

## The Da'wah bi al-Risalah Approach in Contemporary Media: A Contemporary Necessity

Saifulazry Mokhtar<sup>1</sup>, Noor Hafiza Dumi<sup>2\*</sup>, Irma Wani Othman<sup>1\*</sup>,  
Jamal Adli Ahmad Shukri<sup>3</sup>, Azmin Pullong<sup>4</sup>, Kasoma Thia<sup>5</sup>

<sup>1</sup>The Centre for the Promotion of Knowledge and Language Learning (PPIB), Universiti Malaysia Sabah (UMS), Kota Kinabalu, Sabah, Malaysia, <sup>2</sup>Fakulti Pengajian Islam, Universiti Malaysia Sabah (UMS), Kota Kinabalu, Sabah, Malaysia, <sup>3</sup>Institut Pengajian Islam dan Dakwah Sabah (IPDAS), Malaysia, <sup>4</sup>Universiti Teknologi Mara (UiTM) Cawangan Sabah, Kampus Tawau, Sabah, Malaysia, <sup>5</sup>SMK Tebobon, Kota Kinabalu, Sabah, Malaysia

\*Corresponding Author Email: saifulazry.mokhtar@ums.edu.my

**DOI Link:** <http://dx.doi.org/10.6007/IJARBSS/v16-i4/28074>

**Published Date:** 06 April 2026

### Abstract

The *Dakwah bi al-Risalah* approach remains relevant in the era of contemporary media due to its ability to integrate classical da'wah principles with developments in modern communication technology. This study examines the role of writing-based da'wah and digital content in conveying Islamic messages systematically, widely, and effectively through various media platforms. Within the context of a digital society characterized by information overload, this study identifies key challenges facing contemporary da'wah, including the spread of unverified information, negative content, and the risk of misinterpretation of Islamic teachings. Accordingly, the study emphasizes the need for well-planned and adaptive da'wah strategies, encompassing content customization based on platform characteristics, the use of language appropriate to target demographics, and the ethical and effective integration of multimedia elements. The discussion findings indicate that the *Dakwah bi al-Risalah* approach functions not only as a medium for conveying religious messages, but also plays a role in fostering critical awareness, strengthening social values, and contributing to the development of a systematic da'wah discourse. In conclusion, the integration of classical da'wah traditions with contemporary media innovation positions *Dakwah bi al-Risalah* as a strategic necessity to ensure that Islamic messages are delivered authoritatively, accurately understood, and positively internalized by today's society.

**Keywords:** Dakwah bi al-Risalah, Digital Dakwah, Contemporary Media, Islamic Communication Strategies

### Introduction

In the current era of digitalization and globalization, contemporary media has become a primary arena for the exchange of information, ideas, and cultural values. The rapid

development of communication technologies including social networks, instant messaging applications, video platforms, and blogs has transformed the way society interacts, thinks, and receives information. For Muslim communities, these changes present significant challenges and opportunities in delivering da'wah messages effectively. Traditionally, da'wah refers to efforts to convey and explain Islamic teachings to individuals and communities with wisdom, prudence, and courtesy. In the past, da'wah largely relied on face-to-face communication, mosque sermons, study circles, and direct dialogue; however, today's da'wah audience increasingly engages within vast, borderless virtual spaces. Therefore, the Dakwah bi al-Risalah approach namely da'wah through messages, writing, and media has become highly relevant in the contemporary context (Al-Ghazzali, 2000; Al-Syafi'i, 1990).

The Dakwah bi al-Risalah approach is not a new phenomenon in Islamic history. Classical scholars utilized letters, treatises, books, and written records to disseminate Islamic teachings to distant audiences and communities that could not be reached directly. For example, Imam al-Ghazzali and Imam al-Syafi'i, through their written works, demonstrated how textual communication could reach readers far beyond the limits of oral discourse alone. What distinguishes the contemporary era is the scale, speed of dissemination, and interactive nature of modern media, whereby da'wah content can now be transmitted within seconds, shared thousands of times, and reach diverse audiences of different ages, backgrounds, and levels of understanding without geographical or temporal constraints. This reality renders media-based da'wah not merely an alternative, but a strategic necessity of the present time (Yusof, 2020).

