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## **INFORMATION TECHNOLOGY REGULATION AND ITS IMPACT ON DA'WAH MEDIA ON TIKTOK**

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### **ABSTRACT**

The development of information technology has brought very significant changes in various aspects of life, including da'wah media. Regulation of information technology is an important factor in determining the direction of da'wah media development, both in terms of freedom of expression, dissemination of information, and protection of content that is considered sensitive. This study discusses how information technology regulations and their impact on da'wah media, including the opportunities and challenges that arise for da'wah preachers when utilizing digital technology. The research method used in this study is a qualitative method with a descriptive approach that aims to describe information technology regulations and their impact on TikTok da'wah media. Data collection techniques used in this study are observation and documentation. The results of the study show that regulations can play an important role as a tool to maintain the ethics and quality of da'wah in the digital space, but on the other hand, regulations can also be an obstacle if they are too restrictive of freedom of expression. Therefore, a balance is needed in regulations so that information technology can be utilized optimally for the advancement of da'wah media.

**Keywords:** Dakwah Media, Information Technology, Regulation, TikTok.

### **ABSTRAK**

*Perkembangan teknologi informasi telah membawa perubahan yang sangat signifikan dalam berbagai aspek kehidupan, termasuk media dakwah. Regulasi terhadap teknologi informasi menjadi faktor penting dalam menentukan arah perkembangan media dakwah, baik dalam aspek kebebasan berekspresi, penyebaran informasi, maupun perlindungan terhadap konten yang dianggap sensitif. Penelitian ini membahas tentang bagaimana regulasi teknologi informasi dan dampaknya terhadap media dakwah, termasuk peluang dan tantangan yang muncul bagi para pendakwah ketika memanfaatkan teknologi digital. Metode penelitian yang digunakan dalam penelitian ini adalah metode kualitatif dengan pendekatan deskriptif yang bertujuan untuk mendeskripsikan regulasi teknologi informasi dan dampaknya terhadap media dakwah TikTok. Teknik pengumpulan data yang digunakan dalam penelitian ini adalah observasi dan dokumentasi. Hasil penelitian menunjukkan bahwa regulasi dapat berperan penting sebagai alat untuk menjaga etika dan kualitas dakwah di ruang digital, tetapi di sisi lain regulasi juga dapat menjadi kendala jika terlalu membatasi kebebasan berekspresi. Oleh karena itu, diperlukan keseimbangan dalam regulasi agar teknologi informasi dapat dimanfaatkan secara optimal untuk kemajuan media dakwah.*

**Kata Kunci:** Media dakwah, Regulasi, Teknologi Informasi, Tiktok.

## INTRODUCTION

The rapid development of information technology (IT) has changed various aspects of human life, including in the world of da'wah. Before the digital era, da'wah media was limited to conventional methods such as face-to-face lectures, recitations, or the dissemination of da'wah materials through newspapers and radio<sup>1</sup>. However, with the advent of the internet and various digital platforms, da'wah can now reach a wider audience, transcend geographical boundaries, and can be presented in various formats such as videos, podcasts, blogs, and social media. This transformation brings a variety of opportunities, but also challenges that cannot be ignored, especially related to the regulation and regulation of distributed content.

Regulation of information technology is a very important aspect in this context. Technology that is so rapidly developing often presents risks to the sustainability of social and religious values contained in da'wah<sup>2</sup>. Without proper regulation, the spread of misinformation, hoaxes, or content that is not in accordance with religious principles can easily spread on digital platforms. On the other hand, regulations that are too strict can hinder freedom of expression and limit creativity in delivering da'wah messages, thus having an impact on the effectiveness of da'wah itself. Therefore, there is an urgent need to strike a balance between freedom of expression with protection against content that may harm or mislead the public.

