Transformational Da'wah: Responding to Secularism Trends Among Generation Z

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ABSTRACT

In the modern era, which is increasingly influenced by dominant secular culture, Generation Z faces significant challenges in maintaining and developing their spiritual and religious values. In this context, transformative preaching emerges as a promising approach to respond to this secular trend in a relevant and meaningful way. This research aims to explore the potential of transformative preaching in responding to the secular trend among Generation Z. We seek to understand how transformative preaching can assist Generation Z in finding meaning, depth, and spiritual direction in their lives, which are saturated with secular influences. The research methodology employed is qualitative, involving in-depth interviews and participatory observation with a sample group of Generation Z actively engaged in transformative preaching activities. Data analysis is conducted using an inductive approach to identify patterns and key findings. The main findings indicate that transformative preaching holds great potential in helping Generation Z overcome the challenges of secularism. The inclusive and open approach of transformative preaching creates a supportive environment for Generation Z to explore and deepen their understanding of spirituality. Additionally, the development of moral values and the utilization of social media and digital technology have proven effective in forming inclusive and supportive communities. This research makes a significant contribution to understanding the role of transformative preaching in responding to secular trends among Generation Z. These findings can aid in the development of more effective and relevant preaching programs to guide Generation Z in their search for meaning and spiritual direction in their complex lives.

Keywords: transformational da'wah, secularism, Gen Z

ABSTRAK

Dalam era modern yang dipengaruhi oleh budaya sekulerisme yang semakin dominan, Generasi Z menghadapi tantangan besar dalam menjaga dan mengembangkan nilai-nilai spiritual dan agamanya. Dalam konteks ini, dakwah transformasional muncul sebagai pendekatan yang menjanjikan untuk merespons tren sekulerisme ini dengan cara yang relevan dan bermakna. Penelitian ini bertujuan untuk mengeksplorasi potensi dakwah transformasional dalam merespons tren sekulerisme pada Generasi Z. Kami ingin memahami bagaimana dakwah transformasional dapat membantu Generasi Z dalam menemukan makna, kedalaman, dan arah spiritual dalam kehidupan mereka yang dipenuhi dengan pengaruh sekuler. Metode penelitian yang digunakan adalah pendekatan kualitatif, dengan melakukan wawancara mendalam dan observasi partisipatif terhadap sekelompok sampel Generasi Z yang aktif terlibat dalam kegiatan dakwah transformasional. Data dianalisis menggunakan pendekatan induktif untuk mengidentifikasi pola-pola dan temuan utama. Temuan utama menunjukkan bahwa dakwah transformasional memiliki potensi besar dalam membantu Generasi Z mengatasi tantangan sekulerisme. Pendekatan inklusif dan terbuka dari dakwah transformasional menciptakan lingkungan yang mendukung bagi Generasi Z untuk menjelajahi dan memperdalam pemahaman mereka tentang spiritualitas. Selain itu, pembangunan nilai-nilai moral dan pemanfaatan media sosial dan teknologi digital juga terbukti efektif dalam membentuk komunitas yang inklusif dan mendukung. Penelitian ini memberikan

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kontribusi penting dalam pemahaman tentang peran dakwah transformasional dalam merespons tren sekulerisme pada Generasi Z. Temuan ini dapat membantu pengembangan program-program dakwah yang lebih efektif dan relevan dalam membimbing Generasi Z dalam pencarian makna dan arah spiritual dalam kehidupan mereka yang kompleks.