Contemporary media possesses several key characteristics that are highly relevant to da'wah. First, the fragmentation of users' attention requires da'wah approaches that can capture interest and deliver messages concisely without compromising doctrinal accuracy. Second, social media algorithms personalize content based on individual interests, creating opportunities for more targeted da'wah dissemination, while simultaneously posing risks of misinformation if not properly managed. Third, interactivity and two-way communication enable preachers to engage directly with audiences, respond to questions, and clarify misunderstandings in a more dynamic manner (Ahmad & Rahman, 2022; Hassan, 2021).

Within this context, the Dakwah bi al-Risalah approach in contemporary media emphasizes integrated communication strategies aligned with Islamic principles such as hikmah (wisdom), mau'idhah hasanah (good counsel), and tabligh (conveyance), while considering the dynamics of modern technology. This approach requires a deep understanding of media platforms, the integration of aesthetic and ethical values in content delivery, careful planning of content relevant to contemporary issues such as morality, spirituality, social life, and science, as well as enhancing message accessibility through language and styles appropriate to digital demographics. Consequently, digital risalah-based da'wah not only meets the demands of modern communication but also expands the reach of da'wah to societies increasingly dependent on new media, ensuring that Islamic messages are delivered, understood, and positively internalized (Castells, 2010; Jenkins, 2006).

The importance of this study lies in its potential to guide preachers in effectively adapting da'wah strategies to contemporary media. In the digital era, rapid dissemination of information presents both opportunities and challenges; without proper understanding and

approach, Islamic messages may be misinterpreted or fail to reach the intended audience. This study is necessary to bridge the gap between traditional da'wah methods and the communication needs of modern media platforms. The findings are particularly aimed at preachers, scholars, and Islamic media practitioners, providing them with practical guidance to deliver accurate, engaging, and ethically sound messages that resonate with diverse digital audiences. By addressing these challenges, the study seeks to enhance the impact and reach of da'wah in contemporary society.

### *Research Problem*

The rapid expansion of mass media and digital media has drastically transformed the global communication landscape. While mass media offers immense opportunities for information dissemination, education, and da'wah, it also presents significant challenges due to its potential misuse by certain individuals or groups. Media misuse refers to the dissemination of unverified, provocative, negative, or manipulative information, whether intentionally or unintentionally, which can adversely affect public perception, morality, and social behaviour (McQuail, 2010). This phenomenon includes the spread of fake news, extremist content, pornography, defamation, as well as content that promotes discrimination or violence.

Among contemporary society particularly younger generations who are highly dependent on social media this issue has become increasingly critical. Studies indicate that uncontrolled social media usage can lead to addiction, reduced productivity, psychological stress, and the acceptance of misinformation without factchecking (Hassan, 2021; Yusof, 2020). In the context of da'wah, the misuse of media can facilitate the spread of deviant ideologies or obscure authentic Islamic teachings, resulting in confusion in religious understanding among the public. For instance, unethical or manipulative da'wah content may be misinterpreted, thereby generating negative perceptions of Islam itself (Ahmad & Rahman, 2022).

Furthermore, irresponsible use of mass media carries broader social implications. Misused media can foster societal polarization, promote excessive individualism, and undermine communal values such as mutual assistance, civility, and tolerance (Castells, 2010). Given the ability of media to penetrate various segments of society within a short period, inaccurate or negative content can go viral, thereby disrupting the formation of a harmonious and ethical society. In this regard, society requires critical awareness of media content, along with effective regulatory strategies and media literacy initiatives, to ensure that mass media usage maximizes benefits while minimizing the risks of misuse (Jenkins, 2006).

Therefore, the issue of mass media misuse in contemporary society extends beyond technological and communicative dimensions, encompassing moral, educational, and the preservation of social and religious values. This study is thus highly relevant as it contributes to an understanding of contemporary media dynamics and proposes suitable da'wah approaches particularly through *Dakwah bi al-Risalah* to address the spread of misinformation and strengthen public understanding of authentic Islamic teachings (Al-Ghazzali, 2000; Al-Syafi'i, 1990).