The main challenge in information technology regulation in the da'wah media sector is to maintain freedom of opinion and disseminate religious messages while respecting social norms, ethics, and diversity of views<sup>3</sup>. On the one hand, regulations must ensure that the da'wah content disseminated remains in a corridor that is in accordance with religious teachings and does not cause social conflicts. On the other hand, regulations that are too strict can trigger restrictions on the scope of freedom of opinion that is the right of every individual, including in the context of da'wah<sup>4</sup>.

In the global context, various countries have tried to regulate the use of social media and digital platforms used for da'wah. Some countries implement strict regulations to monitor and control da'wah content, while others prioritize freedom of expression with minimal restrictions. In this case, Indonesia, as a country with a majority Muslim population, has its own challenges related to the use of information technology for da'wah. Along with the development of digital platforms, social media, and internet-based applications, a deeper understanding of information technology regulations is needed to support the creation of

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<sup>1</sup> Irwan Setiawan and Harmon Chaniago, "Sports Business: The Role of Marketing Mix on Business Success," *Journal of Business and Investment Research* 3, no. 1 (2017): 13–22.

<sup>2</sup> Muhammad Rizqy et al., "The Influence of Modern Information Technology Media on Da'wah Activities in the Era of the Industrial Revolution 4.0," *Aladalah: Journal of Politics, Social, Law and Humanities* 1, no. 1 (2023): 22–42.

<sup>3</sup> Fabianus Fensi, "The Hoax Phenomenon: Challenges to Media Idealism & Media Ethics," *Bricolage: Journal of the Master of Communication Studies* 4, no. 02 (2018): 133–48.

<sup>4</sup> Rabith Madah Khulaili Harsya et al., "Regulation of Online Content and Its Impact on the Right to Freedom of Speech on Digital Platforms in Indonesia," *Sanskara Law and Human Rights* 3, no. 01 (2024): 43–52.

effective and quality da'wah media. The effective da'wah media include YouTube, Instagram, Facebook, and Tiktok.

The purpose of this study is to explore and analyze how information technology regulations affect da'wah media, both from positive and negative aspects. This research will analyze various existing policies, as well as see their impact on the effectiveness of spreading da'wah messages through digital technology. In addition, this research will also discuss the challenges faced by preachers in navigating existing regulations, and how they can adapt to technological developments without sacrificing the basic principles of da'wah that must be maintained. Thus, the results of this study are expected to contribute to the development of better policies regarding the use of information technology for the benefit of da'wah in Indonesia and other countries with similar contexts.

## **METODE PENELITIAN**

The researcher uses a qualitative research method with a descriptive approach, which aims to describe information technology regulations and their impact on TikTok da'wah media. Qualitative research is a research procedure that can produce descriptive data in the form of written words, words, and behaviors of the object being studied. The data collection technique in this study was carried out by observation and documentation. The data of this research is analyzed through three stages, including data reduction, data presentation, conclusion drawing and verification. This can be easily understood and the findings can be easily informed to others.

## **RESULTS AND DISCUSSION**

Regulation is one of the regulations designed to control, or direct certain systems. This regulation is very important in maintaining justice and welfare, because the regulation has the purpose of protecting the interests of the community and can reduce some risks or negative impacts that may arise in the future. Therefore, technology urgently needs regulation<sup>5</sup>.

Regulation of information technology is a very important aspect in this context. Technology that develops very rapidly often presents a risk to the sustainability of the social and religious values contained in da'wah. Without proper regulation, the spread of misinformation, hoaxes, or content that is not in accordance with religious principles can easily spread on digital platforms<sup>6</sup>. On the other hand, regulations that are too strict or excessive can hinder freedom of expression in the public and limit creativity in delivering da'wah messages, so that it can have an impact on the effectiveness of da'wah itself. Therefore, there is some urgent need to balance between freedom of expression with protection against content that may harm or hinder the public or preachers.

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<sup>5</sup> Julianti Ratnasari Ningsih, Fayla Lakmi Dara, and Widya Ananda Minda Putri, "Pancasila as a Legal Basis in Realizing Social Justice," *Advances In Social Humanities Research* 1, no. 4 (2023): 462–70.

