

Integrating Multimedia for Strategic Da'wah Communication in the Digital Era

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Abstract

The digital era requires people to be able to utilize multimedia technology in various ways, one of which is in terms of Islamic preaching. Using a descriptive qualitative method with a case study approach, this study aims to explore the process and impact of integrating multimedia for strategic da'wah communication employed by Sabilurrosyad Islamic Boarding School, Malang. Meanwhile, the data was collected through interviews, observation, and documentation to capture detailed insights and ensure a comprehensive understanding of the topic. The results of this study indicated that Sabilurrosyad Islamic Boarding School has implemented multimedia to disseminate Islamic content as a medium of da'wah on several digital platforms, including the Website, YouTube, Instagram, Facebook, X, and TikTok. To support the use of multimedia, Sabilurrosyad Islamic Boarding School formed an organization called Gasek Multimedia, which is responsible for creating and disseminating da'wah content on the official digital platform of the boarding school. Integrating multimedia for da'wah communication benefits society by providing accessible Islamic content and promoting goodness through engaging, efficient, and effective digital outreach. The findings of this study provide valuable insights into the importance of integrating multimedia for strategic da'wah communication in today's digital era.

Keywords: *Multimedia; Da'wah Communication; Digital Era*

INTRODUCTION

The digital era has changed the communication paradigm, where information can be disseminated quickly through various multimedia platforms in the form of video, imeras, and audio. The development of digital technology has made people tend to shift from text-based content consumption to multimedia. This is because media in the form of videos, imeras, and audio are much more interesting and can reach audiences more effectively. The use of multimedia offers diverse opportunities for society, serving various purposes that range from education and entertainment to spreading information. One of the impactful applications of multimedia is its role as a medium for da'wah.

Da'wah, in terminology, can be interpreted as an activity that calls and invites people to believe and obey Allah SWT, and do good in accordance with Islamic law. Sheikh Ali Mahfudz explained that da'wah is inviting people to the goodness and guidance of Allah SWT by calling on the habit of *amar ma'ruf nahi munkar* (calling to good habits and prohibiting bad habits) in order to become a lucky human being in this world and the hereafter (Ismail & Hotman, 2011). In addition, Ibn Taymiyah, a scholar from Harran, Turkey, also explained that da'wah is an appeal to believe in Allah SWT and in the teachings brought by His messenger by confirming all the news delivered by the messenger of Allah (Sukayat, 2009). As a Muslim, the obligation to spread the truth of Islam is an inseparable part of the soul and life (Suisyanto, 2006).

In da'wah, there are five important elements to fulfill. First, the perpetrator of da'wah, namely the implementer of da'wah activities. Second, the target of da'wah, namely the recipient of da'wah. Third, the da'wah method, a certain way to convey da'wah messeras. Fourth, da'wah material, namely the main religious teachings that need to be known and practiced by the target of da'wah, of which there are three main points, namely the principles of faith, sharia, and morals, all three of which are sourced from the Al-Quran and hadith. Fifth, da'wah media, which is a tool for delivering da'wah messeras (Muzayanah & Lubis, 2023). If the elements of da'wah can be fulfilled properly, carried out with the right methods and media, and adjusted to the times, the da'wah activities can run more effectively.

Islamic Boarding School, as an Islamic educational institution, plays an important role in the process of da'wah activities in the form of instilling

religious knowledge, both internally among students and externally to the wider community. Islamic boarding school da'wah can provide tremendous benefits to the community. A lot of community problems can be solved by the preaching of the scholars of the Islamic boarding school. The topics covered in the preaching are also quite broad, including both Islamic teachings and people's lives. It indicates that the role of the Islamic Boarding School as an Islamic preaching development institution has a very good impact on realizing Islam *rahmatallil'alam*.

In its implementation, da'wah in the digital era is not merely carried out conventionally, which is limited only to those directly present at a study forum (Purbajati, 2021). However, it needs to be developed through various media by utilizing multimedia so that da'wah can be widely conveyed to the public and is more easily accessible anywhere and anytime (Asror, 2014). The utilization of multimedia in preaching can be used as an innovation in Islamic propagation because by utilizing technology-based media, da'wah activities will be more effective and efficient with the limitless, fast, and easily accessible technology (Gustia, 2019). In addition, by utilizing social media as a medium for preaching, it will be easier to spread the teachings of Islam, so that Islamic Boarding School can work together to build civilization according to Islamic teachings that are present with positive narratives on social media (Yanti, 2021).

