

THE ROLE OF RELIGIOUS INFLUENCERS IN THE DA'WAH DIGITAL SYSTEM A STUDY OF OPPORTUNITIES AND CHALLENGES IN THE COMMUNITY

Ahmad Soleh¹

Tria Patrianti²

¹Postgraduate Student of Communication Sciences, University of Muhammadiyah Jakarta

²Lecturer University of Muhammadiyah Jakarta

¹solehsofyan.solsof@gmail.com, ²tria.patrianti@umj.ac.id

ABSTRACT

This study aims to examine the role of religious influencers in digital da'wah in Indonesia, a country with a majority Muslim population. Despite the significant potential to disseminate Islamic teachings through modern technology, communication barriers hinder the understanding of these teachings. Da'wah communication is considered crucial in Islam to attain the best rewards. The research methodology is qualitative with a descriptive approach. The results indicate that religious influencers bear a significant responsibility in accurately and effectively conveying religious teachings through various communication channels. While easy access to online information presents opportunities, challenges such as misinformation dissemination and societal resistance need to be addressed. To overcome these obstacles, influencers must become intelligent, adaptive communicators who build trust with their audiences. By bridging tradition with technology, digital da'wah can serve as an effective means to responsibly disseminate religious values in the continuously evolving digital era.

Keywords: Religious influencers, Digital da'wah, Opportunities and challenges in society

ABSTRAK

Penelitian ini bertujuan untuk mengkaji peran influencer agama dalam dakwah digital di Indonesia sebagai negara dengan mayoritas penduduk Muslim. Meskipun potensi besar untuk menyebarkan ajaran Islam melalui teknologi modern, kendala komunikasi menghambat pemahaman ajaran tersebut. Komunikasi dakwah dianggap krusial dalam Islam untuk mendapatkan pahala terbaik. Metode penelitian ini bersifat kualitatif dengan pendekatan deskriptif. Hasil penelitian menunjukkan bahwa influencer agama memiliki tanggung jawab besar dalam menyampaikan ajaran agama secara akurat dan efektif melalui berbagai media komunikasi. Meskipun akses mudah terhadap informasi online merupakan peluang, tantangan seperti penyebaran misinformasi dan resistensi dari masyarakat juga menjadi hal yang perlu diatasi. Untuk mengatasi hal ini, influencer perlu menjadi komunikator yang cerdas, adaptif, dan membangun kepercayaan dengan audiens. Dengan menjembatani tradisi dengan teknologi, dakwah digital dapat menjadi sarana efektif untuk

menyebarkan nilai-nilai agama secara bertanggung jawab di era digital yang terus berkembang.

Kata kunci : Influencer agama, Dakwah digital dan Peluang dan tantangan di masyarakat
BACKGROUND OF THE PROBLEM

In Indonesia, where the majority of the population is Muslim (Fatmawati, 2023), but in reality, there are still a number of obstacles in communication that significantly hinder the delivery of the message and understanding of Islamic teachings (Lukman & Sakir, 2024). Therefore, communication in Islamic teachings (da'wah) is the key to the roles to get the best rewards.

Influencers are individuals who build digital audiences through the dissemination of content about their desires in conveying the content of the message, and even contain religious teachings covering their lives (Verolyna, 2024). The term "*influencer*" is often desired, but also hated, both by the people they work with and by the *influencers* themselves (McCorquodale, 2019). The statements of the experts above, highlight the role of influencers in digital communication as influencers who spread the teachings of Islam, despite communication obstacles. But they can still bridge with digital da'wah so that the majority of the Muslim population understands the correct religious understanding, but also *influencers* must be responsible so that the message conveyed remains authentic and in accordance with the values of religious da'wah conveyed.

Studies of the role of religious influencers on platforms such as YouTube and Instagram, and even some *influencers* use *social media platforms*. In addition, They are known as *influencers* not only creating engaging content, but also leveraging the economic potential of the social media system to reach a wider audience (Aziza et al., 2024). This means that influencers, including the role of religion, can be agents of change, spread positive messages and increase awareness about important issues in society, when religious debates go viral. The benefits of the existence of influencers in the *social media system of digital platforms* have a wide range such as YouTube and Instagram which allow for the more effective dissemination of religious da'wah information, as well as creating economic opportunities that can be used for the good of the people.

