



Multimedia Da'wah Ethics in Digital Culture as the Actualization of the Living Qur'an in Contemporary Society

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ABSTRACT

This research aims to examine the role of multimedia da'wah as a means of actualizing the values of the Living Qur'an in a digital society. Along with the rapid development of information and communication technology, Islamic da'wah has undergone a major transformation by utilizing various digital platforms, such as social media, videos, podcasts and internet-based applications. This research uses a qualitative approach with literature study and content analysis to identify how multimedia da'wah can convey relevant and applicable Qur'anic messages in the daily life of digital society. Apart from that, this research also analyzes the importance of da'wah ethics in spreading Islamic messages through digital media, in order to ensure that da'wah continues to run in accordance with Islamic principles that respect truth, harmony and social responsibility. The research results show that multimedia da'wah can be an effective means of actualizing the Living Qur'an, by introducing Islamic values that are in accordance with the demands of the times without ignoring the essence of the teachings of the Qur'an. However, the main challenge faced is the need to maintain ethics and quality of content to avoid message distortion, as well as avoiding the spread of inaccurate or misleading information. This research suggests that digital da'wah activists prioritize strong ethical principles and continue to improve the quality of da'wah content to achieve more effective da'wah goals in forming a better society, based on Qur'anic values in the digital era.

Keywords: *Da'wah Ethics, Digital Society, Living Qur'an, Multimedia Da'wah.*

INTRODUCTION

The very rapid development of information and communication technology (ICT) in the last two decades has led to significant changes in various aspects of life, including in Islamic da'wah. This all-connected digital era allows religious messages to be disseminated more widely and efficiently. Through the internet, social media, mobile applications, and various other multimedia platforms, da'wah can reach a much larger audience, covering various levels of society, both at the local, national, and global levels (Fabriar, 2024a). This is a great opportunity for the dai (da'wah spreaders) to introduce Islamic values to the wider community, which may have been difficult to reach with conventional methods before. However, these technological advances also pose their own challenges in terms of spreading appropriate and accurate religious values. With the presence of various information that

circulates freely in cyberspace, it is not uncommon for there to be narratives or content that obscure the true teachings of Islam (Simarmata et al., 2019). Therefore, the dai and Muslims need to maintain the ethics of da'wah, and ensure that the information conveyed is not only accurate, but also in accordance with the original principles of Islam. In this case, the ethics of multimedia da'wah is very relevant, because this ethics play an important role in directing the use of digital technology wisely and in accordance with religious teachings.

In addition, da'wah in a digital society also requires a more contextual and time-relevant approach. One of the consequent issues needs concepts that can be used as a basis in compiling da'wah in this digital era is the Living Qur'an. This concept teaches that the Qur'an is not only a text that must be read, understood, and translated, but must also be brought to life in daily life. Living Qur'an means making the teachings of the Qur'an a guideline for life that can be actualized in the context of dynamic human life, including in a digital society (Nurdin et al., 2015). In this case, da'wah through digital media can be an effective means to actualize the Living Qur'an in a more contextual and accessible way. However, although technology opens up great opportunities in Islamic da'wah, there are several issues that need to be considered. One of them is how the da'wah can remain in accordance with the ethics of da'wah that should be, and avoid the spread of false or even misleading information. With information that spreads easily through social media and other platforms, the main challenge for the preachers is to maintain the quality and truth of the da'wah message conveyed (Marti et al., 2023). The ethics of multimedia da'wah, which includes principles such as honesty, openness, and balance, is an important foundation in ensuring that the da'wah carried out remains in accordance with the true teachings of Islam.

The role of the media in da'wah cannot be underestimated. Social media and other digital platforms have become the primary means for many people to interact and express opinions. In this context, da'wah carried out through digital media must be able to answer the spiritual needs of people who increasingly want practicality in accessing religious information. This is where the ethics of multimedia da'wah plays an important role, as a guideline so that the da'wah carried out is not only to spread information, but also to have a positive impact in building the spiritual and moral awareness of the community. One of the big challenges in da'wah through digital media is to keep the message conveyed not distorted by external influences or misinterpretations. The understanding of the Living Qur'an must be maintained, because this concept contains a very deep meaning of how one practices the teachings of the Qur'an in his life. Through multimedia da'wah, it is hoped that the teachings of the Qur'an will not only be understood textually, but also practiced in daily life, especially in the face of increasingly complex times. In addition, da'wah in a digital society must also consider the diversity of the existing audience. Every individual who accesses information through digital platforms has a different social, cultural, and religious background. Therefore, it is important for the preachers to understand the right way to convey inclusive da'wah messages, without ignoring the universal values contained in the teachings of Islam (Ridwan & Tasruddin, 2025). Good multimedia da'wah ethics must be able to accommodate these differences with tolerance and wisdom.