<sup>6</sup> Nadiya Nadiya et al., "Technology in the Digital Age: Bridging or Obscuring Islamic Values?," *Tsaqila| Journal of Education and Technology* 5, no. 1 (2025).

Media has become one of the communication tools for everyone who wants to expand social networks easily and quickly. Mass media can also be defined as one of the tools or means of communication used to convey messages from communicators to the audience or from da'i to mad'u through various platforms such as print media and online media. Print media is a means of conveying information in print. Meanwhile, online media is a means of communication that is connected to the internet. Both of these media present information, but online media is faster in the process of delivering and disseminating information. Social media not only has the power of information, but it also has weaknesses that cannot be avoided, such as freedom and the breadth of society in consuming negative things<sup>7</sup>. Especially today, the majority of people can access almost everything easily through the internet, just like da'wah content. Because at this time there are many preachers who convey their da'wah through various da'wah media.

Da'wah media is a very important element in da'wah activities, because da'wah media is a tool used to convey da'wah material. Da'wah media is one of the efforts to make it easier for da'i and mad'u to convey and receive da'wah messages. The social media that is often used as a da'wah media include Youtube, Instagram, Facebook, and Tiktok. Tiktok social media is one of the media that is often used as a means of delivering da'wah by da'i. The greater the influence of social media in the dissemination of da'wah content, the greater the impact that occurs on society, as a result of people's freedom to seek information<sup>8</sup>.

According to Abdul Karim Zaida, there are five elements of da'wah, namely, the da'wah material that will be delivered, there are preachers or da'i who will convey the da'wah message, the recipient of da'wah or mad'u who will be the target of the delivery of da'wah, the method that will be used when delivering da'wah, and finally the da'wah media or wasilah used to deliver da'wah. The following are some da'wah media that can be classified into five groups, including:

1. Oral: this type is included in the categories of sermons, lectures, lectures, discussions, deliberations, and advice.
2. Painting: works of art that include drawings, photographs, films, calligraphy, and the like.
3. Writing: various things in the form of writing such as books, magazines, newspapers, and the like.
4. Audio Visual is a method or means of conveying information that can affect vision and hearing, such as on television.

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<sup>7</sup> Ratih Frayunita Sari, "Questioning the Excesses of Opinions: The Malfunction of Social Media as a Stage for Negative Content Production," *Journal of Press Research and Development Communication* 23, no. 1 (2019): 1–16.

<sup>8</sup> Novianto Puji Raharjo, "Da'wah with Social Media in the Era of Public Information Disclosure," *Wasilatuna: Journal of Islamic Communication and Broadcasting* 3, no. 2 (2020): 147–52.

5. Akhlaq or behavior, this is a way of conveying that is carried out through real actions that can be directly enjoyed<sup>9</sup>.

Based on the above explanation, it can be concluded that preaching on social media and posting various da'wah messages that meet the above classification includes da'wah actions using social media.

TikTok social media was present in Indonesia at the end of 2019, currently TikTok users reach 500 million people worldwide, including Indonesia with 10 million users. TikTok has a wide variety of features, such as text, music, filters, animations, and videos. Based on information from the Head of Public Policy of TikTok Indonesia, Eryastha, the average age of TikTok users in Indonesia is between 14 and 24 years old<sup>10</sup>. If we refer to the millennial generation and the generation below, the various features on Tiktok seem to be very suitable for the characteristics of young people, who always seem to want to express or explore themselves through creating content creators. There are many preachers who also use the TikTok social media platform to convey their da'wah messages, such as Kadam Sidik, Hanan Attaki and other preachers.

Information technology has undergone very rapid development in recent decades. The internet, social media, video-sharing apps, and other digital platforms allow for the dissemination of information with a wider reach and higher speeds<sup>11</sup>. According to Castells (2009), in the era of global networks, information is a very valuable commodity and has the potential to connect various levels of society. The same goes for da'wah, which is now not limited to conventional lectures but is also developing in digital form. Zainuddin (2016) noted that digital-based da'wah media offers greater flexibility and accessibility for the audience, as well as allows da'wah messages to be conveyed more effectively through various platforms such as YouTube, Instagram, Facebook, and podcasts.

