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The Effectiveness of Digital Da'wah in Increasing Islamic Awareness among Young Muslims

Azra Humaira[1], Nabila Aulia[2], Rafiqa[3]
[1,2,3] Muhammadiyah Institute of Islamic Studies, Pacitan, Indonesia

Abstract: The rapid development of digital technology and social media has transformed Islamic da'wah into an accessible medium for disseminating religious knowledge among young Muslims. However, ensuring authentic Islamic understanding and consistent religious practices remains a significant challenge in the digital environment. This study aims to examine the effectiveness of digital da'wah in strengthening Islamic awareness among young Muslims, particularly in terms of religious knowledge, understanding, motivation, and behavior. This study employs a quantitative approach using a cross-sectional survey. Data are collected through structured questionnaires distributed to young Muslim respondents and analyzed using descriptive statistics, correlation, and regression analysis. The study investigates respondents' exposure to digital Islamic content, their levels of Islamic awareness, and the relationship between digital da'wah and religious knowledge, motivation, and behavior. It also examines supporting factors, including content credibility, accessibility, and interactivity, as well as challenges such as misinformation and superficial content consumption. Digital da'wah has the potential to support Islamic awareness among young Muslims. Developing credible, engaging, interactive, and educational Islamic content is essential to encourage deeper religious understanding and the consistent application of Islamic values.

Research Highlights:

- Examines the effectiveness of digital da'wah in strengthening Islamic awareness among young Muslims.
- Explores the role of social media in disseminating Islamic knowledge and religious values.
- Investigates the relationship between digital Islamic content and religious knowledge, motivation, and behavior.
- Identifies content credibility, accessibility, and interactivity as important factors in digital da'wah.
- Highlights the importance of developing educational and authentic digital da'wah strategies to promote Islamic understanding and practices.

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Corresponding Author:

Name: Azra Humaira

Email: azrahumaira@gmail.com

INTRODUCTION

The development of digital technology has significantly transformed the way people communicate, access information, and acquire knowledge in contemporary society(Warschauer & Matuchniak, 2010). Social media platforms such as YouTube, Instagram, TikTok, Facebook, and podcasts have become important parts of everyday life, particularly among younger generations. These platforms provide opportunities for individuals to exchange information, participate in discussions, and obtain educational content from various sources. Among Muslim communities, the development of digital technology has also influenced the transformation of Islamic da'wah from conventional methods, such as mosque-based preaching, religious gatherings, and face-to-face lectures, into more accessible forms of digital religious communication. Consequently, digital da'wah has emerged as an alternative approach to disseminating

Islamic teachings and reaching wider audiences, particularly young Muslims who actively engage with digital media.

Digital da'wah offers considerable opportunities to increase Islamic knowledge, strengthen religious understanding, and encourage spiritual development among younger generations(Fahrudin & Islamy, 2022). Through online lectures, Quranic recitations, Islamic educational videos, religious discussions, and motivational content, young Muslims can access Islamic information regardless of geographical limitations and time constraints. Furthermore, interactive features such as comments, live streaming, and online discussions enable audiences to communicate with religious scholars, preachers, and other Muslim communities. This development demonstrates that digital platforms can function not only as communication channels but also as informal learning environments that support Islamic education and religious engagement. Therefore, digital da'wah has the potential to become an effective instrument for strengthening Islamic awareness among young Muslims.

Islamic awareness is an essential aspect of Muslim identity because it involves understanding Islamic teachings, recognizing religious responsibilities, practicing obligatory worship, maintaining good moral character, and applying Islamic values in everyday life. Young Muslims represent an important generation in maintaining the continuity of Islamic values and religious traditions. However, they also face various challenges associated with the digital environment, including exposure to misleading information, superficial religious interpretations, unqualified religious content creators, and negative social media influences. The abundance of Islamic content does not necessarily guarantee that young audiences develop accurate religious knowledge or demonstrate improvements in their religious practices(Zaid et al., 2022). In some circumstances, digital engagement may be limited to watching videos, liking posts, and sharing religious messages without deeper understanding or meaningful behavioral changes.

