DA'WAH DEVELOPMENT IN MALAYSIA FROM 2010 UNTIL 2023 THROUGH SOCIAL MEDIA AND ITS MULTIFACETED CHALLENGES IN FUTURE

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AUTHOR DECLARATION

I hereby declare that the work in this dissertation is my own except for quotations and summaries which have been duly acknowledged.

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ABSTRACT

Da'wah is the process of transmitting, asking, or calling to deliberately know, learn embrace, and apply religious teachings to awaken and restore one's natural potential and live happily in this world and the hereafter. In today's globalized society, new media technologies such as social media platforms have had a major impact on the nature of human communications. To some extent, old and new media platforms have come together, allowing content to be circulated to worldwide audiences. The rapid proliferation of social media platforms has introduced both new opportunities and new constraints across a variety of domains, including the activities of religious communities. This method is seen as a significant communication tool between *ḍāīe* and *māḍ'ū*, making it easier for the *ḍāīe* to deliver religious messages and advice to all mainly young people. Therefore, this study was conducted to identify the concept of da'wah and the development of da'wah from 2010 until 2023 through social media in Malaysia. Nevertheless, the use of new media to disseminate preaching messages causes certain problems and challenges to the *ḍāīe* and *māḍ'ū* communities. This is significant because the Internet cannot block unpleasant elements from its users in such a way that it influences young people negatively. This influence may have an impact to the decline of Islamic religious education. Hence, this study tries to find out the challenges encountered when delivering da'wah on social media platforms. This study is conducted using a qualitative approach, a semi-structured interview format. A semi-structured interview form was devised, comprising three distinct sections aligned with the study's objectives. The respondents are a collective of 6 individuals, among them academics, da'wah activist and *ḍāīe* celebrities. The study findings indicate that *ḍāīe* encounter numerous obstacles when delivering da'wah on social media platforms. Among these factors, there is a greater number of non-Islamic content compared to Islamic material. It is challenging to determine the authenticity of information due to the overwhelming amount of information provided by social media, as well as the spreading of incorrect and false information. The findings of this study indicate that the development of da'wah aligns with the progression of time, as it continues to employ the same strategy but through other platforms. The variations in currents within each movement do not hinder the shared objective of propagating to the Muslim population in Malaysia. Then, da'wah organizations and agencies should also ensure that their *ḍāīe* possess extensive knowledge, strong internal resilience, and proficiency in utilizing modern technologies and social media. This is crucial for them to effectively adapt to current trends and advancements while delivering da'wah.

Keywords: Da'wah, Development, Challenges, Social Media, Malaysia

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ABSTRAK

Dakwah adalah proses menyampaikan, meminta, atau menyeru orang lain atau masyarakat untuk menganut, mempelajari, dan menerapkan ajaran agama Islam dalam rangka membangkitkan dan memulihkan potensi semula jadi untuk hidup bahagia di dunia dan akhirat. Hari ini, dalam dunia globalisasi, teknologi media baharu termasuk platform media sosial telah mengubah secara mendadak sifat komunikasi manusia. Platform media lama dan Baharu sedikit sebanyak, menyatu dan membenarkan peredaran kandungan menjangkau khalayak global. Percambahan pesat platform media sosial ini juga telah memperkenalkan kedua-dua peluang baharu dan kekangan baharu merentasi pelbagai domain, termasuk aktiviti komuniti keagamaan. Kaedah ini dilihat sebagai alat komunikasi yang signifikan antara da'i dan mad'u, memudahkan pendakwah menyampaikan mesej dan nasihat agama kepada anak muda. Oleh itu, kajian ini dijalankan untuk mengenal pasti konsep dakwah dan perkembangan dakwah dari tahun 2010 hingga 2023 melalui media sosial di Malaysia. Namun, penggunaan media baharu untuk menyebarkan dakwah menimbulkan masalah dan cabaran tertentu dalam masyarakat da'i dan mad'u. Ini penting kerana Internet tidak boleh menyekat unsur-unsur yang tidak menyenangkan daripada penggunanya dengan cara mempengaruhi golongan muda secara negatif. Pengaruh ini mungkin memberi kesan kepada kemerosotan pendidikan agama Islam. Oleh itu, artikel ini cuba untuk mengenal pasti cabaran berdakwah di media sosial. Kajian ini dilaksanakan melalui kaedah kualitatif, borang temu bual separa berstruktur. Borang interview dibuat dimana ianya terbahagi kepada 3 bahagian mengikut objektif kajian. Terdapat seramai 6 orang responden yang terdiri daripada ahli akademik, aktivis dakwah dan pendakwah selebriti. Hasil daripada dapatan kajian ini menunjukkan bahawa terlalu banyak cabaran yang dihadapi oleh seorang pendakwah ketika berdakwah di media sosial. Antaranya ialah unsur unsur bahan yang tidak islamik lebih mengatasi bahan islamik, cara mendapatkan kesahihan maklumat yang benar kerana media sosial menyediakan maklumat yang terlalu banyak dan juga penyebaran maklumat palsu dan menyesatkan. Dapatan kajian ini menunjukkan bahawa perkembangan dakwah selari dengan perkembangan zaman, kerana ia terus menggunakan strategi yang sama tetapi melalui platform yang berlainan. Perubahan arus dalam setiap pergerakan tidak menghalang objektif perkongsian untuk menyebarkan dakwah kepada penduduk Islam di Malaysia. Kemudian, organisasi dakwah dan agensi dakwah perlu menyediakan pendakwah yang berilmu pengetahuan, ketahanan dalaman yang tinggi dan arif dengan teknologi baharu dan media sosial agar dapat mengikuti arus dan perkembangan semasa berdakwah.

