

Transformation of Muhammadiyah's Da'wah: The Effectiveness of Digitalization in Strengthening Islamic Moderation and Combating Extremism

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Abstract: The transformation of information and communication technology has brought significant changes in various aspects of life, including Islamic da'wah. Muhammadiyah, as one of the largest Islamic organizations in Indonesia, faces the challenge of adapting to digital trends to ensure its da'wah messages remain relevant and effective in reaching a broader and more diverse audience. This study aims to identify the digital da'wah strategies used by Muhammadiyah, analyze the effectiveness of Muhammadiyah's digital da'wah approaches in conveying moderate messages, and evaluate the challenges faced in the digitalization process of da'wah and how Muhammadiyah addresses them. This research uses the Systematic Literature Review (SLR) methodology following the Prisma Guidelines to identify, disseminate, and analyze all relevant studies. The results show that Muhammadiyah's use of digital platforms, such as social media, podcasts, and official websites, has significantly increased engagement and interaction with the audience. This digital approach has also proven effective in strengthening the narrative of Islamic moderation and reducing the influence of radicalism. Challenges include technological adaptation, content quality and consistency, online interaction management, and the dissemination of accurate and moderate information. The implications of this research indicate that by continuously innovating and adapting to the development of information technology, Muhammadiyah can ensure that its digital da'wah remains effective and relevant. This research offers new perspectives on the development of Muhammadiyah's da'wah in the digital era with a focus on responses to Islamic moderation, providing recommendations for improving da'wah strategies in the future. The novelty of this research lies in a holistic approach that combines strategic analysis and evaluation of digital da'wah effectiveness in the context of Islamic moderation and radicalism challenges.

Keywords: Digital da'wah; Islamic moderation; Muhammadiyah; Information technology; Radicalism

1 Introduction

The transformation of information and communication technology has brought significant changes in various aspects of life, including Islamic da'wah. Muhammadiyah, as one of the largest Islamic organizations in Indonesia, has long played a role in spreading moderate Islamic teachings through various media. With the development of the times, Muhammadiyah now faces the challenge of adapting to digital trends so that its da'wah messages remain relevant and effective in reaching a broader and more diverse audience (Suk-

mono & Junaedi, 2020).

The use of information technology in da'wah can increase the effectiveness and reach of the conveyed messages. For example, the innovation of moral and religious learning at SD Muhammadiyah Manyar through information technology has successfully enhanced the understanding and application of religious values among students (Marzuki et al., 2021). Similarly, the adaptation of Suara Muhammadiyah in the digital era through various media platforms such as websites, digital magazines, and podcasts shows that digital media can play an essential role in spreading

religious messages (Sukmono & Junaedi, 2020).

Studies show that the use of information technology in dakwah can increase the effectiveness and reach of the conveyed messages. For instance, the innovation of moral and religious learning at SD Muhammadiyah Manyar through information technology has successfully improved the understanding and application of religious values among students (Marzuki et al., 2021). Likewise, the adaptation of Suara Muhammadiyah in the digital era through various media platforms such as websites, digital magazines, and podcasts shows that digital media can play an essential role in spreading religious messages (Sukmono & Junaedi, 2020).

Information and communication technology offers many benefits for Muhammadiyah's da'wah. One of them is the ability to reach a broader and more diverse audience, including the younger generation who are more familiar with digital technology. By utilizing digital platforms such as social media, websites, and podcasts, Muhammadiyah can convey messages of Islamic moderation more effectively and efficiently.

The main issue faced in Muhammadiyah's da'wah is how to leverage digital technology to disseminate messages of Islamic moderation more effectively. With the increasing use of social media and digital platforms, Muhammadiyah needs to develop appropriate strategies to reach younger and tech-savvy audiences (Astuti et al., 2023). This challenge is not only related to message dissemination but also in maintaining the integrity and consistency of the conveyed content.

