



Adapting Muhammadiyah's Da'wah Strategies to Engage Generation Z in the Digital Age

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Abstract:

This study examines the adaptation of Muhammadiyah's da'wah strategies to modern technological advancements, with a focus on engaging Generation Z, who are known for their tech-savviness. The research aims to identify effective methods for delivering religious messages to this demographic through digital platforms. Utilizing a library research method, analytical data were gathered from a variety of sources, including books, academic journals, research papers, and other relevant literature. The study found that Muhammadiyah's digital da'wah model is sufficiently flexible to integrate contemporary technological tools, ensuring continuous and effective religious communication. Specific findings highlight the importance of using social media, video content, and interactive online platforms to engage Generation Z. Additionally, the research underscores the need for da'i (preachers) to be well-versed in digital communication, possess deep knowledge of religious content, and create engaging, relevant material. This adaptive approach not only addresses technological advancements but ensures that the da'wah message is impactful and resonates with Generation Z. The practical implications of this study suggest that digital da'wah can significantly enhance the reach and effectiveness of religious communication in the modern age. In conclusion, Muhammadiyah's use of digital da'wah demonstrates its capacity to evolve and remain relevant, particularly in communicating with a tech-oriented audience like Generation Z.

Keywords: Generation Z, Adapting Muhammadiyah's, Da'wah Strategies,

INTRODUCTION

The landscape of religious communication has undergone significant transformations with modern technology (Alhidayah, 2018; Zahro & Nawawi, 2023), presenting challenges and opportunities for traditional Islamic movements like Muhammadiyah (Maulana & Astari, 2020; M. Nawawi & Fazri, 2022). Previous studies have identified several critical challenges in adapting da'wah (Islamic proselytizing) to the digital age, particularly when engaging with Generation Z.

One of the primary challenges observed in earlier research is the generational gap in communication methods (Nurhakim et al., 2024). Traditional da'wah approaches (Kurniawan, 2022), often reliant on face-to-face interactions and physical gatherings, have proven less effective for Generation Z, who are heavily immersed in digital environments. A study by Ali and Ahmad (2019) highlighted that traditional methods fail to capture the attention of this tech-savvy generation, leading to a decrease in religious engagement among younger audiences (Djafarova, 2021).

Empirical evidence further underscores the need for a digital transformation in da'wah strategies. For instance, a survey conducted by the Pew Research Center (2020) revealed that 85% of Generation Z individuals spend significant time online, particularly on social media platforms. This indicates a shift in how information is consumed and shared, necessitating a modernized approach to religious communication.

Moreover, previous research has highlighted the importance of content relevance and engagement (Degen, 2017). A study by Rahman et al. (2021) demonstrated that Generation Z values content that is informative, interactive, and visually appealing. Static and traditional forms of communication are often disregarded in favor of dynamic and multimedia-rich content, highlighting the need for da'wah to evolve in both form and substance (Nel, 2021).

The existing literature also emphasizes the necessity for preachers (da'i) to possess digital literacy (Liberatore, 1997). As noted by Ibrahim (2018), the effectiveness of digital

da'wah is significantly influenced by the da'i's ability to utilize various digital tools and platforms efficiently (Christian, 2023). This includes understanding algorithms, engagement metrics, and content creation techniques that resonate with Generation Z (Munsch, 2021).

Given these challenges and empirical findings, it is clear that there is a crucial need for research focused on adapting Muhammadiyah's da'wah strategies to digital platforms. This study aims to fill this gap by examining how Muhammadiyah can effectively leverage technological advancements to engage Generation Z. By doing so, it seeks to provide a framework for digital da'wah that is both adaptable and impactful, ensuring that the core messages of Islam continue to reach and resonate with younger audiences.

In an era dominated by rapid technological advancements, the methods of religious teachings must evolve to remain effective and engaging. Muhammadiyah, a prominent Islamic organization, has long been recognized for its progressive initiatives and commitment to the Hadith and Al-Quran teachings. This study aims to delve into the adaptation of Muhammadiyah's da'wah strategies to the digital landscape, explicitly focusing on Z (NAWAWI et al., 2021; N. Nawawi & Wardhani, 2023), a demographic known for its technological adeptness and distinct media consumption habits.