### **Literature Review**

The **Dakwah bi al-Risalah** approach refers to the dissemination of Islamic teachings through written forms such as treatises, books, letters, or documents that contain systematically

structured and effective da'wah messages. This concept is deeply rooted in the classical Islamic da'wah tradition, in which scholars employed written media as a means of transmitting knowledge to distant audiences and communities that could not be easily reached through oral communication alone. Al-Ghazzali (2000), in *Ihya' 'Ulum al-Din*, emphasized the superiority of writing as a da'wah medium capable of transcending temporal and spatial boundaries, while also serving as a reference that readers can revisit at any time. This view is further supported by Imam al-Syafi'i (1990) in *Al-Umm*, who stated that the dissemination of Islamic teachings through writing enables those unable to attend learning gatherings to receive da'wah messages directly. These classical perspectives indicate that writing-based da'wah is not only relevant in traditional contexts but also possesses strong potential for application within the more dynamic and technologically advanced contemporary media environment.

Language is a fundamental determinant of effectiveness in Islamic da'wah, functioning not only as a means of conveying religious messages but also as a strategic instrument that shapes understanding, emotional response, and behavioural change among da'wah recipients (*mad'u*). Ineffective da'wah often results not from weaknesses in religious content but from inappropriate linguistic approaches, such as the use of overly technical terminology, uncontextualized Arabic expressions, harsh or judgmental language, and culturally insensitive communication. These linguistic limitations can create communication barriers, particularly within multicultural, multilingual, and digitally connected societies where audiences possess diverse educational, cultural, and linguistic backgrounds (Mokhtar et al., 2026a). In contrast, effective da'wah language is grounded in Qur'anic and Prophetic values of wisdom (*hikmah*), gentleness (*rifq*), clarity, and contextual adaptation. Language that is simple, persuasive, relatable, and culturally responsive fosters trust, enhances comprehension, and strengthens the acceptance of Islamic teachings. In the contemporary era, preachers must adapt da'wah language to modern communication platforms, including digital and social media, to reach younger and global audiences effectively (Mokhtar et al., 2026a).

The development of contemporary media including television, radio, the internet, and especially social media has transformed the modern communication landscape by expanding the scale of information dissemination. According to Castells (2010), modern society now functions as a network society, in which communication relies heavily on digital media for the daily exchange of information. The penetration of digital technology enables information to spread rapidly and extensively, thereby creating vast opportunities for da'wah efforts. However, McQuail (2010) emphasizes that mass media plays a dual role: in addition to serving as a medium for education and da'wah, it also has the potential to be misused for disseminating inaccurate or negative information. The widespread occurrence of fake news, hoaxes, and provocative content in contemporary media demonstrates that while media offers significant opportunities, it also presents equally substantial challenges to the dissemination of Islamic messages (Hassan, 2021; Yusof, 2020). In this context, modern literature highlights the importance of media literacy and effective communication strategies to ensure that da'wah messages not only reach audiences but are also accurately understood. In the context of digital da'wah, recent studies indicate that the Dakwah bi al-Risalah approach can be effectively applied through contemporary media using interactive and responsive strategies. Ahmad and Rahman (2022) argue that da'wah via digital platforms such as social media, blogs, and short videos requires an approach grounded in hikmah (wisdom)

and content adaptation to the needs of younger generations, who are highly dependent on digital media as their primary source of information. Jenkins' (2006) study on convergence culture further demonstrates that modern media culture enables da'wah content to be integrated with visual and audio elements, making it more engaging and capable of enhancing audience involvement. This integration of multimedia elements allows da'wah messages to be delivered more effectively and not be confined to written text alone. Additionally, Yusof (2020) emphasizes that digital da'wah must adhere to Islamic principles such as hikmah, *mau'idhah hasanah* (good counsel), and tabligh (conveyance), while adapting presentation formats to the specific digital platforms used to achieve maximum impact.

Beyond linguistic competence, effective da'wah also requires a comprehensive communication framework grounded in the Qur'an. The Qur'an presents structured and holistic principles of communication encompassing key elements such as the communicator (*da'i*), the da'wah message, communication channels, the target audience (*mad'u*), and the effects of communication on individuals and society (Mokhtar et al., 2026b). Qur'anic guidance emphasizing hikmah, *maw'izhah hasanah* (good counsel), and *mujadalah billati hiya ahsan* (constructive dialogue) provides ethical and strategic guidance for engaging diverse audiences, ensuring that da'wah is conducted effectively, respectfully, and sustainably. This integration of Qur'an-based communication principles with modern media strategies allows da'wah to remain relevant, impactful, and aligned with Islamic values.