This situation highlights an important research gap concerning the actual effectiveness of digital da'wah in increasing Islamic awareness among young Muslims. Although digital platforms provide extensive opportunities for religious communication, it remains necessary to investigate whether exposure to Islamic content contributes to improvements in religious knowledge, understanding, spiritual motivation, and the practical application of Islamic values. Accordingly, this research examines the effectiveness of digital da'wah in increasing Islamic awareness among young Muslims, while considering the factors that support or hinder its contribution to contemporary Islamic education and religious development.

Research on the effectiveness of digital da'wah in increasing Islamic awareness among young Muslims has attracted growing attention over the past decade. Maghfirah, Andriani, and Mirzal (2021), in their study entitled Social Media as a Medium of Da'wah: Religious Transformation among Online Da'wah Audience on TikTok Platform, examined the role of TikTok in disseminating Islamic teachings and influencing religious transformation among online audiences. Their research highlighted the potential of social media to communicate Islamic messages through accessible and engaging audiovisual content. The study demonstrated the relevance of digital platforms in expanding the reach of Islamic preaching and creating new opportunities for religious engagement. Similarly, Nurhasanah, Fatikah, Arifah, and Suryandari (2022), in their research on the use of social media for da'wah activities among millennials in the digital era, discussed how social media facilitates Islamic communication and provides opportunities for religious information to reach younger generations. Their study emphasized the importance of adapting da'wah communication strategies to the characteristics and media preferences of contemporary Muslim audiences.

Chakim (2022), in The Youth and the Internet: The Construction of Doctrine, Islam in Practice, and Political Identity in Indonesia, explored how the internet influences young people's understanding of Islamic doctrine, religious practices, and identity formation. This research is relevant because it demonstrates that digital environments are not merely channels for distributing religious information but also spaces where young Muslims construct and negotiate their religious understanding. Hasan (2022), in Muslim Instagram: Eternal Youthfulness and Cultivating Deen, examined the relationship between Instagram culture, Muslim identity, and the cultivation of religious commitment. The study illustrated how digital platforms provide opportunities for Muslims to express religious identity, engage with Islamic content, and develop forms of online religious participation. These findings suggest that social media can contribute to religious awareness while simultaneously influencing how young Muslims represent and understand their Islamic identities.

Furthermore, Fauzi and Pribadi (2024), in their study entitled Muslim Youth between Pragmatism, Islamic Concern, and Social Piety: The Case of the Da'wah Movement in Solo, Indonesia, investigated the relationship between Muslim youth, Islamic concerns, and expressions of social piety. Their research provides an important perspective on how younger generations negotiate religious commitment and social participation in contemporary Muslim communities. Faizah, Bakti, Rahman, and Muslimin (2024) also examined social media usage among Generation Z from the perspectives of digital ethics and Islamic ethics. Their research highlighted the importance of integrating ethical principles into digital participation, particularly in relation to responsible communication, information consumption, and the application of Islamic values in online environments.

More recent research has increasingly focused on the effectiveness of specific digital da'wah strategies and their influence on young audiences. Roslan, Mohd Zahari, and Abdul Ghani (2025), in Da'wah on the Social Media: The Youth Engagement in Digital Islamic Content, conducted a systematic review of 24 scholarly articles examining youth engagement with Islamic content on social media, particularly Instagram. Their research identified several factors influencing digital da'wah engagement, including content creativity, communication approaches, audience interaction, and the relevance of religious messages to young people's interests. The study emphasized that successful digital da'wah requires communication strategies that are attractive, interactive, and appropriate for younger audiences. Similarly, Rokibullah and Laksana (2025), in Social Media Utilization by Preachers to Shape Religious Perceptions among Indonesian Youth, investigated how digital da'wah communication strategies influence religious perceptions among Indonesian young people. Using qualitative content analysis of 150 da'wah contents from five popular preachers on YouTube, Instagram, and TikTok, they found that personal storytelling and creative visualization were important approaches to communicating Islamic messages.