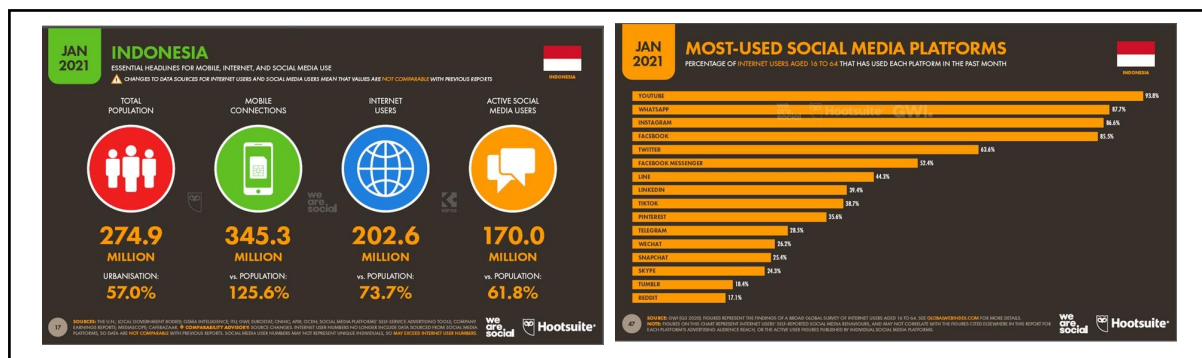


Figure 1 Mobile connecting population

Figure 2 Social media access

Referring to figure 1 above, it shows the population, mobile connections, internet users, and active users of social media in Indonesia. Meanwhile, Figure 2 above shows the most accessed social media in Indonesia, where the top five platforms are almost certainly owned by users in the country. Of the five platforms, three of them WhatsApp, Instagram, and Facebook are owned by the same company, namely Facebook. The most access remains owned by YouTube, which is the oldest "social media" launched in 2005. YouTube has also become one of the most popular places to upload, download, and share videos. Additionally, YouTube offers compensation of \$2,200 for every million video viewers, while Facebook only pays \$264 per million viewers. This shows that there is a significant economic factor in the process of creating and uploading videos (Muliansyah & Rahmayanti, 2019).

The relationship between Religion and the Internet has been researched and its impact since the 1990s, scientists have begun to seriously study the development of social-ritual practices related to the internet (Verolyna, 2024). *Influencers* speculated about the potential impact of religious belief practices being conducted offline when shifted to online spaces (Campbell, 2011) by showing that the internet not only serves as a means of communication, but also as a new space for religious practice, where communities can connect and share spiritual experiences more broadly.

The infinity of digital systems to the emergence of negative content in cyberspace as a challenge in society that further exacerbates the debate, where information that contains *misleading* can also increasingly confuse the public and continue to set aside true religious teachings. According to McCorquodale, (2019) has a negative connotation, with the term "hitchhiker" being the most common. However, in fact, those who really deserve this information (although not everyone who bears it has the feasibility). *Misleading* is an "entrepreneur" who not only creates digital entertainment worth billions, but is also able to influence the direction of the entertainment industry itself. This happens because they have the certainty of the audience they create, who follow their every step on various social platforms.

If we refer to Durkheim's thesis on religion in *The Elementary Forms of Religious Life* (Durkheim, 2012), We can see that religion has changed in line with the dynamics of society. In addition, according to Campbell, (1997) that the internet not only serves as a means of communication, but also as a new space for religious practice, where communities can connect and share spiritual experiences more broadly.

But, Durkheim, (2012) states that religion responds to certain social conditions, both intellectually and materially, and that no manifestation of religion can be considered authentic or false. When the researcher refers to the flow of thought (Durkheim, 2012) With Campbell, (1997) Above, we can assume that our society will also create a unique form of religion according to their own context and conditions.

Thus, challenges can be used as an opportunity when viewed from the lack of Islamic digital literacy which makes it difficult for individuals to assess the truth of information about religion, so that the meaning of understanding reverses towards the motive of communication that booms in the form of abusive words including hate speech on certain religions, according to Anjani & Irwansyah (2020) When understanding reverses towards the motive, incorrect words can even have the potential to spread hoaxes.

With digital platforms, religious practices that were previously limited to physical contexts can now reach a global audience, the role of religious influencers is able to create new dynamics in the way people practice and understand religious teachings. In the context of the above hoax, the role of religious influencers on social media is very relevant (Lukman & Sakir, 2024). They can bridge the gap between tradition and innovation, adapting religious teachings into formats that are easily accessible and understood by the digital generation. These influencers not only disseminate information, but also build communities in cyberspace, which allows for more in-depth interaction and discussion regarding religious values.

Differences in the understanding of information among various communities, Islamic organizations and Islamic philanthropic groups often lead to misunderstandings and unproductive debates, so it is not uncommon for religious misunderstandings to create tension in society (Fatmawati, 2023). In addition, the problem of limited communication due to high access to technology is an important factor triggering a long debate; Although many people understand religion and are active on social media, there are not enough religious influencers who participate in the debate, even some religious influencers are still marginalized in terms of access to information, which leads to inequality in understanding Islamic teachings.

Communication challenges also come from coming from various languages and dialect meanings in Indonesia, often the message in the communication conveyed is not simple and can be understood well by speakers of other languages. Seeing the limited resources for religious influencers to convey their messages effectively is also an obstacle that should not be ignored. Therefore, the role of religious influencers to overcome these various obstacles so that communication related to digital da'wah can be carried out more precisely, effectively and constructively. Digital da'wah as a solution to answer challenges and opportunities for the community, at least the role of religious influencers in digital da'wah in this way, the community can better understand and practice religious values well, so that it can detect the latent danger of misunderstanding information arguments with proper communication of understanding and create a harmonious and inclusive digital environment.

Digital da'wah that contains religious influencers on social media is increasingly prevalent. The role of religious influencers uses digital platforms to spread positive messages that build and characterize Islamic teachings, religious influencers are said to be role models for many people, When digital is widespread even though it has never been directly face-to-

face, especially the younger generation, the role of religious influencers remains a role model for the Islamic generation.

