

SYSTEMATIC REVIEW: USE OF DIGITAL MEDIA AS A MEANS OF COMMUNICATION OF DA'WAH

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ABSTRACT

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Study was carried out with the aim of analyzing the use of digital media as a means of da'wah communication. Obtain some data about the benefits resulting from digital media for da'wah methods in this digital era. In the digital era, the role of digital media is very important in the spread of da'wah. Study uses a PRISMA systematic review approach by collecting several articles from the literature database. From the results of the systematic review analysis with PRISMA, significant results were obtained from the benefits of digital media for da'wah communication facilities. The form of spreading da'wah that is easy and more familiar with the support of good visual displays is the main attraction. The presence of digital media opens up opportunities for new da'i who want to expand their wings to preach widely alongside leading da'i in cyberspace very easily. Digital media makes the audience of connoisseurs of the da'i unlimited, so a lot of digital media becomes a reference for finding new knowledge treasures or just enjoying the beautiful design combined with brief tausyiah of the da'i in it. From the scale of use, Facebook, Instagram and websites still outperform other digital media in terms of their use as a means of communicating da'wah to the community.

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1. Introduction

Development of digital technology in this era is growing rapidly. internet is a benchmark in the development of digital technology. Development of the internet that emerged in the 21st century made internet users and the wider community still identify the internet as the development of computer technology or "the internet is a tool is not a medium". This assumption does not disappear when the booming internet facility is used by many people to communicate (Effendi, 2009). Utilization of the internet began to be felt and used by various lines of society. The internet is used by the community for various fields, making all kinds of activities easy, even making the distance closer and even unlimited. Internet has united the world as if the world had no boundaries. If in the past someone in

Indonesia sent a letter to someone in the United States it took two to three weeks for the letter to be received, now via email or social networking sites the electronic mail is immediately received by the person concerned. (Situmorang, 2012). With the enormous benefits resulting from the impact of the development of the internet, its functions also increase, one of which is being a facility for communication, in other words, the internet is a means of communication. The internet turns out to be not just an alternative medium of communication, but also forms new communication patterns (Rustandi, 2019). New forms of communication include; the nature of mediated communication changes into interactive communication, the nature of communication is no longer always synchronous, but can also be asynchronorous, distance, space-time between the sender and recipient of the message is becoming increasingly thin, and the context of communication takes place in cyberspace (virtual). (Effendi, 2009). Presence of the internet also supports a pattern of communication development using digital media.

Internet as a digital medium has provided a lot of benefits in the development of this era. Humans are increasingly pampered with various benefits (Kurniawati & Baroroh, 2016). Likewise in the religious field, in this case in the field of religious symbols or da'wah. The da'wah of Islam is every positive effort, whether in the form of oral, written, deed, or stipulations in order to improve the standard of human life and its value in accordance with the guidance of life and refers to the concept of life that God has set for them, so that they obey Him. The word of Allah SWT in the Qur'an letter adz-Dzariyat verse 56, which means: And I did not create the jinn and humans except that they worship Me. (Departemen Agama RI, 1971) (Bastomi, 2017). In the digital era, the development of da'wah is increasingly rapid and innovative, utilizing digital media for its da'wah communication facilities. As stated by Adam Faroqi and Nanang Ismail (2013) In this era of technology, da'wah is no longer only conventional which is conveyed by word of mouth of a da'i, the existence of digital technology has been able to simplify everything for more effective and efficient purposes. (Muhaemin, 2017). To listen to tausyiah from a famous ustadz or preacher, we don't have to wait face to face and listen to the tausyiah directly. (Faroqi & Ismail, 2013). Moreover, if the da'wah that is carried out is targeting millennials, the use of social media such as Facebook, Instagram, twitter, youtube, and so on makes the packaging of da'wah more humanistic and more familiar and easier to capture so that da'wah is increasingly in demand and loved. (Rahman, 2020). So with the phenomenon of spreading da'wah through digital media, we will make an analysis of the influence of digital media as a means of communication for da'wah in society. With this goal, we will find out how the role of the media is and what is obtained from the use of digital media for da'wah communication facilities. Using the systematic review method by collecting several scientific articles from the literature database (Hariyati, 2010).

2.Method

This study is a systematic review using the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-analyses) approach (Rubio-Aparicio et al., 2018), using a key reference database sourced from Google Scholar with a range of years above 2000 with the keywords da'wah communication facilities and digital media. Based on the 15 articles that have been selected, a systematic review analysis process is then carried out. The selection process for the selected articles included: (1) a search on Google Scholar with the help of Publish or Perish and 15 articles were selected (2) Articles were selected based on keywords, titles and abstracts (3) Articles that did not match the 3 next selection indicators were not

used. (4) the article can be accessed thoroughly by the author (5) the process of analyzing a systematic review with the most appropriate article.

3. Result and Discussion

Based on the article searches that have been carried out, there are 5 articles that have met the inclusion criteria. From the 5 articles, they get an analysis result from the use of digital media as a means of communication for da'i da'i. The preachers have started to think about using digital media to communicate with their audience. Digital media has many types such as blogs, social networks or social networks, wikis, forums, and virtual worlds. Blogs, social media and wikis are probably the most common forms of social media used by people all over the world. Of the several types of digital media that exist, Instagram, Facebook and websites are often used as a means of da'wah communication (Aji & Rochimah, 2019).