Regulating information technology has become an important issue in many countries, especially with the emergence of digital platforms that are not bound by geographical restrictions<sup>12</sup>. According to Lessig (1999), in his book *Code and Other Laws of Cyberspace*, regulations in cyberspace are not only determined by laws, but also by technical codes that affect how information can be accessed and disseminated. In Indonesia, the Electronic Information and Transaction Law (ITE) is one of the forms of regulation that regulates the dissemination of information in cyberspace. This law aims to avoid the dissemination of information that can harm the public, including information that is hoax or contains elements of hatred. However, regulations like this often face challenges, especially

<sup>9</sup> Bobby Rachman Santoso, Ahmad Yuzki Faridian Nawafi, and Nurul Kifayah, "Restructuring Da'wah Media: From Print Media to Social Media," *Journal of Da'wah Management* 1, no. 2 (2023): 89–98.

<sup>10</sup> Ayu Febriana, "The Utilization of Tik-Tok as a Da'wah Medium: (A Case Study of Ustad Syam, in Akun@Syam\_elmarusy)," *KOMUNIDA*, 2021, 180–94.

<sup>11</sup> Andi Muh Akbar Saputra et al., *INFORMATION TECHNOLOGY: The Role of IT in Various Fields* (PT. Sonpedia Publishing Indonesia, 2023).

<sup>12</sup> Agus Wibowo, "Law in the Era of Digital Globalization," *Prima Agus Teknik Foundation Publishers*, 2023, 1–185.

in maintaining a balance between freedom of expression and protection of potentially unsettling content. According to Syamsuddin (2017), regulations that are too strict can limit the space for the creativity of preachers in conveying religious messages, while weak regulations can risk increasing the spread of destructive content<sup>13</sup>.

In the context of da'wah media, information technology provides space for preachers to develop further. For example, da'wah that was initially carried out orally through mosques or recitations can now reach a wider audience through videos and writings in cyberspace (Shihab, 2018). However, these developments also create challenges, especially in terms of monitoring and filtering the content disseminated through the platform. Social media regulation in the context of da'wah media, social media as one of the main platforms in delivering da'wah messages has also experienced strict supervision and regulation in many countries. In Indonesia, social media regulations as stipulated in Government Regulation No. 71/2019 concerning the Implementation of Electronic Systems and Transactions, aim to ensure that content spread in cyberspace does not contain elements that can harm society, such as hate speech or radical content. In relation to da'wah media, this regulation is important to control the spread of information that is inaccurate or contains misleading teachings. However, the regulations imposed can also cause problems in terms of freedom of opinion, especially for preachers who use social media to spread religious messages that are not always in accordance with existing regulatory policies.

Some studies show that although regulation can reduce the spread of harmful content, its improper application often leads to violations of freedom of opinion (Aziz, 2020). For example, da'wah content that is considered controversial or clashes with dominant views can be entangled with regulations that do not provide space for open discussion. Therefore, there is a need to design regulations that can accommodate the needs of freedom of expression in the context of da'wah, while still maintaining order and security.

The impact of regulation on the effectiveness of da'wah media is the main concern in this study. Some studies show that overly strict regulation can reduce the ability of preachers to convey messages in engaging and innovative ways<sup>14</sup>. For example, the freedom to use various media, such as video and animation in da'wah, is often hampered by regulations that limit the use of creative elements. Meanwhile, regulations that are too loose have the potential to lower the quality of da'wah, because it allows the dissemination of unverified or even misleading information. On the other hand, clear and fair regulations can help create a safe and productive space for digital da'wah<sup>15</sup>. For example, research by

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<sup>13</sup> Naufal Taufikul Hakim Azhar et al., "Islam and Da'wah in the Cyber World: Opportunities and Risks in the Digital Era," *Indonesian Gender and Society Journal* 5, no. 1 (2024).

