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UTILIZATION OF MULTIMEDIA CONTENT IN THE SPREAD OF ISLAM

PEMANFAATAN KONTEN MULTIMEDIA DALAM PENYEBARAN ISLAM

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Abstract

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The use of multimedia content has become an important strategy in the spread of Islam in this digital era. Methods of utilizing multimedia content, such as videos, podcasts, and mobile applications, in an effort to spread Islamic teachings. This research also highlights the positive impacts and challenges faced in using multimedia content in religious contexts. By analyzing various studies and cases, this article provides a comprehensive overview of how multimedia content can be an effective tool to reach a wider audience and strengthen understanding of Islam in the digital age.

Abstract

Kata Kunci: Konten
Multimedia, Islam

Pemanfaatan konten multimedia telah menjadi strategi yang penting dalam penyebaran agama islam di era digital ini. Metode pemanfaatan konten multimedia, seperti video, podcast, dan aplikasi mobile, dalam upaya menyebarkan ajaran islam. Penelitian ini juga menyoroti dampak positif dan tantangan yang dihadapi dalam menggunakan konten multimedia dalam konteks keagamaan. Dengan menganalisis berbagai studi dan kasus, artikel ini memberikan gambaran yang komprehensif tentang bagaimana konten multimedia dapat menjadi alat efektif untuk mencapai audiens yang lebih luas dan memperkuat pemahaman tentang islam di era digital.

INTRODUCTION

Advances in virtual technology have embarked on a major transformation in the way humans interact and acquire data. Technological advancements, particularly the introduction of the internet, have changed the communication landscape to be faster, more connected, and global. In this context, the ever-increasing supply of cutting-edge data media has emerged as one of the main tools that performs an important function in facilitating data interaction and exchange. With the ability to allow users to share thoughts, pictures, movies and thoughts in real-time, social media provides a great platform for individuals and businesses to communicate, strengthen social networks and obtain data from various sources. Therefore, the use of multimedia as a means of verbal exchange and data sharing has become an important issue in the daily life of mankind through this virtual technology (Rohman, 2019).

In an effort to utilize multimedia to spread Islamic values, da'wah companies are faced with a situation of demands that they want to overcome (Suryabrata, 2016). One of the main

challenges is the excessive rejection of statistics on media platforms, where da'wah messages have to compete with a diverse array of different content to get the attention of the audience. In addition, the dissemination of misleading or controversial content is also a challenge, considering that social media gives everyone the freedom to spread information without good filters. This requires missionaries or da'wah groups to be extra careful in conveying da'wah messages which in the media is also a challenge, where da'wah fg messages may be trapped in bubbles that are clear and correct and honest. In addition, opinion polarization presents difficulties in reaching audiences with different views. Preachers or da'wah groups want to expand techniques that can expand the reach of their message and sell positive talk amidst a variety of opinions. Overcoming these difficult situations will help increase the effectiveness of da'wah in the virtual generation and ensure that da'wah messages can reach the audience precisely and accurately (Ummah, 2023).

The use of multimedia content in da'wah has quite good potential,

considering that the impact of social media today can be very fast. Through social media, da'wah can grow the religious knowledge of the audience through the presentation of content materials that are educational, informative, and intense. The audience can access a wide variety of diverse thoughts and thoughts, thus enriching their religious knowledge. In addition, da'wah through social media is also able to strengthen the relationship relationship.

In addition, multimedia content materials can also be a forum for voicing social problems that can be applied in da'wah. By mobilizing real movements in the community through social campaigns or charitable activities, da'wah on social media can be one of the ways to sell human values and all of that can be achieved by using multimedia content materials (Munawara, *et al.* 2020) The use of multimedia content in da'wah has quite high potential, considering that the impact of social media is currently very fast. Through social media, da'wah can boom. Therefore, the expertise, ability, and positive impact in spreading Islamic values through the use of multimedia

content will be crucial to successfully utilize this platform in building a higher society. This article specializes in the factors of using multimedia content materials. The use of multimedia in conversations to spread Islamic values is a very important use because it is related to the interaction between the khatib, what is wanted to be conveyed and the audience.

RESEARCH METHODS

The approach in this study utilizes literature research, especially statistical collection techniques with the help of the use of knowledge and theoretical analysis from various literatures related to research (Hermawan, 2019). This research is carried out by reading, studying, and analyzing various existing literature, in the form of the Quran, hadith, books, and research results.