Beyond serving as a medium for information dissemination, contemporary media also plays a significant role in shaping social values and norms within modern society. Castells (2010) highlights that digital media possesses the power to shape perceptions and social behaviour through continuous exposure to digital content. Therefore, strategically planned da'wah through these media can counterbalance the negative effects of media misuse, strengthen public understanding of Islamic teachings, and foster critical awareness in evaluating received content (Hassan, 2021). This demonstrates that contemporary media functions not only as a dissemination tool, but also as a medium for cultivating a da'wah-oriented culture within a complex and multi-directional information environment.

In addition, the application of da'wah approaches within field-based and community contexts plays an important role in the process of transmitting Islamic values. Field da'wah activities such as community programs, charitable initiatives, and practical engagements have been shown to enhance soft skills including interpersonal communication, teamwork, problem-solving, and leadership among students and da'wah practitioners (Aziz, 2017; Rahman, 2020). This approach aligns with Islamic educational principles that emphasize learning by doing, whereby knowledge is acquired through direct experience in real-life situations. Abdullah (2016) further asserts that field da'wah experiences strengthen religious understanding and expand social relationships between preachers and the wider community.

Previous studies also highlight the importance of adapting da'wah approaches to local ethnic and cultural contexts. For instance, Monib et al. (2025) emphasize communication challenges between ethnic groups and the need to understand local cultural contexts in the implementation of da'wah programs. Similarly, Shukri et al. (2025a; 2025b; 2026c) demonstrate that da'wah approaches grounded in wisdom, empathy, and local knowledge enhance da'wah effectiveness within communities. Meanwhile, Mokhtar et al. (2021a; 2021b;

2023a; 2023b) emphasize that approaches such as *as dakwah bil akhlak*, *dakwah bi al-nafs*, and digital da'wah have positive impacts on the development of a civil society and social cohesion. Beyond da'wah approaches, the importance of *'ilm al-da'wah* (knowledge of da'wah) as the foundation for developing contemporary preachers also receives considerable attention in the literature. Mokhtar et al. (2022a) emphasize that da'wah knowledge encompasses not only religious knowledge, but also personal attributes such as patience, noble character, approachability, and self-reflection skills. The holistic application of da'wah knowledge is believed to ensure that da'wah messages are delivered accurately and ethically. Furthermore, the integration of da'wah elements within university teaching and learning processes helps students internalize knowledge more deeply and contributes positively to their values and intellectual development (Mokhtar et al., 2021e).

Based on previous studies, it is evident that the *Dakwah bi al-Risalah* approach, when integrated with contemporary media, effective language use, and Qur'an-based communication principles, is not only relevant but has become a present-day necessity to ensure the accurate, effective, and ethical dissemination of Islam. Contemporary media provides broad and interactive access, while da'wah knowledge, linguistic competence, and appropriate approaches ensure that da'wah messages are not only delivered to audiences but are also understood and practiced in daily life (Mokhtar et al., 2026a; 2026b).

### Research Methodology

This study adopts a qualitative descriptive approach to analyze the *Dakwah bi al-Risalah* approach within the context of contemporary media. The qualitative approach is selected as it is suitable for understanding complex social phenomena, including public interaction with media, audience perceptions of da'wah content, and effective communication strategies in delivering Islamic messages through digital media (Creswell & Poth, 2018). The primary focus of the study is content analysis and document analysis of da'wah materials found in contemporary media, such as social media platforms (Facebook, Instagram, YouTube, Telegram), da'wah blogs, and digital *risalah* distributed online (Ahmad & Rahman, 2022; Hassan, 2021).

In the content analysis, data are collected from various types of da'wah content, including written texts, short videos, infographics, and digital *risalah*. This analysis aims to identify key themes, communication strategies, presentation styles, and the effectiveness of da'wah messages in influencing audiences. In addition, the study focuses on issues of media misuse and examines how the *Dakwah bi al-Risalah* approach can serve as a mitigation mechanism against the spread of misinformation or negative content (Yusof, 2020; Jenkins, 2006).

