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Research Article

An Examination of the Merits of the Use of Social Media for Dacwah Activities

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Abstract. Social media has become a dominant medium for communication and information exchange in contemporary societies, significantly influencing religious discourse and practice. In the context of Islam, social media platforms have emerged as important tools for *Da'wah* (Islamic propagation), enabling scholars and preachers to reach diverse audiences across geographical and cultural boundaries. This study examines the merits of the use of social media for *Da'wah* activities, with particular attention to its role as a source of Islamic knowledge, its wide audience coverage, its contribution to the protection of Muslim rights, its effectiveness in clarifying misconceptions about Islam, its use in fundraising for humanitarian causes, and its facilitation of marriage matchmaking in line with Islamic principles. The study adopts a qualitative research design based on an extensive review and content analysis of relevant scholarly literature, journal articles, books, and credible online sources. Findings reveal that social media enhances access to Islamic knowledge, strengthens

engagement between scholars and followers, counters negative stereotypes about Islam, supports charitable initiatives, and provides alternative platforms for lawful matrimonial connections. The study concludes that social media, when responsibly and ethically utilized, offers significant opportunities for effective *Da'wah* in the modern age. It therefore recommends that qualified Muslim scholars intensify their engagement with social media platforms to promote authentic Islamic teachings and positively influence global perceptions of Islam.

Keywords: Merits; Social Media; *Da'wah*

INTRODUCTION

Social media refers to relatively inexpensive and widely accessible electronic tools that enable users to publish and access information, collaborate on shared interests, and build social relationships (Asough, 2012). In recent decades, platforms such as Facebook, Instagram, WhatsApp, YouTube, and X (formerly Twitter) have transformed patterns of communication, information dissemination, and social interaction across the world. These platforms have become integral to daily life, shaping social, political, economic, and religious engagements.

Within the Islamic context, social media has increasingly been adopted as a tool for *Da'wah*, complementing traditional methods such as mosque-based sermons, public lectures, and printed religious literature. Beyond serving as interactive communication channels, social media platforms facilitate the dissemination of Islamic teachings in diverse formats, including lectures, sermons, Qur'ānic exegesis, *Aḥādīth*, inspirational messages, religious debates, and multimedia content (Adnan, & Uyuni, 2021). This digital transformation has expanded the scope and reach of Islamic propagation, enabling messages to transcend spatial and temporal limitations.

Several scholarly works have examined the relationship between social media and religious communication. Siddiqui, and Singh, (2016) observed that while social media offers significant benefits, it also presents challenges such as misinformation, privacy invasion, and negative social influence. Similarly, Shuriye, and Ajala, (2014) highlighted the role of the cyber world in creating a virtual global Muslim community, while also cautioning against ethical and moral risks such as cyber-bullying and exposure to inappropriate content. Other studies have emphasized the positive impact of social media on Islamic teaching and *Da'wah*, particularly in promoting interaction, accessibility, and awareness (Hatab, 2016; Islam, 2019).

Despite the growing body of literature on Islam and social media, limited attention has been given to a comprehensive examination of the specific merits of social media as a tool for *Da'wah*. This study seeks to address this gap by systematically analyzing the benefits associated with the use of social media for Islamic propagation. The paper is structured into the following sections: introduction, merits of social media for *Da'wah* activities, and conclusion.

METHODOLOGY

This study employs a qualitative research approach based on a descriptive and analytical review of relevant scholarly literature. Data were obtained from peer-reviewed journals, academic books, and credible online sources, and analyzed using thematic content analysis to identify key merits of social media for *Da'wah*. The study relies solely on secondary data and does not involve empirical fieldwork.