<sup>14</sup> Albahroyni Albahroyni, Hasan Sazali, and Khatibah Khatibah, "The Effect of Da'wah Content Delivery on Tiktok on the Effectiveness of Salamtv Da'wah," *Academic Nuances: Journal of Community Development* 8, no. 2 (2023): 345–62.

<sup>15</sup> Wawan Ridwan and Iwan Krisnadi, "Regulatory Impact Analysis on the Draft Law on Information and Communication Technology Convergence," *InComTech: Journal of Telecommunications and Computers* 2, no. 1 (2011): 1–20.

Andayani (2020) shows that policies that support digital da'wah media with guidelines and regulations that regulate the quality and content of content can improve the quality of da'wah as a whole, without sacrificing freedom of expression.

The development of information technology, especially in the field of digital communication, has changed many aspects of people's lives, including in the field of da'wah. In this digital era, da'wah is no longer limited to face-to-face lectures or recitation in mosques. Rather, it can reach a wider audience through various digital platforms, such as social media, video-sharing apps, blogs, and podcasts. In this context, information technology regulations are becoming increasingly relevant issues because they affect how da'wah is delivered and accepted by the public<sup>16</sup>. This analysis aims to explore how information technology regulations can affect da'wah media, both in terms of opportunities and challenges faced in the future, as well as their impact on the effectiveness of da'wah itself.

## 1. Da'wah Media Opportunities in the Digital Era

Information technology provides a great opportunity for da'wah media to develop further and reach a wider audience. With platforms such as YouTube, Instagram, Facebook, and TikTok. Religious messages can be conveyed more flexibly and easily accessible to various groups. As revealed by Zainuddin (2016), the existence of social media provides space for preachers to interact directly with the audience, expand the reach of da'wah, and allow da'wah to be easier to understand and accept<sup>17</sup>.

In addition, the use of technology in da'wah also allows the presentation of more varied content, such as videos, infographics, and articles that can be more easily accepted by various levels of society. This is very important considering that the da'wah audience does not only consist of certain circles, but also the wider community with diverse educational and social backgrounds. However, this great potential also brings challenges, especially related to how regulations can ensure that the da'wah content disseminated remains in accordance with religious principles and does not mislead.

## 2. The Positive Impact of Regulation on Da'wah Media

Proper and effective regulation can help direct the use of information technology for positive purposes, including in the dissemination of religious messages. For example, regulations can facilitate the creation of ethical guidelines and content guidelines that govern how da'wah is delivered, especially on digital

<sup>16</sup> Firman Maulidna et al., "Da'wah Ethics in Digital Media: Challenges and Solutions," *Journal of Islamic Religious Management and Education* 3, no. 2 (2025): 315–36.

<sup>17</sup> Athik Hidayatul Ummah, M Khairul Khatoni, and M Khairurromadhan, "Podcasts as Da'wah Strategies in the Digital Era: An Analysis of Opportunities and Challenges," *KOMUNIKE: Journal of Islamic Broadcasting Communication* 12, no. 2 (2020): 210–34.

platforms. This regulation can ensure that da'wah messages not only avoid content that contains elements of hatred or radicalization, but also ensure the quality of information disseminated, such as avoiding hoaxes or unverified information<sup>18</sup>.

In Indonesia, the Electronic Information and Transaction Law (ITE) is one of the regulations that aims to control the dissemination of information that can damage morals and social peace. This regulation can be applied to ensure that the da'wah content disseminated does not violate the rights of others, and does not cause social tension or conflict between groups<sup>19</sup>. Preachers, with this regulation, can be more directed in using digital media for da'wah purposes, so that it does not cause greater legal or social problems.

### 1. Challenges Faced by Da'wah Media in Facing Regulations

On the other hand, regulations that are too strict or unclear can also pose challenges for preachers in conveying religious messages. One of the challenges that often arise is freedom of expression which can be limited by existing policies. If regulations cannot distinguish between harmful content and content that is educational and da'wah, then the freedom of preachers to convey religious messages creatively will be limited<sup>20</sup>.