Furthermore, document analysis is conducted on articles, books, journals, and academic reports related to da'wah, Islamic communication, and contemporary media. This approach allows the study to obtain relevant secondary data for understanding digital da'wah strategies, challenges in message dissemination, and the social impact of media on the reception of da'wah among communities (Castells, 2010). The data analysis technique employed is thematic analysis, whereby digital da'wah content and documentary materials are coded and grouped according to major themes such as delivery effectiveness, creativity, interactivity, and adherence to Islamic da'wah principles (Braun & Clarke, 2006; Creswell & Poth, 2018).

This study employs triangulation between content analysis and document analysis to ensure data accuracy, reliability, and validity. Through this methodology, the study provides an in-depth understanding of how the *Dakwah bi al-Risalah* approach can be strategically adapted within contemporary media, while also offering practical recommendations for preachers, media practitioners, and Islamic communication policymakers (Ahmad & Rahman, 2022; Castells, 2010).

## Discussion

The following presents a discussion of the findings of the study conducted on the *Dakwah bi al-Risalah* Approach in Contemporary Media: A Contemporary Necessity.

### 1. The Importance of *Dakwah bi al-Risalah* in the Contemporary Era

*Dakwah bi al-Risalah* is a da'wah approach centered on conveying Islamic messages through written media such as treatises, letters, books, and scholarly documents. This approach has been practiced since the early development of Islam, as evidenced by the Prophet Muhammad's ﷺ dispatch of letters to kings and leaders beyond the Arabian Peninsula as a formal, structured, and effective means of da'wah. In traditional contexts, treatises and books functioned as enduring, systematic media for the transmission of knowledge, capable of being referenced by subsequent generations.

Al-Ghazali emphasized that writing is a crucial vehicle for preserving the continuity of knowledge, as knowledge that is not documented risks being lost with the passing of scholars (Al-Ghazali, 2000). This emphasis indicates that da'wah through writing is not merely a mode of delivery, but also a mechanism for safeguarding Islamic teachings. Imam al-Syafi'i similarly argued that the transmission of knowledge through writing allows readers the space to reflect, evaluate, and deeply comprehend messages without the constraints of time and circumstance (Al-Syafi'i, 1990). This makes *Dakwah bi al-Risalah* particularly suitable for addressing complex issues that require detailed arguments, evidence, and explanations.

In the contemporary era, the significance of *Dakwah bi al-Risalah* has increased in tandem with developments in information and communication technology. Writing is no longer confined to print formats, but has expanded to digital platforms such as e-books, online articles, blogs, infographics, and social media content. This digitization enables da'wah messages to be delivered more rapidly, extensively, and cost-effectively, transcending geographical and cultural boundaries. Audiences can access da'wah content at any time, reread it, share it, and critically evaluate the information presented.

According to Hassan (2021), writing-based digital da'wah has a significant impact on shaping contemporary Islamic understanding, particularly among younger audiences who are inclined toward concise, visual, and fact-based reading. Yusof (2020) further emphasizes that digital *Dakwah bi al-Risalah* serves as an effective alternative to oral da'wah, especially in situations involving time constraints, pandemics, or limited physical interaction. This demonstrates that the approach is not only relevant, but also strategic in addressing current da'wah challenges such as religious pluralism, misconceptions about Islam, and the spread of misinformation.

Moreover, *Dakwah bi al-Risalah* functions as a more inclusive and non-confrontational medium of da'wah. Written messages provide space for non-Muslim readers to understand

Islamic teachings objectively without emotional or social pressure. This approach aligns with the Qur'anic principle of *hikmah* (wisdom) in da'wah. Therefore, *Dakwah bi al-Risalah* in the contemporary era is not merely a continuation of the classical da'wah tradition, but a strategic necessity for ensuring that Islamic messages are conveyed effectively, authoritatively, and sustainably amid globalization and digitalization.

#### *Challenges of Contemporary Media in the Dissemination of Da'wah*

The development of contemporary media has radically transformed the communication landscape, including the dissemination of Islamic da'wah. While digital media provides expansive opportunities for religious messaging, it also introduces new, complex, and multi-layered challenges. Among the most prominent challenges are the overabundance of unfiltered information, the speed of content dissemination, and the media environment driven by commercial logic and algorithms rather than truth and ethical values.