In this study, the author wants to examine in depth how multimedia da'wah ethics can be used as a means to actualize the concept of Living Qur'an in a digital society. In this case, multimedia da'wah ethics not only includes the basic principles of da'wah such as conveying the truth in a good and wise way, but also involves the intelligent and effective use of technology to achieve the goals of da'wah. This research also aims to explore how da'wah can be accepted by a digital society who tend to be more critical and selective in choosing the information they receive. Furthermore, it is important to understand that the

digital society does not only consist of certain circles, but is very diverse. Therefore, the da'wah approach used through digital media must pay attention to various characteristics of the audience (Batubara, 2024). In this case, multimedia da'wah ethics must be able to answer the challenge of reaching audiences with various characteristics, both in terms of age, education, social, and the level of religious understanding. Living Qur'an, as the foundation of da'wah, teaches that the da'wah carried out can touch the heart and mind of each individual, according to their conditions and needs. This research seeks to contribute to understanding how multimedia da'wah ethics can be used as a means to actualize the Living Qur'an in an increasingly digital society.

METHODS

This study uses a qualitative approach with an analytical descriptive method to examine the ethics of multimedia da'wah as a means of actualizing the Living Qur'an in a digital society. In this study, data were collected through in-depth literature studies and observations of digital da'wah content on various platforms, such as social media, da'wah websites, and mobile applications. This study employed a qualitative research design utilizing a virtual ethnographic or netnographic approach with an analytical descriptive method (Braun and Clarke 2021). This design is highly appropriate for the research objectives as it provides a systematic framework to examine the ethics of multimedia da'wah as a means of actualizing the Living Qur'an within contemporary digital society without altering the natural context of the online environment.

The data sources comprised digital da'wah content disseminated across prominent cyberspace platforms, specifically social media (YouTube and Instagram), da'wah websites, and mobile applications. Data were selected using a purposive sampling technique, focusing on public digital da'wah accounts that actively produce Islamic multimedia materials and possess significant public engagement among the Indonesian Muslim demographic. The procedure involved identifying, archiving, and categorizing digital contents published over a specific timeframe to capture relevant ethical and unethical da'wah practices (Figure 1).

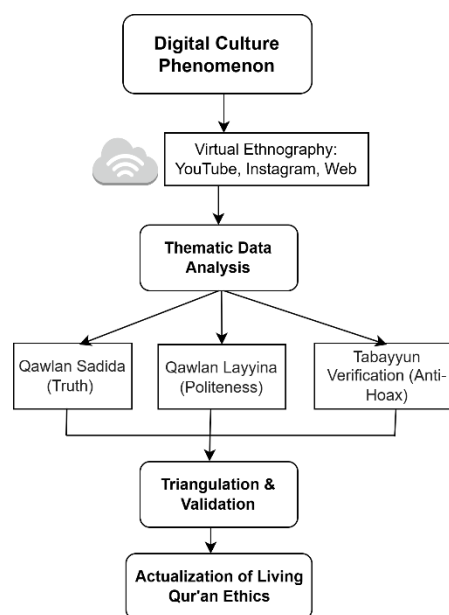


Figure 1. Research Flow & Conceptual Diagram

The researcher analyzed various da'wah texts and materials spread in cyberspace, identifying the application of da'wah ethical principles and the relevance of da'wah messages to the values of the Living Qur'an. The analysis involved data reduction to filter online noise, data display to categorize texts based on the relevance of da'wah messages to the values of the Living Qur'an, and conclusion drawing. Qualitative data analysis principles were utilized to highlight the main themes related to how multimedia da'wah can be carried out in accordance with true Islamic teachings.

Ethical protocols in this digital research adhered to the Association of Internet Researchers (AoIR) guidelines (Franzke et al. 2020). Because the data were sourced from open, public platforms, traditional informed consent was waived. However, strict data protection measures were implemented, including the anonymization of user comments and secondary identities to prevent potential privacy breaches. To establish research credibility and trustworthiness, investigator triangulation was applied. The analysis of the application of da'wah ethical principles was cross-verified to minimize subjective bias, ensuring that the interpretations of the Living Qur'an in the digital context were robust and highly replicable for future studies.

