THE STRATEGY OF ISLAMIC DAKWAH IN THE ERA OF GLOBALIZATION AND MODERNIZATION USING SOCIAL MEDIA

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Abstract

In this era of globalization and digitalization, preaching activities are very important to be used as a guide to avoid the bad effects of digitalization and globalization. Today's preaching activities need to use social media management fiqh. This research is literature research which is one of the qualitative studies which in general does not require researchers to go directly to the field when looking for sources of information. Source The research used in this paper is written works, including the results of studies that have or have not been published. Examples of literature review include research on the ideas of figures, history, review (research) of books and various other types of research related to literature study. Social media has become a means of preaching that is needed by preachers, this is due to the rapid development of information and communication technology.

Keywords: Da'wah, Digitalization, Modernization, Social Media.

1. Introduction

Da'wah is a must for every Muslim that needs to be carried out in an interrelated manner whose ultimate goal is to change the attitudes and behavior of mankind in accordance with the right attitudes and insights. Starting from the emergence of the prophet Muhammad SAW who was ordered and sent to this earth and started his preaching activities until now preaching activities are still being carried out because preaching is a must that needs to be carried out by all Muslims. Da'wah activities are usually interpreted in a narrow definition and the general public who are less knowledgeable usually assume that preaching is an activity that is carried out on the pulpit and only conveys good messages and advice. In depth, Muslim society has been indoctrinated in their minds and hearts to judge that da'wah activities are activities for preachers, preachers, ustadz, and kyai. The majority of people interpret that da'wah activities are activities carried out and borne only by religious experts or prophets from the past to the present. In fact, if traced more deeply, preaching activities are activities mandated by Allah SWT which are imposed on all Muslim communities.

Da'wah is an interrelated procedure that refers to improving, fostering and forming a prosperous society with ongoing invitations and directions for good things and providing prevention against bad behaviors. Da'wah activities are useful for providing order to the life of a religious community so that they can create a happy and harmonious society. Islamic learning that is channeled through preaching can provide salvation.
to society and other human beings from things that can destroy humanity. So it can be concluded that preaching activities are the heart of a religion because religious life is very dependent on da'wah activities and dynamic activities that always take place without end and without preaching activities, humans will stagnate and vacuum from all developments. Da'wah is an ongoing effort to implement and actualize all religious norms and values, especially Islam in all aspects of life because Islam will always be in accordance with various conditions of time and space, it can only apply if it is encouraged by professional preaching activities, strategic and in accordance with the rhythm of community development and all the dynamics and even challenges.

In this era of globalization and digitalization, the image of society will continue to change due to the very rapid development of human relations and the situation of human objects which are very full of socio-cultural, socio-economic and socio-political changes which are developing very rapidly which causes norms and teachings to change. Islam is the most accurate answer. The obstacles and challenges of preaching activities in this era of digitalization and globalization are increasingly complicated because messages that are channeled through mass media, for example the internet, offer values and ideas that are arranged in a unique package. This results in the emergence of changes in values in a society that deviate from Islamic values. On the other hand, da'wah can use these modern media to identify preaching activities.

In the 21st century, along with the development of time and technology, a globalization syndrome appears. Some of the characteristics of the emergence of the globalization syndrome is the emergence of technology, which in turn is accompanied by the use of the internet and various types of software. Social networking or social media is a continuation of the emergence of globalization which unites all people around the world by using cyberspace or cyberspace, especially Indonesia. The impact of this globalization syndrome has expanded rapidly and will certainly have a certain impact if it is used.