A common solution is to adopt a holistic approach that combines information technology with da'wah strategies based on Islamic moderation values. This approach includes using various digital platforms such as social media, podcasts, and websites to convey relevant and engaging messages to the target audience. Additionally, it is essential to conduct training and capacity building for da'wah practitioners and media managers to produce quality and consistent content (Khoirudin et al., 2021).

The study Sukmono & Junaedi (2020) shows that the adaptation of Suara Muhammadiyah in the digital era through the development of digital versions and websites has positively impacted increasing reach and interaction with the audience. This research found that with adaptive media management towards technological and audience changes, Suara Muhammadiyah can continue to grow and maintain its relevance in the future.

The innovation of learning at SD Muhammadiyah Manyar also provides a concrete example of how in-

formation technology can be used in da'wah. Marzuki et al. (2021) revealed that the use of videos, video calls, and murattal recordings in religious education can enhance students' understanding and application of religious values. This approach shows that information technology can be an effective tool in conveying moral and religious messages more interactively and attractively.

Furthermore, Astuti et al. (2023) emphasizes the importance of relevant content strategies and effective media management in digital da'wah. In his research, Burhani highlights how Muhammadiyah can develop content that appeals to young audiences by leveraging social media platforms like Instagram, YouTube, and podcasts. This strategy not only increases da'wah reach but also strengthens the narrative of Islamic moderation in facing the challenges of radicalism and extremism.

Existing literature shows that although there are many studies on the adaptation of information technology in da'wah, there is still a gap in understanding the effectiveness of Muhammadiyah's digital da'wah approach specifically. The study by Sukmono & Junaedi (2020) focuses more on media adaptation, while the research by Marzuki et al. (2021) focuses more on learning innovation at the elementary school level. Both have not comprehensively examined how Muhammadiyah's digital da'wah strategies can be implemented and evaluated in a broader context.

Moreover, research by Burhani (2020) indicates the need to evaluate the social impact of Muhammadiyah's digital da'wah, particularly in terms of spreading messages of Islamic moderation and reducing the influence of radicalism. This research highlights the importance of developing evaluation methodologies that can measure the effectiveness of digital da'wah approaches in various contexts.

This study aims to identify the digital da'wah strategies used by Muhammadiyah, analyze the effectiveness of Muhammadiyah's digital da'wah approaches in conveying moderate messages, and evaluate the challenges faced in the digitalization process of da'wah and how Muhammadiyah addresses them. This research offers a new perspective on the development of Muhammadiyah's da'wah in the digital era with a focus on responses to Islamic moderation.

The scope of this research includes an analysis of various digital platforms used by Muhammadiyah, such as social media, podcasts, and official websites, based on previous research (Sukmono & Junaedi, 2020; Huda et al., 2021). Additionally, this study ana-

lyzes content strategies and media management, evaluating how Muhammadiyah manages and develops digital content that is attractive and relevant to young audiences (Khoirudin et al., 2021).

This study also evaluates the social impact of Muhammadiyah's digital da'wah on the audience, particularly in terms of spreading messages of Islamic moderation and reducing the influence of radicalism (Huda, Maulana Mas'udi, & Muthohirin, 2022). Challenges faced in the implementation of digital da'wah and solutions adopted by Muhammadiyah are also identified (Sukmono & Junaedi, 2020) (Nashir, 2021). This research analyzes how Muhammadiyah uses digital platforms to spread the narrative of Islamic moderation (Huda et al., 2021) (Burhani, 2016).

With this scope, this research is expected to provide a comprehensive overview of how Muhammadiyah develops and implements its digital da'wah in the context of Islamic moderation, as well as provide recommendations for improving da'wah strategies in the future.

2 RESEARCH METHODOLOGY

This study employs the Systematic Literature Review (SLR) methodology to identify, disseminate, and analyze all relevant research to answer the research questions. This methodology follows the Prisma Guidelines, which provide step-by-step procedures to ensure a thorough and structured literature review.

