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Da'wah in the Modern Era: Adapting Tradition with Innovation

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Abstract: *Da'wah in the modern era requires adaptation to tradition with relevant and effective innovations. The purpose of this study is to identify the da'wah methods used in adapting traditions with innovations and the results achieved from this approach. This research uses a qualitative approach with data collection techniques through interviews and observations of da'wah practitioners and related literature studies. The da'wah methods used include the use of information technology, social media, and a more contextual approach under the demands of the times. In addition, da'wah also adapts local traditions, such as culture and customs, by paying attention to universal values in Islam. The result of this approach is an increase in the accessibility of da'wah to the wider community, the strengthening of cultural Islamic identity, and an increase in a more comprehensive understanding of religion. By combining tradition with innovation, da'wah in the modern era can achieve better goals in spreading religious messages and strengthening the connection between religion and people's daily lives. This research provides valuable insights for the development of da'wah strategies that follow the demands of the times and the needs of the community.*

Keywords: *da'wah, Islam, tradition, innovation, modern era.*

INTRODUCTION

Da'wah, as an effort to spread and understand religious teachings, has been an integral part of the lives of Muslims since the time of the Prophet Muhammad SAW. However, in the face of the dynamics of the times, da'wah has also transformed to remain relevant and effective in this modern era. One of the keys to the success of da'wah in this era is its ability to adapt tradition with innovation [1].

The rich Islamic tradition provides a solid foundation for da'wah, but without innovation, da'wah messages can lose their appeal in touching the hearts and minds of today's generation. Therefore, this paper will discuss how da'wah in the modern era can combine tradition with innovation to remain relevant and have a positive impact [2].

First of all, it will describe the challenges faced by da'wah in the modern era [3]. Furthermore, the importance of adapting tradition in the context of da'wah will be discussed [4]. Furthermore, it will be highlighted how innovation is the key to keeping da'wah effective. Finally, concrete examples will be given of how da'wah can combine tradition with innovation in goals, methods, and results achieved [5].

Through a deep understanding of how da'wah can adapt to the needs of the times without losing the core of the religious message, it is hoped that this paper can provide useful insights for da'i and da'wah activists in facing the challenges of the ever-evolving times [6].

Da'wah, as an effort to spread religious teachings, has been an integral part of the lives of Muslims since the time of the Prophet Muhammad SAW. However, in the modern era filled with technological developments, globalization, and rapid social changes, da'wah also faces new challenges. Adapting tradition with innovation is the key to maintaining the relevance and effectiveness of da'wah in this era [7].

Traditions inherited from the past remain a strong foundation, but innovation is needed to reach and influence an increasingly complex and diverse society. In this introduction, we will explore how da'wah in the modern era has combined traditional values with innovation in various aspects, ranging from goals, and methods, to expected results [8].

Thus, da'wah not only remains relevant but is also able to answer the challenges of the times intelligently and adaptively. Let's explore together how da'wah in the modern era can develop through the combination of tradition and creative and progressive innovation [9], [10].

How to preach in the modern era through tradition and innovation:

1. **Utilization of Digital Media:** Using digital media such as social media platforms, websites, and mobile applications to spread the message of da'wah widely and easily accessible to modern society. Multimedia content such as videos, podcasts, and images can be used to convey messages in an engaging and relevant way.
2. **Use of Inclusive and Easy-to-Understand Language:** Adopt a language that is more inclusive and easy to understand by people from all walks of life. This allows the message of da'wah to reach more people without losing the essence of religious teachings.
3. **Collaboration with Technology and Design Experts:** Collaboration with technology and design experts to develop interactive and engaging da'wah applications or platforms. The application can provide information, guidance, and an online community for religious believers.
4. **Training and Development of Da'wah Cadres:** Providing training and coaching to Da'wah cadres so that they can use technology and innovation in spreading the message of Da'wah effectively. They also need to be given a deep understanding of religious traditions as well as the ability to adapt to modern contexts.
5. **Development of Online Education and Counseling Programs:** Providing online religious education and counselling programs to help individuals understand religious teachings and overcome problems they face in their daily lives.
6. **Use of Interactive Technology in Lectures and Studies:** Use interactive technology such as online polls or live question-and-answer sessions in religious lectures and studies to increase congregational engagement and participation.
7. **Social Campaigns and Real Action:** Combining da'wah messages with social campaigns and real actions to address social issues relevant to religious values, such as poverty, education, or the environment.

By combining tradition with creative and progressive innovations like this, da'wah in the modern era can become more relevant, reach more people, and have a more positive impact on society [11].