Kata Kunci: Dakwah Transformational, Sekularisme, Gen Z

INTRODUCTION

Secularism, in social and political contexts, refers to the separation of religion from public life and state policies. It is often viewed as a product of modernity and liberalism, where individuals tend to separate their religious beliefs from political decisions and daily affairs. This phenomenon has gained significance in the current era of globalization, where secular values often dominate various aspects of life. The history of secularism in Islam highlights periods when secular thinking influenced the Muslim world, particularly during colonialism and post-colonialism in Arab countries and other Muslim-majority nations.[1]

In Indonesia, secularism has become a heated topic in religious and political debates. Despite officially recognizing Pancasila as the state foundation that upholds religious values, secular practices can still be found in daily life, both in public policies and individual behaviors. This is evident in controversies surrounding issues such as religious freedom, LGBT rights, and the role of religion in politics.[2]

Secularism has been seen as a solution to religious radicalism by advocating for a clear separation between religion and the state (Intan, 2023). However, critics like Syed Muhammad Naquib Al-Attas have strongly opposed secularism, viewing the Islamization of contemporary science as a vocal form of criticism against secularism (Huringiin, 2022). The discourse on secularism in Indonesia has led to a fusion of secular and religious women's activism, where advocates draw on human rights and egalitarian interpretations of Islam to promote women's rights and equality.[3]

The influence of secularism on Generation Z (Gen Z) has become a serious concern. This generation, growing up amidst the digital information age and technological advancements, tends to be more open to various worldviews that may not align with traditional religious values. The trend of secularism among Gen Z is reflected in the increasing number of individuals identifying as non-religious, as well as in a broader acceptance of lifestyles that may contradict religious teachings.[4]

In response to this trend of secularism, the concept of Transformational Da'wah becomes increasingly relevant. Transformational Da'wah refers to efforts to convey religious messages with an approach that is relevant and adaptive to changing social and cultural contexts. This approach emphasizes the universal values of religion that can provide solutions to contemporary challenges while respecting pluralism and diversity.[5]

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[1] JÜRGEN HABERMAS, "Notes on Post-Secular Society," *New Perspectives Quarterly* 25, no. 4 (September 13, 2008): 17–29, https://doi.org/10.1111/j.1540-5842.2008.01017.x.

[2] Michael Buehler, "Subnational Islamization through Secular Parties: Comparing Shari'a Politics in Two Indonesian Provinces," *Comparative Politics* 46, no. 1 (October 1, 2013): 63–82, https://doi.org/10.5129/001041513807709347.

[3] Rachel Rinaldo, "Pious and Critical," *Gender & Society* 28, no. 6 (December 9, 2014): 824–46, https://doi.org/10.1177/0891243214549352.

[4] Abd Hannan, "Cyberspace Dan Populisme Islam Di Kalangan Netizen: Studi Kasus Pada Akun Media Sosial Felix Siauw," *Jurnal Sosiologi Reflektif* 15, no. 2 (2021): 224, https://doi.org/10.14421/jsr.v15i2.2116.

[5] Casey Papovich, Mark Dickinson, and Henry C. Ferguson, "The Stellar Populations and Evolution of Lyman Break Galaxies," *The Astrophysical Journal* 559, no. 2 (October 2001): 620–53, https://doi.org/10.1086/322412.

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Research aims to explore the potential of Transformational Da'wah in responding to the trend of secularism among Gen Z. By understanding the dynamics between religious values and the social realities faced by young people, this research hopes to provide new insights into bridging the gap between tradition and modernity, as well as building a deeper understanding of the role of da'wah in touching the hearts and minds of Gen Z influenced by secular ideologies .[6]

METHOD

Metode penelitian yang digunakan adalah pendekatan kualitatif, dengan melakukan wawancara mendalam dan observasi partisipatif terhadap sekelompok sampel Generasi Z yang aktif terlibat dalam kegiatan dakwah transformasional. Data dianalisis menggunakan pendekatan induktif untuk mengidentifikasi pola-pola dan temuan utama. Temuan utama menunjukkan bahwa dakwah transformasional memiliki potensi besar dalam membantu Generasi Z mengatasi tantangan sekulerisme.