RESULTS AND DISCUSSION

The Formation of Qur'ani Characters in the Life of Digital Society

Multimedia da'wah has become the main means of spreading Islamic messages in this digital era. Through platforms such as social media, blogs, and video based applications, da'wah can now reach a wider audience, including the young generation who are very active in cyberspace. However, in order for this da'wah to be effective in forming characters in accordance with the teachings of the Qur'an, it is important to apply multimedia da'wah ethics that not only prioritize the delivery of information, but also prioritize the formation of Qur'anic character. In this context, da'wah focuses not only on the spread of religion, but also on how Islamic teachings can be applied in daily life with ethics and responsibility (Novita, 2023)

One of the main aspects of multimedia da'wah ethics is honesty and accuracy of information. In the digital world, information can be easily disseminated without adequate verification, which often leads to confusion and misunderstanding. The Qur'an strongly emphasizes the importance of speaking the truth and not spreading lies (Al-Baqarah: 42). Therefore, every da'wah content disseminated through multimedia platforms must be based on correct and accountable information. Inaccurate da'wah can damage the image of Islam and spread confusion among the audience. Dai who are active in the digital world need to have a high awareness of the importance of integrity in every word and image they share. Politeness and manners in communicating are also part of the ethics of da'wah that must be applied in the digital world. In Surah Al-Ahzab (33:70), Allah SWT reminds Muslims to speak with kind words and full of compassion. Cyberspace, with its fast, anonymous interactions, often fosters disrespectful attitudes and even uncivilized fierce debates. Multimedia da'wah must be presented with full courtesy, avoid hate speech, and always show mutual respect, despite differences of opinion. The use of polite and friendly language will create a constructive and harmonious discussion space, of course, also in accordance with Islamic values that prioritize peace and respect for others (Nurcholish, 2015)

Avoiding takabbur and riya, is part of the ethics of multimedia da'wah that should not be ignored. In Surah Al-Mutaffifin (83:1-3), Allah SWT warns Muslims not to behave arrogantly or boast of their deeds. Da'wah in cyberspace is often a place to gain popularity

or recognition, which is contrary to the main purpose of da'wah, which is to seek Allah's pleasure. Therefore, the dai need to maintain their intentions, ensuring that the da'wah is done not to gain attention or personal gain, but to spread goodness and improve themselves and society. The spread of da'wah that is free from the nature of takabbur and riya will reflect sincerity and purity to serve Allah. The delivery of da'wah messages that are relevant to contemporary issues is also important in multimedia da'wah ethics. The digital generation lives in the midst of many new challenges, such as social change, technology addiction, and mental health issues (Zamroni, 2017). Effective da'wah is one that is able to answer these problems by referring to the applicable principles of the Qur'an. For example, in dealing with the problem of social media addiction, da'wah can prioritize the importance of life balance and remind the audience not to get caught up in the cyber world which can damage real relationships and mental well being (Al-Isra: 9). Thus, relevant da'wah will show that the values of the Qur'an are not only valid in the past, but also very contextual and needed in modern life.

The responsible use of technology is also part of the ethics of multimedia da'wah that needs to be considered. Although digital technology provides various conveniences in spreading da'wah, its use must be done wisely. The dissemination of unwise content or content that only pursues popularity can undermine the main purpose of da'wah itself. In this case, the principle of Living Qur'an teaches that da'wah must be carried out responsibly, prioritizing the benefits (goodness) of the ummah. Therefore, the use of multimedia for da'wah must be oriented towards providing the greatest benefits for the audience, by paying attention to ethics and its impact on society. In a digital world full of rapidly changing information. Evaluation and reflection on the content of da'wah is the key to ensuring that the message conveyed remains relevant and in accordance with the principles of the Qur'an. The digital generation tends to have limited attention and quickly moves from one topic to another (Pujiono, 2021). Therefore, it is important to continue to evaluate the impact of the da'wah content that has been shared. Dai can use feedback from the audience to improve their content to be more effective and have a positive impact. In addition, with constant reflection, the dai can ensure that they not only disseminate information, but also educate and form the character of the Qur'ani that reflects the noble moral values of Islam.

Multimedia Da'wah Shapes Islamic Interaction

The development of digital technology has undeniably had a major impact on various aspects of life, including in the field of Islamic da'wah. Previously, da'wah could only be done through live lectures or writing, but with technological advancements, da'wah can now be done through various multimedia platforms, such as social media, YouTube, and podcasts. The existence of this platform opens up great opportunities to spread the message of Islam more widely, deeply and effectively. However, a big challenge arises related to how to maintain the quality of da'wah messages and ethics in interacting in the digital world, so that later it will remain in accordance with Islamic teachings (Solihin & Anwar, 2024). In the context of multimedia da'wah, ethics play an important role. Because da'wah is not only about conveying information, but also must pay attention to how to convey it well, politely, and not harming other parties. Islam teaches that each of its ummah has noble character, including in interacting in cyberspace. Therefore, preachers need to ensure that the message conveyed through digital media does not contain elements of lies, slander, or provocation that can damage the brotherhood between the people.