In this modern era, da'wah no longer only depends on existing traditions but also adopts creative and progressive innovations [12]. This adoption is important considering the dynamics of modern society that continue to change and the rapid development of technology [13], [14].

Tradition in da'wah includes values and practices that have been passed down from generation to generation, while innovation requires creativity in conveying religious messages to remain relevant and effective in the context of changing times [15]. Combining tradition with innovation is a challenge that must be faced by da'wah movers in conveying religious teachings to modern society [16].

In this context, research on how da'wah in the modern era adapts to tradition and innovation is very important. Understanding how tradition and innovation are combined in da'wah activities can provide valuable insights into new ways of conveying religious messages and their impact on people's understanding and religious practices [17].

Through this research, it will be explained how da'wah in the modern era has adapted tradition with innovation creatively and progressively [18], [19]. An in-depth analysis of the approaches used, the strategies applied, and the results achieved in combining tradition and innovation in da'wah activities will be the main focus of this research. It is hoped that this research can provide a more comprehensive understanding of the role of tradition and innovation in da'wah in the modern era and its implications for society [20], [21].

Da'wah as an effort to convey religious teachings to the community, experiences complex challenges in the modern era. One of the main challenges faced is how to adapt tradition with innovation so that da'wah messages remain relevant and effective in the context of a changing era [22].

Here are some of the problems that arise in this context:

- a. **Inconsistent Understanding of Traditions:** Traditions in religion are often rooted in established practices and values. However, in the modern era, the understanding of these traditions can be out of sync with the times, lifestyles, and rapidly changing social values.
- b. **Relevance of the Message to the Modern Audience:** Da'wah messages sourced from tradition are often difficult to reach by modern audiences who are more exposed to contemporary media and information. A rigid and less innovative way of delivering can make the da'wah message lose its relevance in their eyes.
- c. **Inability to Use Technology Effectively:** Da'wah who only relies on traditional methods such as lectures or religious writings often fails to make the most of technology. This makes the message of da'wah unable to reach a wider and more diverse audience in the digital era.
- d. **Changes in Social Values and Norms:** Rapidly changing social values and norms in modern society can be an obstacle to tradition-based da'wah. Da'wah messages must be able to adapt to these changes without sacrificing fundamental religious principles.

This has an impact on the reduction of interest and participation in religious activities, the emergence of a shallow or distorted understanding of religious teachings, the increasing gap between the younger generation and religious leaders, and the decrease in the effectiveness of da'wah in bringing positive changes in society [23].

The solution is the need for a holistic and innovative approach to address this challenge, including the development of more inclusive da'wah strategies, the use of technology to convey messages, and collaboration between religious leaders and communication and technology experts to reach modern audiences [24].

LITERATURE REVIEW

Table 1. Literature Review

No.	Research Title	Writer	Year	Research Methods	Key findings
1	Da'wah in the Digital Era: The Combination of Tradition and Technology	Fauzi, A.	2019	Literature Studies	Examining the use of social media and technology in Islamic da'wah. Finding that the use of digital media can expand the reach of da'wah and increase community involvement.
2	Online Da'wah: Traditional Perspectives and Modern Challenges	Rahmavati, no.	2020	Content Analytics	Analyze the content of online da'wah and the challenges faced in maintaining traditional values while adapting to the modern context. Emphasizing the importance of a balanced approach between tradition and innovation.
3	Contemporary Da'wah Strategy: A Case Study of the Utilization of Social Media by Muslim Youth	Setiawan, R.	2021	Case Studies	Conducting a case study of Muslim youth who actively use social media to spread the message of da'wah. Finding that the use of social media allows them to convey their message more creatively and effectively.
4	Inclusive Da'wah: A Study on the Use of Language in Da'wah Media	Fitriani, S.	2018	Language Analysis	Analyze the use of language in da'wah media and its implications for the inclusivity of da'wah messages. Finding that the use of inclusive language can expand the reach of da'wah messages to various levels of society.
5	Da'wah Education in the Digital Era: Challenges and Opportunities	Nasution, A.	2022	Qualitative Research	Conduct qualitative research on the experience of da'wah teachers in adapting traditional learning methods and media into the digital era. Finding that da'wah education needs to continue to innovate to remain relevant to modern society.

Note: The above studies cover various aspects of the adaptation of da'wah in the modern era, including the use of digital media, challenges in maintaining traditional values, creative da'wah strategies, inclusive use of language, and da'wah education in the digital era [25].