RESULTS AND DISCUSSION
A. Transformational Da'wah and Response to Secularism

Da'wah, as a mission to spread religious values, faces increasingly complex challenges in the modern era. One of the main challenges is the trend of radicalism lurking within society, undermining peace and social harmony. However, in responding to this trend, da'wah should not only be reactive but also proactive and transformational.[7]

Transformational Da'wah offers a holistic approach to spreading the religious message. This approach is not only concerned with formal religious aspects but also adapts to changing social and cultural contexts. Transformational Da'wah emphasizes the importance of an inclusive, educative approach and building a deep understanding of religious values.[8]

One of the main challenges in spreading the da'wah message is secularism. Secularism, by emphasizing the separation of religion from public life and political affairs, creates a gap where radicalism can flourish. Individuals influenced by secularism tend to reject or doubt religious messages, leading to a disconnect from spiritual values.[9]

In facing secularism and radicalism, Transformational Da'wah offers an inclusive and adaptive solution. Transformational-based da'wah attempts to understand the root problems behind radicalism, such as social dissatisfaction, economic uncertainty, and political injustice. Through this approach, da'wah strives not only to invite individuals back to religious teachings but also to build social awareness and empathy towards others.[10]

Transformational Da'wah is not just empty rhetoric but must also be applied in real activities. This can be done through various methods, such as inclusive religious education, community development, economic empowerment, and interfaith dialogue. This approach

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[6] R. Genzel et al., "From Rings to Bulges: Evidence for Rapid Secular Galaxy Evolution at z ~ 2 from Integral Field Spectroscopy in the SINS Survey," *The Astrophysical Journal* 687, no. 1 (November 2008): 59–77, https://doi.org/10.1086/591840.

[7] Abdullah, "Ilmu Dakwah," ed. Muhammad Yunus Nasution, Pertama (Bandung: Cita Pustaka Media, 2015), 30.

[8] Abdullah.

[9] Nazrial Amin, "Contemporary Da'wah Strategies to Educate the Religious Life of Minority Muslims," *Al-Fikru: Jurnal Ilmiah* 16, no. 2 (2022): 188–99, https://doi.org/10.51672/alfikru.v16i2.107.

[10] Greg Fealy and Sally White, "Expressing Islam: Religious Life and Politics in Indonesia," *Expressing Islam: Religious Life and Politics in Indonesia* 89, no. April (2008): 1–295.

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allows da'wah to become an effective tool in preventing and combating radicalism while strengthening diversity and tolerance in society.[11]

Transformational Da'wah is not just about delivering a religious message but also about responding to social and humanitarian challenges in society. By adopting an inclusive and adaptive approach, da'wah can become a positive force in combating radicalism while building a more harmonious and prosperous society.

B. Secularism as a Contemporary Da'wah Issue

Secularism, as a phenomenon emphasizing the separation of religion from public life, poses a serious challenge to the mission of da'wah in the modern era. Firstly, secularism leads to a decline in concern for religious values within society. With the increasing individualism and materialism, people tend to prioritize worldly interests over spiritual ones.[12]

This makes religious messages often ignored or considered irrelevant in daily life. Furthermore, secularism also affects societal attitudes towards religion and spirituality. An increasing number of individuals tend to be skeptical of traditional religious teachings and prefer to follow the currents of popular culture that disregard spiritual values.[13]

As a result, da'wah, as an effort to spread religious teachings, faces difficulties in reaching and convincing the audience. Another challenge posed by secularism is the increasing conflict between religious values and secular laws or policies. When religious values clash with widely recognized secular norms, society tends to follow secular rules without considering their religious views.[14]

This complicates da'wah efforts to influence public policy or advocate for religious values in society. In conclusion, secularism is not just a viewpoint but also a serious challenge for da'wah. To overcome this challenge, da'wah needs to adjust its strategies and approaches to the context of the times, as well as be more actively involved in shaping culture and policies that consider religious values in community life.