This globalization syndrome has a positive impact, one of which is that the activity of spreading Islamic law will be easier. It would be very useful and effective if preaching activities were included in one of the virtual worlds. The procedure for preaching in Indonesia is still limited to theory and is arguably not enough to provide education on the moral messages of Islam based on their contextual context in accordance with the formulation of mad'u interests. So that way da'i should manage the discussion needed by the community and use relevant media in accordance with the demands of today's times. So that as time progresses, preachers begin to innovate when compiling programs for implementing da'wah both in the media context for the success of preaching activities in this digitalization period through the popularity of social networks so that all preachers can use it as a da'wah strategy. Because in preaching, material regarding Islamic teachings needs to be prepared using media and methods that are appropriate and liked by many people. In this era of globalization and digitalization, preaching activities are very important to take advantage of social media management fiqh. This has also been explained, including through the Fiqh book on social media management written by Ustadz Ali MD. "Preaching using social media is a necessity or a necessity even in a context, to perfect preaching activities that are rahmatan lil alamin is the duty of all Muslims," said Ustadz Ali while attending the ToT Daiyah fatayat NU event in the Jakarta area. He explained that the basis of preaching using social media is the concept of Ushul fiqh, Lil wasail hukmul maqosit. Media preaching using social media has an equally important position in realizing the goal of preaching that is rahmatan lil alamin.

2. Research methods

This research is literature research which is one of the qualitative studies which in general does not require researchers to go directly to the field when looking for sources of information. Literature review is a technique that is used when looking for information or observation methods on a concept that is studied in depth in order to obtain answers or hypotheses from problems that have been discovered for the first time.
when no further research has been carried out. In another sense this literature research is a technique of finding, analyzing and collecting information for processing and presentation in the form of reporting.

The purpose of library research is that the research carried out is only adapted to written works, including the results of studies that have or have not been published. Examples of literature review include research on the ideas of figures, history, review (research) of books and various other types of research related to literature study.

According to Saryono, literature review has the aim of obtaining information and data through various types of material in the library, for example magazines, books, notes, documents, and other historical stories. In essence, the information obtained through literature review can be a basis and basic equipment for carrying out field studies. Saryono also explained that this research is a study that explains information from secondary sources.

This research is a qualitative study that focuses on literature studies regarding da'wah strategies using social media. Several things that must be considered in this scientific writing are the results of the analysis of various kinds of material that are in accordance with this discussion. The writing of this scientific paper uses descriptive techniques. The descriptive technique is defined as a research process to solve observed problems through depictions of subjects or objects of study in the present and adjusted based on existing facts. It aims to describe anthropological and sociological realities that can be taken by researchers.

Descriptive studies seek to solve problems regarding the latest phenomena but the systematic implementation of this technique is not only concentrated on the activities of compiling information or includes interpretation and analysis of information. So that the descriptive technique is to explain, tell and then use the repeated information that has been collected and selected as the reality. Then the researcher will conduct criticism in order to obtain the reliability and validity of the information obtained. Analysis of information like this uses a deductive, inductive and reflective perspective, namely a combination of deductive and inductive perspectives.

3. Results and Discussion
3.1 Development of Da’wah Through Social Media
Based on the opinions of Andreas Kaplan and Michael Haentein define social media as a class of internet-based software developed on the basis of ideological and technological foundations website 2.0 gives participants the possibility to create and exchange user generated content. Website 2.0 is used as a basic platform for the formation of social media. Social media has various types and types, including social networks, websites or blogs, internet forums, micro blogging, social blogs, podcasts, wikis, videos, pictures, social bookmarking, and ratings. Based on the opinion of Kaplan and Haenlein, there are 6 types of social media, namely virtual social, for example, Second Life, virtual games, for example, World or Warcraft, social networks, for example, Instagram and Facebook, content communities, for example, YouTube, microblogs and blogs, for example, Twitter, and Collaborative projects, for example, are Wikipedia.
A social network is a website where each individual can create his own website and then connect with his colleagues to share information and communicate with each other. The biggest social networks include Twitter, Facebook, Myspace, Instagram, and Plurk. If conventional media uses print and broadcast media, social media uses the internet. Social media invites anyone who is interested to participate and contribute to provide transparent feedback such as providing information and providing comments in unlimited time and a very fast process. Social media is a medium that allows its users to participate, share and create content such as blogs, Wikipedia, social networks and virtual worlds easily.