RESULTS AND DISCUSSION

Merits Of The Use Of Social Media For *Dacwah* Activities

1. Source of Islamic Knowledge

Social media has emerged as a significant source of Islamic knowledge in contemporary society, complementing traditional institutions such as mosques (*Masājid*) and Islamic schools (*Madāris*). Historically, Islamic learning was primarily transmitted through face-to-face teaching, public lectures, and manuscript circulation. However, advancements in information and communication technology have transformed this process by enabling scholars and learners to engage beyond physical boundaries. Social media platforms now provide virtual learning spaces where Islamic teachings are accessed conveniently and continuously (Sule, & Abdulkareem, 2020).

One major merit of social media as a source of Islamic knowledge is its accessibility. Lectures, sermons, and discussions delivered by Islamic scholars can be accessed globally through platforms such as YouTube, Facebook, Instagram, WhatsApp, and X. This accessibility allows Muslims and non-Muslims alike to learn about Islamic beliefs, practices, and values at their own pace and preferred time. Recorded audio and video contents further ensure that knowledge is preserved and repeatedly consulted, thereby enhancing understanding and retention (Lawal, & Dauda, 2014).

In addition, social media facilitates interactive learning between scholars and audiences. Unlike traditional preaching methods that often limit audience participation, digital platforms enable followers to ask questions, share opinions, and seek clarification in real time or through comment sections. This interaction strengthens engagement and promotes deeper comprehension of Islamic teachings. Yahaya, and Sule, (2018) observed that such interaction improves religious awareness and encourages active participation among Muslim youths.

Furthermore, social media contributes to the preservation and dissemination of classical and contemporary Islamic scholarship. While complete classical texts may not always be hosted on social platforms, their contents are widely discussed, summarized, and explained by knowledgeable scholars. Adebayo, (2010) noted that major works of Islamic jurisprudence and Qur'ānic exegesis are now more accessible through digital media, making Islamic knowledge available to a broader audience than ever before.

Social media serves as an effective and inclusive source of Islamic knowledge by enhancing accessibility, encouraging interaction, and preserving scholarly teachings. When responsibly utilized by qualified scholars, it significantly

strengthens *Da'wah* efforts and promotes informed religious understanding among diverse audiences.

2. Wide Coverage of Audience

One of the most significant merits of social media for *Da'wah* activities is its ability to reach a wide and diverse audience across geographical, cultural, and linguistic boundaries. The emergence of information and communication technology has transformed the world into a global village, where messages transmitted through digital platforms can reach millions of users instantaneously. In this context, social media provides Islamic scholars with unprecedented opportunities to disseminate religious teachings beyond the confines of local communities and national borders (Shan-A-Alahi, & Huda, 2017).

The wide coverage afforded by social media platforms enables *Da'wah* messages to transcend limitations of time and space. Lectures delivered in one part of the world can be accessed in real time or at a later period by audiences in distant regions. This flexibility allows individuals with different schedules, occupations, and time zones to benefit from Islamic teachings without physical attendance. As Lawal, and Dauda, (2014) observed, social media has significantly reduced the distance between scholars and their audiences, thereby enhancing the effectiveness of religious communication.

Another important dimension of wide coverage is inclusivity. Social media platforms are accessible to users regardless of their religious affiliation, ethnicity, gender, or age. This openness enables non-Muslims to encounter Islamic teachings voluntarily, fostering interfaith understanding and dialogue. Campbell, (2006) noted that online religious communication encourages exploration and learning without coercion, making it a suitable medium for presenting Islamic values in a peaceful and persuasive manner.

Furthermore, the affordability of social media enhances its capacity for mass outreach. Unlike traditional *Da'wah* methods that require substantial financial resources for travel, printing, or broadcasting, social media allows scholars to reach large audiences at minimal cost. This economic advantage is particularly beneficial for scholars and organizations operating in developing countries, where limited resources often constrain religious outreach. Fakhruroji, (2017) emphasized that digital *Da'wah* represents a cost-effective strategy for sustained religious engagement.

In addition, social media supports content diversification, which further expands audience reach. Islamic teachings are now presented through videos, podcasts, infographics, short texts, live discussions, and interactive question-and-answer sessions. This variety caters to different learning preferences and literacy levels, thereby maximizing engagement. The availability of multilingual content also ensures that *Da'wah* messages resonate with global audiences, reinforcing Islam's universal message.