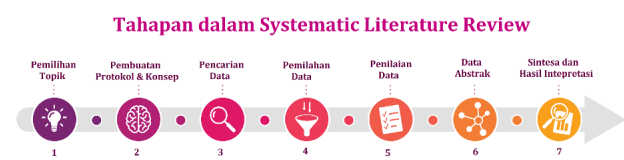


Figure 1. Systematic Literature Review Step

Figure 1 illustrates the step-by-step procedure with Prisma Guidelines in the Systematic Literature Review (SLR). The Prisma procedure is a methodology used in SLR research to identify, disseminate, and analyze all relevant research to answer research questions. This technique consists of seven steps, each representing an essential stage in the SLR process.

The first step, Topic Selection (Step 1), involves establishing clear and precise research questions. These questions must be specific and relevant to the research objectives. The second step, Protocol and Concept Development (Step 2), involves a comprehensive literature search in various academic databases to find studies relevant to the research questions. This search must

be systematic and include predetermined keywords. The third step, Data Search (Step 3), involves establishing inclusion and exclusion criteria. Inclusion criteria determine which studies will be included in the review, while exclusion criteria determine which studies will be excluded. The fourth step, Identification and Selection (Step 4), is the process of identifying and selecting studies that meet the inclusion criteria. This involves an initial evaluation of the relevance and quality of the studies found. The fifth step, Data Assessment (Step 5), involves compiling and presenting the data collected from the selected studies. This data presentation must be systematic and structured to facilitate further analysis. The sixth step, Data Abstraction (Step 6), is the process of processing and analyzing the abstract data that has been presented to identify key findings, patterns, and relationships relevant to the research questions. The final step, Conclusion (Step 7), involves drawing conclusions based on the data analysis conducted. These conclusions must answer the research questions and provide valuable insights related to the researched topic.

By following these 7 Systematic Literature Review steps, researchers can ensure that the SLR process is conducted thoroughly, structured, and reliably, thus obtaining research results with high validity and credibility.

Initially (Step 1), the inquiry focuses on research on the development of Muhammadiyah's da'wah through digital trends and Islamic moderation. The formulated research questions are as follows:

- (Question 1/Q1) How effective is the transformation of Muhammadiyah's da'wah from conventional to digital in spreading messages of Islamic moderation?
- (Question 2/Q2) How can Muhammadiyah's digitalization of da'wah strengthen its position in responding to the challenges of radicalism and religious extremism in the digital era?
- (Question 3/Q3) What are the challenges and opportunities in the digitalization process of Muhammadiyah's da'wah?

Subsequently, Protocol Development and Literature Search (Step 2) were conducted with a comprehensive literature search on three databases, namely Google Scholar, Scopus, and Crossref using Publish or Perish. The goal is to identify literature studies that explicitly investigate the development of Muhammadiyah's da'wah through digital trends and Islamic moderation. The predetermined keywords are "digital da'wah," "Muhammadiyah," "Islamic moderation,"

and “digital trends.” After the literature search, 1600 articles were found based on the predetermined keywords.

Moreover, the obtained literature undergoes careful selection and evaluation, following inclusion and exclusion criteria in line with the keywords (Step 3). Inclusion criteria include studies that explicitly investigate the development of Muhammadiyah’s da’wah through digital trends and Islamic moderation. Primary sources include writings and official Muhammadiyah reports on digital da’wah and Islamic moderation. Secondary sources are the results of literature relevant to this research. Conversely, exclusion criteria include studies not relevant to the research questions or those using inappropriate methodologies. Based on the inclusion and exclusion criteria, 800 articles were obtained.

These articles were then evaluated for relevance and quality (Step 4), using the inclusion and exclusion criteria. This process involves an initial evaluation of the abstracts and, if necessary, the full texts of the articles, resulting in 20 articles.

The 20 articles were then analyzed for their abstracts and subsequently researched. Thematic analysis was used to organize and synthesize the information collected from the literature. The literature is thematically integrated, allowing for systematic exploration of the main topics related to the development of Muhammadiyah’s da’wah, digital trends, and Islamic moderation. Thematic analysis helps reveal patterns, relationships, and overarching narratives related to the effectiveness of Muhammadiyah’s da’wah transformation from conventional to digital, the challenges faced, and the existing opportunities.