One of the aspects of da'wah ethics that needs to be maintained is honesty and truth. In this information age, information can be easily disseminated, but not all of it is true or

useful. The da'wah conveyed must be based on clear and authentic truths, so as not to mislead the audience. Avoiding the spread of hoaxes and ensuring that the sources of information used are credible is an obligation for every preacher in the digital world. The ethics of multimedia da'wah also includes respect for the privacy and dignity of the individual. In interacting on social media, many people tend to share personal information or even spread content that demeans others. Islam teaches to maintain the honor of others and avoid ghibah (gossip) and deeds that can hurt the hearts of others. Therefore, da'wah carried out in the digital world must pay attention to this ethics, by not sharing information or content that can harm other parties without permission (Basori, 2025)

In addition, multimedia da'wah must pay attention to inclusivity, which is to prioritize messages that do not discriminate based on race, ethnicity, or social background. Islam teaches the principle of equality before Allah, and this should be reflected in interactions in the digital world. Preachers should avoid hate speech, discrimination, or comments that could divide the people. On the contrary, da'wah must be able to unite the people, build a community that supports each other and prioritize the value of affection between others. Although multimedia da'wah provides a lot of convenience in reaching a wider audience, there are also big challenges, such as the spread of negative content in cyberspace. Social media, for example, is often filled with content that is not in accordance with Islamic teachings, such as hate speech, pornography, and extreme propaganda. Preachers must be wiser in utilizing social media and multimedia to spread educational, positive, and useful messages, as well as ensuring that interactions in cyberspace still reflect good Islamic morals (Jauhari, 2021).

Overall, multimedia da'wah ethics have a very important role in shaping Islamic interaction in the digital society. Da'wah that is carried out with attention to ethics can create a more positive and peaceful digital space, where the messages of goodness and Islamic values can be spread widely without damaging social harmony. In a fast-paced and information-filled world, maintaining the ethics of da'wah is not only the duty of preachers, but also the duty of every individual to make the digital world a place that is beneficial for Muslims and humanity in general.

The Values of Living Qur'an

Digital da'wah has become an integral part of the way Islam is spread in the modern era. By utilizing information and communication technology, digital da'wah offers convenience in reaching a wider and more diverse public. However, to utilize the digital space for da'wah, it is important to implement the noble values contained in the Qur'an, which is a guideline for life for Muslims. The concept of "Living Qur'an", which reflects the application of the teachings of the Qur'an in daily life, must be the main basis in digital da'wah, both in terms of ethics and practice. The importance of Qur'anic values in digital da'wah is not only to maintain the quality of the message conveyed, but also to ensure that the da'wah remains relevant and full of wisdom. Values such as honesty, patience, compassion, and openness need to be used as the main guidelines in interacting with audiences in cyberspace (Marzuki et al., 2025). For example, in managing social media for da'wah, the dissemination of information must be carried out responsibly and avoid the spread of hoaxes or unverified information that can harm others. One of the most relevant values in digital da'wah is akhlaq (ethics). In the Qur'an, noble morals are an important part of the teachings of Muslims that must be applied in daily life, including in interacting in the digital world (Helandri & Supriadi, 2024). Surah Al-Ahzab (33:21) states that the Prophet PBUH is the best example in all aspects of life. Therefore, in conducting da'wah through

digital platforms, a dai must emulate the attitudes exemplified by the Prophet, such as speaking with good, wise words, and avoiding useless debates. In addition to morality, truth and justice are also important values that must be upheld in digital da'wah. The Qur'an teaches that the delivery of the truth must be done in a wise way that is fair and does not harm others (Al-Baqarah: 42). In the context of digital da'wah, this means that every message conveyed must be based on clear and non misleading facts, and avoid the use of hate speech or slander (Huriani et al., 2022) This is also in line with the principle of da'wah based on compassion, as explained in Surah At-Tawbah (9:71), where Muslims are commanded to take care of each other and remind each other in kindness.

Innovation in Digital Da'wah also cannot be separated from the application of the values taught in the Qur'an. For example, the use of videos, podcasts, and social media as a means to convey religious messages can adopt a delivery style that is in accordance with the principles of the Qur'an, such as simplicity, straightforwardness, and relevance (Nurulita, 2021) This approach will make the message of da'wah easier to understand and accept by various circles, be it young people, parents, or the general public. By using technology wisely, da'wah can continue to develop and answer the challenges of the times without ignoring the moral principles contained in Islamic teachings. However, in the practice of digital da'wah, there are also major challenges related to authentic communication. One of the things that needs to be considered is to keep da'wah from getting stuck in a format that only chases the number of followers or popularity. Digital da'wah should focus more on the quality of the message conveyed, rather than the quantity of the audience. Therefore, it is important for a dai to maintain the integrity and authenticity of the message conveyed, in accordance with the values of the Qur'an, and avoid the commercialization of da'wah that can damage the main purpose of spreading Islam itself.