Social media provides wide audience coverage for *Da'wah* activities by overcoming geographical barriers, promoting inclusivity, reducing financial constraints, and accommodating diverse communication styles. These features

collectively enhance the reach and impact of Islamic teachings, making social media an indispensable tool for contemporary *Da'wah* efforts.

3. Protection of Muslims' Rights and Islam from Critics

Social media has become a vital platform for the protection of Muslims' rights and the defense of Islam against persistent criticism and misrepresentation. In contemporary global discourse, Islam and Muslims are frequently portrayed through negative stereotypes, often linking the religion to extremism, violence, and intolerance. Such portrayals are amplified by traditional and digital media outlets, shaping public perception in ways that undermine the dignity and rights of Muslims worldwide (Ittefaq, & Ahmad, 2020).

One significant merit of social media in this regard is its capacity to provide Muslims with a voice and agency in countering biased narratives. Through social media platforms, Islamic scholars, activists, and informed Muslims can respond promptly to false claims, present factual explanations, and articulate Islamic positions on controversial issues. This immediacy enables Muslims to challenge misinformation before it becomes deeply entrenched in public discourse. Merskin, (2004) observed that mass media often constructs Muslims as enemies, a trend that necessitates proactive engagement through alternative media channels such as social media.

Moreover, social media facilitates collective mobilization in defense of Islamic values and symbols. When incidents of Islamophobia occur, such as desecration of the Qur'an, offensive caricatures of the Prophet Muhammad (ﷺ), or discriminatory policies against Muslims, social media enables rapid dissemination of information and coordinated responses. Abdul, and Zaid, (2015) noted that online campaigns and digital protests have successfully drawn global attention to injustices against Muslims and pressured institutions to address offensive content.

In addition, social media supports the promotion of accurate knowledge about Islamic law (Sharī'ah) and ethical teachings, which are often misrepresented as incompatible with human rights. Through educational posts, lectures, and scholarly discussions, Islamic principles are contextualized and explained in ways that emphasize justice, mercy, and human dignity. Shan-A-Alahi, and Huda, (2017) argued that effective digital *Da'wah* plays a crucial role in correcting distorted perceptions of Islam and presenting its true moral framework.

Furthermore, social media empowers Muslims to document and report violations of their rights in different parts of the world. Visual evidence, testimonies, and firsthand reports shared online have exposed cases of discrimination, violence, and marginalization that might otherwise remain unnoticed. This visibility contributes to global advocacy efforts and strengthens solidarity among Muslim communities. Omar, Hassan, and Sallāhudeen, (2014) emphasized that digital platforms enhance awareness and foster unity in addressing shared challenges faced by Muslims.

Social media serves as an effective tool for protecting Muslims' rights and defending Islam against critics by amplifying Muslim voices, enabling rapid response to misinformation, facilitating collective action, and promoting accurate understanding of Islamic teachings. When strategically and ethically employed, it

strengthens the position of Muslims in global discourse and contributes to the reduction of Islamophobic narratives.

4. Clarification of Misconceptions about Islam

Clarifying misconceptions about Islam constitutes one of the most critical functions of contemporary *Da'wah*, particularly in an era characterized by rapid information exchange and widespread misinformation. Social media, while often used to spread distorted narratives about Islam, also provides an effective counter-platform through which accurate knowledge can be disseminated. Misconceptions regarding Islam frequently revolve around issues such as terrorism, women's rights, religious intolerance, and the nature of Islamic law (Ahmad, 2023).

A key merit of social media in addressing these misconceptions is its capacity for educational outreach. Islamic scholars and preachers utilize digital platforms to explain Qur'anic teachings, prophetic traditions, and historical contexts that are often misunderstood or deliberately misrepresented. Through structured lectures, short explanatory videos, and interactive discussions, complex theological issues are presented in accessible formats for diverse audiences. Ashry, (2014) highlighted that accurate digital *Da'wah* plays a crucial role in countering false interpretations of Islam.