Despite the increasing popularity of digital da'wah, several important questions remain regarding its effectiveness in strengthening Islamic awareness among young Muslims. These include the extent to which young Muslims are exposed to Islamic content through digital platforms, the influence of such content on their religious knowledge and understanding, and its contribution to improving religious practices and Islamic moral behavior. Furthermore, the effectiveness of digital da'wah may depend on several factors, including content credibility, accessibility, communication quality, audience engagement, and the religious competence of content creators. Another important concern involves challenges such as misinformation, limited religious literacy, and superficial engagement with Islamic messages. Therefore, this study addresses the following research questions: (1) To what extent are young Muslims exposed to digital da'wah through social media platforms? (2) How does digital da'wah influence Islamic knowledge and religious understanding among young Muslims? (3) Does digital da'wah encourage improvements in religious practices and Islamic moral behavior? (4) What factors influence the effectiveness of digital da'wah in increasing Islamic awareness? and (5) What challenges limit the effectiveness of digital da'wah among young Muslims?

This study aims to examine the effectiveness of digital da'wah in increasing Islamic awareness among young Muslims(Hopizal & Fahrurrazi, 2020). Specifically, it seeks to identify the influence of digital Islamic content on religious knowledge, understanding, and spiritual awareness. Furthermore, this research analyzes the relationship between exposure to digital da'wah and the development of religious practices and Islamic moral behavior. It also aims to identify supporting factors and challenges that influence the effectiveness of digital religious communication. Ultimately, the study seeks to provide recommendations for developing more effective, credible, interactive, and educational digital da'wah strategies that correspond to the needs and characteristics of younger generations.

This research is expected to provide theoretical, practical, and social contributions. Theoretically, it contributes to the development of Islamic communication, digital da'wah studies, and contemporary Islamic education by expanding the understanding of digital media as an instrument of religious communication and learning. Practically, the findings are expected to provide useful insights for Islamic preachers, religious institutions, Islamic content creators, and educators in designing relevant, credible, and engaging digital da'wah strategies. Socially, this study is expected to encourage stronger Islamic awareness, religious identity, moral responsibility, and positive behavior among young Muslims. Furthermore, it highlights the importance of responsible digital participation and the application of Islamic values in contemporary society. Ultimately, the research emphasizes that the success of digital da'wah

should be evaluated not merely through online popularity and audience engagement but also through its meaningful contribution to religious understanding and everyday Islamic practices.

METHOD

This study employs a quantitative research approach to examine the effectiveness of digital da'wah in increasing Islamic awareness among young Muslims. A quantitative approach is considered appropriate because it enables the researcher to measure respondents' exposure to digital Islamic content and examine its relationship with their religious knowledge, understanding, and practices through numerical data and statistical analysis(Subchi et al., 2022). The research applies a survey research design using structured questionnaires distributed to young Muslim respondents who actively use digital platforms to access Islamic content. Furthermore, a cross-sectional research design is adopted because data are collected at a particular point in time to obtain an overview of digital da'wah exposure and Islamic awareness among the target population. The study consists of two primary variables: digital da'wah as the independent variable (X) and Islamic awareness as the dependent variable (Y). Digital da'wah refers to the dissemination of Islamic teachings through social media and other digital communication platforms, while Islamic awareness refers to individuals' understanding, recognition, and application of Islamic teachings in everyday life. This design enables the researcher to examine the statistical relationship and predictive contribution of digital da'wah to Islamic awareness, although causal conclusions require stronger experimental or longitudinal evidence.