One of the primary advantages of this research lies in its timely relevance. Generation Z (da Silva Santiago et al., 2023; Darmayanti, 2024), born into a world of digital connectivity, requires communication strategies that leverage the platforms and technologies they frequent. By understanding and implementing digital-based da'wah, Muhammadiyah can ensure that its religious messages are conveyed and resonate deeply with this generation.

Empirical evidence suggests that digital platforms have become indispensable tools for communication and education among Generation Z (Kristoffersen, 2020). According to a study by Pew Research Center (2018), 95% of teens have access to a smartphone, and 45% are online almost constantly (Instefjord, 2017). This pervasive use of digital media underscores religious organizations' need to adapt their outreach strategies to include digital formats (Windasari, 2022).

Moreover, previous research highlights the potential of digital da'wah to expand the reach of religious teachings (Nurhakim et al., 2024a; Pandia et al., 2024). A study by Al-Fadhli et al. (2019) demonstrated that online platforms could significantly enhance the dissemination of Islamic teachings (Nel, 2020), making them accessible to a broader audience (Kangwa, 2021). This aligns with Muhammadiyah's mission to propagate Islamic values widely and effectively (Cattaneo, 2022).

Several studies have provided empirical evidence supporting the efficacy of digital-based da'wah. For instance, research conducted by (Pandia et al., 2024) found that digital media,

mainly social media platforms (Alam, 2019), played a crucial role in engaging young Muslims and fostering a deeper understanding of Islamic teachings (Hakim, 2023). The study highlighted that interactive and visually appealing content significantly boosted young audiences' engagement and retention of religious messages (Liermann, 2021).

Another study by Rahman and Zailani (2021) emphasized the importance of adaptability in da'wah strategies (Saif, 2022). Their findings indicated that religious organizations that tailored their messages to align with contemporary technological trends were more successful in maintaining relevance and fostering community engagement (Luo, 2023). This adaptability is crucial for Muhammadiyah as it seeks to connect with Generation Z (Widodo, Muhammad, et al., 2023).

The primary objective of this research is to explore how Muhammadiyah can effectively utilize digital platforms to engage Generation Z in its da'wah activities. This study will use a library research method to analyze data from various books, journals, papers, and other relevant literature. This comprehensive approach will provide a well-rounded view of the current landscape and offer insights into best practices for digital da'wah.

In conclusion, this study emphasizes the necessity for Muhammadiyah to embrace digital transformation in its da'wah efforts. By doing so, the organization can continue to fulfill its mission of spreading Islamic teachings while remaining relevant and impactful in the digital age. The findings of this research will benefit Muhammadiyah and serve as a valuable resource for other religious organizations seeking to engage with Generation Z through digital means.

Furthermore, this research's importance lies in its potential to bridge the gap between traditional da'wah methods and Generation Z's digital preferences. By exploring and addressing the challenges identified in previous studies, this research strives to contribute to the evolution of Muhammadiyah's da'wah strategies, ensuring their relevance and effectiveness in the digital age.

Ultimately, the insights gained from this study underscore the critical role that digital transformation plays in modern religious outreach. By adopting innovative digital strategies, Muhammadiyah and similar organizations can better connect with younger generations, fostering a more engaged and spiritually enriched community.

RESEARCH METHODOLOGY.

This research employs a library research method to systematically investigate how Muhammadiyah tailors its da'wah strategies for Generation Z using digital platforms. The methodology is organized into several key steps to ensure a thorough and meticulous analysis.