On the other hand, supervision and evaluation of digital da'wah is also very important. Muslims are taught to always introspect and improve themselves, including in the context of da'wah. Surah Al-Imran (3:159) teaches that Muslims should always deliberate and give advice to each other in kindness. In the context of digital da'wah, this means the need to evaluate the effectiveness and impact of each da'wah content disseminated. That way, digital da'wah is not only a means to convey religious messages, but also a medium to improve and improve the quality of life of Muslims in the global society. Overall, the application of Living Qur'an values in digital da'wah is a very strategic step to maintain the sustainability and success of da'wah in the digital era. In practice, digital da'wah based on the ethics of the Qur'an will not only expand the reach of the audience, but also strengthen moral integrity in conveying the teachings of Islam. Thus, digital da'wah can be an effective means to spread goodness and strengthen Islamic ukhuwah, in accordance with the values contained in the holy book of the Qur'an.

Actualization of Living Qur'an in the Digital Generation

In the midst of rapid technological developments and information digitization, multimedia da'wah has emerged as one of the effective means to convey the message of Islam to the digital generation. The younger generation, who are mostly active in cyberspace, have great potential to be reached through various digital platforms such as YouTube, Instagram, TikTok, and podcasts. In this context, a multimedia da'wah strategy that prioritizes the values of the Living Qur'an is very important to ensure that Islamic teachings are not only conveyed, but also actualized in daily life. This actualization means making the teachings of the Qur'an a relevant, practical, and applicable life guideline for the digital generation. One of the main strategies in multimedia da'wah is the presentation of creative

and interesting content. In a digital world full of information, visual and audio appeal plays a crucial role in capturing the audience's attention. Therefore, it is important for dai to convey da'wah messages using creative formats, such as short videos, infographics, or podcasts (Gunawan et al., 2024). This strategy allows the message of da'wah to be more easily received by the younger generation, who tend to prefer light, fast, and interesting content. However, even though the format is interesting, the content must remain in depth and not reduce the substance of the message to be conveyed, in accordance with the principles of the Living Qur'an which prioritizes a correct and applicable understanding of Islamic teachings.

The integration of Qur'anic values in multimedia content is also a very important strategy. Da'wah is not just about conveying information, but must reflect the moral and ethical values contained in the Qur'an. Therefore, dai need to ensure that every content created, be it videos, articles, or images, contains teachings that are in accordance with the principles of the Qur'an, such as honesty, patience, compassion, and justice (Masruroh, 2021). For example, in a da'wah video that discusses the importance of maintaining morals, the dai can quote verses from the Qur'an that emphasize the importance of speaking well (Al-Ahzab: 70-71) and invite the audience to practice these morals in their digital lives, such as in commenting on social media or online discussions. In addition, an interactive and dialogical approach is a very relevant strategy for the digital generation. The virtual world is not only a space to convey a one way message, but also to build two way communication between the dai and the audience. Through interactive features on social media, such as Q&A sessions, live streaming, or collaboration with influencers, da'wah can become more dynamic and engage audiences directly (Ginting et al., 2021). This strategy also reflects the principles of the Living Qur'an which teaches that da'wah must be done with wisdom and good dialogue (An-Nahl: 125). These interactions allow the digital generation to ask questions, share views, and gain a deeper understanding of Islamic teachings directly from trusted sources.

The delivery of da'wah that is relevant to contemporary issues is also an important part of this strategy. The digital generation lives in a world full of new challenges and problems, ranging from social and political issues to rapid cultural change (Suwardana, 2018). Therefore, da'wah carried out through multimedia must be able to answer these problems by referring to Qur'anic values. For example, in dealing with issues such as social media addiction, online bullying, or mental crises among adolescents, dai can use multimedia platforms to provide solutions based on Islamic principles that prioritize life balance, respect for others, and the importance of guarding oneself from evil (Al-Isra: 9). This makes da'wah more relevant and applicable to the younger generation who are looking for answers to modern challenges. Building a positive online community is also a very important strategy in multimedia da'wah. In a digital space that is often filled with debate and division, it's important to create a safe and compassionate space for audiences. In Surah Al-Hujurat (49:10), the Qur'an emphasizes the importance of maintaining ukhuwah and unity. Through multimedia da'wah, dai can create online communities that support each other, share knowledge, and build positive relationships. By forming a community that focuses on goodness and reminds each other in truth, multimedia da'wah can create a strong emotional and spiritual bond between the digital generation and Islamic teachings.