3 RESEARCH AND DISCUSSION

3.1 Adaptation and Implementation of Digital Technology in Muhammadiyah’s Da’wah

Muhammadiyah, as one of the largest Islamic organizations in Indonesia, has recognized the importance of using digital technology in its da’wah strategy. Digital da’wah has become increasingly relevant in an era where social media and other digital platforms are integral parts of everyday life.

In an effort to disseminate da’wah messages, Muhammadiyah utilizes various digital platforms. These platforms include social media, podcasts, and websites, all of which serve as channels to reach a broader audience. A notable example is Suara Muhammadiyah, which not only publishes print mag-

azines but also develops digital versions. With websites and digital magazines, Suara Muhammadiyah can reach a wider audience, including those abroad and the younger generation who are more likely to access digital rather than print media (Sukmono & Ju-naedi, 2020).

The content strategy implemented by Muhammadiyah is designed to attract tech-savvy young audiences. The organization uses various social media such as Facebook, Instagram, Twitter, and YouTube to spread moderate messages. The created content includes articles, short videos, creative memes, and interactive podcasts relevant to current issues. This approach aims to capture the attention of young audiences and promote peaceful and tolerant Islamic values (Huda et al., 2022).

One successful implementation example is the use of the TvMu platform. TvMu is broadcasted through various channels, including satellites, streaming sites, and YouTube, with millennial-friendly content. This approach shows that Muhammadiyah understands the importance of adapting to information technology to expand its da’wah reach and respond to the challenges of the digital era.

Research by Istkomah et al. (2020) highlights Muhammadiyah’s da’wah strategy through the Muhammadiyah Mosque Communication Forum in Sidoarjo. This strategy includes empowering Muhammadiyah ideology, mosque management, information technology use, utilizing Muhammadiyah preachers, mosque youth activities, and da’wah networks. This approach emphasizes the importance of structured and planned content management to achieve effectiveness in digital da’wah (Istkomah et al., 2020).

Furthermore, Vebrynda (2022) discusses Muhammadiyah’s digital Qur’anic interpretation through the tarjih YouTube channel, enabling easy and interactive access to religious material. Meanwhile, research by Suardi et al. (2023) highlights content production management on Muhammadiyah’s YouTube channel as an effective da’wah medium (Vebrynda, 2022; Suardi et al., 2023).

The importance of mastering digital technology in da’wah is also emphasized by Muhaemin (2017), highlighting the qualifications of preachers in the cyber space. Preachers are required to have a good understanding of digital technology and be able to use it effectively to spread da’wah messages. Digital literacy also becomes a primary focus in empowering the Muhammadiyah Teachers Forum, aiming to improve teachers’ ability to utilize digital technology for educa-

tional and da'wah purposes (Muhaemin, 2017; Suardi et al., 2023).

The adaptation of Muhammadiyah's young generation to the use of new media in the digital era also becomes a research focus. Sukmono & Junaedi (2020) explore how Muhammadiyah's young generation adopts and uses digital media to communicate and share information. This research shows that young people are more interested and responsive to content presented through digital platforms compared to traditional print media (Sukmono & Junaedi, 2020).

Digital da'wah strategies have become an integral part of Muhammadiyah's da'wah efforts. By utilizing various digital platforms, Muhammadiyah can reach a broader and more diverse audience, including the tech-savvy younger generation. This inclusive and adaptive approach shows that Muhammadiyah is not only able to follow technological developments but also able to utilize them to spread peaceful and tolerant Islamic teachings.

Through structured research and implementation, Muhammadiyah continues to develop its digital da'wah strategies to respond to existing challenges and opportunities in the digital era. By continuously improving digital literacy and preacher qualifications, Muhammadiyah can ensure that its da'wah messages remain relevant and effective in reaching the wider community. Muhammadiyah's digital da'wah strategy becomes a tangible example of how religious organizations can adapt and leverage technology for da'wah and community empowerment purposes.