It is still related to communication that religious influencers not only have great influence, but are also responsible for maintaining integrity in every content they share. With the interest of researchers in combining religious and digital da'wah communication by the role of religious influencers, it is useful to be able to adapt to the development of communication of the times, including digital technology, and the role of religious influencers continues to strive to answer opportunities and challenges by giving birth to a generation that is ready to face the modern da'wah communication gap.

LITERATURE REVIEW

1. Influencer agama

Influencers are now in the spotlight in the context of social media. Operationally, "*influence*" refers to the ability to influence online behavior, where a person uses a variety of means to increase his or her popularity on the internet. They leverage technology such as videos, blogs, and other social networking platforms to achieve their goals (Rahmawan et al., 2017).

This statement can be seen from several points of view. First, the phenomenon of influencers on social media does show how much influence individuals have in shaping people's opinions and behavior. By utilizing technology, they can reach a wide and diverse audience, introducing certain products (sciences), ideas, or values in an engaging way.

In the context of today's social media communication, the influencer phenomenon has become a major spotlight in information studies. Operationally, the term "*influence*" refers to the ability to influence online behavior, where individuals use a variety of strategies to increase their popularity on the internet. They leverage technology, such as videos, blogs, and other social networking platforms, to achieve these goals.

Rolsan et. al (2024) Regarding Preachers on Instagram, analyze some of the prominent preachers on Instagram along with the number of followers they have. Referring to table 1 above, Roslan et al. in the next research process conducted access reels on selected preachers who received the highest impressions for six months, from January 1 to June 30, 2023. The data collected consisted of 25 viral videos that were selectively selected for analysis. The focus of this study is on 25 viral videos from five selected male preachers in the Malay version, which is relevant to the study period that has been set. The results of the study show that based on the presentation of complete data is carried out regarding the application of *newsworthiness* criteria to reels uploaded by the da'wah influencer. This study identifies five *newsworthiness criteria* based on the suitability of these criteria in videos that go viral on Instagram,

as well as how these criteria can be applied in the context of da'wah through videos on the platform.

Referring to research studies conducted by Roslan et al., (2024.) Regarding the criteria *for da 'wah* influencers, this research was developed as a renewal, namely the role of religious influencers in spreading da'wah through digital media, social systems are an opportunity and increasingly challenging. Their chances are to have the ability to reach a wide audience and deliver relevant and more engaging messages. So that the role of religious influencers or preachers has a high number of followers, then shows the potential to teach religious understanding to the public significantly through the content they create. The list of preachers studied includes:

Table 1 Influencer Religion

No	Names of religious influencers	Number of followers
1.	Ustaz Azhar Idrus	1.7M
2.	Teacher And Anwar	1.1M
3.	Ustaz Abdullah Khairi	1.1M
4.	Habib Ali Zainal Abidin	1.4M
5.	Dr. Zulkifli Bakri	1.2M

Furthermore, the benefits of reels are a creative and innovative approach, da'wah influencers can make religious teachings easier to digest and access by the public. In addition, they contribute to building a community that supports each other in understanding religious values. This shows that the use of social media as a da'wah tool is not only effective in reaching the audience, but also in creating useful interactions between preachers and their followers.

This phenomenon can be analyzed from several perspectives. First, the presence of influencers on social media shows the significant influence of individuals in shaping public opinion and behavior. By utilizing technology, they are able to reach a wide and diverse audience, as well as introduce certain products, ideas, or values in an engaging and innovative way.

However, not all information conveyed by influencers is accurate or responsible. There is a risk of spreading false or misleading information. Therefore, a critical understanding of the audience becomes important to filter the content consumed and can avoid the negative impact of invalid information.

In addition, great influence carries significant responsibility. Influencers should not only focus on increasing popularity, but also consider the impact of the message they are conveying. With this awareness of responsibility, influencers can make a positive contribution to society, help build trust, and spread useful information.

In the religious context, the role of influencers is increasingly vital. Then use digital platforms to spread religious messages and Islamic values. Religious influencers have the potential to reach a wide audience in an engaging and relevant way. However, it not only teaches religious teachings, but also provides a more modern and practical context, so that it is easier for the younger generation to understand. This method is considered a creative approach, that is, it can explain complex religious concepts in a simpler format.

However, with other great influences also comes a responsibility that is no less great. Religious influencers should be aware that any content shared can affect their followers' understanding and attitude towards religious teachings. Therefore, in delivering communication messages, it aims to convey accurate information, based on valid sources, and avoid content that can cause misunderstandings.

Basically, the existence of religious influencers serves as a bridge between tradition and technology. In the context of the existence of religious influencers as a bridge between tradition and technology, referring to a hadith that advocates the importance of spreading knowledge and goodness.

"Tell me even if it's just one sentence." (HR. Bukhari).

The above hadith emphasizes that every individual has a responsibility to spread knowledge and goodness, even with limited information. In the context of religious influencers, it can be interpreted as an effort that reflects the role in spreading Islamic teachings through modern technology. By utilizing social media and digital platforms, religious influencers can convey religious messages, moral values, and Islamic teachings to a wide audience in an engaging and easy-to-understand way. This means that the existence of religious influencers as a bridge between tradition and technology is also in line with efforts to maintain the relevance of religious teachings in the digital era. However, the renewal of da'wah is seen from the role in adapting delivery methods that are more in line with the development of the digital age, so that religious teachings can still be accessed and understood by the younger generation.

