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Development of Da'wah Activities on Social Media at the Beginning of the Covid-19 Pandemic

Perkembangan Aktivitas Dakwah di Media Sosial di Awal Pandemi Covid-19

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Abstrak

Keywords: Da'wah;
Islam; social media;
Covid-19;
information

Social media, which is a source of information, is growing very rapidly in Indonesia. Various types of social media platforms are used for various types of activities, including as a means of da'wah. There has been a lot of research regarding da'wah activities on social media in Indonesia and especially in 2020 at the beginning of the Covid-19 pandemic which changed communication patterns in life, including da'wah methods. The aim of this research is to describe and explore research related to da'wah and social media at the start of the 2020 Covid-19 pandemic in Indonesia. The research method used is a descriptive study by collecting research articles regarding Islamic da'wah on social media at the beginning of the Covid-19 pandemic from 2000 to 2024. Data was obtained through the search engine scholar.google.com by entering the keywords da'wah, social media and pandemic covid-19. A total of 19 research articles were obtained relating to da'wah, social media and the Covid-19 pandemic which were published in national journals. The results show that there is a shift in the method of da'wah carried out by da'i or ustad and various kinds of social media platforms are used in preaching. Several articles also discuss the challenges of da'wah during the Covid-19 pandemic and social media.

Abstract

KataKunci: dakwah;
Islam; media sosial;
Covid-19; informasi

Media sosial, yang menjadi salah satu sumber informasi, berkembang sangat pesat di Indonesia. Berbagai jenis platform media sosial digunakan untuk berbagai jenis kegiatan termasuk juga sebagai sarana dakwah. Telah banyak penelitian mengenai aktivitas dakwah di media sosial di Indonesia dan khususnya pada tahun 2020 di awal pandemi Covid-19 yang merubah pola komunikasi dalam kehidupan termasuk metode dakwah. Tujuan

penelitian ini adalah untuk mendeskripsikan dan mengeksplorasi penelitian yang berhubungan dengan dakwah dan media sosial di awal pandemi Covid-19 tahun 2020 di Indonesia. Metode penelitian yang digunakan adalah studi deskriptif dengan mengumpulkan artikel penelitian mengenai dakwah Islam di media sosial di awal pandemi Covid-19 dari tahun 2000 hingga tahun 2024. Data diperoleh melalui *search engine* scholar.google.com dengan memasukkan kata kunci dakwah, media sosial dan pandemi covid-19. Sebanyak 19 artikel penelitian diperoleh yang berhubungan dengan dakwah, media sosial dan pandemi Covid-19 yang dipublikasi di jurnal nasional. Hasilnya memperlihatkan bahwa Ada pergeseran metode dakwah yang dilakukan oleh pada da'i atau ustad dan berbagai macam platform media sosial digunakan dalam berdakwah. Beberapa artikel juga membahas mengenai tantangan dakwah selama pandemi Covid-19 dan media sosial.

BACKGROUND

Da'wah is an activity of conveying the teachings of the Islamic religion carried out by many da'i or ustad and ustadzah. In the past, da'wah was mostly carried out directly to the congregation or through television and radio broadcasts. Along with the times, advances in communication and information technology and the outbreak of the Covid-19 pandemic in 2020, da'wah activities have also experienced changes. It can be said that with the Covid-19 pandemic, it has become a challenge for da'i to convey their da'wah (Juhari, 2020).

From the results of research conducted by academics during 2020 at the start of the Covid-19 pandemic regarding da'wah, the activities carried out experienced a change from conventional to convergent. Many da'i, *kiai*, or *ustazds* use social media and other digital application platforms to

continue to do da'wah and convey Islamic broadcasts to the public.

Research conducted by Chairawati in 2020 said that da'i innovated, from face-to-face da'wah, to virtual preaching (Chairawati, 2020). This is also in line with other research which states that YouTube social media was also used by da'i to convey Islamic teachings during the Covid-19 pandemic (Rahma & Kusumah, 2020). Likewise, the use of Facebook by several da'i has made it possible to continue da'wah during the Covid-19 pandemic which limits people from gathering in large numbers (Attaymini, 2020). Other online applications are also used, such as using zoom to still be able to meet face to face even online (Chairawati, 2020).

Conveying da'wah online of course also faces obstacles. Muchlis (2020) concluded that there were several obstacles experienced by da'i when conducting online da'wah, including

obstacles that prevented the da'wah from being optimal, namely: (1) not all of the congregation had smartphones and internet connections; (2) not having adequate internet quota; (3) signal problems which are sometimes difficult; and (4) a different mindset in responding to what is conveyed because it is disturbed by other obstacles (Muchlis, 2020a).

From various studies that existed during the beginning of the Covid-19 pandemic, namely 2020, it can be seen that the communication carried out by da'i has changed. Therefore, this research is to describe how da'wah was carried out by da'i during the beginning of the Covid-19 pandemic in Indonesia.