3.2 Effectiveness of Muhammadiyah's Digital Da'wah

Digital da'wah is an innovative approach applied by Muhammadiyah in an effort to spread moderate and tolerant Islamic teachings. Along with the development of information and communication technology, digital da'wah becomes increasingly relevant and effective in reaching a broader and more diverse audience.

Analyzing the effectiveness of Muhammadiyah's digital da'wah approach involves measuring the reach and impact of messages conveyed through various digital platforms. Platforms such as social media, podcasts, and official websites have significantly contributed to disseminating messages of Islamic moderation to a broader and more diverse audience. Research shows that Muhammadiyah's use of digital platforms, such as suaramuhammadiyah.id and ibtimes.id, has significantly increased engagement and interac-

tion with the audience.

One of the main indicators of digital da'wah effectiveness is the reach of the conveyed message. Muhammadiyah utilizes various digital platforms such as social media, podcasts, and official websites to disseminate da'wah messages. For example, the use of suaramuhammadiyah.id and ibtimes.id websites has proven to increase engagement and interaction with the audience. Social media platforms such as YouTube, Instagram, Facebook, and Twitter are also used to spread interactive and relevant da'wah content on current issues.

Research by Huda et al. (2022) shows that the content uploaded on these digital platforms is designed to attract young audiences. Articles, short videos, memes, and podcasts disseminated through social media can reach millions of internet users, thus significantly increasing Muhammadiyah's da'wah reach. Hence, digital platforms have significantly contributed to spreading messages of Islamic moderation to a broader and more diverse audience.

Besides reach, the impact of digital da'wah also becomes an essential indicator in assessing its effectiveness. Muhammadiyah uses a digital approach to strengthen the narrative of Islamic moderation and reduce the influence of radicalism. Content supporting values of tolerance, peace, and justice is disseminated through various digital channels to present an alternative narrative challenging extremist and radical ideologies.

This approach has proven effective in strengthening Muhammadiyah's position as a voice of moderate Islam in Indonesia. By disseminating messages of Islamic moderation through digital platforms, Muhammadiyah can respond to the challenges of radicalism more effectively and proactively. Research by Huda et al. (2022) emphasizes that the balanced and tolerant narrative presented by Muhammadiyah can offer an alternative view that encourages peace and harmony in a society increasingly polarized by extremist ideologies.

Muhammadiyah's digital approach has also proven effective in strengthening the narrative of Islamic moderation and reducing the influence of radicalism. By disseminating content supporting values of tolerance, peace, and justice through various digital channels, Muhammadiyah can present an alternative narrative challenging extremist and radical ideologies. Content such as articles, short videos, and memes uploaded on platforms like YouTube and Instagram are designed to attract young audiences' attention and promote moderate and peaceful Islamic messages.

Additionally, research shows that Muhammadiyah's digital approach not only broadens the reach of da'wah but also strengthens Muhammadiyah's position as a voice of moderate Islam in Indonesia. The use of information technology to convey messages of Islamic moderation has enabled Muhammadiyah to respond to the challenges of radicalism more effectively and proactively. By presenting a balanced and tolerant narrative, Muhammadiyah can offer an alternative view encouraging peace and harmony in a society increasingly polarized by extremist ideologies (Huda et al., 2022).

The success of Muhammadiyah's digital da'wah strategy can also be seen from its implementation at the local level. Research by Istikomah et al. (2020) shows that the da'wah strategy through the Muhammadiyah Mosque Communication Forum in Sidoarjo has successfully empowered Muhammadiyah ideology, mosque management, and youth mosque activities. The use of information technology and the utilization of Muhammadiyah preachers in local da'wah networks have increased da'wah effectiveness at the community level.

Additionally, the kopyah ireng community optimized through digital media also shows success in disseminating knowledge and forming special teams to create da'wah content on social media. Research by Nikmah (2020) highlights that this approach not only increases da'wah reach but also strengthens relationships between community members and reinforces trust in Muhammadiyah values.