The population of this study consists of young Muslims who actively use digital platforms, particularly social media, to obtain information, communicate, and access Islamic religious content. The target respondents are young Muslims aged 17–30 years, representing a generation that frequently interacts with digital communication technologies and has opportunities to engage with online religious learning. The research is conducted within the geographical area selected by the researcher, with respondents recruited from educational institutions, Muslim youth communities, and online social media networks. The sampling technique uses purposive sampling because respondents must meet specific characteristics relevant to the research objectives. The sample size is determined based on the estimated population, research accessibility, sampling considerations, and statistical requirements(Singh & Masuku, 2014). The inclusion criteria consist of individuals who identify as Muslim, fall within the specified age range, actively use at least one digital platform, and have experience accessing Islamic da'wah content. Respondents who do not meet these criteria or submit substantially incomplete questionnaires are excluded from the analysis. This selection process is intended to ensure that participants possess relevant experiences for evaluating digital da'wah and its relationship with Islamic awareness.

This study examines two main variables, namely digital da'wah (X) and Islamic awareness (Y). Digital da'wah is operationally defined as the use of digital communication platforms to deliver Islamic teachings, religious information, and spiritual guidance to audiences(Saleh et al., 2022). Its indicators include the frequency of exposure to digital da'wah content, diversity of digital platforms used, quality and credibility of Islamic information, accessibility and attractiveness of religious content, audience interaction and engagement, and relevance of Islamic messages to everyday life. These indicators measure the extent to which young Muslims encounter and engage with digital religious communication. Meanwhile, Islamic awareness is defined as the level of understanding, recognition, and application of Islamic teachings in personal and social life. Its indicators include Islamic religious knowledge and understanding, awareness of Islamic beliefs and principles (Aqidah), awareness of religious obligations and worship practices (Ibadah), application of Islamic moral values (Akhlak), motivation to improve religious practices, and awareness of Islamic identity and responsibility. These dimensions provide a framework for assessing the contribution of digital da'wah to religious awareness among young Muslims.

Data are collected through questionnaires, documentation, and literature reviews(Garrard, 2013). The questionnaire serves as the primary data collection instrument and is distributed to selected respondents to obtain information regarding their experiences with digital da'wah and their level of Islamic awareness. Documentation is used to examine relevant Islamic digital content, publications, and institutional information that support the research context. Additionally, a literature review is conducted to identify relevant theories, previous empirical studies, and scholarly discussions concerning digital da'wah, Islamic communication, social media, and religious awareness. If necessary, supplementary interviews may be conducted to obtain deeper insights into how young Muslims interpret and apply

Islamic messages encountered through digital platforms. These complementary techniques provide contextual information to support the interpretation of the quantitative findings.

The primary research instrument is a structured questionnaire developed according to the operational definitions and indicators of the research variables(Lewis et al., 2005). Each questionnaire statement is designed to measure respondents' experiences, perceptions, and understanding of digital da'wah and Islamic awareness. A five-point Likert scale is employed, ranging from 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), to 5 (strongly agree). Before the main data collection, the questionnaire is evaluated through expert judgment to assess content validity and, where appropriate, pilot testing to examine item clarity and reliability. Construct validity is assessed using an appropriate statistical procedure, while internal consistency is evaluated using Cronbach's Alpha. A coefficient of 0.70 or higher is generally considered an acceptable reliability benchmark. Furthermore, ethical research principles are maintained through informed consent, voluntary participation, confidentiality of respondent information, and the protection of collected data.

The collected data are analyzed using descriptive and inferential statistical techniques(Burns & Burns, 2008). Descriptive statistics are initially employed to summarize respondents' demographic characteristics, patterns of digital da'wah exposure, and levels of Islamic awareness through frequencies, percentages, means, and standard deviations. Subsequently, validity and reliability tests are conducted to evaluate the quality and consistency of the research instrument. Relevant statistical assumption tests, including normality and linearity tests, are performed according to the selected analytical procedures. Pearson correlation is used when the data satisfy the relevant assumptions, whereas Spearman correlation may be applied when the assumptions for parametric correlation are not fulfilled. Furthermore, simple linear regression is employed to examine the statistical contribution of digital da'wah to Islamic awareness. Hypothesis testing is conducted at a significance level of 0.05, with the coefficient of determination (R^2) used to identify the proportion of variation in Islamic awareness statistically explained by digital da'wah. The results are interpreted to determine whether digital da'wah demonstrates a positive and statistically significant relationship with Islamic awareness among young Muslims. All findings are presented objectively and interpreted in accordance with the research objectives and the limitations of the cross-sectional survey design.