RESULTS AND DISCUSSION

A. Main Characteristics of Multimedia

1. Multimedia Definition

Multimedia is a form of communication that utilizes the collection of different types of

content, including writing, audio, images, animations, or videos, into one interactive presentation, as opposed to conventional mass media, which includes published material or audio recordings, which have little interaction between users. Popular examples of multimedia include video podcasts, audio slideshows, and animated videos. Multimedia also incorporates robust interactive communication standards and programs, which include principles of software, hardware, and other technologies (Warsita, 2011).

The use of multimedia content materials in multimedia da'wah is a collection of various media. A set of text, art, sound, images, animations and audio video that can be digitally manipulated and can be interactively managed using a laptop or other digital device. In conversational science, multimedia conversation is a way of conveying messages that is carried out interactively using a combination of text, images, audio, video or animation that can be digitally manipulated. These messages are offered and managed through

computer systems or other digital media, therefore allowing users to engage at the same time with learning resources. Multimedia content material refers to a diverse collection of media elements, including text, images, audio, video, and interactive elements, to present data or entertainment in a dynamic and engaging format. It consists of a variety of virtual content that blends different forms of media to enhance consumer enjoyment and effectively generate messages.

In general usage, multimedia refers to the use of various communication media, including video, both images, animations, audio, and textual content, in such a way that it is interactively accessible. Video, however, images, animations, audio and written text are the shaping factors of multimedia. In the 1990s, several computer systems were called "multimedia computer systems because they represented advances in picture and audio quality, including the Amiga 1000, which could produce 4096 colors (12-bit color), outputs for TVs and VCRs, and 4 stereo audio sounds. The

change in the generation of removable garages during this time is also important, as modern CD-ROMs should store an average of seven hundred megabytes of data, while a 3.5-inch floppy disk should remain the maximum size. 2.8 megabytes, with a median of 2.8 megabytes. 1.forty-four megabytes. Larger garages allow for the entry of large virtual media documents and consequently more complicated multimedia (Huda & Ardi, 2021).

In common usage, multimedia refers to the use of a variety of verbal communication mediums, including video, images, animation, audio, and textual content, in such a way that they are interactively accessible. Video, however, images, animations, audio and written text are the shaping factors of multimedia. Today, multimedia gadgets can be called digital gadgets, along with smart phones, online gaming structures, or computers. Each of these devices has excellent features but also has different uses beyond their intended use, including reading, writing, recording video and audio, listening

to music, and gambling games. This has led to them being called "multimedia gadgets". Although previously media was always local, now many media are handled through web-based solutions, especially *streaming*.

1. Multimedia Presentations

In general usage, multimedia refers to the use of various communication media, such as video, images, animation, audio, and text, in such a way that they are interactively accessible. Multimedia presentations are presentations that present various forms of media. Various forms of media can consist of text, graphics, audio, video and animation. This amazing form of media conveys statistics to its audience and communicates efficiently with them. Videos are a great visual example to implement in multimedia events because they can be a useful visual source for presenters' ideas. They are commonly used in education and many other industries to reach out to students and workers, as they efficiently store a certain amount of statistics for a limited time and can be stored easily. Another example is

charts and graphs, as presenters can display the trends of the target market using statistics related to their research. This offers the target market a real picture of the company's performance skills (Dorgham, 2022).

Audio also makes it easier for humans to understand the message being conveyed, as most cutting-edge movies are combined with audio to improve their efficiency, while animation is made to simplify things from the presenter's point of view. This technological approach allows for the exchange of verbal and eco-friendly expertise through a wide range of audiences with a wider range of talents in various fields.

2. Multimedia Games and Simulations

Multimedia games and simulations can be used in physical environments with unique effects, with multiple users on the web, or domestically with offline computers, game systems, simulators, digital facts, or additional facts (Hanafi, *et. al.*, 2019).

Various technology or virtual multimedia codecs can be intended to beautify the user experience, for

example to facilitate and accelerate the delivery of facts or art entertainment, integrating creative insights that include elements from diverse artwork documents to engage, encourage or captivate the audience.

Increased interactivity levels can be achieved through the incorporation of different types of media content. Online multimedia is increasingly object-oriented and data-driven, allowing for packages with collaborative innovation and end-user personalization across multiple types of content over time. Examples range from different types of content on a website such as image galleries with recent photos and textual content titles to simulations where the coefficients, events, illustrations, animations or movies can be changed, allowing multimedia to be modified without reprogramming. In addition to seeing and hearing, haptic generation allows digital objects to be felt. New technologies regarding taste and aroma fantasies can also beautify multimedia experiences.