The development of the da’wah strategy is through the development of Islamic values by interpreting the teachings of Islam in an innovative and creative way and implementing them in social life. Da’wah activities in this context describe that Islam is a holy religion that is not mixed with things that are superstitious, polytheistic, superstition, and other things that deviate from Islamic teachings which are supported by...
concrete evidence. With the advancement of science and technology, humans make reductions to the norms and sacred teachings of Islam, so it is not uncommon for many people to worship science and technology. Da'wah activity is a necessity for every human being that comes from Islamic values and teachings. Da'wah needs to be able to fulfill spiritual aridity through religious, moral, scientific, and technological conditioning that humans have and then develop it through consideration of human moral values and religious values and can provide encouragement and even provide anticipation of future developments. So that in this way Muslim society is not left behind by the times, both in terms of science and other aspects.

The strategy for developing da'wah needs to go hand in hand with the function of Islam which is to become rahmatan lil alamin. Skills are needed in accessing da'wah messages and information that can compete with an era full of disobedience. Da'wah activities need to provide function and meaning for future behavior. In this era of digitalization and globalization, preaching activities need to have effective considerations, accurate analysis of conditions, anticipate in the coming era through theoretical ideas, systematic and practical policies and have specific strategies, namely controlled data within the horizon of Muslim society and also strengthen the resilience of teachings. Islamic teachings. Digitalization and globalization with their positive and negative influences are a very big obstacle and challenge. So that the Muslim community must have an accurate strategy because this era of globalization and digitalization has made the world have no boundaries, cultures today have been replaced by global cultures, regions are starting to be isolated and also the door to globalization is increasingly wide open. Every society will be faced with a variety of positive and negative impacts from this information and globalization. People who live in the era of globalization and digitalization need to have tools to filter or screen the bad impacts that arise so that this preaching activity becomes an appropriate strategy, especially when using communication and information technology to take over the very high positive impact on society. People who are always looking for information by developing da'wah through the use of communication and information technology such as the internet, electronic and print media. Wise strategies and methods for carrying out preaching activities have been explained in the word of Allah SWT, namely QS. An-Nahl/15:125.

اُدْعُُ اِلٰى سَبِيْلُِ رَب ِكَُ بِالْحِكْمَةُِ وَُ الْمَوْعِظَةُِ الْحَسَنَةُِ وَجَادِلْهُمُْ بِالَّتِيُْ اَحْسَنُ ُ اِنَُّ رَبَّكَُ هُوَُ اَعْلَمُُ بِمَنُْ ضَلَُّ عَنُْ سَبِيْلِه ُ وَهُوَُ اَعْلَمُُ بِالْمُهْتَدِيْنَُ

Meaning: "Call (people) to the way of your Lord with wisdom and good teaching, and argue with them in a good way. Surely your Lord, He is the one who knows best who has strayed from His way and He knows best who is guided."

In accordance with the verse above, it can be concluded that preachers need to be smart when choosing the media and methods of preaching. Today's society is a plural society that always develops through various kinds of very practical needs so that sophisticated technology will become a dream in people's lives. The rapid development of technology has opened doors and eliminated the time limit for participants in the human space so that the selection and use of appropriate methods and media in preaching is an obligation and a demand in this digitalization era. The media and methods of preaching are the ware for the success of the preaching activities that have been carried out. Present-day preachers no longer rely solely on lectures or speeches on the pulpit, but there needs to be a movement towards problems that can be solved practically which positions them in a strategic position through the inclusion of information and communication technology as a medium for delivering da'wah.

The existence of the internet which is used as a means of preaching is no longer in the order of discourse. So it is better if preachers, scholars and leaders in Islam have awareness and immediately carry out strategic steps so that they can educate and maintain today's generations to mature and be prepared to face bad problems from the emergence of the internet. Da'wah activities using the internet can be carried out through the creation of networks regarding Islam, for example, cyber da'wah or cyber Muslim, sites for preaching...
such as blogs, websites, social network participants, or you can also use social media, for example Twitter and Facebook. Each of these cyber offers and presents data and information about Islam through various types of methods and various facilities. The emergence of the internet as a medium cannot be avoided because it has become a new civilization in the context of the world of information and communication at the international level. Through the existence of the internet, there will be a lot of information that can be accessed by residents both for their personal needs, business, education, and so on. The emergence of the internet is considered as a revolution in the field of communication and information. When the internet first appeared which was discovered by western scientists, there were many people from Islamic leaders who felt worried and suspicious of the impact of this technological invention because this internet network could engulf all people around the world so that as a Muslim community required to invite, introduce, defend and resolve various kinds of problems that arise.