One of the most significant challenges is the spread of unverified information and negative content that easily becomes intertwined with da'wah messages. The proliferation of fake news, misinterpretations of religious teachings, and extremist or provocative narratives can tarnish the image of Islam and generate confusion within society. McQuail (2010) asserts that media is not a neutral conduit, but a powerful force that shapes meaning, perception, and social reality. When religious content is disseminated without scholarly discipline and ethical responsibility, media can become a source of misunderstanding regarding authentic Islamic principles.

Furthermore, the rapid, viral, and interactive nature of social media makes controlling the interpretation of da'wah messages increasingly difficult. Content that is brief, emotional, or sensational tends to attract more attention than in-depth scholarly explanations. Castells (2010) explains that the *network society* relies on horizontal, non-hierarchical information flows, resulting in frequent challenges to traditional authorities, including religious scholarly authority. This situation can lead to religious polarization, uncivil public debates, and the formation of shallow and reactive religious identities.

Another challenge lies in the role of digital platform algorithms that determine content visibility. These algorithms typically prioritize content aligned with users' existing interests, creating echo chambers and filter bubbles. In the context of da'wah, this can result in Islamic messages circulating only within already religiously inclined groups, while those most in need of accurate Islamic understanding remain marginalized. This phenomenon weakens da'wah's universal mission to transcend social and ideological boundaries (Pariser, 2011).

Additionally, contemporary media often demands fast, concise, and visually driven content, whereas da'wah messages require precision, context, and balance between evidence, wisdom, and contemporary realities. An imbalance between popularity and content accuracy may lead preachers toward oversimplification or religious sensationalism for the sake of audience reach. These risks undermining da'wah credibility and obscuring the original purpose of conveying the Islamic message.

Accordingly, the *Dakwah bi al-Risalah* approach must be strategically adapted to contemporary media realities without compromising core da'wah principles. Digital da'wah

writing must emphasize factual accuracy, clarity of argumentation, and language appropriate to target audiences. Yusof (2020) stresses that preachers must master media literacy and digital communication skills to ensure that religious messages are conveyed effectively, ethically, and competitively in the digital public sphere. This aligns with Islamic da'wah principles that emphasize wisdom, good counsel, truthfulness, and responsibility.

Overall, contemporary media challenges necessitate a more cautious, reflective, and strategic da'wah approach. Da'wah success should no longer be measured solely by reach or engagement metrics, but by the extent to which Islamic messages are accurately understood, shape moral character, and contribute to social harmony within an increasingly complex digital society.

### *Da'wah Strategies through Contemporary Media*

The effectiveness of da'wah in contemporary media depends not merely on the presence of preachers on digital platforms, but more importantly on systematically planned communication strategies grounded in an understanding of media user behaviour. In a digital environment characterized by intense competition for attention, da'wah messages must be delivered in ways that attract audiences without compromising the accuracy and authenticity of Islamic teachings.

One key strategy is the application of *digital storytelling*, which integrates multimedia elements cohesively. The combination of text with visuals, audio, and video enables da'wah messages to be conveyed more holistically and emotionally, thereby enhancing audience retention and engagement. Jenkins (2006) explains that new media culture is convergent in nature, with users gravitating toward interactive and layered content. In da'wah contexts, this approach allows religious messages to be translated into more vivid, contextual, and accessible forms for digital audiences.

Language and communication style also play a crucial role in ensuring da'wah relevance to target demographics. Younger generations particularly Generation Z and millennials respond more positively to informal language, concise visuals, and micro-content such as short videos and infographics. Ahmad and Rahman (2022) argue that failure to adapt communication styles to digital culture can result in da'wah messages being ignored despite their doctrinal accuracy. Therefore, preachers must develop the ability to adapt language without diluting Islamic meanings or principles.

Content customization according to digital platforms is another critical strategy influencing the effectiveness of *Dakwah bi al-Risalah*. Each platform has distinct technical structures, algorithms, and user interaction patterns. Content suitable for blogs or websites such as long-form writing and in-depth analysis may not perform well on platforms like TikTok or Instagram, which prioritize short, visually driven content. This strategic approach requires preachers not only to possess religious knowledge, but also to understand the digital media ecosystem and audience behavior in cyberspace.