Despite the successes of Muhammadiyah's digital da'wah, challenges also arise in its implementation. Reference by Akmaliah (2020) shows that Muhammadiyah and NU face threats as minority groups in online da'wah activities. These challenges include competition with extremist groups also leveraging digital platforms to spread their ideology.

Additionally, research by Nugraha et al. (2020) emphasizes that da'wah for millennials should be packaged attractively and utilize digital content to be more accessible, not limited by space and time, and affordable for everyone. This shows that Muhammadiyah needs to continue innovating in composing content strategies that are relevant and appealing to young audiences.

In facing these challenges, Muhammadiyah needs to continue adapting to digital media and enhancing digital literacy among its preachers and community members. Reference by Rahmat (2021) highlights that digital da'wah brings new meanings in da'wah and

has practical and efficient advantages. Meanwhile, Widigdo (2022) emphasizes the importance of increasing digital literacy for da'wah and Islamic studies with e-library media.

Improving digital literacy will enable Muhammadiyah to utilize information technology more effectively in conveying da'wah messages. By mastering digital skills, preachers and community members can be more proactive in presenting relevant and engaging content to a broader audience.

The effectiveness of Muhammadiyah's digital da'wah can be seen from the reach and impact generated through various digital platforms. The use of social media, podcasts, and official websites has proven effective in disseminating messages of Islamic moderation to a broader and more diverse audience. This approach has also successfully strengthened the narrative of Islamic moderation and reduced the influence of radicalism in Indonesia.

The success of Muhammadiyah's digital da'wah strategy at the local level shows that using information technology can enhance da'wah effectiveness in communities. However, challenges also arise in the form of competition with extremist groups and the need for innovation in composing content strategies that attract young audiences.

By continuously adapting to digital media and improving digital literacy, Muhammadiyah can ensure that its digital da'wah remains relevant and effective in spreading moderate and tolerant Islamic teachings. Muhammadiyah's digital da'wah strategy becomes an example of how religious organizations can leverage information technology for da'wah and community empowerment purposes, presenting alternative views encouraging peace and harmony in a society increasingly polarized by extremist ideologies.

3.3 Challenges in the Digitalization of Muhammadiyah's Da'wah

Digital da'wah is an innovative step taken by Muhammadiyah to spread moderate and tolerant Islamic teachings. The transformation from conventional to digital da'wah faces various significant challenges that require proper attention and handling.

One of the main challenges in Muhammadiyah's digital da'wah transformation is technological adaptation. This process includes developing adequate technological infrastructure and ensuring all its members can use the technology effectively. Research by Sukmono & Junaedi (2020) shows that although Suara Muhammadiyah has successfully developed a digital

version in the form of a website and digital magazine, many technical challenges need to be overcome, including platform stability and accessibility for all its members. Inadequate infrastructure and limited technology access can hinder the effective dissemination of digital da'wah.

Moreover, not all Muhammadiyah members have the same level of digital literacy. Differences in technology use ability can affect digital da'wah effectiveness. Therefore, training and technological education for Muhammadiyah members are crucial to ensure they can effectively utilize digital platforms and disseminate da'wah messages.

In the digital era, the audience expects content that is not only informative but also engaging and interactive. Muhammadiyah must be able to produce content that meets high standards consistently. Research shows that Muhammadiyah has tried various forms of digital content such as articles, videos, and podcasts to attract young audiences. However, maintaining the quality and consistency of this content remains a major challenge.

Good content quality requires sufficient resources, including a competent creative team and adequate technology. Additionally, content must be relevant to current issues and presented in an attractive format to capture the audience's attention. Consistency in producing high-quality content also becomes a challenge, especially when facing time and resource constraints.

Moreover, online interaction management is also a significant challenge for Muhammadiyah. With the increasing number of audiences interacting through digital platforms, Muhammadiyah needs to develop effective strategies to manage this communication and interaction. This includes handling negative or provocative comments that can damage the organization's image.