Along with the phenomenon of a digital society that tends to consume content through digital platforms, either through social media or streaming applications, the implementation of multimedia utilization in da'wah activities can be done with various media, including Websites, Instagram, X, Facebook, WhatsApp, YouTube, and so on. The digital platform can be a place to share da'wah content quickly and reach a larger audience. This is very important to do with the aim of wider Islamic propagation. In other words, the three types of da'wah, including oral, written, and deed, can also be applied through social media, which can be referred to as contemporary da'wah (Qudratullah, 2019).

In today's digital era, through digital content, da'wah can provide great opportunities and various benefits. Through the internet, the da'wah messera can be easily accessed by anyone around the world. This allows audiences to learn and understand religion more easily, flexibly, and comfortably, following their interests in the digital world. In addition,

digital content can also hone creativity and innovation in the delivery of da'wah. Creating content that is interesting, contemporary, and easy to understand allows the da'wah messera to be received by the audience more easily and effectively. In this regard, da'wah using digital media plays an important role in the dissemination of information and knowledge of Islam to a wider range, so that the continuity of da'wah can be carried out all the time.

Various previous studies have shown that the digitalization of da'wah positively impacts society. Research on the use of the YouTube platform as a means of da'wah communication showed that the digital platform has provided many benefits related to da'wah to the community and is very helpful for da'wah activities (Hajar, 2018; Cahyono & Hassani, 2019; Hamdan & Mahmuddin, 2021; Anam & Mutrofin, 2023). Research on digital da'wah conducted through Podcast media also showed that Podcasts can be an alternative media for disseminating audio and video content that can be accessed safely and comfortably by the audience, considering that Podcasts are currently also quite a lot of enthusiasts (Ummah et al., 2020; Pratama & Agustiningasih, 2023). In addition, the results of research on da'wah through Instagram showed that the spread of da'wah content on Instagram is quite effective. By creating interactive content, it can increase public awareness of religious and moral values more effectively. Moreover, Instagram, which is one of the social media with more users than other social media, can help spread more massive da'wah content (Aziz, 2020; Yuliasih, 2021; Fahrezi, et al., 2024).

The previous studies, however, have differences from this study. This study focuses on the integration of multimedia for strategic da'wah communication employed by Sabilurrosyad Islamic Boarding School, one of the largest Islamic boarding schools in Malang, led by KH Marzuki Mustamar. This Islamic Boarding School has utilized a variety of digital media comprehensively in order to disseminate content related to its activities, religious teachings, and lectures by the teachers. Despite the growing role of multimedia in modern da'wah practices, there has been limited research on how these platforms are strategically employed in the context of Islamic boarding schools. Therefore, this study aims to explore both the process and the impact of multimedia integration in enhancing da'wah communication at Sabilurrosyad Islamic Boarding School, with a particular focus on its relevance in the digital era.

METHOD

This study used a qualitative descriptive method with a case study approach. The use of a case study approach aims to understand a phenomenon contextually and thoroughly by considering various perspectives and points of view (Creswell, 2018). In this case, this study describes in detail the process and the impact of integrating multimedia for effective da'wah by Sabilurrosyad Islamic Boarding School in Malang. The participants of this study were five people, including three students and two teachers of Sabilurrosyad Islamic Boarding School, Malang. The selection of the participants is based on experience and knowledge in managing multimedia in Sabilurrosyad Islamic Boarding School. This is very important to get more in-depth information about the phenomenon under study (Yin, 2017).

The data collection techniques in this study were interviews, observation, and documentation. It is important to collect appropriate data that can be used as a valid reference to find out the efforts to use multimedia as a means of spreading the da'wah of Sabilurrosyad Islamic Boarding School. In addition, semi-structured interviews were conducted by the researchers, utilizing a question guide while allowing participants to provide additional insights on the use of multimedia as a medium for da'wah at the Islamic Boarding School, thereby enhancing the depth of the data collected. Moreover, the observation used is non-participatory observation, in which the researchers only observed the object of research without being actively involved. From the data obtained, the researchers presented the results of data analysis, which is complemented by discussions related to da'wah and the use of multimedia.