Da'wah with the internet network is considered very potential and effective for various reasons, for example:

1. Can remove time and space constraints in a short time through energy and very low cost,
2. The use of internet services always increases every year so that means it also has an impact on the total community that absorbs the mission of preaching.
3. The scholars and experts behind the media in preaching using the internet can focus on responding to every event and discourse that makes demands on the legal status of syar'i.

Da'wah activities using social media have become the most effective choice for the community. There are many sites that the public can choose freely according to the site they prefer so that there is no element of coercion. The distribution of varied da'wah also makes preaching activities using the internet able to reach all segments of society at large. Interaction with. Next, the writings accessed on social media will be spread widely so that the community on social media can read them.

In accordance with the explanation above, it can be concluded that with the existence of social media, there will be many means and facilities to develop da'wah media and has three advantages, which are that it never dies and can be accessed at any time, and gives freedom to all users to access it in any situation or condition. Whatever.

a. The internet is a suitable location for people who want to hold discussions about their spiritual experiences which may not make sense and if presented in a public forum will reduce their freedom.
b. The internet can be friend or foe in conducting discussions and also guiding people. Many scholars should be able to take advantage of the internet as an efficient tool in achieving the goal of preaching.

In connection with this, the internet media can play its role in spreading information about Islam to all regions around the world without any place and time restrictions in preaching. Oral preaching activities have been carried out by the Prophet in ancient times to the present, there are also written preaching activities for example by using newspapers, books, television, magazines, and radio. The internet is the most sophisticated source and media of information today because this technology offers various kinds of speed, convenience, and accuracy of access and expertise to serve various types of interests of every human being anywhere and anytime. Da'wah is a must for every Muslim and every society in all professions. This da'wah can be carried out in all dimensions of life so that da'wah activities in Islam can not only be expressed using words or expressions but also using writing and also social actions. The preachers are required to master various kinds of material regarding da'wah and also understand the culture of the people who are targeted in their preaching activities. This will make it easier for the preacher to determine and find the techniques he needs to use. Rasulullah SAW gave his words that: "Talk to every human being according to the level of intelligence". (HR. Muslim).
3.2 Opportunities and Challenges

3.2.1 Opportunity

The development of information and communication technology has made people's lives in this world unified both in terms of culture, economy, outlook on life, and education or in other aspects. This period of digitalization and globalization has brought very complicated challenges and expectations for Muslims. On the one hand, this development has had a negative influence, but on the other hand, this period of digitalization and globalization has become a period of revival of the Islamic religion because religion has become an alternative for all religious people to be able to maintain their human identity. so that in this way the experts have agreed to make religion a reference when building Muslims and be able to provide thorough and firm answers to the problems experienced by residents, whether it is family, personal, or problems as a whole. The information civilization that has given domination to modern life in recent years has had a positive influence. The positive influence on the development of information is used as an opportunity for preaching, one of which can be a means of preaching, even by religious parties, including the clergy who are an incentive to develop their religion, both related to institutions and institutions or related to efforts to dynamicize their religious teachings.

In accordance with this explanation, information civilization makes religion clearer both based on aspects of its teachings and doctrines or aspects of programs and activities that appear by each religion, not only in Islam. Through the clarity of these beliefs, this can be used as a cause for the emergence of religious controversies among the people, especially those people who hold strongly to the values of rationality and freedom. This creates an opportunity for preaching in Islam so that it always appears and plays its role when utilizing communication and information technology media which is an effective means of preaching so that it does not lose out in competition and there is a conversion of beliefs just because of this emergence in certain interests.

In this era of increasingly rapid technological developments, all people have demands to be more innovative and creative in the use of science and technology in their lives. This rapidly growing communication technology has brought growth in all aspects. Today, there is no area in the world that is missing or unreachable from increasingly sophisticated communications. All the components in this world are increasingly transparent and have opened themselves even ready to change. Through the development of increasingly sophisticated information and communication technology, it seems as if there is nothing that can be separated in this world because this world is increasingly related to each other and has eliminated the boundaries between its regions. The form of the development of information and communication technology that is currently very popular is the emergence of the internet.