Furthermore, social media enables direct engagement with audiences who hold misconceptions about Islam. Unlike traditional media, which often limits interaction, social media allows users to ask questions, express doubts, and receive clarifications from knowledgeable sources. This dialogical approach fosters understanding and reduces hostility by addressing concerns respectfully and rationally. Omar, et.al (2014) observed that such engagement enhances credibility and strengthens trust between Islamic scholars and their audiences.

In addition, social media facilitates rapid correction of misleading content circulated online. When inaccurate posts, videos, or articles about Islam gain traction, scholars and informed Muslims can respond by providing counter-narratives supported by authentic Islamic sources. This corrective function is essential in preventing the normalization of false beliefs about Islam. Adam, Anuar, and Ali, (2014) noted that failure to address misinformation promptly often leads to deeper divisions within and outside the Muslim community.

Moreover, social media supports the global dissemination of balanced perspectives on contentious historical and theological issues. Through well-researched content, scholars clarify events from Islamic history and correct biased interpretations that portray Islam negatively. This approach not only educates Muslims but also informs non-Muslims who seek objective understanding of the religion. Omar, et al. (2014) emphasized that responsible digital *Da'wah* significantly contributes to reshaping global perceptions of Islam.

Social media plays a crucial role in clarifying misconceptions about Islam by facilitating education, dialogue, rapid correction of misinformation, and dissemination of balanced narratives. When guided by scholarly integrity and ethical standards, it enhances understanding, promotes peaceful coexistence, and strengthens the credibility of Islamic teachings in the digital age.

5. Means of Raising Funds for Indigent People

Another notable merit of social media for *Da'wah* activities is its effectiveness as a means of raising funds for indigent individuals and humanitarian causes. Fundraising has long been an integral aspect of social welfare in Islam, deeply rooted in principles such as *Zakāh*, *Ṣadaqah*, and *Waqf*. Traditionally, charitable collections were conducted through face-to-face interactions, mosque announcements, and community outreach. However, the advent of social media has significantly transformed these methods by expanding reach and enhancing efficiency (Awang, et al., 2017).

One major advantage of social media-based fundraising is its ability to reach a large audience within a short period. Platforms such as Facebook, WhatsApp, Instagram, X, and TikTok allow individuals and organizations to publicize charitable causes instantly to thousands, and sometimes millions, of users. This broad exposure increases the likelihood of attracting donations from diverse socio-economic backgrounds. Riahinia, N., et al. (2016) noted that online visibility enhances donor engagement and trust when transparency and accountability are maintained.

In addition, social media facilitates emotional connection and empathy, which are essential elements in successful fundraising. Visual content such as images, videos, and testimonials shared online vividly illustrates the conditions of the needy, thereby motivating users to contribute. This multimedia approach strengthens the persuasive power of charitable appeals and aligns with Islamic teachings that emphasize compassion and social responsibility. Milaap, M. (2023) observed that storytelling and visual narratives significantly improve donation responses in online fundraising campaigns.

Furthermore, social media enhances accountability and transparency in charitable activities. Donors are often updated on how funds are utilized through periodic posts, reports, and live updates. This openness builds credibility and encourages sustained support for charitable initiatives. In the context of Islamic *Da'wah*, such transparency reinforces ethical standards and ensures that charitable acts are carried out in accordance with Islamic principles of trust (*Amānah*) and justice.

Social media has revolutionized fundraising for indigent people by expanding reach, fostering empathy, and promoting transparency. When guided by Islamic ethical values, it serves as a powerful tool for mobilizing resources to support the less privileged and advance humanitarian objectives within and beyond Muslim communities.