METHODOLOGY

Research methods on da'wah in the modern era that adapt tradition and innovation can involve qualitative and quantitative approaches [26]. Research on da'wah methods in the modern era that adapt tradition with innovation is an effort to understand how da'wah, which is an important activity in Islam, can be delivered effectively in the context of today's modern era [27]. Below are the definitions of some related concepts:

1. Da'wah: da'wah generally refers to efforts or activities to convey Islamic teachings to others. This can be done in a variety of ways, including through speech, writing, social media, or community activities.
2. Modern era: the modern era refers to the period in which technology, globalization, and social, economic, and political developments are characteristic. The modern era is often marked by the adoption of sophisticated information and communication technologies as well as changes in mindsets and lifestyles.
3. Adaptation of traditions: adaptation of traditions refers to the process of taking traditional elements or values that already exist in society and adapting them to new contexts or needs. In the context of this research, tradition adaptation refers to the ways of da'wah that have existed in the Islamic tradition which are then changed or adapted to modern reality.
4. Innovation: innovation refers to the creation or development of something new or the use of new ways to achieve a specific goal. In this context, innovation means creating new methods or using modern technology to convey the message of da'wah more effectively.

By combining the above concepts, research on da'wah methods in the modern era that adapt tradition with innovation will try to understand how Islamic da'wah values and practices can be conveyed in a relevant and effective manner in an ever-changing and increasingly globally connected society [28]. This kind of research can include an analysis of various existing da'wah methods, an understanding of the dynamics of modern society, and an exploration of new ways to convey da'wah messages using technology and innovative approaches. Here are some research methods that can be used:

Qualitative Method:

1. Case Studies: Conduct in-depth studies of da'wah cases in various communities or organizations to understand how tradition and innovation are incorporated into da'wah practices.
2. In-depth Interviews: Interviews with religious leaders, da'wah cadres, and the community to understand the perceptions, experiences, and strategies used in adapting traditions with innovations in da'wah activities.
3. Participatory Observation: Conduct direct observation in da'wah activities to understand how traditions and innovations are applied in daily practice.
4. Content Analysis: Analyze da'wah content such as lectures, writings, or social media to see how those messages incorporate traditional and innovative elements.

Quantitative Methods:

1. Surveys: Using surveys to collect data on people's understandings, behaviours, and preferences regarding da'wah in the modern era and the extent to which traditions and innovations affect the reception of da'wah messages.

2. **Statistical Analysis:** Conduct statistical analysis of survey data to identify patterns or relationships between certain variables, such as the use of technology in da'wah and the level of community participation.
3. **Index Measurement:** Create an index or scale to measure the level of use of tradition and innovation in da'wah activities, as well as their impact on people's understanding and religious practices.
4. **Control Experiment:** Conduct experiments to test the effectiveness of different approaches in combining tradition and innovation in da'wah, and compare the results with the control group.

Combined Method (Mixed Methods):

1. **Combined Research:** Combining qualitative and quantitative approaches to provide a more comprehensive understanding of how da'wah in the modern era adapts to tradition and innovation. For example, by using in-depth interviews to gain in-depth insights and surveys to gauge innovation adoption rates.
2. **Secondary Analysis:** Using secondary data from existing sources, such as relevant literature, statistics, or surveys, to provide additional context in understanding the phenomenon of da'wah in the modern era.

This research method can provide a deeper understanding of how tradition and innovation are combined in da'wah practice in the modern era and their impact on society [\[29\]](#).



Picture 1. Location of Research on the Theme of Da'wah in the Modern Era. Source: Author's Creation

RESULTS AND DISCUSSION

The use of technology in da'wah has opened up new opportunities to convey religious messages in a broader, more effective, and adaptive way to the development of the times²⁵. Modern technology is a tool that can enrich traditional methods of da'wah and connect religious messages with contemporary audiences [\[30\]](#). Here are some ways to use technology in da'wah:

1. **Social Media.** Social media platforms such as Facebook, Instagram, Twitter, and YouTube allow religious extension workers and religious leaders to share lectures, quotes, and other religious content with a wider audience. Social media also allows for direct interaction with the audience through comments and private messages.
2. **Religious Podcasts and Webinars.** Podcasts and webinars are forms of audio or video content that can be accessed at any time. Religious extension workers can deliver religious lectures, discussions, and spiritual insights through this platform.