Modernization efforts in preaching are made a main concern of Muslim society, whether used as a perspective concept of preaching or to utilize sophisticated equipment and technology. This preaching activity appears using increasingly sophisticated information communication technology so that many people get a lot of information in capitalist and liberal packaging. To overcome these problems, the values regarding life choices make preaching expected to be used as a torch that is useful for filtering, balancing and giving direction in human life. In order to be able to encourage these functions, an appropriate conceptual framework is needed to overcome this by constructively using Islamic teachings and optimizing the intellectual opportunities of all preachers to improve the resources of their preachers, which is the main goal in order to make preaching activities the backbone of human civilization. in the present.

3.2.2 Threats

One of the challenges of preaching today is the shifting of local culture in modernization in this globalization era. This very rapid technological development provides convenience and facilities for less space for movement because all of these things can be controlled by sophisticated machines. In this case
every human being can carry out their activities easily and hold all the information that exists around the world with the internet. With these various facilities and conveniences, everyone can monitor all developments that appear in all regions of the world without any restrictions and without the need to spend a lot of money. Nowadays, communicating is one of the easiest things because every human being can send messages and register easily and freely to communicate directly. The point is that today's humans have obtained a test through the enjoyment of the facilities and conveniences that are presented. And people today can use it professionally and there will be many positive things that humans can get to make them prosperous. But it turns out that today's humans are also in a period of destruction if technological developments cannot be used properly and correctly.

With the rapid development of information and communication technology, it turns out that humans are not always the most prosperous beings. The fact is that there are aspects that have a bad influence on the development of science and technology as well as the transformation of information today on the position of religion which is an obstacle in preaching, including the first emergence in spiritualization because of its materialistic culture which gives domination to social life. The second is the elimination of changing religious morality values through new moral values created by society. The third is the rampant use of drugs and alcohol which erases the future of young people. The fourth is the emergence of criminal and sadistic behavior that does not only occur in big cities but also occurs in rural areas. The fifth is the emergence of socio-economic disparities and discrimination among social groups. The sixth is the emergence of moral decadence and declining morals among adolescents. Obstacles and challenges in preaching in this digitalization era are social and cultural influences. People who experience this have been trapped in a framework of cultural and technological systems that have made themselves very dependent on industry and information from technology.

In the 2014 period alone internet users have reached a value of 15% or 38.2 million people from a total population of 251.2 million people in Indonesia. Meanwhile, social media users in Indonesia have also reached 15% of the total population in Indonesia as a whole. This means that almost all internet users have social media accounts. All of these social media users will access their accounts for an average of 2 hours 54 minutes and a value of Rp. 74% access their accounts using mobile phones. Overall the use of social media provides events that are very difficult to stop. In September 2013, Digital Inside said that the total number of social media users, such as Facebook, had reached 1.5 billion. However, a few months later, in January 2014, the next web identified that active users of social media around the world had reached a value of 1.23 billion. Social media users in Indonesia, especially Facebook in the 2014 period, are estimated to have reached 80 million or are one of the largest users of Facebook in the world. Through this very significant development, it can be identified that in 2022 there will be a significant increase in the use of social media by people around the world.

Some of the challenges of information technology include the following:

1. Educational factors and facilities that make human resources limited to running information technology
2. The image of information technology, especially the internet, is still minor among some people. Like the internet is synonymous with pornography sites. There are still quite a number of mosques, Islamic boarding schools or places as da'wah centers that do not yet have access to information technology (internet) due to problems of cost, human resources and knowledge.
3. Limited infrastructure for communication, interaction and collaboration between Islamic groups/communities.
4. Muslim citizens' interest in the use of information technology is still limited
5. Information related to the Islamic community is scattered through various print, electronic and Internet media, but it is not well managed and coordinated
6. Well, so it tends to be 'junk information'. Attention from various professional organizations and companies towards the use of da'wah in the IT field is still lacking.
Based on the description above, there are many challenges faced by Muslims in the era of globalization, because until now the countries are advanced and master technology and information, then all forms of globalized information will be packaged by secularism, whoever controls information then they have power. That's how massive humans are in utilizing the internet and social networks. So, of course it will be very effective if social networks are used as a means to spread goodness (preaching). Of course, all information that has been shared on social media will be directly and easily accessed by anyone and anywhere. Because social media can make people communicate with each other anywhere and anytime, no matter how far apart they are, and no matter day or night.