Tabel 1. Systematic review literature

Author/year of publication	Title	Method	Digital media used	Results
Siti Aisyah Hajar Muhammad Syukron Anshori (2021)	Farah Qoonita's Persuasive Communication Strategy in Delivering Da'wah Through New Media	Qualitative (observation, in-depth interview and documentation)	blog, website, youtube and social media (Instagram)	Da'wah through new media is very effective, namely graphic design, language used and position. The meaning construction strategy Farah Qoonita conveys da'wah through new media to construct the meaning of the language conveyed in order to persuade to understand the message easily. The construction is implemented in the editorial of the message without reducing its true meaning, especially the Al-Quran and the nabawiyah sirah
Dudung Abdul Rohman (2019)	Communication of Da'wah Through Social Media	qualitative-descriptive (library research)	Social media	This research can provide information, data, and facts about da'wah communication through social media. So that it can add to the treasures of insight and knowledge about da'wah activists and the effectiveness of da'wah communication in balancing the times and the demands of the community's needs. It is

Author/year of publication	Title	Method	Digital media used	Results
				also hoped that this research can provide inspiration, spirit, and motivation for the development of da'wah to be more effective and productive by making new breakthroughs by utilizing dynamic, democratic, free, and open social media.
Luthfi Ulfa Ni'amah, Sukma Ari Ragil Putri (2019)	Da'i and the Use of Instagram: Challenges of Da'wah Moderation in the Digital Age	Discourse analysis	Instagram	Instagram is the main and only platform for digital natives who are studying religion
Munawara, Andre Rahmanto, Ign. Agung Satyawati (2020)	Utilization of Digital Media for Da'wah at the Tebuireng Islamic Boarding School (Study on the Social Media Accounts of tebuireng.online)	Qualitative (interviews, text analysis)	website	Use of digital media for Pesantren Tebuireng provides several things to the community, namely: (1) spreading reliable information and making people aware of the importance of tabayyun (2) spreading moderate and reliable da'wah (3) inviting people to use digital media to preach.
Muhammad Afnan Banu Aji, Tri Hastuti Nur Rochimah (2019)	Utilization of Online Media by Yogyakarta Jogokariyan Mosque in Building Communication with Da'wah Activists in 2017	qualitative descriptive (interviews & document data)	Facebook & Instagram	Most widely used media platforms to promote and build communication networks with da'wah activists are Facebook and Instagram based on the intended target audience and level of effectiveness. To evaluate how the online media of the Jogokariyan Mosque is used, they carry out media monitoring of the response from the audience
Ridwan Rustandi	Cyberdakwah: Internet as a New Media in the Communication System for Islamic Da'wah	Qualitative (literature analysis)	social networks, blogs, search engines and other digital	Use of internet media as a new medium in Islamic da'wah opens up opportunities to disseminate massive and significant da'wah

Author/year of publication	Title	Method	Digital media used	Results
			instruments	messages. The impact of the research is expected to be able to answer various challenges on several problems of cyberda'wah in Indonesia.

From table 1 it can be explained that there are those who use digital media very effectively, namely graphic design, language used and position. The meaning construction strategy Farah Qoonita conveys da'wah through new media to construct the meaning of the language conveyed in order to persuade to understand the message easily. The construction is implemented in the editorial of the message without reducing its true meaning, especially the Al-Quran and the nabawiyah sirah (Hajar & Anshori, 2021). In Dudung Abdul Rohman's research (2019), the use of digital media for da'wah communication facilities can result in the development of da'wah to be more effective and productive by making new breakthroughs by utilizing dynamic, democratic, free, and open social media. Because then the general public can also participate in the development of the da'wah (Rohman, 2019).

In its implementation, the Tebu Ireng Islamic Boarding School implements da'wah through its website tesbui reng.online which functions as a means of da'wah communication. The use of digital media for Pesantren Tebui reng provides several things to the community, namely: (1) disseminating reliable information and making people aware of the importance of tabayyun (2) spreading moderate and reliable da'wah (3) inviting people to use digital media to preach (Munawara et al., 2020). Facebook and Instagram are social media platforms that are used for da'i to preach in the world of digital media that are the most widely used. Facebook and Instagram the most widely used media platforms to promote and build communication networks with da'wah activists are Facebook and Instagram based on the intended target audience and level of effectiveness. To evaluate how the online media of the Jogokariyan Mosque is used, they carry out media monitoring (Aji & Rochimah, 2019).

And of course the main function in the use of digital media is discussed in Ridwan Rustandi's research in his article entitled Cyberdakwah: Internet as a New Media in the Communication System for Islamic Da'wah. From this study, the results obtained that the use of internet media as a new medium in Islamic da'wah opens opportunities to disseminate massive and significant da'wah messages. The impact of the research is expected to be able to answer various challenges on several cyber-da'wah problems in Indonesia (Rustandi, 2019). From the results of the systematic review analysis with PRISMA, significant results were obtained from the benefits of digital media for da'wah communication facilities. The form of spreading da'wah that is easy and more familiar with the support of good visual displays is the main attraction. The presence of digital media opens up opportunities for new da'i who want to expand their wings to preach widely alongside leading da'i in cyberspace very easily. Digital media makes the audience for the audience of the da'i da'i unlimited, so a lot of digital media becomes a reference for finding new knowledge treasures or just enjoying the beautiful design combined with brief tausyiah of the da'i in it. From the scale of use, Facebook, Instagram and websites still outperform other digital media in terms of their use as a means of communicating da'wah to the community.

4. Conclusion

The presence of digital media really helps the preachers/*da'i* to spread their *da'wah*. With an attractive and more familiar appearance, *da'wah* connoisseurs are not bored. And new digital media can create opportunities for new preachers to participate in enlivening the treasures of *da'wah* in it. This enormous advantage makes in any situation the preachers want to perpetuate and even spread their *da'wah* through digital media. Suggestions for the development of digital media for *da'wah* facilities are still in the form of consistency to spread honesty in media, because digital media is like a double-edged knife, if used well the results will be good, if used badly then the results can affect the popularity and fame of the name of a preacher the.

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