RESULTS AND DISCUSSION

As times evolve, the digital world has brought significant changes to the practice of da'wah. Digital platforms such as social media give da'wah a wider reach across geographical boundaries around the world. The format of da'wah in the form of multimedia, such as videos, podcasts, infographics, and content on social media, makes the da'wah more interesting and interactive. Thus, it is an excellent opportunity to spread Islamic knowledge that is more massive and reaches all of society. Sabilurrosyad Islamic Boarding School Malang has been leveraging multimedia for effective da'wah, spreading Islamic teachings, and reaching broader audiences. The

results of this study indicated that Sabilurrosyad Islamic Boarding School has carried out a special strategy in the process of integrating multimedia as a medium of da'wah. To support the process of leveraging multimedia, this Islamic Boarding School formed an organization that accommodates the interests and talents of students in the field of multimedia called Gasek Multimedia. Gasek Multimedia is an organization that is responsible for the multimedia field of the Islamic Boarding School. This organization was established based on the importance of technology-based innovation for da'wah in the digital era, providing students with opportunities to develop life skills, particularly in multimedia fields such as photography, graphic design, short film production, podcasts, cinematic videos, and more. In the rapid development of information and communication technology, Islamic Boarding School, as a traditional Islamic education center, needs to adapt to the times to remain relevant and effective in spreading Islamic values. Gasek Multimedia was born as a response to this challenge, with the main focus on the importance of digital da'wah.

Practically, Islamic Boarding Schools have been the main pillar of Islamic education in Indonesia, playing a crucial role in shaping the character and spirituality of the students. However, in the digital era, people's lifestyles and ways of obtaining information have changed considerably. People are now more connected to technology, social media, and digital content than ever before. Therefore, Islamic Boarding Schools need to find a way to keep reaching the hearts and minds of the younger generation who grew up in this digital environment. Gasek Multimedia has a mission to bridge the gap between Islamic Boarding Schools and the digital society. Through the use of technology and digital media, Gasek Multimedia is able to bring Islamic messages in a more interesting, accessible, and affordable way. This includes the creation of educational content, online da'wah platforms, social media channels, and various other initiatives that support digital da'wah.

The involvement of students and teachers in the development of Gasek Multimedia has different roles. The students have a role in cooperative human resources, such as being a talent in a project, creating and disseminating Islamic content on social media, and so on. Meanwhile, the teachers provide support and guidance on the da'wah content, acting as advisors to ensure the sustainability of Gasek Multimedia. Specifically, their support includes moral encouragement and constructive advice. KH

Marzuki Mustamar, the leader of Sabilurrosyad Islamic Boarding School, also provides full support for Gasek Multimedia. As stated by one of the participants, "KH Marzuki Mustamar once said that if our media is weak, our da'wah is also weak". This can be an encouragement for Gasek Multimedia members to continue working to spread da'wah through digital content. In other words, Gasek Multimedia is crucial in the digital process to support the Islamic Boarding School's da'wah.

In its implementation, Gasek Multimedia is under Sabilurrosyad Islamic boarding school management. The role and involvement of the students in Gasek Multimedia is very important, considering that Gasek Multimedia is one of the organizations of Sabilurrosyad Islamic Boarding School. The students can contribute to digital da'wah without disrupting their education at the Islamic Boarding School. Gasek Multimedia is responsible for multimedia in all erandas of the boarding school. In developing students' life skills, Gasek Multimedia can provide benefits both in terms of hard skills and soft skills. To enhance hard skills, Gasek Multimedia has several routine erandas, both for students in general and members of the Gasek Multimedia organization. Among them are graphic design training, photography training, short film production projects, and journalism training to fill the content of the Islamic Boarding School website. In terms of soft skills, the trainees also received several benefits regarding leadership, problem-solving, time management, creative innovation, teamwork, and so on.

Multimedia training is very important to support the ability of students to create digital works. This is in line with a study by Nur et al. (2022) on multimedia training as a means of da'wah for students of the Babul Hikmah Islamic boarding school, whose research focuses on multimedia training for digital content editing using the Wondershare Filmora X application. The research showed that multimedia training has provided benefits to students related to the introduction of applications that can be used for video editing, so that it can support the creation of Islamic preaching content. This is also supported by research conducted by Chanifah & Rohmah (2022) on digital da'wah training for students as a revitalization of da'wah media in the social era 5.0. From her research, it can be concluded that the implementation of digital training at the Islamic Boarding School of Oemah Al-Qur'an Malang can run smoothly and well, where students can understand how to make interesting digital da'wah

material to be delivered in the virtual world. The students were very enthusiastic and began to learn how to create digital da'wah content. By having the ability in the field of multimedia, the students can create more varied da'wah content material easily, so that the process of making works as da'wah material becomes more effective. This proves that multimedia training can support students in increasing motivation and proficiency in using digital content creation applications and disseminating them on digital platforms.