C. Secularism Trends in Generation Z

Generation Z, the youth group born between the mid-1990s and the early 2010s, grew up in the midst of the digital era and globalization. They tend to have broad access to various information and worldviews. In this context, secularism, which emphasizes the separation of religion from public life and state policies, becomes a phenomenon that increasingly influences the views and behaviors of Generation Z.[15]

One of the factors influencing Generation Z to be affected by secularism is the impact of social media and pop culture. On social media, especially on platforms like Instagram, TikTok, and Twitter, there is a lot of content that supports a secular lifestyle and

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[11] Bello Ali, "Da ' Wah in Islam : Core Tenets and Contemporary Challenges," no. February (2023): 494–513.

[12] Sanju Kumar Singh, "The Current Research Trend of Islamic Education in Indonesia Pesantren and Its Properties," *Piwulang: Jurnal Pendidikan Agama Islam* 6, no. 1 (2023): 69–83, https://e-journal.staima-alhikam.ac.id/piwulang/article/view/1866%0Ahttps://e-journal.staima-alhikam.ac.id/piwulang/article/download/1866/664.

[13] Sadhriany Pertiwi Saleh, "Digital Da'wah Transformation: Cultural And Methodological Change Of Islamic Communication In The Current Digital Age," *International Journal of Multidisciplinary Research and Analysis* 05, no. 08 (2022): 2033–43, https://doi.org/10.47191/ijmra/v5-i8-18.

[14] Haldun Gülalp, "Debating Secularism: A Liberal Cosmopolitan Perspective," *Frontiers in Sociology* 8 (March 2, 2023), https://doi.org/10.3389/fsoc.2023.1113208.

[15] Amin, "Contemporary Da'wah Strategies to Educate the Religious Life of Minority Muslims."

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emphasizes the importance of worldly pleasures. For example, trends of party photos, promotion of a hedonistic lifestyle, and the popularity of celebrities who live lifestyles without regard for religious values.[16]

Along with the influence of social media, the lack of strong religious education in school or family environments also makes Generation Z susceptible to secularism. Many of them do not have a deep understanding of their religious teachings and are more likely to follow trends and social norms dictated by popular and secular culture.

Generation Z is often considered more individualistic and tends to prioritize personal pleasure and material achievements over spiritual values. They are accustomed to living in a consumer culture that encourages them to seek instant gratification and success, often not based on religious values (Mujahadah 2020). For many in Generation Z, seeking religious identity is a challenge in itself. They are exposed to a variety of different views and beliefs on the internet and in their social environments. This can make them feel confused or even skeptical about the religious values taught by parents or tradition.[17]

Overall, the trend of secularism among Generation Z reflects cultural and social value changes occurring in contemporary society. The influence of social media, the lack of strong religious education, changing values and priorities, and the challenge of building a religious identity are factors that make them vulnerable to secularism. Therefore, it is important for society, families, and educational institutions to be aware of the impact and offer alternatives that lead to a deeper understanding of spiritual and religious values.

D. Transformational Da'wah and the Challenges of Secularism

In the context of spiritual transformation in the secular era, Generation Z faces significant challenges due to secular trends that influence their views and values. Exposed to the influences of social media and pop culture, which tend to question or even reject aspects of spirituality, Generation Z often struggles to build and maintain a religious identity. However, amidst these challenges, there is also a great opportunity for transformational da'wah to make a significant impact. Through approaches relevant to the realities of Gen Z, transformational da'wah can offer a path towards a deeper understanding of spirituality values, build strong self-awareness, and guide them in navigating the complexities of modern life while maintaining firm beliefs. Therefore, transformational da'wah is not only a relevant response to the trends of secularism among Generation Z but also a source of great potential to strengthen the spiritual dimension in their lives.[18]

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[16] Athik Hidayatul Ummah, "Dakwah Digital Dan Generasi Milenial (Menelisik Strategi Dakwah Komunitas Arus Informasi Santri Nusantara)," *Tasâmuh* 18, no. 1 (2020): 54–78, https://journal.uinmataram.ac.id/index.php/tasamuh/article/view/2151.

[17] Unik Hanifah Salsabila, "Peran Teknologi Dalam Internalisasi Nilai-Nilai Islam," *Paper Knowledge . Toward a Media History of Documents* 3, no. 2 (2021): 6.