Moreover, adherence to Islamic moral and ethical principles must remain central to all media da'wah strategies. In the pursuit of audience attention, there is a risk of resorting to sensationalism, emotional manipulation, or excessive simplification of religious teachings.

Yusof (2020) emphasizes that effective da'wah should not be evaluated merely by reach and engagement, but by its contribution to moral development, critical thinking, and social well-being. Thus, da'wah strategies in contemporary media must balance creativity, message clarity, and ethical responsibility.

Overall, *Dakwah bi al-Risalah* strategies in contemporary media require a dynamic, adaptive, and value-based approach. The ability to integrate technology, audience understanding, and Islamic principles in a balanced manner will determine whether da'wah serves as a source of enlightenment in a complex media landscape or becomes just another piece of content lost in the digital information flow.

#### *Social and Academic Implications*

The implementation of *Dakwah bi al-Risalah* through contemporary media carries implications that extend beyond the mere transmission of religious messages, directly influencing social structures, knowledge culture, and the development of Islamic academic discourse. In digital societies, da'wah functions as a social mechanism shaping how individuals understand reality, make moral judgments, and interact with increasingly complex and transnational information.

From a social perspective, digital writing-based da'wah contributes to the development of media literacy and critical awareness within society. Continuous exposure to da'wah content grounded in evidence, reasoning, and analysis helps media users evaluate information credibility, distinguish between facts and manipulation, and avoid passive information consumption. Castells (2010) notes that in network societies, power lies not only with information producers, but also with users' ability to interpret and critically assess messages. In this context, *Dakwah bi al-Risalah* serves as a tool for cultivating balanced intellectual and spiritual awareness.

Another significant social implication is the role of digital da'wah in shaping alternative narratives to the negative content prevalent in contemporary media. The dissemination of Islamic values through digital writing and *risalah* can counterbalance the influence of materialism, hedonism, and extremism often implicitly promoted through popular media. Hassan (2021) argues that consistent and ethical da'wah content has the potential to influence social norms and strengthen moral resilience, particularly among younger generations heavily exposed to digital media. Thus, da'wah becomes proactive rather than reactive in shaping a more ethical and reflective social environment.

From an academic perspective, studies on *Dakwah bi al-Risalah* in contemporary media open new avenues for theoretical and methodological development in da'wah and Islamic communication studies. The integration of classical da'wah principles with modern communication theory enables the construction of more systematic, testable, and context-sensitive digital da'wah models. This approach enriches scholarly disciplines through interdisciplinary research spanning Islamic studies, communication, sociology, and information technology.

Additionally, the academic implications of this study provide practical guidance for stakeholders such as preachers, digital content managers, and policymakers. The use of

structured analytical frameworks supports the formulation of evidence-based da'wah strategies aligned with contemporary needs and ethical research standards. Braun and Clarke (2006) emphasize the importance of systematic thematic analysis in understanding social meaning patterns, while Creswell and Poth (2018) highlight that robust qualitative research can generate practical insights relevant to real-world contexts.

Overall, the social and academic implications of *Dakwah bi al-Risalah* in contemporary media demonstrate that this approach not only strengthens religious understanding, but also contributes to the formation of knowledgeable, ethical, and media-resilient societies. *Dakwah bi al-Risalah* in contemporary media is not merely an alternative mode of Islamic message delivery, but a strategic necessity today. By integrating classical da'wah principles with modern communication strategies, Islamic messages can be widely disseminated, accepted, understood, and positively internalized. This approach also fosters knowledgeable, morally grounded, and ethically conscious communities, in line with the comprehensive aspirations of Islamic da'wah. Further research in this field is essential to ensure that da'wah remains relevant, effective, and capable of serving as a catalyst for social well-being in the digital era.

The summary of this discussion is presented in Figure 1 below.