To ensure the effectiveness of multimedia da'wah, evaluation and feedback from the audience are very important in the process of developing da'wah strategies. The digital generation is very open to change and innovation, so the da'wah content produced needs to be continuously evaluated and adjusted to their needs. For example, by utilizing social media analytics, dai can find out the type of content that attracts the most attention from the

audience and how effective the da'wah message has been. This allows dai to continue to adapt to the dynamics that exist in the digital world, as well as ensure that the message conveyed is still in accordance with the principles of Living Qur'an and can be well received by the audience. Overall, the multimedia da'wah strategy based on the values of Living Qur'an has great potential to realize relevant and beneficial da'wah for the digital generation. By integrating creativity, interactivity, content relevance, and building a positive and supportive community, da'wah can be more effective in actualizing Qur'anic values in the midst of an ever-evolving digital life. Through the right approach, multimedia da'wah can be a means to strengthen faith, morals, and religious understanding among the younger generation, so that they can live according to the values of the Qur'an in their daily lives (Alfi et al., 2023)

Da'wah Ethics Living Qur'an Perspective in the Digital Era

The spread of da'wah through social media has become an inevitable phenomenon in the digital era. Platforms such as Instagram, Facebook, Twitter, and YouTube provide a great opportunity for dai to share religious messages with a very wide and diverse audience (Lestari, 2024). However, in the midst of this convenience, it is important to maintain ethics in the dissemination of da'wah so that it still reflects the values contained in the Qur'an, especially in the context of the Living Qur'an, which teaches that religious teachings must be applied in real life with full responsibility and integrity. One of the main ethics that must be applied in da'wah on social media is honesty and transparency. In Surah Al-Baqarah (2:42), Allah SWT reminds not to mix truth with lies. Therefore, every information disseminated through social media must be accurate and accountable. This includes avoiding the spread of hoaxes, fake news, or information of unclear source, which can mislead the audience and damage the image of da'wah itself. The spread of honest da'wah will strengthen the trust and credibility of the dai in the eyes of the people (Uyuni, 2023)

In addition, politeness in communicating is a very important ethical principle in digital da'wah. The Qur'an teaches Muslims to speak with kind words and avoid hurtful words (Al-Ahzab: 70-71) (Ahmad et al., 2021). In the world of social media, which tends to be fast paced and sometimes emotional, it is important to maintain polite speech and attitude, even when dealing with different comments or opinions. A friendly and patient approach to interacting will be more acceptable and create an atmosphere conducive to productive and fruitful discussions (Adiba et al., 2025). Avoiding the Nature of Takabbur (Arrogance) is also an important principle in da'wah through social media. The Qur'an emphatically reminds us not to spread the teachings of Islam with arrogance or to gain praise (Al-Mutaffifin: 1-3). In practice, da'wah spread on social media should not focus on seeking popularity or personal recognition, but rather on seeking Allah's pleasure and spreading goodness (Maskuri, 2025). This can be reflected in the attitude of humility and sincerity in every piece of content created, without getting stuck in content that is only oriented towards increasing the number of followers or likes.

Maintaining Unity and Harmony is also a value that must be upheld in digital da'wah. The Qur'an teaches the importance of maintaining ukhuwah (brotherhood) among Muslims (Al-Hujurat: 10). Social media, while it provides many benefits, can also fuel divisiveness if not used wisely (Helmita et al., 2023). Therefore, in every interaction or da'wah message, a dai must ensure that the goal is to build unity and mutual respect, not to offend or divide the people. This is especially important in a vulnerable cyberspace with polarization and sharp disagreements. In addition, keeping da'wah content relevant and useful is part of the ethics of spreading da'wah that cannot be ignored. In Surah Al-Asr (103:1-3), Allah SWT

reminds Muslims of the importance of time and the importance of speaking with knowledge and wisdom (Hanif, 2023). Therefore, every da'wah content shared through social media must contain benefits that are in accordance with the needs of the community at that time. This will not only make da'wah more effective, but will also make it more relevant and easily accepted by the public, especially the younger generation who are more active on social media.

Maintaining Privacy and Avoiding Data Misuse is another aspect that needs to be considered in digital da'wah. In the digital age, personal data is valuable and often targets exploitation. Islam teaches to respect the privacy of individuals (Al-Hujurat: 12), so da'wah through social media should be done with great care, avoiding misuse of personal information or sharing irrelevant data without permission. The da'wah content that is disseminated must prioritize the public interest without harming any party (Rafsanjani, 2018). Overall, da'wah in social media based on the principles of Living Qur'an will have a positive impact, not only for the recipients of da'wah, but also for the dai themselves. Ethics in the spread of digital da'wah require us to always be responsible, honest, and humble, as well as uphold Islamic values that encourage peace, unity, and goodness. In this increasingly connected era, the application of Qur'anic values in digital da'wah is not only a moral obligation, but also the most effective way to realize da'wah that is full of blessings and provides wide benefits to mankind.