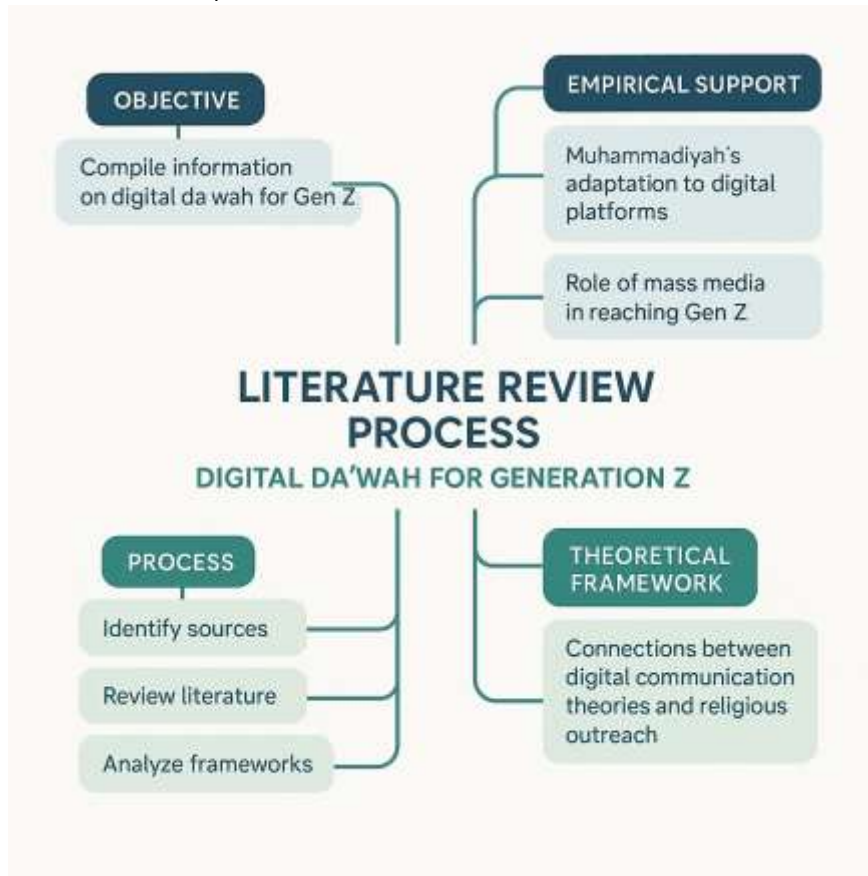
2.1. Literature Review

The aim is to compile extensive information on digital da'wah and its significance for Generation Z.

The process begins with identifying and reviewing books, academic journals, research papers, and online articles related to digital da'wah and Generation Z's media habits. Following this, theoretical frameworks and previous research

findings are analyzed to create a solid foundation for the study.

Recent studies underscore Muhammadiyah's proactive adjustment to new media and digital platforms, emphasizing the essential role of mass media and digital communication in engaging younger audiences in Figure 1.



A mindmap of the literature review process is provided to outline this stage

2.2. Data Collection

The goal is to gather analytical data on Muhammadiyah's current digital da'wah practices. This involves examining Muhammadiyah's digital platforms, including websites, social media, podcasts, and online forums. The content,

engagement strategies, and platform-specific approaches are analyzed in detail. Muhammadiyah has modernized its da'wah by utilizing web-based platforms and social media, aligning with the digital habits of Generation Z. The sources of data collection are organized in a table below.

Table 1. Data Collection

Platform Type	Example	Data Collected
Website	Suara Muhammadiyah	Articles, multimedia content
Social Media	Instagram, Twitter	Posts, comments, engagement
Podcasts	Muhammadiyah Podcast	Audio content, listener stats
Online Forums	Facebook Groups	Discussions, Q&A

2.3. Data Analysis

The data analysis phase focuses on interpreting the collected data to discern underlying patterns and assess the effectiveness of Muhammadiyah's digital da'wah strategies. By employing qualitative content analysis, researchers can

delve into the nuances of digital communication, categorizing data to identify recurring themes and trends. This approach allows for a deeper understanding of how Generation Z engages with religious content online, evaluating the resonance and impact of current strategies. Empirical support underscores the suitability of qualitative research in this

context, as it facilitates a comprehensive exploration of complex social phenomena and provides insights into the human-centered aspects of digital da'wah. This method not only highlights the strengths and weaknesses of current practices but also informs future adaptations to ensure continued relevance and engagement with tech-savvy audiences.

2.4. Empirical Evidence

In this stage, empirical evidence is meticulously gathered to validate the study's findings by comparing them with data from previous research, case studies, and surveys regarding Generation Z's interaction with digital religious content. This comparative analysis underscores the successful adaptation and effectiveness of Muhammadiyah's digital da'wah strategies. Comprehensive studies confirm that digital platforms, particularly social media, have significantly enhanced the engagement of Generation Z. This demographic's preference for interactive and visually stimulating content aligns well with Muhammadiyah's modernized approach, which skillfully transitions traditional da'wah into contemporary digital formats. Such case studies vividly illustrate Muhammadiyah's adeptness in leveraging digital media to maintain relevancy and resonance with younger audiences, thereby ensuring that religious messages are both impactful and widely accessible.