Kata Kunci: Dakwah, Perkembangan, Cabaran, Media Sosial, Malaysia

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الملخص

الدعوة هي عملية نقل أو سؤال أو دعوة الآخرين أو المجتمع إلى اعتناق تعاليم الإسلام وتعلمها وتطبيقها من أجل إيقاظ واستعادة الإمكانات الطبيعية لحياة سعيدة في الدنيا والآخرة. اليوم، في عالم معولم، غيرت تقنيات وسائل الإعلام الجديدة بما في ذلك منصات وسائل التواصل الاجتماعي بشكل كبير طبيعة التواصل البشري. تتقارب منصات الوسائط القديمة والجديدة إلى حد ما وتسمح بتداول المحتوى للوصول إلى جمهور عالمي. وقد أدى هذا الانتشار السريع لمنصات وسائل التواصل الاجتماعي أيضًا إلى ظهور فرص جديدة وقيود جديدة عبر مجالات متعددة، بما في ذلك أنشطة المجتمعات الدينية. يُنظر إلى هذه الطريقة على أنها أداة تواصل مهمة بين الواعظ والمدو، مما يسهل على الواعظ إيصال الرسائل والنصائح الدينية للشباب. ولذلك أجريت هذه الدراسة للتعرف على مفهوم الوعظ وتطور الوعظ من عام ٢٠١٠ إلى عام ٢٠٢٣ عبر وسائل التواصل الاجتماعي في ماليزيا. ومع ذلك، فإن استخدام وسائل الإعلام الجديدة لنشر الدعوة يخلق مشاكل وتحديات معينة في مجتمع الداعي والمندو. وهذا أمر مهم لأن الإنترنت لا يمكنها حجب العناصر غير المرغوب فيها من مستخدميها بطريقة تؤثر سلباً على الشباب. وقد يكون لهذا التأثير أثر في تراجع التعليم الديني الإسلامي. ولذلك يحاول هذا المقال التعرف على تحديات الوعظ على وسائل التواصل الاجتماعي. يتم إجراء هذه الدراسة من خلال المنهج النوعي، وهو نموذج المقابلة شبه المنظمة. تم إنشاء استمارة المقابلة حيث تم تقسيمها إلى ٣ أجزاء حسب أهداف الدراسة. هناك إجمالي ٦ مستجيبين يتألفون من أكاديميين ونشطاء وعاظ ودعاة مشهورين. تظهر نتائج هذه الدراسة أن هناك الكثير من التحديات التي يواجهها الداعية عند الوعظ على وسائل التواصل الاجتماعي. ومنها عناصر المواد غير الإسلامية أكثر من المواد الإسلامية، وكيفية الحصول على صحة المعلومات الصحيحة لأن وسائل التواصل الاجتماعي توفر الكثير من المعلومات وأيضا انتشار المعلومات الكاذبة والمضللة. وتشير نتائج هذه الدراسة إلى أن تطور الوعظ يتوازى مع تطور العصر، لأنه يستمر في استخدام نفس الاستراتيجية ولكن من خلال منصات مختلفة. إن تغير التيار في كل حركة لا يمنع من هدف المشاركة في نشر الدعوة إلى السكان المسلمين في ماليزيا. ومن ثم، تحتاج منظمات الدعوة ووكالات الدعوة إلى توفير الدعاة الذين يتمتعون بالمعرفة، ولديهم مرونة داخلية عالية وعلى دراية بالتكنولوجيا الجديدة ووسائل التواصل الاجتماعي حتى يتمكنوا من مواكبة التيارات والتطورات أثناء الدعوة.