3. Usage/Application

Various technologies or virtual multimedia Multimedia shows its usefulness in various fields, but is no longer limited to, advertising, art, education, entertainment, engineering, medicine, mathematics, business, clinical studies and spatial-temporal applications (Ruskandi, *et. al.*, 2021) Some examples are as follows:

a. Creative industries

The creative industries use multimedia for a variety of purposes, from high-quality art, entertainment, industrial arts, journalism to media and software offerings provided for any of the industries listed below. A male or female multimedia fashion tailor can cover the spectrum at some stage in their career. It requires the stages of competence ranging from technical, analytical, to creative.

b. Commercial use

Most of the old and new digital media is used by industrial artists in the multimedia field. Advertising groups rely heavily on social and television interfaces to sell products. By using these

platforms, they can convey their message specifically or convince a centralized audience. Business-to-company and inter-workplace communications are regularly enhanced by using innovative bidding groups for featured multimedia displays in addition to simple slideshows to promote thinking or enliven training.

Commercial multimedia makers can also be used to design authority and non-revenue carrier applications. In addition, the importance of fact digging in multimedia systems to organize advertising strategies that are primarily based on the facts they collect is an important and essential marketing exercise and industry marketing to know the demographics of the audience successfully.

c. Entertainment and fine arts

Most of the old and new digital media is used by business people in the multimedia field. Advertising groups rely heavily on social and television interfaces to sell products. Using this platform, they can show that

Multimedia they are widely used in the entertainment industry, especially to improve computer graphics in film and animation (VFX, three-D animation, etc.). Multimedia video games are a well-known pastime and are software program packages that can be obtained on CD-ROM or online. Video games are considered multimedia, as they integrate animation, audio, and interactivity to provide an immersive experience to players.

d. Education

In the world of education, multimedia is used to provide computer-based educational guides called Computer Based Tests (CBT) and reference books in the form of encyclopedias and almanacs. CBT allows users to undergo a series of presentations, texts on specific topics, and related illustrations in many factual formats.

The idea of learning in the last decade has evolved dramatically due to the creation of multimedia. Several research paths have advanced, for example

the cognitive and multimedia fields that acquire knowledge.

From multimedia acquiring knowledge of ideas, David Roberts has advanced the practice of large organizations lecturing on the use of Power Point and is primarily based on the use of complete slide images along with discounts on the textual content viewed (all textual content can be placed inside a note showing a Power Point segment). This technique has been performed and evaluated in nine medical disciplines. In education, multimedia is used to provide computer-based school publications called Computer Based Tests (CBT) and reference books as well as encyclopedias and almanacs. CBT allows users to undergo a series of presentations, texts on specific topics, and related illustrations in many facts. In each experiment, student engagement and active knowledge acquisition were about 66% more compared to the same material plus the use of bullet points, texts, and speeches,

reinforcing the various theories provided through multimedia means that gained knowledge from professionals such as Sweller and Mayer. The concept of media convergence is also a major aspect in education, especially better education. Defined as separate technologies along with voice and call features, data (and productivity programs), and video that now share sources and interact with each other, media convergence is rapidly transforming curricula at universities around the world. The university has implemented the use of social media programs such as Twitter, YouTube, Facebook, etc. to develop student collaboration and improve new strategies in how information can be conveyed to students.

e. Social work

Multimedia is an effective teaching method in the context of social painting. The five types of multimedia that help academic techniques are narrative media, interactive media, communicative media, adaptive media, and

efficient media. Contrary to old belief, the multimedia era in social painting training already existed before the internet. Images, audio and video want to be included in the curriculum.

First added to social painting training through Seabury & Maple in 1993, the multimedia era is used to educate social painting training skills, which include interviews, disaster interventions and organisational painting. Compared with traditional coaching methods, which include face-to-face courses, multimedia training shortens, increases expertise and confidence in acquiring richer and more contextual knowledge, generates interaction among online users, and increases knowledge of conceptual fabrics for novice students.

f. Language communication

With the spread and advancement of the United Kingdom language in several parts of the world, multimedia has become an important way to communicate between different people and

cultures. The multimedia generation created a platform on which languages can be taught. The traditional form of teaching United Kingdom as a second language in the classroom has changed significantly as technology advances, making it easier for students to accumulate language learning skills.

g. Journalism

Multimedia is an effective academic method in the context of social painting. 5 Types of Multimedia that Help Academics News reporting is not always limited to conventional media. Freelance reporters can use exclusive new media to produce multimedia work for their memories. It will engage and recount memories with technology, which develops a new verbal exchange for media producers and consumers alike. *The Common Language Project*, later renamed *The Seattle Globalist*, is one example of this kind of multimedia journalism production.

h. Engineering

Software engineers can use multimedia in computer simulations for anything from entertainment to training, as well as naval or commercial training. Multimedia for software interfaces is often completed as a collaboration between innovative specialists and software engineers. Multimedia facilities expand the training practices that can be found in engineering to allow more modern engineering to no longer only train future engineers but also help expand the scope of knowledge in which multimedia can be used in unique engineering careers as well as the engineering of software programs such as Creative Industries, Commercial use, Entertainment and fine arts, Education, Social work, Language communication then the last is Engineering.