Initially, Gasek Multimedia was only in charge of recording audio or video of KH. Marzuki Mustamar's recitation. As it is known, apart from being the leader of the Islamic Boarding School, KH Marzuki Mustamar is also known as a great Scholar in East Java who gives many religious lectures in various regions. Over time, the Gasek Multimedia team can develop to produce other works, such as YouTube live-streaming videos in every KH. Marzuki Mustamar recitation, podcasts, Islamic music covers, Islamic short films, and managing the social media on Instagram, Facebook, X, TikTok, as well as the Islamic Boarding School's official website. From the works produced, it can be a medium to broadcast Islam more widely because it can be accessed by the general public easily. This is in line with research by Muhaemin (2017), who stated that the internet is seen as an effective and strategic medium as a means of proselytizing Islam to people around the world. Islamic messeras that are published are not limited only to space and time. In other words, the congregation can be spread in various parts of the world, whose numbers exceed the da'wah of Islam, which is only in offline forums.

Maximizing da'wah through the internet is very important in today's digital era. By maximizing communication media in preaching, the messera conveyed will be received more quickly by many people. In addition, da'wah through internet media will look more attractive because of the tendency of today's society to consume more information digitally (Lestari, 2020). This is also supported by the results of Pardianto's research (2013) on da'wah through new media, which stated that da'wah actors should utilize the internet, including social media, as a means to spread their da'wah. By strengthening the pattern of da'wah through new media, it will have an impact on the wider community.

Internet-based da'wah activities require strategies so that da'wah messeras can reach the community properly and thoroughly. Gasek Multimedia has also carried out various strategies to always support the Islamic Boarding School's da'wah activities. First, sharpening the creativity of Gasek multimedia members to present interesting and quality da'wah content in accordance with the target audience. By providing multimedia training and updates with the latest information, Gasek Multimedia always presents innovative da'wah content that is up to date. Second, choosing the right digital platform for the dissemination of da'wah content, such as YouTube, Instagram, Facebook, X, TikTok, and the official Islamic Boarding School's website. Sabilurrosyad Islamic Boarding School has official accounts on these digital platforms that have been followed by more than 10,000 users. By utilizing digital platforms, da'wah content can be delivered more interestingly and contemporarily. Third, consistently updating content on digital platforms. Gasek Multimedia has a work program in each division that is responsible for creating and disseminating da'wah content on a scheduled basis. Fourth, evaluating and improving all shortcomings in order to maximize the performance of Gasek Multimedia. By implementing these strategies, the goals of da'wah through digital media can be achieved more seamlessly and effectively, ensuring that the messera reaches a broader audience with greater impact.

By integrating multimedia for effective da'wah, Sabilurrosyad Islamic Boarding School in Malang has made several significant impacts on society. First, da'wah materials in the form of KH. Marzuki Mustamar's lectures, religious knowledge, and information about the Islamic Boarding School can be easily accessed by society. This convenience makes the messeras of goodness, which are the core of da'wah itself, be received by the audience in a wider range. Second, the creativity and innovation of the Gasek Multimedia team in presenting da'wah can make it easier for audiences to understand da'wah material. With high creativity in the presentation of da'wah content in the form of video lectures, both long and short videos, infographics about Islamic laws, posters of Islamic wise quotes with interesting visuals, Islamic short films, and Islamic podcasts, it can make it easier for audiences to digest the core of da'wah in a more interesting form. With digital da'wah content that is thoughtfully adapted to contemporary trends and the evolving needs of society, audiences are more likely to engera deeply and develop a genuine interest in learning about Islam. Such

content not only captures attention but also resonates with modern audiences, making Islamic teachings more accessible and relatable. Third, da'wah content in the form of multimedia can be well documented or archived on the internet so that it can be accessed easily at any time. This makes it easier for audiences to get information about Islamic topics and solutions to Islamic problems that are relevant to everyday life.

The use of multimedia in da'wah has proven to provide more benefits to today's digital society. This is in line with research by Ariyanto (2023) on modern da'wah in the digital era using YouTube at Al Multazam Islamic Boarding School in Kuningan, West Java. The study stated that the Al Multazam Boarding School has produced works on the boarding school's YouTube channel, including presenting Islamic study content, short movies, murottal qur'an, podcasts, student achievements, and student artistic creativity, where the content aims not only to broadcast Islam to the wider community but also to provide more information about the boarding school. This is also supported by research conducted by Mardiana (2020) on the attractiveness of digital da'wah as a medium of da'wah for the millennial generation. In her research, it is concluded that digital da'wah is a special attraction for the community because it is a new means of da'wah. This makes the scholars deflect their da'wah method into a more fun and trending da'wah. Through varied content and much more interesting packaging, it can make it easier for people to understand the scholars' da'wah messera.