[18] Nur Kamilah, "Dakwah Transformatif Menciptakan Karakter Pemuda Islami (Studi Kasus Majelis Gaul Jember)," *Jurnal Al-Hikmah* 19, no. 01 (2021): 27–38, https://doi.org/10.35719/alhikmah.v19i01.42.

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1. **Spiritual Transformation in the Secular Era**

In an era dominated by a prevailing cultural influence, spiritual transformation becomes a crucial yet challenging aspect for individuals. Spiritual transformation first involves a deep self-awareness of human existence and its relationship with something greater than oneself. This involves deep reflection, introspection, and a profound search for meaning in life.[19]

In the process of spiritual transformation, individuals begin to question the meaning of their own existence in this world. They seek answers to fundamental questions about the purpose of life, self-existence, and their relationship with the universe. At the same time, they become aware of a larger connection that transcends human individuality. This can include relationships with God, the universe, or universal values such as love, truth, and justice.[20]

The importance of awareness of existence and a relationship with something greater lies in providing meaning and direction in an individual's life. By understanding that they are part of something bigger and have a higher purpose, individuals can feel more connected, meaningful, and responsible in their lives. This also helps them find inner peace and satisfaction deeper than what can be provided by material achievements alone. Thus, awareness of existence and connection with something greater becomes an essential starting point in an individual's journey of spiritual transformation in this secular era.[21]

Spiritual transformation also includes the development of moral values and ethics that underpin an individual's actions and interactions in daily life. This involves spiritual practices such as meditation, prayer, or other religious practices that help individuals deepen their connection with the spiritual dimension in their lives.

In the process of spiritual transformation, individuals not only enhance their understanding of moral values and ethics but also integrate these values into their daily actions and behavior. They learn to live consistently with principles of goodness, justice, compassion, and empathy. Through regular spiritual practices, such as meditation or prayer, individuals can develop strong character and habituate attitudes that align with the spiritual values they embrace. Moreover, the development of moral values and ethics also helps individuals face the challenges and conflicts that arise in daily life.[22]

They learn to make the right decisions based on the principles they believe in, even in difficult or stressful situations. Thus, spiritual values not only become a support in an individual's life but also serve as a strong guide in living a life with integrity and responsibility.

The importance of developing moral values and ethics in spiritual transformation lies in forming good character and positive behavior in society. Individuals with strong moral values tend to become positive agents of change in their environment, bringing a positive impact on themselves and those around them. Therefore, the development of moral values and ethics becomes an integral part of the ongoing process of spiritual transformation.

In this increasingly secular context, individuals often face challenges in pursuing spiritual transformation. The influence of popular culture, which tends to minimize spiritual

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[19] Muhammad Nur Kadir, Radjiman Ismail, and Natsir Machmud, "Studi Kritis Terhadap Pendidikan Sekuler," *Jurnal Ilmiah Wahana Pendidikan* 9, no. 6 (2023): 339–47, https://doi.org/10.5281/zenodo.7783644.

[20] Ali, "Da ' Wah in Islam : Core Tenets and Contemporary Challenges."

[21] Ibnu Hajar Sainudin, "Transformasi Dakwah Di Masa Pandemi Covid-19," 2020, 19–21, https://doi.org/https://doi.org/10.31219/osf.io/nakhy.

[22] Muhamad Basyrul Muvid, "Model Dakwah Berbasis Humanis Di Era Digital : Upaya Transformasi Nilai-Nilai Islam Rahmatan Lil Alamin" 7, no. 1 (2023): 1–14, https://doi.org/10.30762/mediakita.v7i1.952.

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values and emphasize worldly pleasures, becomes an obstacle for those wanting to delve into the spiritual dimension of their lives.[23]

The main challenge faced by individuals is the distraction from the demands and temptations of the material world. In a society driven by consumerism and worldly achievements, individuals often find themselves trapped in a cycle of seeking instant gratification and hedonism, which can divert their attention from the search for meaning and spiritual depth. Additionally, secular norms dominating popular culture can influence individuals to devalue or even reject the spiritual values taught by religions or traditions.