Thus, the above hadith supports the role of religious influencers, therefore, it can underline that every individual, including religious influencers, in contributing to the spread of knowledge and goodness, connects traditional values with the modern context that exists today.

Peran influencer dalam digital

The role of influencers in the digital world refers to the capacity of individuals or groups who have significant influence on social media platforms to shape their audience's opinions, behaviors, and decisions (Nafisah, 2023). Influencers, who often have a large and engaged following base, use a variety of digital communication tools such as videos, blogs, and social media to convey messages, promote scientific

products, or spread certain ideas. They can come from a variety of backgrounds, including the fields of religion, health, fashion, and more, and serve as a bridge between a brand or concept and the consumer.

This means that the role of influencers in digital is very strategic and influential in shaping consumer behavior and public opinion. Through a creative and relevant approach, influencers can disseminate information, build communities, and educate their audiences, while also facing the challenge of delivering accurate and responsible content. Thus, the existence of influencers not only increases popularity, but also has a significant social impact in modern society.

The benefits can help integrate religious values into daily life in the digital era, making religious teachings more relevant and applicable, especially in the face of rapid social and cultural changes (Anjani & Irwansyah, 2020).

So the role of religious influencers in the digital era in spreading Islamic teachings and religious values by utilizing social media and technology to reach a wide audience, especially the younger generation, in an interesting and relevant way. Religious influencers not only function as conveyors of information, but also as role models that can influence people's behavior and understanding of Islam.

The strategic role of digital as religious da'wah

The role of religious influencers on social media is very strategic. Not only did they increase self-prominence, but they also played an important role in shaping a better understanding of religious teachings in the modern context. If carried out with integrity and responsibility, their influence can have a significant positive impact on society (Anjani & Irwansyah, 2020). This means that religious influencers have a strategic role in Islamic da'wah in the digital era. If they are able to carry out this responsibility well, they can make a significant contribution to the true and constructive spread of the teachings of Islam.

Etymologically, the word "da'wah" in Arabic comes from the word "دعا" (da'a) which means "to invite" or "to call." In the context of Islam, da'wah refers to efforts to spread religious teachings, invite others to know and understand Islam, and apply religious values in daily life. Meanwhile, "digital" comes from the word "digit" which refers to numbers or data representations in binary form, and in the modern context, refers to information and communication technology that is internet-based (KBBI, 2020).

Therefore, it can be understood that the strategic role of digital as religious da'wah refers to the use of digital platforms and tools such as social media, websites, applications, and multimedia content to spread religious teachings and values to a wider audience. In this information age, da'wah is not only limited to traditional

methods such as lectures or recitations, but also involves innovative approaches that utilize technology to reach the younger generation and the wider community.

The goal of digital da'wah through interesting, interactive, and easily accessible content, digital da'wah has the potential to (Yati et al., 2023):

- a. Improving Accessibility
Making it easier for people to access religious information and teachings anytime and anywhere.
- b. Building Community
Creating a space for discussion and interaction between individuals with the same interests, thereby strengthening community solidarity.
- c. Responding to Contemporary Challenges
Addressing modern social and cultural issues with a relevant and applicable religious perspective.

It can be said that the strategic role of digital as religious da'wah has a key role in spreading Islamic values in the modern era. By utilizing technology, da'wah can become more effective, relevant, and interesting, so that it can reach a wider audience and contribute positively to the understanding and application of religious teachings in daily life.

Digital da'wah

Etymologically, da'wah comes from the Arabic words دعا (da'a) and يدعو (yad'u), which means to call, invite, invite, call, encourage, and plead. Meanwhile, in terminology, da'wah is the process of conveying certain messages in the form of invitations or appeals to others, so that they want to follow the invitation. Da'wah is also an effort that is carried out consciously, deliberately, and planned to influence others in practicing the teachings of Islam, without coercion.

Islam is very synonymous with da'wah, so it can be called a da'wah religion. This means that Islam prioritizes its people to spread goodness (Rahmadani & Amalia, 2023). That way, the spread of Islam is carried out in a peaceful way, without violence at all. Although in the history of Islamic culture there have been wars, it is not to spread Islam by violent means, but to defend itself and protect the Muslim community from oppression by tyrannical rulers (Seni, 2019). Therefore, it is important to discuss the meaning of da'wah, both in terms of language and terminology, so that there is no misunderstanding in understanding the meaning of da'wah religiously.

Da'wah Practice

In the practice of da'wah, there are three important elements that must exist, namely: the delivery of the message, the information conveyed, and the recipient of the message (Kristina, 2020). However, da'wah has a broader meaning. In addition to

conveying Islamic teachings, da'wah also includes an invitation to do good, prevent bad deeds, and provide good news and warnings to humans.

According to Fakhrurroji, (2017) dividing into two terms in da'wah, namely "da'wah" and "Islamic da'wah." Da'wah means the obligation for all Muslims to invite others, while Islamic da'wah refers to the calls and teachings of Islam contained in the Qur'an and Al-Hadith. The purpose of Islamic da'wah is to encourage the natural potential of human beings so that their lives have meaning before God and in history.