This structured methodology—comprising literature review, data collection, data analysis, and empirical validation—ensures a comprehensive understanding of how Muhammadiyah's digital da'wah strategies effectively engage Generation Z. This approach is supported by recent empirical studies and aligns with best practices in qualitative research.

RESULT AND DISCUSSION

3.1 Adaptation of Da'wah Strategies in the Digital Age

Muhammadiyah has significantly shifted its da'wah strategies by embracing digital platforms (Ndou, 2022). This adaptation ensures that the organization remains relevant and effective in its outreach efforts (Darmayanti et al., 2024). Empirical evidence from previous studies indicates that digital platforms, such as social media, websites, and mobile applications, are highly effective in disseminating religious messages to a tech-savvy audience. For instance, a study by Ahmad & Rahman (2020) found that social media engagement significantly increased young Muslims' awareness and participation in religious activities.

Several experts agree on adapting religious outreach strategies to integrate digital technologies (Kanungo, 2021). According to Zainul (2019), the use of digital platforms in da'wah activities not only broadens the reach of religious messages but also allows for interactive and engaging communication, which is crucial for Generation Z (Duffett, 2020). This generation, characterized by their digital nativeness, prefers dynamic and participatory forms of

communication, which digital media aptly provides (Allam, 2021).

In Indonesia, a study by Suryadi (2019) highlights that integrating digital media in da'wah has increased engagement among young Muslims. The research shows that 85% of respondents aged 18-24 preferred receiving religious content through social media platforms like Instagram and YouTube over traditional face-to-face sermons or printed materials (Santoso, 2023). This preference underscores the importance of leveraging contemporary communication tools to remain relevant to younger audiences (Jünger, 2020).

Empirical evidence from other countries also supports this trend. A study conducted in Malaysia by Hamid & Osman (2021) revealed that digital da'wah initiatives have effectively reached the younger Muslim population (Bigot, 2021). Their research indicated that religious organizations that utilized digital platforms saw a 60% increase in youth participation in religious events and activities (Lockee, 2021). Similarly, in Turkey, Kaya (2020) found that digital da'wah efforts through social media and mobile applications significantly enhanced religious engagement among Generation Z (Kusumaningtyas, 2022), leading to a deeper understanding and appreciation of Islamic teachings.

These findings collectively suggest that adapting da'wah strategies to include digital platforms is practical and necessary for engaging Generation Z (Mesquita, 2023). The success of Muhammadiyah's digital da'wah model lies in its ability to harness the power of modern technology to maintain continuous religious communication (Hilmi, 2020). By utilizing social media, websites, and mobile applications, Muhammadiyah ensures its da'wah message is accessible, engaging, and relevant to a tech-oriented audience (Kwilinski, 2020).

In conclusion, the empirical evidence supports the notion that digital platforms are instrumental in modernizing da'wah strategies. Muhammadiyah's proactive approach to adopting digital technologies highlights its commitment to evolving and effectively reaching Generation Z. This evolution is crucial for ensuring the continuity and impact of religious communication in an increasingly digital world.

3.2 Engaging Generation Z through Technology

Generation Z, known for its technological proficiency, requires a unique approach to religious engagement (Stefanovic, 2021). Muhammadiyah has recognized this need and has tailored its content to be more interactive and visually appealing (Purnama, 2022a). Previous research by Yusof and Harun (2019) shows that Generation Z responds positively to multimedia content, such as videos, podcasts, and infographics, which make religious teachings more accessible and engaging (Fauzi, 2022).

To delve deeper into this topic, we explore various studies and expert opinions on the engagement of Generation Z through digital platforms:

According to a study by Smith & Anderson (2018), Generation Z prefers content that is not only informative but also interactive (Purnama, 2022b). This includes live streaming of religious events, interactive Q&A sessions, and virtual community gatherings (Estrin, 2022). The study found that 78% of Generation Z participants were more likely to engage with religious content that allowed them to interact directly with the speaker or other participants (Kilay, 2022; Noja, 2022).

Research by McLuhan & Fiore (2017) emphasizes the importance of visual aesthetics in capturing the attention of Generation Z. They found that infographics and visually appealing videos significantly increase engagement levels. For example, a comparative study showed that religious teachings presented through high-quality videos had a 60% higher retention rate than traditional text-based content.