RESULTS AND DISCUSSION

Characteristics of Respondents

The characteristics of respondents provide an overview of the demographic background and digital media experiences of young Muslims participating in this study. The collected data include the total number of respondents, age distribution, gender, educational background, frequently used social media platforms, frequency of accessing digital Islamic content, and types of digital da'wah content most frequently consumed. These characteristics are important for understanding the diversity of respondents and establishing the context for interpreting the research findings. The total number of respondents involved in this study was [number] young Muslims, consisting of individuals within the predetermined age range of 17–30 years.

Regarding age distribution, respondents were categorized into several groups to identify the representation of different stages of young adulthood. The gender composition consisted of male respondents and female respondents, while their educational backgrounds included. These demographic characteristics provide information about the respondents' social and educational contexts, which may influence their access to Islamic information and their understanding of religious messages. Furthermore, identifying respondents' educational backgrounds helps explain possible differences in their ability to evaluate digital religious information critically.

In terms of digital media usage, the findings indicate that respondents primarily accessed Islamic da'wah through most frequently used platform, followed by second platform]and third platform. The most frequently accessed content included Islamic lectures, Quranic explanations, Hadith studies, Islamic motivational videos, and discussions concerning contemporary Muslim issues. These findings provide an initial understanding of how digital platforms have become part of the religious information environment among young Muslims.

Patterns of Digital Da'wah Consumption among Young Muslims

The patterns of digital da'wah consumption demonstrate how young Muslims interact with Islamic religious information through contemporary communication technologies(Fakhruroji, 2019). The findings of this study examine the platforms most frequently used, the duration and frequency of exposure, the types of religious content preferred, and the forms of audience engagement. Understanding these patterns is essential because the effectiveness of digital da'wah may depend not only on the availability of Islamic content but also on how audiences access, interpret, and respond to religious messages.

The results concerning platform preferences reveal that [platform name] was the most frequently used medium for accessing digital Islamic content among respondents. This preference may be associated with the platform's accessibility, audiovisual features, content diversity, and opportunities for interaction. Platforms such as YouTube provide opportunities to access longer religious lectures and educational discussions, whereas Instagram and TikTok facilitate the distribution of shorter and more visually engaging Islamic messages. Facebook and podcasts may also serve as alternative channels for religious discussions and educational materials. These differences indicate that digital da'wah communication strategies should consider the characteristics and functions of individual platforms.

Regarding content preferences, respondents demonstrated interest in various forms of Islamic communication, including religious lectures, Quranic studies, explanations of Hadith, Islamic motivational messages, and discussions of contemporary religious issues. Content attractiveness may be influenced by presentation style, language simplicity, visual creativity, credibility of speakers, and relevance to everyday experiences. Furthermore, interactive features such as likes, comments, sharing, and live discussions provide opportunities for audiences to participate in digital religious communication. However, high levels of online engagement should not automatically be interpreted as evidence of improved religious knowledge or awareness. The actual effectiveness of digital da'wah must also be evaluated through respondents' understanding and application of Islamic teachings.

The Level of Islamic Awareness among Young Muslims

Islamic awareness represents an important dimension of religious development because it involves the ability to understand Islamic teachings, recognize religious responsibilities, and apply Islamic principles in everyday life. In this study, Islamic awareness is examined through several indicators, including Islamic knowledge, understanding of Aqidah, awareness of Ibadah, application of Akhlak, motivation to improve religious practices, and awareness of Islamic identity and responsibility. These indicators provide a comprehensive framework for evaluating respondents' religious awareness beyond their exposure to digital Islamic content.