Da'wah is a task that must be carried out by all Muslims, not only by certain groups. The role of da'wah is very important in the progress of Islam. If da'wah activities are hampered, this can have a negative impact, especially in the current era of globalization and technological advancements.

Study by Revardo et al., (2024) said that the progress or decline of Muslims is highly dependent on the da'wah activities carried out. In addition, Islam encourages everyone to do da'wah, which can be done through amar ma'ruf nahi munkar (inviting the good and preventing the bad) and inviting believers to Allah SWT to get His pleasure, in accordance with the Qur'an Surah Ali-Imran verse 104.

The response to Da'wah Practice conveyed in the quote describes da'wah influencers in the context of Islam and their profound role in shaping Muslim society. Here are some key points, namely:

- a. Three Important Elements in Da'wah
The delivery of the message, the information conveyed, and the recipient of the message are the key aspects that build the foundation of effective da'wah practice. Understanding and managing these three elements well can increase the effectiveness of the message conveyed.
- b. The Broad Meaning of Da'wah
The point that da'wah is not only about conveying Islamic teachings, but also about the invitation to do good, prevent evil, and provide motivation and warning, shows that da'wah involves a wide range of moral and social aspects.
- c. Difference between Da'wah and Islamic Da'wah
Distinguishing between da'wah in general and da'wah in particular in Islamic teachings shows the depth and complexity of the concept of da'wah in Islam.
- d. Joint Duties of Muslims
Understanding that da'wah is the collective responsibility of all Muslims emphasizes the importance of collaboration in spreading Islamic values and helping to maintain religious identity.
- e. The Importance of the Role of Da'wah

The role of da'wah in the advancement of Islam should not be ignored. Failure to understand and implement da'wah can hinder the development and spread of Islamic teachings.

f. Da'wah in the Era of Globalization

In the era of globalization and modern technology, the practice of da'wah can become more challenging but also more important. Bringing Islamic values into the modern context is a challenge that must be overcome wisely.

g. Muslims' Dependence on Da'wah

Studies that say that the progress or decline of Muslims depend on the practice of da'wah emphasizes the urgency of da'wah activities in building and strengthening Muslim societies.

Based on the 7 points above in accordance with the meaning contained in the Qur'an Surah Ali-Imran verse 104 which emphasizes the virtue of amar ma'ruf nahi munkar as part of da'wah (Nufus, 2020), This means that the key points above show that da'wah is not only limited to conveying messages, but also involves efforts to improve society and create a better environment.

Purpose and Function of Da'wah

Purpose of Da'wah

Da'wah can be carried out in various ways and media, as long as it is in accordance with Islamic teachings. The essence of the purpose of da'wah is to change the personality of individuals, groups, and society (Fakhruroji, 2017). Therefore, the role of religious influencers in formulating da'wah goals is very important so that da'wah activities have a clear direction. Without a specific goal, da'wah can lose its direction and it is difficult to measure its success.

In general, the purpose of da'wah is to invite mankind to the right path and be approved by Allah SWT, so that they can live happily and prosperously in this world and the hereafter. The purpose of da'wah is actually in line with the goal of Islam, which is to form a good humanitarian attitude (Jafar, 2010).

According to Luth, (1999) Explain the purpose of da'wah as follows:

- a. Calling us to follow the sharia in solving life problems, both in the household, society, nation, and state.
- b. Calling us to function as servants of God in this diverse world, which is to be the pioneer and overseer of mankind.
- c. Calling us to the ultimate purpose of life, which is to worship God.

In addition to understanding the purpose of da'wah, it is also important to understand the function of da'wah so that the da'wah process can be successful.

Function of Da'wah

Da'wah has several functions in the life of mankind, especially for Muslims, including:

- a. Acknowledging God the Creator of the Universe
The main function of da'wah is to explain and teach about the one God, who is worthy of worship, based on the Qur'an revealed to the Prophet Muhammad PBUH.
- b. Changing Human Behavior
The second function of da'wah is to change human behavior from ignorance (ignorance) to Islamic behavior. This aims to return people to their nature, which is to have faith in Allah and good behavior towards others.
- c. Upholding Goodness and Preventing Evil
The next function is to uphold goodness and prevent evil. The effort of amar ma'ruf nahi munkar must be done in a good, patient, and gentle way in accordance with the teachings of Islam.

Da'wah Media

In Arabic, the medium is called "wasilah," which means a tool or intermediary. In the context of communication, media is a tool that connects messages from communicators (message bearers) to communicators (message recipients) (KBBI, 2020). According to Ya'qub, (1981), Da'wah media is a tool that is a channel to connect ideas with the people, and is an important element in da'wah. Several figures also gave explanations about da'wah media, including (Alimuddin, 2007):

A. Hasjamy considers the da'wah media as a means of da'wah, and a da'wah tool as a da'wah field. Abdul Kadir Munsyi called the media a tool that connects ideas with the people. Asmuni Syukir stated that the media is everything that can be used to achieve the goals of da'wah that have been determined.

From the opinions of these experts, it can be concluded that da'wah media is a tool used to convey messages from a da'i to mad'u (audience) in the da'wah process. Da'wah media is very important, because without the media, the message of da'wah cannot be conveyed.