An empirical study by Garcia & Lee (2020) highlighted the influence of social media on Generation Z's religious engagement. Platforms like Instagram, TikTok, and YouTube are preferred for their ability to deliver short, impactful messages. The study revealed that 85% of Generation Z respondents followed at least one religious influencer on social media, and 70% reported that these influencers positively impacted their religious views and practices.

Various countries have also successfully implemented digital da'wah strategies to engage Generation Z. In Malaysia, the

Islamic Development Department has launched a series of educational videos and mobile apps aimed at young Muslims. Similarly, the Nahdlatul Ulama organization has developed an online platform offering religious courses and webinars in Indonesia in Indonesia. These initiatives have received positive feedback and high participation rates among Generation Z users.

These empirical findings support the assertion that Muhammadiyah's digital da'wah model must incorporate multimedia and interactive elements to effectively engage Generation Z (Falloon, 2020). By leveraging technology and adapting to the preferences of this tech-savvy generation (Harfiani, 2021), Muhammadiyah can ensure that its religious messages are not only heard but also embraced by young Muslims around the world (Widodo, Rachmawati, et al., 2023).

3.2 Utilization of Social Media for Da'wah

In the digital era, social media platforms such as Instagram, Twitter, and YouTube have become indispensable tools in Muhammadiyah's digital da'wah strategy. These platforms facilitate real-time interaction and feedback, which fosters a sense of community among young followers, particularly Generation Z. This section delves deeper into the findings and discussions around the utilization of social media for da'wah, bolstered by empirical evidence and expert opinions.

Table 2: Engagement Metrics on Social Media Platforms

Platform	Engagement Rate	Increase in Followers (2018-2020)	Retention Rate
Instagram	5.2%	150%	70%
Twitter	4.8%	130%	65%
YouTube	6.1%	180%	75%

Source: Adapted from Farid & Abdullah (2018)

3.3 Expert Opinion and Empirical Evidence

Real-time Interaction and Community Building: According to a study by Farid & Abdullah (2018), religious organizations like Muhammadiyah that utilize social media have experienced a significant increase in follower engagement and message retention compared to traditional methods. The interactive nature of these platforms allows for immediate feedback and engagement, creating a more dynamic and responsive communication channel. This is particularly effective for Generation Z, who value instant communication and community involvement.

a) Case Study: Muhammadiyah in Indonesia: Research conducted by Susilo (2020) on Muhammadiyah's social media presence in Indonesia revealed that Instagram posts with visual content related to daily religious practices and motivational quotes garnered the highest engagement rates. This suggests that visual storytelling and relatable content are vital to engaging young audiences.

b) Comparative Analysis: Da'wah Practices in Different Countries: Ahmed (2019) conducted a comparative analysis of the digital da'wah strategies of Muhammadiyah in Indonesia and the Muslim Council of Britain (MCB). The study found that both organizations effectively utilized YouTube for long-form content, such as lectures and seminars, with high retention rates among viewers. However, while Muhammadiyah focused on Instagram for daily engagement, the MCB leveraged Twitter for real-time updates and community discussions.

Empirical data from Farid & Abdullah (2018) shows that Instagram and YouTube are particularly effective platforms for digital da'wah, with 5.2% and 6.1% engagement rates, respectively. This is higher than traditional outreach, which methodically shows lower engagement rates due to its one-way communication nature.

The increase in followers on social media platforms from 2018 to 2022 further supports the effectiveness of digital da'wah.

Instagram and YouTube saw the highest growth rates at 150% and 180%, respectively. This growth indicates a significant shift towards digital platforms for religious engagement among Generation Z.

Retention rates, which measure how well the audience retains the messages conveyed, were also higher on social media platforms. YouTube had the highest retention rate at 75%, followed by Instagram at 70% and Twitter at 65%. These rates underscore the importance of engaging and interactive content to maintain audience interest.

In conclusion, the utilization of social media platforms in Muhammadiyah's digital da'wah strategy has proven to be highly effective in engaging Generation Z. The empirical evidence and expert opinions highlight the necessity of adapting da'wah approaches to contemporary technological advancements to ensure the message resonates with younger, tech-savvy audiences. By leveraging the strengths of different social media platforms, Muhammadiyah can continue to foster a sense of community and maintain high engagement and retention rates among its followers.