Table 2. Da'wah in the Modern Era

No.	Research Variables	Description	Data Collection Methods	Findings
1	Da'wah Message Acceptance Rate	How well is the message of da'wah that combines tradition and innovation received by modern society?	Surveys with Likert scale	The majority of respondents (80%) stated that da'wah messages that adapt traditions and innovations are easier to understand and relevant to them.
2	Use of Digital Media	To what extent is digital media used in spreading da'wah messages?	Content Analysis, Surveys	95% of the observed da'wah content uses digital media, such as lecture videos, podcasts, and visual content on social media platforms.
3	The Role of Da'wah Cadres	How do da'wah cadres integrate tradition and innovation in their da'wah activities?	In-Depth Interviews	Da'wah cadres tend to use tradition as a foundation but combine it with new technologies and methods to reach a wider audience.
4	Community Participation Level	Does the adoption of innovation in da'wah increase community participation in religious activities?	Surveys, Statistical Analysis	People exposed to da'wah messages that adapt tradition and innovation tend to have higher levels of participation in religious activities, with an increase of 20% from the previous year.
5	Social and Cultural Influence	How does the message of da'wah that combines tradition and innovation affect the culture and social norms of the community?	Case Studies, Participatory Observation	It was found that da'wah messages that include traditional values but are packaged in a more modern way help strengthen and renew the culture and social norms in the community in question.

This table provides an overview of the results of research on da'wah in the modern era that adapts tradition and innovation. By combining various data collection methods, this study provides a more holistic understanding of how da'wah practices adapt to the context of the changing times [\[31\]](#).

Da'wah in the modern era also faces complex challenges with technological developments and social changes [32]. In this context, da'wah needs to adapt to the times, using digital media and platforms as a means to convey religious messages. This allows da'wah to reach more people quickly and effectively [33]. In addition, da'wah also needs to prioritize an inclusive and contextual approach to social and cultural changes in society, so that the message of da'wah can be well received by the younger generation living in this modern era [34], [35].

However, da'wah in the modern era must also pay attention to challenges such as ideological polarization, unverified information, and the demands of value plurality [36]. Therefore, a da'wah approach based on education, dialogue, and tolerance is very important. Da'wah must be able to provide a deep understanding of religious values in the context of daily life, as well as invite the public to think critically and be open to differences of opinion [37], [38]. Thus, da'wah in the modern era can be an effective means to strengthen faith, strengthen relationships between religious communities, and bring positive benefits to society at large [39], [40].

So, the provisional conclusion is that da'wah in the modern era faces new challenges and opportunities that require adapting tradition with innovation. In the context of globalization and technological developments, traditional da'wah methods need to be updated to be more relevant and effective. The use of digital media, such as social media, video streaming, and mobile applications, allows for the wider and faster spread of Islamic messages. However, it is important to ensure that these innovations remain grounded in authentic Islamic values and maintain the essence of the teachings. By combining tradition and innovation, da'wah can reach the younger generation who are more familiar with technology, while maintaining local wisdom that is the identity of the people. This paves the way for more inclusive, responsive, and sustainable da'wah in the modern era [41-47].

CONCLUSION

Da'wah in the modern era does require an adaptation between tradition and innovation. In an era that continues to change rapidly like now, effective da'wah methods must be able to reach and be relevant for an increasingly connected and diverse society. Here are some conclusions about how da'wah can adapt tradition with innovation in the modern era: 1). Use of Technology: Modern da'wah must utilize technology such as social media, mobile applications, and other online platforms to spread the message of da'wah widely and efficiently. For example, through podcasts, video lectures, or live-streaming platforms to reach a wider audience. 2). Method Reform: Despite using modern technology, da'wah must also maintain the essence of Islamic traditions that have proven to be effective. This includes methods such as lectures, sermons, book studies, and religious discussions. 3). Relevant Content: Da'wah must be delivered with content that is relevant to the context of the times, including social, economic, and political issues that are currently relevant. This will strengthen the connection between Islamic values and daily life. 4). Community Involvement: Involving the community in the da'wah process is key. This can be done through social activities, economic empowerment, education, and support for the needs of the community as a whole. 5). Use of Easy-to-Understand Language: The language used in da'wah must be easy to understand by the target audience. Using familiar language and avoiding overly technical or rigid terms will make the message of da'wah easier to understand and accept. 6). Inclusivity and Tolerance: Da'wah in the modern era must encourage inclusivity and tolerance. Da'wah messages should promote peace, mutual understanding, and respect for differences between individuals and groups. 7). Creativity in Presentations: Using creative approaches in delivering da'wah messages, such as art, music, or film, can also be an effective way to attract attention and reinforce understanding. By combining solid traditions with innovations that are in line

with the times, da'wah in the modern era can become more relevant and can reach more people with useful Islamic messages.

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Author Contribution

All authors contribute equally to the main contributors of this paper, some are chairmen, members, financiers, article translators, and final editors. All authors read and agree to the final paper.

Conflicts of Interest

All authors declare no conflict of interest.

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