Audio Visual in digital communication

The audio-visual method is a way of delivering that simultaneously stimulates sight and hearing. Media such as television are very effective for da'wah because they are practical and do not require a formal atmosphere. Users do not need to wear full clothes like when going to a mosque or prayer room. In addition, everyone can follow and enjoy the da'wah content carefully and in a relaxed state. In communication science, media can be classified into three types:

a. Spoken Media

This media is in the form of a tool that can emit sound for preaching, such as radio, telephone, and the like.

b. Written Media

This media involves writing or print, such as magazines, newspapers, books, pamphlets, and the like that are related to conveying information through text.

c. Audiovisual Media

This media contains moving images that can be seen and heard, such as movies, videos, television, and the like.

According to Batoebara, (2021) Audio Visual in digital communication is a very important and effective element in conveying messages to the audience. Meanwhile, according to Asari et al., (2023) that the use of a combination of audio and visual in digital content can increase the appeal and understanding of the message conveyed. This means that Audio Visual in digital communication is one of the most important aspects in creating interesting, informative, and leveraged content to achieve communication goals.

Opportunities and challenges in society

Etymologically, the word "opportunity" comes from the Arabic "فُرصة" (fursah), which means opportunity or opportunity. In a social and economic context, opportunity refers to a situation that allows an individual or group to achieve a goal, improve well-being, or develop potential.

The word "challenge" comes from the English word "challenge," which means an exam or obstacle that must be faced. In the context of society, challenges refer to obstacles or problems faced by individuals or groups in achieving goals or changes (KBBI, 2020).

Thus, it can be said that Opportunity in society refers to a situation or condition that allows an individual or group to develop, innovate, and achieve a specific goal. These opportunities can come in many forms, such as opportunities for education, access to technology, job opportunities, and social support. These opportunities are often associated with positive changes that can improve people's quality of life and well-being.

Challenges in society are obstacles or problems that must be faced by individuals or groups in an effort to achieve progress or change (Rosyidah, 2022). These challenges can be social, economic, cultural, or environmental. Examples include poverty, social injustice, discrimination, and climate change. Facing these challenges requires strategies and collective efforts to find solutions and create the desired change.

This means that an understanding of opportunities and challenges in society is important for identifying areas where individuals and communities can thrive, as well as for formulating effective strategies in dealing with existing obstacles.

According to Hananto, (2021) that religious influencers have a very important role in the context of the opportunities and challenges faced by society today. They are not only messengers, but also agents of change who can take advantage of opportunities and overcome existing challenges.

1. Taking advantage of opportunities

Religious influencers can use digital platforms to create opportunities for society. With extensive access to social media and online platforms, they can:

- a. Spreading Knowledge: Religious influencers can provide information and education on social, economic, and moral issues relevant to Islamic teachings. They can utilize the media to provide a better understanding of religious values that can help society thrive.
- b. Encourages Community Engagement: By building an online community, religious influencers can create a space for individuals to discuss, share experiences, and support each other. This can strengthen social solidarity and create opportunities for collaboration in various initiatives.

2. Facing Challenges

On the other hand, religious influencers also have a responsibility to help society face existing challenges. They can:

- a. Answering Contemporary Issues: Religious influencers can provide views and solutions to social challenges, such as poverty, discrimination, and environmental issues. With a faith-based approach, they can provide an in-depth and beneficial perspective for the audience.
- b. Reducing Dissatisfaction and Injustice: By educating the public about the importance of social justice and the need for collective action, influencers can drive positive change. They can voice the values of justice and equality taught in Islam, helping people to be more sensitive to existing problems.

This means that religious influencers have a crucial role in taking advantage of opportunities and facing challenges in society. They can bridge the gap between traditional values and modern realities, helping societies to thrive and adapt to changing times. With the right approach, religious influencers can be effective agents of change, promote good, and answer the challenges faced by society.

METHOD

This research uses a qualitative approach with a descriptive approach (Sugiyono, 2019), Where the depiction by the researcher refers to the phenomenon that is researched and interpreted narratively, in addition, the deepening of content analysis is carried out

based on literature sources that are not in-depth because secondary data sources are limited to the subject that is used as a reference is still related to the object played by religious influencers. Meanwhile, digital da'wah refers to samples from youtube and Instagram where it has been presented in the five categories with the largest number of followers. The system in this study is digital as an online media used as a mere means, where the online system with an available platform.

RESULTS AND DISCUSSION

The Role of Religious Influencers in Digital Da'wah

Hadiths that emphasize the responsibility of individuals to spread knowledge and kindness are very relevant in the context of digital da'wah, especially for religious influencers. They have a great opportunity to spread the teachings of Islam through modern technology, utilizing social media and digital platforms to reach a wider audience.

The findings take an opportunity in Digital Da'wah

1. Accessibility

With the internet, da'wah messages can be delivered quickly and easily to many people, without geographical restrictions. Religious influencers can reach various groups, including the younger generation who are more active on digital platforms.

2. Interesting Format

Influencers can convey Islamic teachings in engaging ways, such as videos, infographics, and interactive content. This method can help the audience understand religious values better and make them more interested in learning.

3. Audience Engagement

Social media allows for direct interaction between influencers and audiences. This creates a space for discussion and question-and-answer, so that the audience feels more engaged and has the opportunity to delve deeper into the teachings delivered.