6. Marriage Matchmaking

Marriage matchmaking represents another emerging merit of social media within the framework of Islamic social life. Marriage is a highly valued institution in Islam, encouraged as a means of moral protection, emotional stability, and social continuity. Traditionally, matchmaking was facilitated through family networks, community elders, mosques, and Islamic organizations. While these methods remain relevant, social media has introduced alternative platforms that respond to contemporary social realities and challenges (Lo, & Aziz, 2009).

One key benefit of social media-based matchmaking is accessibility. Many Muslims, particularly those living in urban settings or diaspora communities, face

difficulties in finding suitable partners through traditional channels. Social media platforms and dedicated Islamic matchmaking groups provide spaces where individuals can connect with potential spouses while adhering to Islamic guidelines. Green, (2014) observed that online matchmaking offers a practical solution for Muslims seeking marriage without engaging in prohibited relationships.

Moreover, social media enables structured and supervised matchmaking processes. Reputable Islamic matchmaking platforms often require detailed profiles, parental involvement, and adherence to ethical guidelines that prohibit inappropriate interactions. These measures aim to preserve Islamic values while utilizing modern technology. Hatfield, et al, (2016) emphasized that technology-mediated communication can facilitate meaningful connections when guided by clear moral frameworks.

Additionally, social media-based matchmaking promotes inclusivity by accommodating widows, divorcees, and individuals with limited social networks. By providing equal opportunities for diverse categories of Muslims, these platforms contribute to social cohesion and reduce stigmatization. This inclusiveness aligns with Islamic principles of justice and compassion, ensuring that marriage remains accessible to all eligible members of the community.

However, it is important to acknowledge potential challenges associated with online matchmaking, such as misuse of platforms and violation of ethical boundaries. These risks underscore the need for strict moderation, education, and guidance by knowledgeable scholars. When properly regulated, social media matchmaking can complement traditional methods and serve as a lawful means of facilitating marriage.

Social media has enhanced Islamic matchmaking by increasing accessibility, promoting inclusivity, and providing structured platforms for lawful interaction. Its responsible use contributes positively to the preservation of family values and moral integrity in contemporary Muslim societies.

CONCLUSION

This study has examined the merits of the use of social media for *Da'wah* activities in the contemporary digital age through a qualitative review of relevant scholarly literature and credible sources. The analysis demonstrates that social media has significantly transformed Islamic propagation by expanding access to religious knowledge, facilitating wide audience coverage, protecting Muslims' rights, countering criticism against Islam, clarifying widespread misconceptions, supporting fundraising for indigent individuals, and enabling marriage matchmaking in accordance with Islamic principles.

The findings indicate that social media platforms have enhanced the accessibility and dissemination of Islamic teachings by removing geographical and temporal barriers that traditionally limited *Da'wah*. Through interactive and multimedia-based communication, scholars are now able to engage with diverse audiences, foster dialogue, and promote informed understanding of Islam among Muslims and non-Muslims alike. The study also reveals that social media has become an effective tool for defending Islam against misrepresentation and Islamophobia, as

it allows for rapid responses, collective mobilization, and the presentation of accurate Islamic narratives

Furthermore, the research establishes that social media contributes to the socio-economic well-being of Muslim communities by facilitating charitable fundraising and humanitarian assistance, as well as by supporting lawful matrimonial connections. These functions reinforce key Islamic values such as compassion, justice, social responsibility, and family stability. However, the study also acknowledges that the benefits of social media for *Da'wah* are contingent upon ethical usage, scholarly credibility, and adherence to Islamic moral guidelines.

Social media represents a powerful and indispensable instrument for contemporary *Da'wah* when utilized responsibly and strategically. The study recommends that qualified Muslim scholars, Islamic institutions, and organizations should intensify their engagement with social media platforms, establish ethical frameworks for digital *Da'wah*, and promote digital literacy among users. By doing so, social media can be effectively harnessed to advance authentic Islamic teachings, strengthen Muslim communities, and contribute positively to global religious discourse.

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