The findings regarding Islamic knowledge and understanding indicate that respondents obtained [describe actual finding] concerning their understanding of fundamental Islamic teachings. Their awareness of Aqidah and religious obligations was reflected in their responses concerning Islamic beliefs, the importance of worship, and the responsibilities of Muslims. Furthermore, respondents' understanding of Akhlak was examined through their awareness of honesty, respect, tolerance, responsibility, and appropriate behavior in social interactions. These dimensions are particularly relevant in contemporary digital environments, where young Muslims encounter various forms of information and social influences.

Another important dimension concerns the motivation to perform religious practices consistently and apply Islamic teachings in family, educational, social, and digital environments. This dimension is important because Islamic awareness should not be limited to theoretical religious knowledge but should also be reflected in attitudes, decisions, and everyday behaviorThese findings provide an empirical basis for examining the relationship between digital da'wah exposure and the development of religious awareness.

The Effectiveness of Digital Da'wah in Increasing Islamic Awareness

The effectiveness of digital da'wah is examined by analyzing the statistical relationship between exposure to digital Islamic content and Islamic awareness among young Muslims. This analysis focuses on whether respondents who demonstrate greater exposure and engagement with digital da'wah also report higher levels of religious knowledge, understanding, motivation, and application of Islamic values(Azzman & Rasyida, 2021). The relationship between the independent variable, digital da'wah, and the dependent variable, Islamic awareness, is evaluated using the statistical procedures established in the research methodology.

If the relationship is statistically significant, the findings suggest that greater exposure to digital Islamic content is associated with higher levels of Islamic awareness among respondents. Conversely, if the relationship is not statistically significant, the findings indicate that exposure to digital da'wah alone

may not adequately explain differences in religious awareness. Other factors, including family religious education, formal Islamic learning, personal motivation, and social environments, may also contribute to the development of Islamic understanding.

Furthermore, simple linear regression is conducted to examine the statistical contribution of digital da'wah to Islamic awareness. The coefficient of determination indicates the proportion of variation in Islamic awareness statistically explained by digital da'wah within the regression model. The remaining variation may be associated with other factors that are not included in the model. These results provide a basis for evaluating the research hypothesis and determining whether digital da'wah has a statistically significant contribution to Islamic awareness.

Beyond statistical relationships, the discussion also considers the different dimensions of religious development(Kucukcan, 2005). Digital Islamic content may provide opportunities to improve religious knowledge, encourage spiritual motivation, and strengthen understanding of worship obligations. However, the transition from online information consumption to consistent religious practices may require deeper learning, personal commitment, and support from religious communities. Therefore, the effectiveness of digital da'wah should be assessed not merely through social media engagement but also through meaningful religious understanding and the practical application of Islamic values. Because this study uses a cross-sectional design, the statistical findings should be interpreted as relationships or predictive contributions rather than definitive proof of causal improvement.

Factors Supporting the Effectiveness of Digital Da'wah

Several factors may support the effectiveness of digital da'wah in increasing Islamic awareness among young Muslims(Amin et al., 2022). One important factor is the credibility and religious competence of digital preachers. Islamic messages delivered by knowledgeable and trustworthy individuals are more likely to provide reliable religious guidance and encourage audiences to develop appropriate religious understanding. The accuracy of Quranic interpretations, Hadith explanations, and other Islamic references is particularly important because misleading religious information may negatively influence audiences' understanding of Islamic teachings.

Another supporting factor is the quality and attractiveness of digital content. Creative audiovisual presentations, clear explanations, appropriate language, and relevant examples can make Islamic messages easier for young audiences to understand(Winarto et al., 2020). Digital platforms also provide accessibility and convenience, enabling young Muslims to obtain religious information without being restricted by geographical distance or fixed learning schedules. These characteristics make digital da'wah a potentially valuable complement to conventional Islamic education and religious gatherings.

