

CHAPTER 5

RECOMMENDATION AND CONCLUSION

5.1 Introduction

This chapter will discuss and summarise the whole finding of this study. It will recall the problem statement, objective of study, evaluation tool used and major findings of the study. The lessons learnt and recommendation for further studies will also be covered before the end of the chapter.

5.2 Summary

The central issue of this study is to explore about the usage of social media in *da'wah* effort during pandemic period. As highlighted in the problem statement, this study is to find out how *da'wah* activists utilized social media as platforms for communication and information sharing in conducting Islamic *da'wah* in the era of COVID-19 pandemic in Malaysia. To do that systematically, it is critical to understand the nature of *da'wah*, social media and COVID-19 pandemic before examining the phenomena related to these aspects. For this purpose, these are the objectives of the study:

1. To investigate the usage of social media in *da'wah* in Malaysia.
2. To evaluate the effectiveness of social media as a tool for *da'wah* in Malaysia.
3. To identify the challenges and opportunities associated with using social media for *da'wah* during the COVID-19 pandemic in Malaysia.

In order to achieve those research objectives, these questions need to be answered comprehensively:

1. What is the usage of social media in *da'wah* in Malaysia?
2. What is the effectiveness of social media as a tool for *da'wah* in Malaysia?
3. What is the challenges and opportunities associated with using social media for *da'wah* during the COVID-19 pandemic?

The evaluation tool used in this study to examine and analyse the usage of social media in pandemic situation is the statistical analysis approach. Using this tool, the phenomena studied was analysed systematically based on raw data collected.

5.3 Discussion on Findings

5.3.1 Perform Islamic *Da'wah* Regardless of Situation

The work of *da'wah* by many Muslim activists seem to be continuously carried out during the pandemic period. Physical face to face interaction is now replaced by face-to-face interaction in the cyber space. *Da'wah* activist can work from home to reach their audience at any time and place beyond geographical boundry.

5.3.2 Technology Enhanced *Da'wah* Effort

Using technology, references to explore certain area of knowledge easily accessed regardless of time and place. It can be easily shared with the public, be it in the form of voice, video clips or documents. *Da'wah* activists have more alternative in doing their

da'wah effort, they can conduct live streaming session or pre-recorded session and uploaded when required.

5.3.3 Increased in the Usage of Social Media For *Da'wah* During Pandemic Period

Based on statistics, usage of social media for *da'wah* effort seemed to increase drastically during the pandemic period. Since the movement for the public was very restricted, thus people rely very much on social media to gain information, interact, and even manage events around them.

5.3.4 Impact of *Da'wah* Using Social Media

In general, there are positive impacts and negative impacts. Some of the positive impacts, social media users indicate that learning religious matter are more friendly and effective because the subject can be heard many times on their own. Further more, learning can be done according to individual speed and pace, not restricted to any special regulation.

On the negative impacts, there is no inter-personal relationship between the teacher and the student. As such knowledge may be not understood correctly. The traditional way of how knowledge being passed down also may fades away.

Also, this result of feedbacks and effectiveness on on *da'i* as the survey distributed. To get the response from the audience, it requires a further study.

5.4 Implications

5.4.1 Dynamic Situation and Environment Demands Dynamic Actions

In this period of challenging time, dynamic actions are required to cope up with dynamic situation. Work of *da'wah* need to be done at all time and in all situation. Thus, effective way and up to date way of using social media need to be optimized.

5.4.2 Enforcement of Regulations Needs Authority

Command and control in any society is very important to maintain harmonic environment. Thus, it needs those in authority to play their role effectively. Regulations will be meaningless if there is no enforcement. The public also need to be educated so that they are in support of the enforcement agencies.

5.5 Recommendation

5.5.1 Future Research

1. Qualitative research on the effectiveness of *da'wah* using social media during pandemic situation is recommended so that expert group opinions can be gathered and shared academically.
2. Research on usage of social media by extremist or leftist group in the society can be done in order to understand them better before formulating any regulations related to them.
3. Research on the audience of the *da'wah* and get their response regarding the effectiveness of the *da'wah*.

5.5.2 Enforcement Agency

There is a need to review on the monitoring mechanism related to the negative usage of social media. The Inter Agency Cooperation need to be improved with common SOP (Standard Operating Procedure) during any pandemic crisis or situation.

5.6 Conclusion

Overall, the researcher has successfully achieved the objective of the research which are findings the relationship between the effectiveness of social media usage in *da'wah* and the feedback, resulting the impact of the *da'wah* itself on social media as a *Da'i*.