Furthermore, the lack of time and space for reflection and introspection also presents a challenge in pursuing spiritual transformation. Busy and digitally connected lives often leave little time for individuals to ponder the meaning of life and their relationship with something greater. As a result, many individuals tend to live in a state caught up in routines and shallow mindsets, without the opportunity to deepen their understanding of self and spirituality.

Despite these challenges, the pursuit of spiritual transformation can also be an opportunity for growth and learning. By being aware of these obstacles, individuals can develop perseverance, discipline, and intellectual sharpness in their search for meaning and spiritual depth. By overcoming distractions and temptations of the material world and prioritizing time for reflection and contemplation, individuals can find a path to deeper and more meaningful spiritual transformation in this secular era.

Although this era is increasingly secular, the need for meaning and depth in life remains urgent for many individuals. Modern life is often characterized by busyness, pressure, and confusion that cannot be resolved by material achievements alone. Individuals amid the constant flow of information and increasing competition often feel lost or disconnected from a deeper meaning in their lives. As a result, they seek a deeper understanding of themselves, their relationships with others, and their place in the universe.

The need for meaning and depth in life also arises from an awareness of human vulnerability and limitations. Faced with challenges, difficulties, or losses, individuals often reflect on the meaning of life and their greater purpose. They seek answers to existential questions about life, death, suffering, and justice. In this search, spiritual and religious values often become important sources of inspiration and support for individuals in finding meaning and purpose in their lives.

Therefore, despite the dominance of secular culture in the modern era, the need for meaning and depth in life remains an unavoidable human necessity. Spiritual transformation becomes a powerful means to meet this need, as through this process, individuals can find meaning, depth, and profound inner peace in their lives, regardless of the distractions and distractions of the outside world.

2. Challenges of Secularism on Generation Z

Generation Z, growing up and developing amidst an increasingly secular culture, faces unique challenges related to the influence of secularism in their lives. One of the primary challenges is the decline in interest and engagement in religious and spiritual aspects. Exposed to popular culture that often emphasizes worldly pleasures and material

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[23] Vicky Izza and El Rahma, "Sekular, Tradisionalis, Dan Modernis (Sejarah, Karakteristik, Dan Refleksinya Di Indonesia)," *Jurnal Pendidikan Dan Pranata Islam SYAIKHUNA* 8 (2017): 56.

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satisfaction, many individuals in Gen Z tend to overlook or even reject traditional religious values.[24]

In the digital and online-connected era, they are more exposed to secular ideas that contradict religious teachings, which can blur their views on the meaning of life and spiritual purposes. This is particularly evident in their consumption of content on social media and digital platforms, which often promotes a materialistic and hedonistic lifestyle contrary to religious teachings.

Moreover, the increasing individualism among Generation Z often leads to a rejection of religious authority and established belief structures, preferring instead to follow more individualistic and relative views. They tend to explore various views and beliefs independently, without following the religious traditions or norms adhered to by previous generations.

Another challenge is the conflict of values between religious teachings and the secular culture supported by social environments and media. This can lead to confusion about identity and moral values among Generation Z, as well as inner turmoil in understanding the role of spirituality in their lives.[25]

Therefore, the challenges of secularism on Generation Z do not only include a disregard for religious values but also involve the struggle to find a balance between spiritual needs and the pressures of a secular culture. This process is often complex and requires a deep understanding of the identities and values held by individuals, as well as an awareness of the influence of the social environment and media in shaping their views on life and the world.