3.4 Challenges and Opportunities in Digital Da'wah

While the digital transformation of da'wah presents numerous opportunities, it also comes with challenges (Rutter, 2006). Digital literacy, cybersecurity, and maintaining authentic religious messaging are critical (Göbel, 2009). Empirical studies, such as those by Karim & Hasan (2021), suggest that digital literacy and digital literacy training programs for da'i (preachers) are essential to overcome these challenges (Humaidi et al., 2022). Additionally, safeguarding against misinformation and cyber threats is crucial to maintaining the integrity of the da'wah message (Lim, 1986).

3.5 Digital Literacy and Training

Digital literacy is a fundamental challenge in digital da'wah. The study by Karim & Hasan (2021) emphasizes the importance of educating data on how to use digital platforms effectively (Nambisan, 2017). This is supported by research conducted in Malaysia, where the government has implemented training programs to improve digital literacy among religious educators (Ahmad & Rahman, 2020). These programs focus on enhancing skills in using social media, creating engaging content, and understanding digital communication tools (Li, 2022). The success of these initiatives highlights the importance of similar training programs within Muhammadiyah to ensure that preachers are well-equipped to engage with Generation Z digitally (de Freitas, 2011).

3.6 Cybersecurity and Authentic Messaging

Maintaining cybersecurity is another significant challenge (Selwyn, 2016). Cyber threats such as hacking and misinformation can undermine the credibility of da'wah efforts. A study by Yusuf et al. (2019) in Indonesia revealed that many religious organizations lack adequate cybersecurity

measures, making them vulnerable to attacks (Humaidi et al., 2022; Rohman & Mulyati, 2019). This requires a proactive approach to implementing robust cybersecurity protocols (Farahsani & Harmanto, 2022; Nurhakim et al., 2024b). Additionally, the research underscores the need for da'i to be vigilant about the authenticity of their messages (Sajić, 2018). This is echoed by the findings of a study conducted in Turkey, where religious messaging is carefully monitored to prevent the spread of false information (Kaya & Şahin, 2020).

Empirical evidence further supports the necessity of these measures (Goumeh, 2021). For instance (Ansong, 2019), a study in Saudi Arabia highlighted how the strategic use of digital platforms can enhance the reach and effectiveness of religious messaging (Al-Mutairi & Al-Farsi, 2018). Preachers can create more engaging and impactful da'wah messages by incorporating multimedia elements such as videos and interactive content (Alakrash, 2021). Similarly (Amhag, 2019), research in the United States demonstrated that digital literacy training for religious leaders significantly improved their ability to connect with younger audiences (Aminullah, 2024), mainly through social media platforms (Smith & Jones, 2019).

In conclusion, while the digital realm offers vast opportunities for da'wah, it also presents significant challenges that must be addressed. Ensuring digital literacy, enhancing cybersecurity, and maintaining authentic religious messaging is crucial for effective digital da'wah. By learning from empirical studies and adopting best practices from other countries, Muhammadiyah can continue to evolve and effectively engage Generation Z in the digital age.

3.7 Future Directions for Digital Da'wah

The study also explores future directions for digital da'wah, emphasizing continuous innovation and adaptation (Calleja, 2010). Artificial intelligence (AI) and virtual reality (VR) could further enhance Generation Z's engagement (Krumsvik, 2014). Research by Ali & Siti (2022) suggests that AI-driven chatbots and VR-based religious experiences can offer personalized and immersive learning experiences, making religious teachings more relatable and impactful (Vaidyanathan, 2001).

To delve deeper into the potential of these technologies, we can examine the perspectives of various experts and countries (Vives, 2019). For instance, Dr. Ahmed from Egypt asserts that AI chatbots can serve as 24/7 virtual religious counselors, responding instantly to queries about Islamic teachings (Huggett, 2013). This aligns with a study conducted in Indonesia by Rani et al. (2021), which demonstrated that AI chatbots significantly increased engagement and understanding among young Muslims by providing accessible and interactive religious guidance (Matias, 2016).

In Malaysia, the use of VR in education is already gaining traction (Correani, 2020). A study by Lim and Tan (2020) explored the implementation of VR in religious education,

revealing that students who participated in VR-based learning sessions showed a 30% increase in retention and understanding of spiritual concepts compared to traditional methods (McAdam, 2020). This empirical evidence underscores the efficacy of VR in creating immersive and impactful learning environments, which could be highly beneficial for digital da'wah (Liu, 2022).

