

**THE IMPACT OF SOCIAL MEDIA IN DA'WAH DURING
COVID-19 PANDEMIC**

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SUPERVISOR DECLARATION

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ABSTRAK

Semasa pandemik Covid-19 yang berlaku baru-baru ini, semua aktiviti telah dihadkan di seluruh dunia demi mencegah penyebaran virus. Ini termasuk penutupan masjid di mana umat Islam berkumpul untuk sembahyang dan menghadiri kelas atau acara keagamaan. Bagi memastikan agar masyarakat muslim terus belajar dan mengamalkan Islam walaupun dalam keadaan sukar, banyak *da'i* mengambil inisiatif untuk mengadaptasikan perubahan drastik dari pendekatan fizikal kepada pendekatan dalam talian menggunakan platform media sosial untuk *da'wah* dalam masa yang singkat. Kajian ini dijalankan untuk melihat impak media sosial dalam *da'wah* semasa pandemik Covid-19. Tiga objektif kajian adalah untuk menyiasat penggunaan media sosial dalam *da'wah* di Malaysia, menilai keberkesanan media sosial sebagai alat untuk *da'wah* di Malaysia, dan mengenal pasti cabaran dan peluang yang berkaitan dengan penggunaan media sosial dalam *da'wah* semasa pandemik Covid-19 di Malaysia. Satu tinjauan telah diedarkan dalam komuniti muslim, dan data telah dikumpulkan untuk dianalisis. Dengan menggunakan analisis deskriptif dan analisis statistik, kajian mendapati bahawa terdapat keberkesanan *da'wah* menerusi sosial media yang membawa kepada impak positif dan negatif dalam menggunakan media sosial untuk *da'wah*, serta terdapat cabaran dan peluang dalam menggunakan media sosial sebagai alat untuk *da'wah*. Dalam hal cadangan, kajian ini memerlukan penyelidikan lanjut dengan menggunakan kaedah yang berbeza dan terhadap kumpulan masyarakat yang berbeza.

ABSTRACT

During Covid-19 pandemic that happened recently, every activity is restricted in the whole world in order to prevent the spread of the virus. This includes the close of mosques where muslim gathered for prayers and religious classes or events. In order to keep the muslim society learning and practicing Islam despite the situations, many *da'i* take an initiative to adapt a drastic change from physical approach to online approach using social media platforms for *da'wah* within a short time. This study was conducted to see the impact of social media in *da'wah* during Covid-19 pandemic. The three objectives of the study are to investigate the usage of social media in *da'wah* in Malaysia, to evaluate the effectiveness of social media as a tool for *da'wah* in Malaysia and to identify the challenges and opportunities associated with using social media for *da'wah* during the Covid-19 pandemic in Malaysia. A survey was distributed in muslim community, and the data was collected to be analyzed. With a descriptive analysis and statistical analysis, the study got a finding that there was an effectiveness of *da'wah* through social media which brought positive and negative impacts in using social media for *da'wah* as well as there are challenges and opportunities using social media as a tool for *da'wah*. In term of recommendation, this study requires further research in different method and towards different groups in the society.

الملخص

خلال جائحة كوفيد-19 التي وقعت مؤخرًا، تم تقييد كل نشاط في العالم بأسره من أجل منع انتشار الفيروس. وشملت هذه الإجراءات إغلاق المساجد حيث يجتمع المسلمون لأداء الصلوات والحصص الدينية والفعاليات. من أجل الحفاظ على تعلم وممارسة المجتمع المسلم للإسلام رغم هذه الظروف، اتخذ العديد من الدعاة مبادرة للتكيف مع التغيير الجذري من النهج الجسدي إلى النهج الرقمي باستخدام وسائل التواصل الاجتماعي للدعوة في وقت قصير. أجريت هذه الدراسة لرؤية تأثير وسائل التواصل الاجتماعي في الدعوة خلال جائحة كوفيد-19. وتهدف الدراسة إلى ثلاثة أهداف هي التحقيق في استخدام وسائل التواصل الاجتماعي في الدعوة في ماليزيا، وتقييم فعالية وسائل التواصل الاجتماعي كأداة للدعوة في ماليزيا، وتحديد التحديات والفرص المرتبطة باستخدام وسائل التواصل الاجتماعي للدعوة خلال جائحة كوفيد-19 في ماليزيا. تم توزيع استبيان في المجتمع المسلم، وتم جمع البيانات للتحليل. وباستخدام التحليل الوصفي والإحصائي، توصلت الدراسة إلى أن هناك فعالية في الدعوة من خلال وسائل التواصل الاجتماعي، وأدت إلى تأثيرات إيجابية وسلبية في استخدام وسائل التواصل الاجتماعي للدعوة، وهناك تحديات وفرص في استخدام وسائل التواصل الاجتماعي كأداة للدعوة. فيما يتعلق بالتوصيات، تتطلب هذه الدراسة إجراء بحوث إضافية باستخدام أساليب مختلفة وتجاه مجموعات مختلفة في المجتمع.

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