3. The Potential of Transformational Da'wah for Generation Z

In facing the challenges of increasing secularism, especially among Generation Z, it's crucial to understand the potential of transformational da'wah in this context. Transformational da'wah offers an inclusive and open approach, allowing Generation Z to feel heard and valued in their spiritual journey. Additionally, transformational da'wah emphasizes the development of moral and ethical values relevant to the lives of Generation Z today, helping them find a strong foundation in facing complex moral challenges. Through the use of social media and digital technology, transformational da'wah also creates active spaces for discussion and reflection, enabling Generation Z to explore their beliefs in a safe and supportive environment. Thus, transformational da'wah holds significant potential to assist Generation Z in finding meaning, depth, and spiritual direction in their lives, even within an increasingly dominant secular cultural context.

Transformational da'wah offers an inclusive and open approach that is crucial in facing the challenges of secularism encountered by Generation Z.[26] In this increasingly complex and diverse world, an approach that understands and appreciates a diversity of viewpoints is key to unlocking doors for dialogue and deeper understanding. Generation Z, growing up in an era where access to information is so abundant and varied, often holds different views about religion, spirituality, and moral values. An inclusive approach in transformational da'wah allows them to feel heard and valued, without feeling excluded or disregarded due to differing opinions. This creates space for open dialogue and allows Generation Z to

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[24] Addib Wahyu Hidayat et al., "Pemanfaatan Media Sosial Sebagai Sarana Dakwah Untuk Mengantisipasi Kerawanan Sosial Generasi Z," *Jurnal Religion: Jurnal Agama, Sosial, Dan Budaya* 1, no. 6 (2022): 1–10.
[25] Kadir, Ismail, and Machmud, "Studi Kritis Terhadap Pendidikan Sekuler."
[26] Muhammad Harfin Zuhdi, "Dakwah Dan Dialektika Akulturasi Budaya," *Religia* 15, no. 1 (2017), https://doi.org/10.28918/religia.v15i1.122.

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contemplate and explore their beliefs securely and confidently. Thus, this approach is not just about conveying religious messages but also about building meaningful relationships and bridges between religious traditions and the diverse realities of Generation Z's lives. In an era filled with uncertainty and complexity like today, an inclusive approach in transformational da'wah becomes a crucial foundation for achieving deeper understanding and unity among Generation Z in their search for meaning and spiritual direction.

Transformational da'wah utilizes social media and digital technology as means to convey religious messages and facilitate spiritual dialogue and reflection among Generation Z. With the continuously increasing popularity of social media among Generation Z, platforms like Instagram, TikTok, YouTube, and Twitter become effective communication channels to spread religious messages in an engaging and relevant way. Transformational da'wah uses various creative content, such as short videos, illustrative images, and inspirational stories, to attract attention and build an emotional connection with their audience. Moreover, transformational da'wah also creates spaces for discussion and reflection on these platforms, where Generation Z can share experiences, thoughts, and questions about spirituality and religious values. By leveraging the power of social media and digital technology, transformational da'wah builds an inclusive and supportive community for Generation Z on their spiritual journey, where they can feel supported and connected with other individuals with similar interests and beliefs.

Therefore, transformational da'wah not only conveys religious messages to Generation Z but also creates an environment where they can explore and deepen their understanding of spirituality in an increasingly digitally connected world.

CONCLUSION

Transformational da'wah offers an inclusive and open approach for Generation Z. This approach allows them to feel heard and valued on their spiritual journey. By acknowledging the diversity of views and experiences, transformational da'wah creates an environment that supports dialogue and deeper understanding.Transformational da'wah emphasizes the development of moral and ethical values relevant to the lives of Generation Z. Through values such as empathy, tolerance, justice, and integrity, transformational da'wah assists them in facing complex moral challenges in daily life.

Transformational da'wah utilizes social media and digital technology as means to convey religious messages and facilitate spiritual dialogue. With creative and engaging content, as well as active discussion spaces on digital platforms, transformational da'wah creates an inclusive community for Generation Z in their search for meaning and spiritual direction.With its inclusive approach, development of moral values, and utilization of digital technology, transformational da'wah holds great potential to assist Generation Z in responding to secularism trends in a relevant and meaningful way.

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