In addition, some preachers may feel that overly strict policies related to da'wah content can curb innovation in message delivery. For example, policies that restrict the use of humor or certain language styles in da'wah can make religious messages less appealing and difficult to accept by young audiences, which is an important target of digital da'wah media. As expressed by Fadil (2017), ambiguity or excessive policies can add to the difficulty in adapting to the needs of the growing audience.

### Balance in Information Technology Regulations for Da'wah Media

It is important to create a balance in information technology regulations for da'wah media. Regulations must be able to accommodate the freedom of expression and creativity of preachers in conveying messages, while protecting the public from content that can damage morale or cause conflict. In this case, regulations that are responsive, flexible, and based on universal religious values will be more effective in supporting the development of da'wah media. For example, the government or authorized institutions can draw up guidelines that give freedom to preachers to convey messages in an attractive and relevant

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<sup>18</sup> Muhammad Hamdan Yuwafik, Moh Muslimin, and Afif Mahmudi, "The Controversy of Commercialization of Da'wah: A Prophetic Da'wah Perspective," *JDARISCOMB: Journal of Islamic Communication and Broadcasting* 5, no. 1 (2025): 41–55.

<sup>19</sup> Ferdiana Arif Huzaidi et al., "The Axiological Dimension of Da'wah in the Digital Era: The Transformation of Da'wah Ethical Values in Virtual Space," *Writing: Nusantara Research Journal* 1, no. 6 (2025): 739–45.

<sup>20</sup> Rizqi Adiarta, "MEDIA AS A TOOL OF DA'WAH: CHALLENGES AND OPPORTUNITIES IN MODERN SOCIETY," n.d.

form, while maintaining the quality and integrity of the message. In this case, collaboration between preachers, policy makers, and the community is essential to create a healthy and productive da'wah media ecosystem. In addition, preachers need to be involved in the process of making policies related to da'wah media, so that da'i's understand the existing regulations and they can convey their da'wah in accordance with upheld religious principles without neglecting the aspect of freedom of opinion<sup>21</sup>.

## CONCLUSION

The development of information technology has had a significant impact on da'wah media, opening up opportunities to expand the reach and facilitate the dissemination of religious messages to various levels of society through digital platforms. Da'wah media is now not only limited to face-to-face lectures or conventional recitations, but also develops through various digital channels such as social media, videos, podcasts, and blogs. Although information technology provides great opportunities, the use of digital-based da'wah media also presents challenges, especially in terms of regulations.

Information technology regulations play an important role in maintaining the quality and sustainability of da'wah in the digital space. Proper regulations can ensure that da'wah content remains in accordance with religious teachings and does not cause negative impacts, such as the spread of misleading information or content that is not in accordance with social and religious norms. For example, the Electronic Information and Transaction Law (ITE) in Indonesia provides a legal basis to regulate the dissemination of information in cyberspace, including da'wah media.

Da'wah media is a very important element in da'wah activities, because da'wah media is a tool used to convey da'wah material. Da'wah media is one of the efforts to make it easier for da'i and mad'u to convey and receive da'wah messages. The social media that is often used as a da'wah media include Youtube, Instagram, Facebook, and Tiktok. Tiktok social media is one of the media that is often used as a means of delivering da'wah by da'i.

In conclusion, information technology regulations can have a positive impact on da'wah media if applied wisely and balanced. Regulations that support freedom of expression and innovation in digital da'wah, while maintaining the quality and ethics of content, can help maximize the potential of information technology to support the dissemination of constructive and constructive religious messages. Thus, there needs to be collaboration between preachers, policy makers, and the community to create a digital da'wah media ecosystem that is healthy, productive, and has a positive impact on the people.

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<sup>21</sup> Budi Utomo, "The Competence of Fiqh Da'i in Solving Contemporary Problems and Providing Da'wah Recommendations," *Ad-DA'WAH* 23, no. 1 (2025): 71–87.

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