ask other Quora account users, Quora account users themselves can also send private messages, by clicking the 'message' link under the profile name and description or directly visiting the profile of the user you want to send a message to. Quora uses three connection networks, namely connections that connect topics with users, social connections that connect with users, and connections that connect with related questions.

By using these three networks, preachers in particular can more freely spread their preaching by answering questions asked by congregants who ask questions on the Quora site or platform. In this way, da'i or preachers can also form a community whose aim is to make it easier for the congregation to hold discussions. Thus, the goal of the da'wah itself can be achieved.

Namely inviting people wisely to the right path following God's commands, for their benefit and happiness in this world and the hereafter. Through da'wah which directly answers questions, the preachers go straight to the target point of da'wah by formulating, finding, and finding problems in society. Thus, Islamic da'wah which is more relevant to the needs of the community/recipients of da'wah/mad'u is more accepted and can be used (Asmaya, 1970).

Apart from that, da'i can also create da'wah topics according to the da'i's knowledge. With the *BNBR (Be Nice Be Respectful)* system or in the Indonesian BSBPH (Be Polite, Be Respectful) which is owned by Quora, preachers can more freely minimize conflicts or mutual sarcasm. Thus, the continuation of preaching in answering questions from the congregation runs safely and comfortably. Quora respects the identity of its users, therefore Quora also presents an 'anonymous' feature to maintain the confidentiality of the preacher's identity if the preacher wants to answer questions from the congregation anonymously.

By answering various questions, the presence of preachers on the Quora site or platform also improves the overall Quora user experience. The better the answer given, the reputation of the answerer or preacher will also increase based on the contribution given, this of course brings positive things to the spread of Islamic da'wah. Apart from that, comfortable and light language will be an effective means of improving the characteristics of preaching on Quora (Maity et al., 2018).

We also observed that most users who post questions anonymously often choose to talk about depression, anxiety, social ties, and personal problems under the guise of anonymity, of course. Thus, user privacy is maintained. In this case, the opportunity for preachers is also to broadcast religion, by answering questions that can open up insights related to ways of solving problems that have been taught by our prophet Muhammad peace be upon him.

On the Quora platform, there is also a machine whose job is to detect whether the question asked is identical to a question that has been asked previously by displaying existing questions. Thus, containing questions with the same topic and purpose is very rare.

With question sentences that are easy to understand, assisted by an *AI (Artificial Intelligence) engine* or artificial intelligence owned by Quora, it can simplify original words written by users into question sentences that are easy to understand. Our research results show that the main information sources on Quora are considered authoritative. Is unique content that can provide information to readers and provide a certain level (of interest) to the target audience.

Authoritative content helps readers answer their questions and find the information they are looking for. Plus, with authoritative content for other users and websites, your website can become a trusted resource on the topic.

However, apart from all that, readers must also be wise in selecting the information they obtain. With the results of the discussions obtained in the forum or Focus of Group Discussion (FGD) in the Quora discussion forum, indeed, the answers intended are also conveyed well.

Thus, there are minimal misunderstandings. This is of course beneficial for preachers who want to spread and answer questions about Islam in the Quora application. The preachers also don't need to be afraid of making mistakes, because many Muslim friends on Quora will help correct them. Because it is part of da'wah to remind each other of goodness. We also find that many users ask about mental health, and we also realize the importance of mental health information and how to deal with it (Chen et al., 2021).

In this case, there is certainly an opportunity for preachers, to explain how Islamic concepts deal with mental health issues. Ramos-Cerqueira et al. (2008) research states that humans with high levels of religiosity have better outcomes in terms of quality of life, optimism, and happiness (Ramos-Cerqueira et al., 2008).

The relationship between faith, belief, religion, and mental and mental health lies in a person's attitude of surrender to something that is considered almighty. The feeling of dependence on Allah gives rise to positive feelings such as gratitude, patient trust, feeling sufficient, surrender, and so on.

#### 4. CONCLUSION

Quora social media can be a means of da'wah for preachers who want to spread the religion of Islam. The aim of spreading da'wah can be realized well with a discussion forum. The higher the level of credibility of the answers given by the preachers, the higher the level of truth of the answers given. The level of credibility of the answer can be seen by how many *upvotes* are given. Discussion of da'wah material can be summarized easily by creating topics that are appropriate to the da'wah material.

#### 5. AUTHORS' NOTE

The authors declare that there is no conflict of interest regarding the publication of this article. The authors confirmed that the paper was free of plagiarism.

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