However, behind these opportunities, there are challenges that must be faced, the results of the identification findings on the Challenges Faced are as follows:

1. Misinformation

In the digital age, misinformation can spread quickly. Religious influencers must be responsible in conveying accurate teachings and in accordance with authentic sources, so as not to mislead their followers.

2. Criticism and Stigma

Religious influencers may face criticism or stigma from people who are skeptical of the use of digital media for da'wah. They need to show that digital-based da'wah still upholds Islamic values.

3. Content Competition

With so much content available on the internet, influencers must be creative and innovative so that their da'wah message can stand out and attract the attention of the audience.

Digital Da'wah System

Media Classification and the Role of Religious Influencers in Digital Da'wah

The classification of media in communication science has become very relevant in the context of da'wah, especially with the emergence of religious influencers in the digital era. Each type of media has its own strengths and characteristics, which can be used to convey the message of da'wah effectively.

1. **Spoken Media**

Spoken media, such as radio and telephone, allow for direct and interactive messaging. Religious influencers can take advantage of audio platforms, such as podcasts, to conduct discussions about Islamic teachings, answer questions, and provide advice. This creates a more personal connection and allows the audience to feel directly engaged.

2. **Written Media**

Written media, such as blogs, articles, and e-books, provide a space for religious influencers to convey ideas and teachings in depth. By writing informative and easy-to-understand content, influencers can reach a wider audience, including those who prefer to read rather than watch. In addition, written media allows for the delivery of messages that can be accessed anytime and anywhere.

3. **Audiovisual Media**

Audiovisual media, such as video and television, is one of the most powerful tools in digital da'wah. Religious influencers can create engaging video content, such as lectures, tutorials, or panel discussions, that can grab viewers' attention. With attractive visuals and audio, da'wah messages become easier to digest and remember by the audience.

The Relationship between Hadith and the Role of Religious Influencers

(Ihksan, 2009) (Ihksan, 2009)

By taking advantage of opportunities and answering existing challenges, religious influencers can contribute significantly to the spread of knowledge and goodness. They have a responsibility to convey accurate and useful messages, connecting traditional values to modern contexts. Through innovative and responsible approaches, religious influencers can ensure that Islamic teachings remain alive and relevant in the digital age.

The Relationship between the Media System and the Role of Religious Influencers

The role of religious influencers in digital da'wah is very strategic because they can take advantage of all types of media that have been mentioned. These influencers not only serve as messengers, but also as a bridge between tradition and technology. By using spoken, written, and audiovisual media, they can convey the teachings of Islam in a way that is relevant and interesting to the younger generation.

Religious influencers have the ability to adapt to changing media and evolving ways of communication. They can use social media platforms to reach a larger and more diverse audience, as well as create content that suits the characteristics of each medium. Thus, religious influencers are not only disseminating information, but also building communities and increasing understanding of Islamic teachings in the digital age.

By understanding the classification of media in communication science, religious influencers can be more effective in designing da'wah strategies that suit their audience. Each type of media has the potential to strengthen the message of da'wah, and the role of influencers in utilizing this media is very important to achieve the broader goals of da'wah.

The common thread in the role of religious influencers in digital da'wah highlights the importance of individual responsibility, where the hadith emphasizes the great role of influencers in spreading the teachings of Islam through modern technology. Additionally, opportunities in digital da'wah include broad accessibility, engaging formats, and audience engagement through direct interaction. The challenges faced include disseminating accurate information, facing criticism, and competing in digital content. In media classification, religious influencers use spoken, written, and audiovisual media to convey messages more effectively. The relationship between hadith and the role of religious influencers as a bridge between tradition and technology is the key to spreading knowledge and goodness. In addition, the relationship between the media system and the role of religious influencers highlights adaptation strategies to changes in media, communication, and community building to increase understanding of Islamic teachings in the digital era.

Based on the common thread drawn from the analysis of the role of religious influencers in digital da'wah, it can be interpreted that the responsibility of individuals in spreading religious teachings through modern technology. Hadith supports the great role of influencers in the mission of da'wah, providing a major foothold in their duties. While there are vast opportunities in digital da'wah, such as equitable accessibility and deep interaction with audiences, challenges arise such as maintaining information accuracy and competing in dense digital content. In facing this challenge, religious influencers use a variety of communication media to convey messages effectively, bridging tradition with technology. Adaptation strategies to media changes and community development are the key to

deepening the understanding of Islamic teachings in the ever-evolving digital era, making religious influencers a wise and responsible liaison in spreading religious values.

Opportunities and challenges in society

The conclusion of opportunities and challenges in society is that every situation faced by society, be it an opportunity or a challenge, requires the proper readiness and responsiveness of the individuals in it. Facing opportunities requires creativity and good strategies to be used to the fullest, while in facing challenges, resilience, precision, and patience are needed to find the right solution. With an awareness of opportunities and challenges as well as a willingness to adapt and innovate, society can continue to develop and overcome existing obstacles. Examples of Problems That Support and Hinge, as well as the Relationship with Communication Science or Digital Da'wah

Supporting Issues

1. Easy Access to Information

In the increasingly advanced digital era, access to information has become easier for the public. Technology has opened the door to a wide range of digital platforms, allowing individuals to obtain information quickly and practically. In this context, religious influencers have a valuable opportunity to take advantage of these advancements. They can spread the teachings of Islam and increase public understanding of social and moral issues. Through social media and blogs, religious influencers can convey messages in an engaging and interactive way, making information more accessible to diverse audiences.