A responsive and professional approach is crucial to maintain good relationships with the audience and ensure that Islamic moderation messages are conveyed well. Poor online interaction management can lead to misinformation and worsen the organization's image. Therefore, the team responsible for managing social media and digital platforms must be trained to handle interactions wisely and professionally.

Another challenge faced in Muhammadiyah's digital da'wah is the dissemination of accurate and moderate information. Reference by [Munawara et al. \(2020\)](#) highlights the use of digital media for da'wah at Pesantren Tebuireng, which provides positive impacts such as spreading reliable information, raising awareness about the importance of verification, and spread-

ing moderate da'wah.

In this context, Muhammadiyah needs to ensure that the information disseminated through digital platforms is accurate and supports Islamic moderation values. The dissemination of inaccurate or biased information can damage the organization's reputation and reduce da'wah effectiveness. Therefore, verifying information before publication becomes an essential step in maintaining Muhammadiyah's digital da'wah credibility.

In the digital era, the flow of information moves very quickly, and Muhammadiyah must be able to manage this information effectively. Reference by [Kuswana \(2023\)](#) discusses the challenges of religious authority in the new media era, particularly in the context of Pondok Pesantren Sabilul Huda, which faces difficulties in filtering and adapting to the fast flow of information.

Muhammadiyah needs to develop mechanisms to filter incoming information and ensure that only quality and relevant content is published. This requires good coordination between various departments and teams involved in digital da'wah. Additionally, the ability to respond quickly and appropriately to current issues is also key in maintaining digital da'wah relevance.

Another challenge faced by Muhammadiyah is adaptation to changes in Islamic religious education in the digital era. Reference by [Mansir \(2022\)](#) discusses the problems of Islamic religious education in the digital era, which faces new challenges, issues, demands, and needs never before encountered.

Islamic religious education must be adjusted to the development of information and communication technology to remain relevant and effective. This includes using e-learning platforms, educational applications, and other digital resources to support the teaching and learning process. Muhammadiyah needs to continue innovating in teaching methods and curricula to ensure that Islamic religious education remains in line with the needs of the times.

Challenges in Muhammadiyah's digital da'wah encompass various aspects ranging from technological adaptation, content quality and consistency, online interaction management, to the dissemination of accurate and moderate information. Overcoming these challenges requires continuous efforts to innovate and adapt to the development of information technology.

By developing adequate technological infrastructure, improving digital literacy among its members, and managing online interactions wisely, Muhammadiyah can ensure that its digital da'wah remains ef-

fective and relevant. The dissemination of accurate and moderate information and adaptation to changes in Islamic religious education are also key to facing the challenges of digital da'wah in this era. Through a comprehensive and structured approach, Muhammadiyah can continue to spread moderate and tolerant Islamic teachings and strengthen its position as a voice of Islamic moderation in Indonesia.

To address these challenges, Muhammadiyah needs to continue innovating and adapting to the development of information technology. Thus, the transformation of Muhammadiyah's digital da'wah will not only increase the effectiveness of spreading messages of Islamic moderation but also strengthen the organization's position in facing the challenges of radicalism and extremism in the digital era (Sukmono & Junaedi, 2020).

4 Conclusion

In the digital era, Muhammadiyah has demonstrated its ability to adapt and utilize digital technology in its da'wah activities. The organization uses various digital platforms such as social media, podcasts, and websites to disseminate moderate and tolerant da'wah messages. The utilization of digital technology not only broadens the reach of da'wah but also enhances interaction and engagement with a wider audience, especially the younger generation who are more familiar with technology.

Platforms such as Suara Muhammadiyah, which provide digital versions of its print magazine, show how Muhammadiyah successfully reaches a broader and more diverse audience. Research shows that the younger generation is more interested and responsive to content presented through digital platforms compared to traditional print media (Sukmono & Junaedi, 2020). Muhammadiyah's content strategy, including the use of articles, short videos, memes, and podcasts, is designed to attract young audiences' attention and promote peaceful and tolerant Islamic values (Huda et al., 2022).