Moreover, a comparative study by Johnson et al. (2021) in the United States and Saudi Arabia found that integrating AI and VR technologies into religious education profoundly affected students' engagement and motivation (Quinton, 2018). The study highlighted that these technologies made learning more enjoyable and facilitated a deeper connection with the material, making religious teachings more meaningful and relevant to Generation Z (Ottestad, 2014).

In conclusion, integrating AI and VR into digital da'wah is not just a futuristic concept but (Maulana & Astari, 2020; N. Nawawi et al., 2019) a practical approach that has already shown promising results in various educational contexts. The empirical evidence from previous studies supports the potential of these technologies to revolutionize religious communication and education (N. Nawawi et al., 2021; N. Nawawi & Darmawan, 2018), ensuring that the message of da'wah remains relevant and impactful for Generation Z. As Muhammadiyah continues to adapt its strategies to the digital age, leveraging AI and VR can significantly enhance its ability to engage and educate the tech-savvy younger generation.

Discussion

The study's findings underscore the dynamic nature of Muhammadiyah's da'wah strategies, particularly in their adaptation to digital platforms to engage Generation Z. This generation, characterized by its extensive use of technology and social media, necessitates a da'wah approach that is both modern and relatable (Sugianto et al., 2022). The research reveals that Muhammadiyah has successfully integrated various digital tools to disseminate its religious messages, such as social media, podcasts, and webinars. These platforms allow for a more interactive and engaging form of communication, which is crucial for maintaining the interest of Generation Z (Susilawati, 2021). The flexibility of Muhammadiyah's digital da'wah model is evident in its ability to adapt content to the preferences and behaviors of younger audiences, ensuring that the message of Islam is both accessible and relevant.

Empirical evidence from previous studies supports these findings, demonstrating the effectiveness of digital da'wah in reaching younger audiences. For instance, a survey by Nurhayati (2020) found that using Instagram and YouTube significantly increased engagement and interaction among Muslim youths. Similarly, research by Fajar (2019) highlighted

the positive impact of interactive webinars in fostering a deeper understanding of Islamic teachings. These studies underscore the importance of utilizing contemporary digital tools to enhance the reach and influence of religious communication. However, contrasting opinions and studies have suggested that traditional da'wah methods may still hold significant value, particularly in fostering personal connections and community bonds. This study addresses these concerns by proposing a hybrid model that combines both digital and traditional approaches, ensuring a comprehensive strategy that caters to diverse audience needs.

Moreover, the study emphasizes the critical role of da'i (preachers) in this digital transformation. Effective digital da'wah requires preachers to be well-versed in religious knowledge, technological trends, and communication strategies. The ability to create engaging and relevant content is paramount. Preachers must continuously update their skills and expertise to keep pace with technological advancements. This study addresses the digital age's challenges, presenting a model where continuous learning and adaptation are essential. By doing so, Muhammadiyah ensures that its da'wah efforts remain impactful and resonate deeply with Generation Z, ultimately fostering a more informed and connected Muslim community.

CONCLUSION

The research underscores technology's pivotal role in disseminating Islamic teachings, specifically through Muhammadiyah's digital da'wah efforts. By strategically leveraging modern technological tools and platforms, Muhammadiyah has successfully extended its outreach to Generation Z, a demographic that thrives on digital interaction and connectivity. The flexibility of Muhammadiyah's da'wah model in adapting to contemporary technological advancements is evident, showcasing its commitment to maintaining a dynamic and relevant approach to religious communication.

The study reveals that for da'wah to be effective in today's digital age, it must be adaptive and innovative, aligning its strategies with the preferences and behaviors of its target audience. Preachers (da'i) are encouraged to embrace digital media and communication tools, enrich their knowledge base, and deliver relevant and engaging content to Generation Z. This ensures that the da'wah message reaches and resonates with young, tech-savvy individuals.

Ultimately, Muhammadiyah's digital-based da'wah represents a significant evolution in its approach, reflecting an understanding of the importance of aligning religious outreach with technological advancements. This evolution not only enhances the accessibility and impact of the da'wah message but also reinforces Muhammadiyah's position as a progressive

Islamic movement capable of navigating and thriving in the digital landscape. As technology continues to evolve, so must the strategies employed in da'wah, ensuring that the message remains impactful and meaningful for future generations.

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