One striking example is how religious influencers have managed to change the way information is communicated and disseminated. By utilizing engaging visual and written content, they can attract the attention of many people. Not only does this make the message of da'wah easier to understand, but it also encourages deeper interaction between influencers and their followers. This creates opportunities for people to ask questions, discuss, and share views, thus enriching their understanding of Islamic teachings.

2. Solid Online Community

In addition, many religious influencers have managed to build a solid online community. Within this community, members can share experiences, discuss religious teachings, and support each other. The presence of this community not only strengthens solidarity between members, but also creates a space for constructive exchange of ideas. In the context of digital da'wah, this online community is an effective means to disseminate information and religious values.

The positive influence of this community is very felt, because members feel that they have a place to share and grow together in religious understanding. With

each other's support, they can face the challenges that exist in society and contribute to the spread of Islamic teachings with more confidence.

By taking advantage of easy access to information and building a strong online community, religious influencers have an important role to play in digital da'wah. They not only spread knowledge, but also create a supportive environment for society to grow in spiritual and social understanding.

Inhibiting Problems

1. Misinformation and Negative Content:

In the fast-paced digital era, major challenges arise in the form of misinformation and negative content. Misinformation or misleading information can spread easily and quickly, reaching a wide audience in a short period of time. In this context, religious influencers have a crucial role to play in countering this flow of inaccurate information. They must fight hard to ensure that the public's understanding of Islamic teachings is not distorted by the misinformation circulating. It's not just about getting the message across, it's also about sifting through the information and providing the necessary clarifications. Effective and accurate communication is essential here; Influencers must be able to respond to negative content in a way that helps the audience understand the true teachings and avoid any confusion that may arise.

2. Resistance from Society

On the other hand, there is a challenge in the form of resistance from the community to the use of digital media for da'wah. Some segments of society are skeptical and consider this approach incompatible with religious traditions. This skepticism may stem from the view that da'wah should be carried out directly and in a more conventional context. In a situation like this, religious influencers need to find a way to bridge the gap between traditional values and technological advancements. They must be able to explain that digital da'wah is not only relevant but can also uphold religious values. With the right approach, influencers can help the public see that the use of digital media in da'wah does not reduce the essence of Islamic teachings, but rather expands its reach and impact.

In facing this challenge, religious influencers are required to become intelligent and adaptive communicators. They must be able to convey the message in an appropriate and effective way, as well as build trust among the public so that da'wah can run well in this digital era.

The common thread of the description is that in the context of digital da'wah, religious influencers have a crucial role in spreading Islamic teachings. They should take advantage of opportunities such as easy access to information and a solid online community to provide a proper and in-depth understanding to the public. However, in the midst of these various

opportunities, influencers are also faced with challenges, such as the spread of misinformation and resistance from some people to digital da'wah. To overcome this problem, they need to be intelligent, adaptive communicators and have the ability to convey messages accurately and build trust among the public. Thus, religious influencers can bridge tradition with technology, making digital da'wah an effective means of spreading religious values wisely and responsibly.

Referring to the drawing of the common thread, it can be interpreted that religious influencers have a role in spreading the teachings of Islam. They must take advantage of the opportunities available, such as easy access to information and the formation of online communities, to provide a correct understanding to the public. However, they are also faced with challenges, including the spread of misinformation and resistance from some people to digital da'wah. To overcome this problem, influencers need to be smart communicators, adapt quickly, and be able to convey messages accurately and build trust. Thus, they can bridge tradition with technology, making digital da'wah an effective means of spreading religious values responsibly.

Opportunities and challenges In the era of digital da'wah, there is a great opportunity to spread Islamic teachings widely through easy access to information and a solid online community. However, religious influencers are faced with challenges such as the spread of misinformation and resistance from some people to digital da'wah. To overcome this, influencers need to be intelligent, adaptive communicators and can build public trust by conveying messages accurately. By utilizing technology wisely, religious influencers can bridge tradition and technology, making digital da'wah an effective means to spread religious values responsibly.

CONCLUSION

1. The role of religious influencers in digital da'wah is that individuals have a great responsibility in spreading religious teachings through modern technology. The legal basis (Hadith) provides a strong basis for influencers in their da'wah mission. While there are vast opportunities in digital da'wah, such as easy access and in-depth interaction with audiences, challenges such as maintaining accurate information and competing in dense digital content also arise. To overcome these challenges, religious influencers use a variety of communication media to convey messages effectively, while bridging tradition with technology. Adaptation to media changes and community development is the key to deepening the understanding of Islamic teachings in the ever-evolving digital era, making religious influencers a wise and responsible liaison in spreading religious values.
2. In the era of digital da'wah, the role of religious influencers in spreading Islamic teachings there is a great opportunity through easy access to information and online communities, they are also faced with challenges such as the spread of misinformation

and resistance from some people. To overcome these challenges, influencers need to be intelligent, adaptive, and trust-building communicators by accurately conveying messages. In this way, they can bridge tradition with technology, making digital da'wah an effective means to spread religious values responsibly.

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