Audience interaction and the relevance of religious messages also contribute to the effectiveness of digital da'wah. Opportunities to ask questions, participate in online discussions, and receive responses from qualified preachers may strengthen audience engagement and understanding. Furthermore, Islamic content addressing contemporary youth concerns, including friendship, education, social responsibility, family relationships, morality, and digital ethics, may be more meaningful to young audiences. The involvement of families, educational institutions, mosques, and Muslim youth communities can further reinforce the religious messages obtained through digital platforms and encourage their practical application.

Challenges and Limitations of Digital Da'wah

Despite its opportunities, digital da'wah faces several challenges that may limit its effectiveness in increasing Islamic awareness. One major challenge is the circulation of inaccurate, misleading, or incomplete religious information through social media(Zubair et al., 2019). The absence of adequate verification may cause audiences to accept religious interpretations without examining their sources or consulting qualified Islamic scholars. This situation highlights the importance of digital religious literacy and the ability to distinguish credible Islamic information from unsupported claims.

Another challenge concerns the influence of unqualified religious content creators and the tendency to consume short religious messages without deeper examination(Zubair et al., 2019). Although short videos and visual content can attract attention, they may not always provide sufficient explanations of complex Islamic concepts. Furthermore, entertainment-oriented social media algorithms may prioritize content based on popularity and audience engagement rather than religious accuracy and educational quality. Consequently, audiences may encounter religious information that is attractive in presentation but limited in theological depth.

Limited interaction between preachers and audiences may also affect the quality of religious learning. Some digital platforms provide opportunities for comments and discussions, but these interactions do not always result in comprehensive explanations or appropriate religious guidance. Differences in Islamic knowledge and digital literacy among young Muslims may further influence how religious information is interpreted. Moreover, obtaining Islamic knowledge online does not automatically guarantee consistent worship practices or moral behavior. The application of Islamic teachings requires personal commitment, continuous learning, practical guidance, and support from family and religious communities.

Discussion from an Islamic Perspective

From an Islamic perspective, da'wah represents an important responsibility to communicate religious teachings, encourage goodness, and guide individuals toward a meaningful relationship with Allah(AINI & DON, 2022). The development of digital technology provides additional opportunities to fulfill this responsibility through contemporary communication channels. However, the use of digital platforms must remain consistent with Islamic principles concerning truthfulness, wisdom, responsibility, and the authenticity of religious information. Therefore, digital da'wah should be understood not merely as a technological innovation but also as an extension of the broader mission of Islamic education and religious guidance.

The relevance of this research can be understood through Qur'an Surah An-Nahl (16:125), which emphasizes inviting people to the way of Allah through wisdom, good instruction, and appropriate dialogue. This principle provides an important foundation for digital da'wah because Islamic messages should be communicated through approaches that consider the knowledge, circumstances, and characteristics of their audiences. In digital environments, preachers should deliver religious information using understandable language, credible references, and respectful communication. Such approaches may help young Muslims develop a deeper understanding of Islamic teachings rather than merely consuming religious content superficially.

Furthermore, Qur'an Surah Al-Ahzab (33:70) emphasizes the importance of speaking truthfully and communicating responsibly(Rahmah et al., 2020). This principle is particularly relevant to digital religious communication, where information can spread rapidly without sufficient verification. Digital preachers and Islamic content creators therefore have an ethical responsibility to ensure that religious messages are accurate and supported by reliable Islamic sources. Qur'an Surah Ali 'Imran (3:104) also highlights the responsibility of a community to invite people toward goodness, encourage what is right, and prevent wrongdoing. This teaching reinforces the importance of using digital platforms to promote constructive religious discussions, moral responsibility, and positive social behavior.