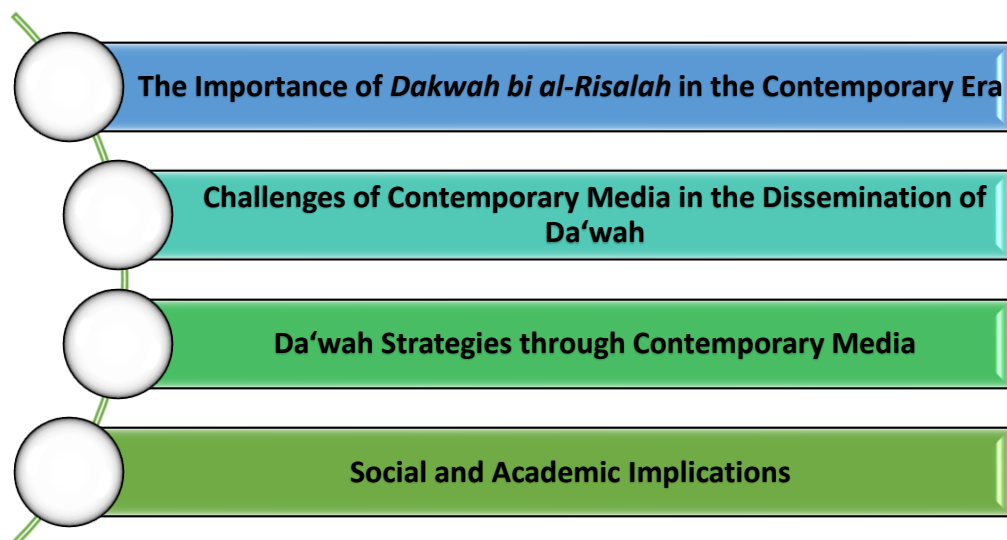


Figure 1: Summary of the Discussion on the *Dakwah bi al-Risalah* Approach in Contemporary Media: A Contemporary Necessity

Source: Research Study 2026

### Conclusion

In conclusion, the *Dakwah bi al-Risalah* approach remains relevant and strategic within the contemporary media landscape characterized by rapid information flow, platform diversity, and intense content competition. The integration of classical da'wah principles with modern communication technology enables Islamic messages to be conveyed more systematically, authoritatively, and resiliently in the face of digital media challenges. Through writing, digital *risalah*, online articles, infographics, and multimedia content, da'wah can reach broad audiences beyond geographical, temporal, and social boundaries. The discussion further demonstrates that *Dakwah bi al-Risalah* is not merely an alternative medium, but a strategic necessity in addressing contemporary media realities marked by misinformation, negative

content, and the risk of misinterpreting Islamic teachings. Writing-based and fact-oriented approaches help cultivate deeper, more rational, and balanced understanding, thereby reducing confusion and misconceptions within society. In this context, da'wah functions not only as religious communication, but also as a mechanism for building media literacy, critical awareness, and moral resilience in digital communities.

Moreover, the effectiveness of *Dakwah bi al-Risalah* in contemporary media depends heavily on well-planned and creative implementation strategies. Content adaptation to platform characteristics, language aligned with target demographics, and the integration of multimedia and interactive elements enhance message appeal and accessibility, particularly among younger generations. Nevertheless, creativity must always be balanced with adherence to Islamic ethical principles to ensure that da'wah content is not only engaging, but also educational and character-forming. Overall, the fusion of risalah-based da'wah tradition with contemporary media innovation enables Islamic message delivery to become more inclusive, dynamic, and effective. This approach not only meets modern communication needs, but also contributes to the development of knowledgeable, ethical, and resilient societies in the face of digital media challenges. Therefore, *Dakwah bi al-Risalah* in contemporary media should be regarded as a core strategy for ensuring that Islamic da'wah remains relevant, effective, and responsive to the realities and demands of contemporary society.

### Acknowledgements

This manuscript is based on research funded by the DKP0154 Kompetensi Pendakwah Era Madani di Sabah. Many thanks to the Centre for the Promotion of Knowledge and Language Learning, Universiti Malaysia Sabah, Fakulti Pengajian Islam, Universiti Malaysia Sabah, Universiti Teknologi Mara (UiTM) Cawangan Sabah, Kampus Tawau, Sabah, Institut Pengajian Islam dan Dakwah Sabah (IPDAS), SMK Tebobon, Kota Kinabalu and the International Journal of Research and Innovation in Social Science (IJRISS) for publishing this article.

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