Challenges and Solutions for Actualizing Qur'ani Values in Digital Life

In this digital era, multimedia has become a very effective tool in conveying da'wah messages. With various platforms such as YouTube, Instagram, TikTok, and podcasts, da'wah can be delivered in a more dynamic, interesting, and easily accessible way to various circles. In this context, multimedia da'wah functions not only as a means of disseminating information, but also as a vehicle to actualize Qur'anic values in daily life (Fabriar, 2024b). However, despite its great potential, the use of multimedia da'wah also faces various challenges that need to be addressed wisely to ensure that the message conveyed remains in accordance with Islamic principles (Maskuri & Paramitha, 2025). One of the main challenges in the use of multimedia da'wah is the incompatibility of the content with Qur'anic values. In trying to reach a wider audience, sometimes the resulting da'wah content can be trapped in the aspect of sensationalism or popularity alone, without paying attention to the depth of the substance of the message (Maskuri, 2022). The Qur'an teaches that da'wah must be done with wisdom and good advice (An-Nahl: 125). Therefore, in producing multimedia content, dai must ensure that the message conveyed is not only visually or auditorially appealing, but also contains moral values that are in accordance with the teachings of Islam. The solution to this challenge is to combine creativity in the delivery of the message and still pay attention to the depth of meaning contained in each verse of the Qur'an.

Another challenge faced in multimedia da'wah is the tendency to ignore communication ethics. Social media, as part of multimedia da'wah, is often colored by less civilized interactions, such as hurtful comments, slander, and hate speech. In fact, the Qur'an emphasizes the importance of speaking with good manners, respecting the opinions of others, and avoiding behavior that damages the Islamic ukhuwah (Al-Hujurat: 11). To overcome this challenge, the solution that can be applied is to instill awareness in dai and social media managers to always maintain noble morals in their every word and action. Additionally, it is important to educate the audience on how to interact wisely in cyberspace. In-depth and science-based content is also an important issue in multimedia da'wah. A lot of da'wah content is sometimes superficial or simply follows trends without providing a deep

understanding of Islamic teachings (Suryanti, 2022). In the Qur'an, Allah SWT advises his people to think deeply and not just accept something without a clear understanding (Al-Alaq: 1-5). Therefore, in every da'wah content that is made, it is important to ensure that the message conveyed is based on correct knowledge and is able to provide a broader understanding to the audience. The solution is to involve religious experts or scholars in the creation of content and always refer to valid interpretations and references that can be accounted for.

One of the biggest challenges is information overload that often occurs in the digital world. Audiences who are constantly bombarded with information can feel overwhelmed or even no longer able to filter out relevant and useful information. In this case, it is important for the spreader of da'wah to ensure that the information conveyed is not only informative, but also well structured and easy to understand. The Qur'an teaches that Muslims should give clear and simple explanations (Al-Isra: 9), so that da'wah is not only reached, but also well received (Dzulhusna et al., 2022). The solution to this problem is to organize the content systematically and use different types of media that can help visualize the message more effectively. Misunderstandings of da'wah content also often occur due to cultural differences, social backgrounds, or even diverse interpretations of the message conveyed (Husna & Aziz, 2021). The Qur'an teaches that Muslims should respect each other's differences and not impose their will on each other (Al-Hujurat: 13). In the context of digital da'wah, it is important to produce content that can be accepted by various groups without offending any party. The solution is to adapt the da'wah approach that suits the characteristics of the audience and keep the message universal, without overriding the core values of Islamic teachings that must be upheld.

To overcome these challenges, another solution is to apply an innovative da'wah approach. By utilizing the latest technology, such as interactive videos, infographics, and animations, da'wah messages can be conveyed in a more engaging and easy to understand way. This innovative approach will help capture the attention of audiences, especially younger generations, who are often more interested in more visual and interactive media (Maskuri & Yanti, 2023). This multimedia based da'wah approach will not only enrich the learning experience, but also create a deeper impact on the daily lives of Muslims. Overall, multimedia da'wah has great potential to be an effective vehicle in actualizing Qur'anic values in digital life. However, to achieve this maximum potential, greater attention is needed to the existing challenges, as well as the implementation of the right solutions. By ensuring that da'wah content is delivered with the right ethics, based on valid knowledge, and adjusted to the needs of the audience, digital da'wah can be a means that not only spreads religious knowledge, but also forms a better character of Muslims in this modern era.