The implementation of the TvMu platform, broadcasted through various digital channels, shows that Muhammadiyah understands the importance of adapting to information technology to expand its da'wah reach and respond to the challenges of the digital era. This approach demonstrates Muhammadiyah's success in integrating digital technology into its da'wah strategy, thus reaching a broader and more diverse audience (Istikomah et al., 2020).

The effectiveness of Muhammadiyah's digital da'wah can be seen from the reach and impact of messages conveyed through various digital platforms. The use of social media, podcasts, and official websites has proven effective in disseminating messages of Islamic moderation to a broader and more diverse audience. The content uploaded on digital platforms is designed to attract young audiences' attention and promote peaceful and tolerant Islamic values. Research shows that Muhammadiyah's use of digital platforms has significantly increased engagement and interaction with the audience (Huda et al., 2022).

Muhammadiyah's digital approach has also proven effective in strengthening the narrative of Islamic moderation and reducing the influence of radicalism. By disseminating content supporting values of tolerance, peace, and justice through various digital channels, Muhammadiyah can present an alternative narrative challenging extremist and radical ideologies. This approach has successfully strengthened Muhammadiyah's position as a voice of moderate Islam in Indonesia (Huda et al., 2022).

The success of Muhammadiyah's digital da'wah strategy can also be seen from its implementation at the local level. Research shows that the da'wah strategy through the Muhammadiyah Mosque Communication Forum in Sidoarjo has successfully empowered Muhammadiyah ideology, mosque management, and youth mosque activities. The use of information technology and the utilization of Muhammadiyah preachers in local da'wah networks have increased da'wah effectiveness at the community level (Istikomah et al., 2020).

Despite the successes of Muhammadiyah's digital da'wah, challenges also arise in its implementation. One of the main challenges is technological adaptation. This process includes developing adequate technological infrastructure and ensuring all its members can use the technology effectively. The varying levels of digital literacy among Muhammadiyah members pose a challenge that needs to be addressed through training and technological education.

The quality and consistency of digital content also remain major challenges. Muhammadiyah must be able to produce content that meets high standards consistently to attract the audience's attention. Good content quality requires sufficient resources, including a competent creative team and adequate technology. Additionally, managing online interactions becomes a significant challenge. With the increasing number of audiences interacting through digital platforms,

Muhammadiyah needs to develop effective strategies to manage this communication and interaction.

The dissemination of accurate and moderate information is another important challenge. Muhammadiyah needs to ensure that the information disseminated through digital platforms is accurate and supports Islamic moderation values. The dissemination of inaccurate or biased information can damage the organization's reputation and reduce da'wah effectiveness. Therefore, verifying information before publication is an essential step in maintaining Muhammadiyah's digital da'wah credibility.

Muhammadiyah's digital da'wah shows significant success in leveraging information technology to spread moderate and tolerant Islamic teachings. By utilizing various digital platforms, Muhammadiyah can reach a broader and more diverse audience, including the tech-savvy younger generation. This inclusive and adaptive approach shows that Muhammadiyah is not only able to follow technological developments but also able to utilize them to spread peaceful and tolerant Islamic teachings.

However, challenges in digitalizing da'wah also need to be considered and addressed. Technological adaptation, content quality and consistency, online interaction management, and the dissemination of accurate information are major challenges that need to be addressed to enhance digital da'wah effectiveness. By developing adequate technological infrastructure, improving digital literacy among its members, and managing online interactions wisely, Muhammadiyah can ensure that its digital da'wah remains effective and relevant.

In facing these challenges, Muhammadiyah needs to continue innovating and adapting to the development of information technology. Thus, the transformation of Muhammadiyah's digital da'wah will not only increase the effectiveness of spreading messages of Islamic moderation but also strengthen the organization's position in facing the challenges of radicalism and extremism in the digital era. Muhammadiyah's digital da'wah strategy becomes an example of how religious organizations can leverage information technology for da'wah and community empowerment purposes, presenting alternative views encouraging peace and harmony in a society increasingly polarized by extremist ideologies.

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