B. Strategy for Multimedia Content Development in Islamic Media

1. Content Format Diversification

In the ultra-modern virtual landscape, content content is king. But now it is no longer enough to just

produce well-known content. To live in front of the opposition and interact with viewers effectively, it's important to diversify content across formats and channels. By exploring and leveraging more than one codec and channel, you can reach a wider audience, engage their interests, and amplify significant interactions (Jannatania, *et. al.*, 2022).

Content diversification is essential for a variety of reasons. First, it allows us to cater to specific types of students and consumers. Some people prefer written content, while others prefer visual or auditory learners. By diversifying the content codec, we can interact with more people and successfully get the message across to them.

Second, diversifying content material allows attracting the interest of others. With so much content being produced every day, it's important to differentiate yourself and capture the attention of your target market while staying in line with today's Islamic values. By experimenting with codecs and custom channels, you can create

accurate stories that make your content memorable.

Content diversification provides many benefits. One of them is to improve the search engine optimization (SEO) of your website. Search engines recognize a lot of content and praise it with better rankings. By combining codecs and custom channels, we will increase the visibility of the content and attract more natural visitors to your website.

1. Quality and Professionalism

The quality and professionalism of the content is how well it achieves its goals. This refers back to the intensity of facts and perceptions contained in a chunk of content material. The quality and professionalism of the content is more than just facts, but it also includes the format, clarity, and grammatical correctness of what is conveyed.

For Islamic media, it is very important to ensure that the multimedia content produced is truly of high quality and displays high requirements of professionalism. Good content now not only helps in

building a strong relationship with clients, but will also increase the credibility of a logo in the eyes of clients. So if clients believe in the quality of the content produced, they will stick with our logo and can increase interest in the eyes of clients. This is certainly very useful for the spread of Islamic values which is the goal of Islamic media (Arrosyid, 2022).

The Islamic point of view plays an important role in shaping the development of enjoyable content intake. In this context, the Islamic viewpoint provides an ethical and moral foundation for Muslims in choosing and consuming media content. To help increase the intake of quality content based on Islamic values, theoretical foundations and justifications can be provided, including Islamic ethics, the principle of Islamic verbal exchange, and the principles of media from an Islamic point of view.

Islamic ethics is a powerful goal to build the best content consumption. Islamic ethics emphasizes the importance of spiritual values, morality and

honesty in daily choices and activities. In the context of consuming content materials, Islamic ethics encourages Muslims to choose content materials that do not violate spiritual values, uphold human dignity and prioritize goodness and justice. Thus, Islamic ethics presents an ethical justification to build the best consumption of content materials.

2. Interaction with Audience

The approach of developing multimedia content in Islamic media also involves building strong interactions with the audience. Interaction with audiences in Islamic media plays an important role in fostering consumer interest in content. The Islamic media emphasizes the importance of valuable, inclusive and respectful verbal exchanges and interactions. In the context of media content capture, the idea of Islamic verbal exchange helps determine content that builds positive dialogue, promotes knowledge and tolerance between people and groups, and avoids content that causes war or spreads hatred. By utilizing the idea of

Islamic verbal exchange, Muslims can build material intake based on the principles of healthy and positive verbal exchange (Arrosyid, 2022).

How to develop multimedia content in Islamic media also involves building strong interactions with the target market. Interaction with In Islamic media, interaction really pays attention to ethics according to Islamic Communication Science whose direction refers to ethical ideas and values that change behavior and movement in communication. Good interaction is very important to maintain because moral content is the key to building good relationships, fending off conflicts, and selling good social values. By interacting well and actively with your target market, you will also better understand their wants and choices, as well as strengthen network relationships.

CONCLUSION

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The use of multimedia content has become an effective means of spreading Islam, allowing religious messages to reach a wider and more diverse audience. Videos, podcasts, and social media platforms enable Islamic preachers and organizations to spread religious teachings, inspire, and provide easier understanding.

The approach to multimedia content development in Islamic media also consists of building strong Multimedia content referring to the fusion of various In Islamic media, ethical values play an important role in shaping the growth of extraordinary content consumption. In this context, the Islamic viewpoint provides an ethical and moral basis for Muslims in choosing and consuming media content. To guide the increase in the consumption of appropriate content, it is important to be based entirely on Islamic values, providing a theoretical foundation and justification, along with Islamic ethics, principles of Islamic conversation, and principles of media from an Islamic point of view.

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