Accordingly, digital da'wah can contribute to developing young Muslims who possess adequate religious knowledge, strong moral awareness, and commitment to Islamic values. Nevertheless, the success of digital da'wah should be evaluated through the quality of religious understanding and the application of Islamic principles in everyday life. Digital communication should complement, rather than replace, deeper religious education, direct guidance from qualified scholars, and active participation in Muslim communities.

Comparison with Previous Studies

The findings of this research should be interpreted in relation to previous studies concerning digital da'wah, social media, and religious awareness among young Muslims. Earlier research has demonstrated that social media provides opportunities to distribute Islamic messages, facilitate religious learning, and strengthen online religious engagement. Studies by Chakim (2022) and Hasan (2022), for example, examined the relationship between digital environments, Islamic understanding, and Muslim identity formation. Their discussions provide a theoretical basis for understanding social media as a space in which young Muslims encounter religious information and negotiate their religious identities.

Furthermore, research by Fauzi and Pribadi (2024) concerning Muslim youth, Islamic concerns, and social piety provides a broader perspective on the relationship between religious commitment and social participation among younger generations. Similarly, Faizah et al. (2024) emphasized the importance of integrating digital ethics and Islamic ethical principles into Generation Z's social media activities. These studies are relevant to the present research because they demonstrate that religious awareness involves not only access to Islamic information but also the ability to interpret and apply religious and ethical principles in digital and social environments.

The comparison with previous research should examine whether the present findings demonstrate similar or different patterns regarding digital platform preferences, religious content consumption, audience engagement, and Islamic awareness. If the current findings indicate a positive and statistically significant relationship between digital da'wah and Islamic awareness, they may strengthen previous discussions concerning the educational and religious potential of social media. However, if the findings reveal a weak or insignificant relationship, they may suggest that digital exposure alone is insufficient to develop deeper religious understanding and consistent religious behavior.

The principal contribution of this research lies in its emphasis on examining digital da'wah in relation to several measurable dimensions of Islamic awareness, including religious knowledge, Aqidah, Ibadah, Akhlak, spiritual motivation, and Islamic identity. Unlike studies that primarily discuss online engagement, communication strategies, or religious identity, this research seeks to evaluate the statistical relationship between digital da'wah and the broader dimensions of Islamic awareness. This focus addresses an important research gap by distinguishing between the popularity of Islamic content and its potential contribution to meaningful religious development.

CONCLUSION

This study highlights the important role of digital da'wah in supporting the development of Islamic awareness among young Muslims in the contemporary digital era. Digital platforms such as YouTube, Instagram, TikTok, Facebook, and podcasts provide accessible opportunities to obtain Islamic knowledge, understand religious teachings, and strengthen spiritual motivation. The effectiveness of digital da'wah is reflected not only in the accessibility and popularity of Islamic content but also in its potential contribution to religious understanding, awareness of worship practices, and the application of Islamic moral values in everyday life. However, its effectiveness depends on several factors, particularly the credibility of preachers, accuracy of religious information, content quality, accessibility, audience interaction, and relevance to young Muslims' experiences. Challenges such as misinformation, superficial content consumption, and limited digital religious literacy must also be addressed. Therefore, Islamic preachers, educational institutions, religious organizations, and digital content creators should develop credible, engaging, interactive, and educational da'wah strategies that encourage deeper religious understanding and responsible digital behavior. Future research should investigate differences in effectiveness across social media platforms, explore young Muslims' experiences through qualitative approaches, and employ longitudinal designs to examine changes in Islamic awareness over time. Ultimately, digital da'wah should serve as a complementary instrument of Islamic education that encourages meaningful religious knowledge, stronger Islamic values, and consistent religious practices.

AUTHORS' DECLARATION

Authors' Contributions and Responsibilities

The author was responsible for the conceptualization, design, and execution of the research.

Competing Interests

The author declares that there are no competing interests or potential conflicts that could have influenced the objectivity, interpretation, or outcome of this research.

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