3.3 Contents of Preaching Content
Core values or the essence of the principle of preaching is inviting people to do good. In the Qur'an itself the principle of preaching is explicitly described, namely preaching is carried out through positive methods, calling for good things and needs to be able to benefit every other creature. Described in the Quran Surah an-nahl verse 125 namely "calling people to the way of Allah wisely and behaved well ....". so that in this way da'wah activities can be carried out creatively and innovatively as long as the goals to be achieved are good and beneficial goals for all mankind.
Da'wah activities using social media have preaching messages starting from the encouragement to perform prayers with high quality, encouragement to live life and live well, have an attitude of humility, gratitude, respect for other individuals and other da'wah messages related to problems Faith and aqidah are channeled in various forms. Posts about these preaching activities can be created through simple languages and can also be fully discussed including the arguments that support this information. Below, some content related to religion or preaching activities will be explained.

3.3.1 Social Criticism
Among the content of the preachers' posts on social media pages is the social criticism written by the author's version. There are preachers who post the contents of their arguments or arguments as well as history to explain to readers or other social media users. There are preachers who present this social criticism in satirical language and there are also those who discuss it openly or openly.
Tausiyah
This tausiyah post, which was published on the social media pages of the preachers, contains knowledge about religion that adds to the knowledge and insight of other social media users. These posts are usually a complete explanation that explores or discusses at length about religion which is complemented by the arguments of the Qur'an and the hadith of the prophet which form the basis for the tausiyah.

3.3.2 Invitation
Other posts that appear on the preachers' social media pages are invitations to take part in a series of events or activities that they carry out or attend. This invitation is part of involving the community in the da'wah agenda or activities.

3.3.3. Motivation
The motivation in the preachers' posts is explained so that people can take inspiration or lessons from nature. This motivation aims so that people can always be in goodness even under any circumstances.

3.3.4 Speech
Speech is a form of da'wah posting which shows that these preachers care about various agendas or commemorations of Islamic religious holidays. Posts in the form of these greetings are usually at certain moments such as holidays, Islamic new year or other important moments.

3.4 Considerations in Posting Content
Da'I in posting religious content is based on several considerations. There are times when responding to a problem that is currently developing in the community and there are times when it is in the context of answering various questions that arise in the community and sometimes it is a separate inspiration from the Da'I.

3.4.1 Responding to Developing Problems
Among the religious posts found on the preachers' Facebook pages are related to problems that are currently happening in society. So that the post presented is the da'I's attitude towards the problems that are happening. There are also posts that seem to warn us to be careful of the situations and conditions that occur.

3.4.2 Answering User Questions
Social media users often use this social media as a means of interacting with preachers. One way of interaction that is done is by asking questions about the problems that are happening. Or religious issues that doubt them.

3.4.3 Own Initiative
Da'I in posting religious content by thinking about an idea that must be conveyed to the public through their social media pages.

4. Conclusion
Based on the explanation above, it can be concluded that social media has become a means of preaching that is needed by preachers, this is due to the rapid development of information and communication technology. By using social media, all parties can access messages in preaching practically and quickly. The messages that will be distributed through social media can be received quickly and widely by all parties in society. The content distributed by the preachers using social media is composed of religious content related to brief tausiyah on faith, motivations, lectures on morals, worship, and muamalah. Besides that, content related to religious activities and activities that he carried out included the wider community. With the community in this preaching activity it will invite other people who use this social media. Other content can be in the form of congratulations on special conditions or moments. The posts given by preachers on their social media are carried out through various considerations, for example in a series of activities to provide answers to questions raised by other social media users related to problems or religious issues that are currently emerging. In this context, a preacher needs to clarify or clarify the information that is currently developing. Through reading the posts given by the preachers, the public can gain religious insight which is the basis for behaving for social media users.

Reference

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