الكلمات المفتاحية: الدعوة، التنمية، التحديات، وسائل التواصل الاجتماعي، ماليزيا

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TRANSLITERATION SYMBOL

1. ALPHABET

Arabic	Latin	Example	Transliteration
ء	ʼ	فأر	Fa’r
ب	B/ b	برد	Burd
ت	T/ t	تل	Tall
ث	TH/ th	ثوب	Thawb
ج	J/ j	جدار	Jidār
ح	H/ h	حليب	Ḥalīb
خ	KH/ kh	خادم	Khādim
د	D/ d	ديك	Dīk
ذ	DH/ dh	ذهب	Dhahab
ر	R/ r	رفيق	Rafīq
ز	Z/ z	زميل	Zamīl
س	S/ s	سلام	Salām
ش	SH/ sh	شعب	Shaᶜb
ص	S/ s	صخر	Sakhr
ض	D/ d	ضيق	Dayq
ط	T/ t	طالب	Tālib
ظ	Z/ z	ظالم	Zālim
ع	C	عقل	ᶜaql
غ	GH/ gh	غلام	Ghulām
ف	F/ f	فيل	Fīl
ق	Q/ q	قلب	Qalb
ك	K/ k	كلام	Kalām
ل	L/ l	لبّ	Lubb
م	M/ m	مال	Mal
ن	N/ n	نجم	Najm
و	W/ w	ورق	Waraq

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ه	H/ h	هول	Hawl
ي	Y/ y	يمّ	Yam

2. SHORT VOWEL

Arabic	Latin	Example	Transliteration
ـَ	a	كَتَبَ	Kataba
ـِ	i	عَلِمَ	ᶜalima
ـُ	u	غُلِبَ	Ghuliba

3. LONG VOWEL

Arabic	Latin	Example	Transliteration
ا، ى	ā	عالم، فتى	ᶜālim, Fatā
ي	ī	عليم، داعي	ᶜalīm, Dāᶜī
و	ū	علوم، أدعو	ᶜulūm, Adᶜū

4. DIPHTHONG

Arabic	Latin	Example	Transliteration
و	aw	نوم	Nawm
ي	ay	ليل	Layl
يّ	iyy	شافعي	Shāfiᶜiyy (ending)
وّ	uww	علوّ	ᶜuluww (ending)

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LIST OF SYMBOLS AND ABBREVIATIONS

Abbreviations

ABIM	Angkatan Belia Islam Malaysia
DMY	Daie Muda YADIM
GAMIS	Gabungan Mahasiswa Islam Se-Malaysia
IKIM	Institut Kefahaman Islam Malaysia
ISMA	Ikatan Muslimin Malaysia
JAKIM	Jabatan Kemajuan Islam Malaysia
JAWI	Jabatan Agama Islam Wilayah Persekutuan
JAWHAR	Jabatan Wakaf, Zakat Dan Haji
JKSM	Jabatan Kehakiman Syariah Malaysia
LGBT	Lesbian, Gay, Bisexual, Trransgender
MAHSA	Malaysia MAHSA University
MAIWP	Majlis Agama Islam Wilayah Persekutuan
MCMC	Malaysian Communications and Multimedia Commission
NGO	Non-Profit Organization
PDRM	Polis Diraja Malaysia
PERKIM	Pertubuhan Kebajikan Islam Malaysia
PKPIM	Persatuan Kebangsaan Pelajar Islam Malaysia
SKMM	Suruhanjaya Komunikasi dan Multimedia Malaysia
TH	Lembaga Tabung Haji
USIM	Universiti Sains Islam Malaysia
UKM	Universiti Kebangsaan Malaysia

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YADIM	Yayasan Dakwah Islamiah Malaysia
YAPEIM	Yayasan Pembangunan Ekonomi Islam Malaysia
YRMC	YADIM Research Management Centre

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