Digital da'wah provides greater opportunities for scholars to spread the teachings of Islam. As digital da'wah continues to create a broader impact within the community, it establishes itself as a valuable alternative approach to traditional methods, evolving in step with the times. It has been widely proven that digital technology can make the delivery of da'wah more creative and innovative. By presenting religious messeras through video lectures, podcasts, blog posts, social media, and various other digital formats, da'wah can reach audiences in ways that are not only more accessible but also more engaging, enjoyable, and easier to understand. In addition, the easy accessibility of da'wah also provides opportunities for the community to be more active and motivated in enriching their understanding of religious knowledge. Therefore, the utilization of multimedia as a medium for da'wah needs to be seen as an important thing to implement to spread the teachings of Islam in the digital era.

CONCLUSION

The development of information and communication technology has made many significant changes in various aspects of life, one of which is in the religious field, especially Islamic preaching. Integrating multimedia for strategic da'wah communication is crucial to align with the rapid developments of the digital era. Digital da'wah, which refers to the spread of Islamic values through digital platforms such as social media, websites, and digital applications, changes the way people understand and practice Islamic teachings. The use of multimedia in da'wah has also been carried out by several Islamic boarding schools, one of which is Sabilurrosyad Islamic Boarding School, Malang. The results of this study highlighted that Sabilurrosyad Islamic Boarding School has utilized multimedia to disseminate Islamic content as a medium of da'wah on several digital platforms, including Website, YouTube, Instagram, Facebook, X, and TikTok. To support the process of leveraging multimedia for effective da'wah, Sabilurrosyad Islamic Boarding School formed an organization, namely Gasek Multimedia.

Gasek Multimedia's purpose is to bridge the gap between Islamic Boarding Schools and the digital era society. Through the use of technology and digital media, Gasek Multimedia is able to bring Islamic messeras in a more interesting, innovative, and accessible way to the wider community. The tasks of Gasek Multimedia include the creation of educational content related to Islamic preaching from both KH. Marzuki Mustamar's lectures and other teachers, optimization of social media and the official website of the Islamic Boarding School, and various other initiatives that support digital preaching. With Gasek Multimedia, the Islamic Boarding School is able to maintain traditional values while utilizing the potential of modern technology. This is a step towards strengthening the role of Islamic Boarding Schools in building a generation of Muslims with integrity, knowledge, and readiness to face the challenges of the times.

Gasek Multimedia has carried out various strategies to maximize the use of multimedia in da'wah. Among them, always sharpening the creativity of Gasek Multimedia members through training in order to present interesting and quality da'wah content, choosing the right digital platform for disseminating da'wah content, consistently updating da'wah content on the digital platform, and evaluating any shortcomings to maximize Gasek

Multimedia's performance. In addition, the utilization of multimedia as da'wah media can also have a significant impact on the wider community. First, the da'wah materials in digital platforms can be easily accessed so that the messeras of goodness in da'wah can be received by audiences in a wider range. Second, with high creativity and innovation in digital da'wah, it can make it easier for audiences to understand the core of da'wah in a more interesting form. Third, digital da'wah content can be well archived on the internet so that it can be accessed again, making it easier for people to obtain information related to Islamic topics or solutions to religious problems that are relevant to everyday life.

The implementation of multimedia shows that da'wah can adapt to the development of technology and information in the digital era. The implementation of multimedia as a medium for da'wah is expected to increase public interest in learning religious knowledge. Moreover, the presentation of innovative and interesting digital da'wah content can be an alternative to contemporary da'wah in spreading Islamic religious values. Besides, the da'wah process is also considered to be more effective and efficient. Therefore, this research is expected to provide insight and an overview of the importance of utilizing multimedia as a medium for Islamic da'wah in the digital era. Equipped with digital literacy and strong digital skills, Islamic da'wah can become increasingly relevant and impactful, reaching and resonating with a broader community. By integrating modern digital tools effectively, da'wah efforts can adapt to contemporary communication trends, making Islamic teachings accessible and relatable to diverse audiences.

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