RESEARCH METHOD

Qualitative descriptive with literature study was used in this research. The data used is primary data from research articles published in national scientific journals and proceedings during 2020. Data was collected using the search engine scholar.google.com by entering the keywords da'wah, social media and the Covid-19 pandemic. The articles that appear are then downloaded and analyzed using qualitative analysis with stages of data reduction, data presentation and drawing conclusions.

RESULT AND DISCUSSION

From researchers' searches on scholar.google.com for 2020 articles with the keywords da'wah, social media and the Covid-19 pandemic, 19 articles were

found that had these keywords. These articles were published in Indonesian national scientific journals and proceedings in 2020. The researcher did not use a thesis or thesis obtained from the research theme, namely da'wah, social media and the Covid-19 pandemic.

Several scientific articles published in journals cannot be opened and downloaded because the webpage has errors and there are several articles that do not have links and are not open access. So the total number of articles obtained by researchers was only 19 articles.

Various themes are raised in the 19 articles. Almost all articles say that the internet with existing social media applications has become a means of da'wah carried out by preachers (Sofiyanti & Kusumah, 2020; Fasadena, 2020; Fairozi, 2020; Kusumah, 2020; Setyowati & Cahya, 2020; Ummah, Khatoni, & Khairurromadhan, 2020; Rahma & Kusumah, 2020; Attaymini, 2020).

Other researchers explored da'wah communication strategies during the Covid-19 pandemic in the Kisaran area, which were carried out by religious instructors, namely using online methods (Muchlis, 2020b). There is only one article that explores da'wah strategies during the Covid-19 pandemic.

Innovations in preaching also emerged. This is in accordance with research from Putra (2020) who designed the development of an e-

da'wah application to provide a solution for mosques so they can continue carrying out their activities online. (Putra A. S., 2020). Interestingly, the results of his research are in the form of a prototype mobile e-da'wah application for da'wah activities with features such as study schedules and materials, activity information, prayers, hadiths, videos, prophet stories, inspirational stories and quotes that can be accessed anywhere with the help of the internet. and Android mobile devices (Putra A. S., 2020). This is also one way of preaching that can be done online..

Apart from da'wah and da'i, other research is how tahfiz as one of the propagations of the Al-Quran can also be carried out during the Covid-19 pandemic. So online tahfidz is the solution by depositing memorization and muroja'ah via Whatsapp by sending a voice note, then it will be corrected by musyrifah who is the group admin (Hanifah, 2020).

The challenges in da'wah for da'I and its direction during the Covid-19 pandemic were also explored by Juhari (2020). Juhari further researched the direction of da'wah in the midst of the Covid-19 pandemic, especially on *Forum Dakwah Perbatasan (FDP)* domiciled in the capital city of Aceh Province. The results of his research show that the direction of preaching carried out by the FDP organization places more emphasis on developing education, strengthening the economy and humanitarian aid, as well as health campaigns. The da'wah activities went

well even though health protocols were still observed. The da'wah activities carried out also utilize online media such as YouTube, Instagram, videos and others (Juhari, 2020).

There is something interesting from one of the articles, namely how a community searched for Islamic teachings/da'wah on social media during the Covid-19 pandemic (Prasanti & Karimah, 2020). The results of this research show that the impact of the COVID-19 pandemic has caused the Muslim youth community to be active and selective in searching for information on Islamic da'wah through online media. Then the youth community looks for information on Islamic da'wah starting from grouping needs, creating schedules and online discussion groups, using online discussion forums or platforms such as Google Meet, Zoom Meeting, and WA Video Call (Prasanti & Karimah, 2020). The selectivity of teenagers in seeking Islamic da'wah needs to be studied further.

There are several notes that researchers obtained, including:

1. This article, which was found during the beginning of the Covid-19 pandemic in 2020, did not discuss the use of Instagram as a da'wah medium which can also be used by preachers. The article only focuses on using Youtube, Whatsaap, Facebook.
2. No one analyzes the content of preaching and the appropriate

- use of social media for certain communities or groups
3. No one analyzes the content of preaching on social media and the public's reception or response
 4. There is no analysis of certain ustad/da'i in using social media to convey Islamic teachings
 5. There was no analysis of women in da'wah or seeking information about Islam during the beginning of the Covid-19 pandemic.
 6. There was no analysis of children in getting information about Islam during the beginning of the Covid-19 pandemic
- Furthermore, mapping is needed in subsequent studies, because researchers found studies with the same theme repeatedly carried out in the following year.

CONCLUSION

Research exploring scientific articles published in journals or national scientific proceedings at the start of the Covid-19 pandemic shows a change in the previous or conventional method of preaching to convergence. This is done because there are restrictions on

meeting in large numbers in the community so that existing online media applications are used by preachers to continue broadcasting Islam and the public to continue to receive information and learning about Islam.

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