CONCLUSION

This research demonstrates that multimedia-based da'wah plays a significant role in actualizing the values of the Qur'an within the life of a digital society. The rapid development of communication technology has created new opportunities for the dissemination of Islamic messages that are broader, faster, and more interactive. Through various digital platforms such as social media, podcasts, video streaming, and websites, da'wah is no longer limited to conventional spaces like mosques or religious gatherings but can reach diverse audiences across different regions and social backgrounds. By utilizing multimedia approaches, Qur'anic values can be communicated in more engaging,

contextual, and accessible ways, making them easier to understand and apply in daily life, particularly for younger generations who are closely connected with digital technology.

Furthermore, this study highlights that the effectiveness of multimedia da'wah is not determined solely by technological advancement but also by the strong application of da'wah ethics. Ethical principles serve as the foundation to ensure that the messages delivered remain consistent with Islamic teachings, including honesty, responsibility, harmony, and social benefit. In the context of a digital society where information circulates rapidly and is often unverified, da'wah practitioners and digital content creators are required to maintain integrity in conveying religious messages. This ethical commitment is essential to ensure that da'wah is not merely presented as viral content but truly reflects the Qur'anic values that guide individuals toward moral awareness and spiritual growth.

However, this research also identifies several challenges faced by multimedia da'wah in the digital era. One of the major challenges is the widespread dissemination of inaccurate information, the distortion of religious messages, and the emergence of ideological polarization in digital spaces. These issues can potentially obscure the true substance of Qur'anic teachings if they are not addressed through strong digital literacy and moral responsibility among da'wah practitioners. In addition, the pressure to produce attractive and popular content sometimes shifts the focus from the depth and authenticity of the message toward the pursuit of audience attention. Therefore, continuous efforts are needed to ensure that da'wah content remains grounded in accurate Qur'anic understanding and scholarly responsibility.

In conclusion, multimedia da'wah holds great potential as an effective medium for the actualization of the Living Qur'an in a digital society, provided that it is carried out with a strong commitment to ethical principles and message quality. The integration of digital technology with Qur'anic values can serve as a powerful instrument for building positive character, strengthening spirituality, and fostering moral awareness in modern society. Moving forward, da'wah practitioners are expected not only to utilize digital technology creatively but also to uphold intellectual and moral responsibility in every message they deliver. Through such an approach, multimedia da'wah can contribute meaningfully to shaping a digital society that is more ethical, knowledgeable, and firmly rooted in the values of the Qur'an.

Declaration of AI and AI-Assisted Technologies in the Writing Process

During the preparation of this work, the authors used ChatGPT, an AI assisted tool developed by OpenAI, to assist with translation and grammar correction in the English writing process. The tool was used solely to help adjust sentence structure and improve grammatical accuracy so that the manuscript meets appropriate academic English standards. After using this tool, the authors carefully reviewed and edited the text to ensure that the meaning, accuracy, and context of the research were preserved. The authors take full responsibility for the integrity, originality, and final content of this publication.

CRedit Authorship Contribution Statement

This article was written through a collaborative process among all authors. Each author contributed according to their respective roles in developing the research concept, conducting the research process, analyzing the results, and improving the manuscript.

Continuous discussion, evaluation, and revision were carried out collectively to ensure that the final manuscript presents a coherent, accurate, and academically sound contribution.

1. Muhamad Faik Khumaidi: Conceptualization, Methodology, Formal Analysis, Investigation, Writing Original Draft.
2. Fiona Niska Dinda Nadia: Data Curation, Literature Review, Validation, Visualization, Writing, Review & Editing.
3. M. Ibnu Naufal Maskuri: Supervision, Project Administration, Methodology Review, Validation, Writing, Review & Editing.

Declaration of Competing Interest

The authors declare that they have no known competing financial interests that could have appeared to influence the work reported in this paper. This research was conducted independently without any financial support, commercial involvement, or institutional pressure that could affect the objectivity of the study or the interpretation of its findings. Furthermore, the authors confirm that there are no personal relationships, affiliations, or other potential conflicts of interest that could be perceived as influencing the research process, analysis, or conclusions presented in this article. All aspects of the research and writing were carried out with full academic integrity and responsibility.

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Data Availability Statement

The data supporting the findings of this study are available from the corresponding author upon reasonable request. The datasets and materials used in this research can be accessed for reading and academic purposes by researchers who are interested in further examining the study. Researchers may contact the corresponding author via email to request access to the relevant data. The authors are committed to supporting academic transparency and knowledge sharing while ensuring that the use of the data remains aligned with ethical and scholarly standards.

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Ethical Approval Statement

The authors confirm that this study adheres to ethical research standards. The research was conducted in accordance with academic integrity and ethical guidelines in scholarly research. This study did not involve human subjects requiring medical or clinical intervention, and no patient-identifying information was used. Since the research is based on literature analysis and conceptual discussion, formal ethical approval from an institutional review board was not required. Nevertheless, the authors ensured that all sources were properly cited and that the research process was carried out responsibly in line with established academic ethics.

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