



The Role of Da'wah Influencers in Enhancing Religious and Social Literacy Among the Young Muslim Generation: A Literature Review

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Abstract

This study examines the role of da'wah influencers in enhancing religious and social literacy among the young Muslim generation through a systematic literature review approach. The rapid expansion of digital media has transformed patterns of religious learning and reconfigured religious authority, positioning da'wah influencers as prominent actors within the digital public sphere. Drawing on peer-reviewed publications related to digital da'wah, influencer communication, and youth media behavior, this study employs thematic analysis to synthesize empirical findings on influencer strategies, message framing, and their impact on youth literacy. The findings indicate that da'wah influencers significantly contribute to strengthening religious literacy – particularly in areas of faith, worship, and morality – while simultaneously promoting social literacy through digital ethics awareness, civic engagement, and community building. Their creative, interactive, and youth-oriented communication styles enable flexible and adaptive religious learning aligned with contemporary media culture. However, challenges such as disparities in scholarly authority, algorithmic pressures, and content commodification may affect the credibility and depth of digital da'wah. The study highlights the importance of reinforcing scholarly competence, digital literacy, and institutional collaboration to ensure a sustainable and responsible model of digital da'wah that supports youth development and broader social empowerment.

Keywords : Da'wah influencers, digital da'wah, religious literacy, social literacy, young Muslims generation.

1. Introduction

The proliferation of digital technology has fundamentally reshaped the landscape of religious authority and information acquisition, particularly for the world's young Muslim generation. Traditional modalities of religious learning, such as face-to-face interactions in study circles (*majelis taklim*) or madrasas, are increasingly being supplanted by digital platforms (Faizah, 2024). As the most active demographic on social media—including YouTube, Instagram, TikTok, and podcasts—young Muslims now consume religious content within a hybrid space where entertainment, information, and education converge. This shift has catalyzed a transformation in religious authority, moving beyond the exclusive domain of traditionally trained

ulama to include a new class of digital religious figures: *da'wah influencers* (Chanra & Tasruddin, 2025).

Da'wah influencers are individuals who leverage digital platforms to disseminate Islamic values through creative, communicative, and youth-oriented content (Az-Zahra, Razzaq, & Nugraha, 2025). Their influence is not solely derived from classical religious scholarship but is significantly augmented by personal branding, visual aesthetics, and a relatable communication style. This phenomenon is critical because these influencers possess a significant capacity to shape the religious dispositions, worldviews, and behaviors of their young audience. Through accessible content, they have the potential to enhance religious literacy in core areas of faith (*aqidah*), worship (*ibadah*), and morality (*akhlaq*), as well as to frame understandings of contemporary social issues like tolerance and civic engagement (Siregar, 2025).

Existing literature confirms the efficacy of this digital approach, demonstrating that social media-based da'wah can significantly increase youth engagement with religious values. Studies show that content packaged as short videos, storytelling, and interactive dialogues is more readily absorbed by the digital generation, influencing everything from ritual piety to moral attitudes and social participation (Pratama & al., 2024). However, this development is not without its critiques. Scholars have raised concerns about the variable religious authority of these influencers, which can lead to questions regarding the accuracy and depth of the religious messages being propagated (Alfani & Anwar, 2024). Furthermore, the dominance of platform algorithms can incentivize the prioritization of marketable content over substantive religious discussion, potentially leading to the commodification of da'wah and an oversimplification of complex theological or social issues.

Despite these valid concerns, da'wah influencers with strong scholarly credentials, moral integrity, and communicative competence can act as effective agents of social change. They are uniquely positioned to contextualize Islamic teachings within the lived realities of young Muslims, addressing contemporary issues such as mental health, digital ethics, environmental consciousness, and social justice (Safitri, 2025). By utilizing interactive features like live streaming and Q&A sessions, they foster a more egalitarian discursive space than traditional da'wah models, enabling a personalized and dialogical approach to religious understanding that resonates with youth experiences (Azizi & al., 2025). Thus, their role transcends the mere transmission of religious knowledge; they function as cultural intermediaries and opinion leaders who shape both religious interpretation and new forms of social and cultural norms within the digital public sphere (Rizky & al., 2025).

Based on this background, this study aims to identify and analyze the role of da'wah influencers in improving religious and social literacy among young Muslims through a literature review approach. This study seeks to integrate empirical findings

from various studies to produce a conceptual synthesis of the mechanisms, opportunities, and challenges of da'wah influencers' role in the digital ecosystem. Thus, this research is expected to provide theoretical contributions to the development of digital da'wah studies while offering strategic implications for strengthening religious education and social literacy in the era of digital transformation.

2. Research Method

This study employs a qualitative research design utilizing a systematic literature review approach to investigate the role of da'wah influencers in enhancing religious and social literacy among the young Muslim generation. Data sources consist of academic publications, including peer-reviewed journal articles and research reports on digital da'wah, influencer communication, and youth media behavior (Muhid & Pertiwi, 2025). These sources were systematically collected from reputable academic databases to ensure comprehensive coverage of the research theme (Romlah, 2021).

Data analysis was conducted using thematic analysis techniques to identify, categorize, and synthesize key patterns related to influencer strategies, message framing, and their contributions to youth literacy. The validity of the findings was ensured through continuous literature triangulation, comparing perspectives across multiple studies to maintain analytical rigor and consistency (Muhid & Pertiwi, 2025). This methodological approach enables a comprehensive synthesis of existing knowledge while identifying research gaps that inform the study's contribution to the field of digital da'wah studies.

3. Results and Discussion

3.1. Characteristics of Da'wah Influencers and Their Patterns of Activity

Da'wah influencers generally possess diverse educational backgrounds and varying forms of moral authority, ranging from graduates of Islamic boarding schools and Islamic studies programs to public figures with established religious reputations. Their authority is constructed not only through scholarly competence but also through the ability to cultivate credible and relatable personal branding that resonates with young audiences. This branding is reinforced through consistency in values, communication style, and visual presentation, thereby fostering emotional proximity with followers. Furthermore, the primary audience segment of da'wah influencers predominantly consists of young Muslims aged 15–35 who are highly active on social media and seek religious references that are practical, flexible, and relevant to their everyday realities (Rachmadhani, 2021).

In digital da'wah practices, influencers strategically utilize multiple platforms—such as YouTube, Instagram, TikTok, and podcasts—to reach audiences with diverse

content preferences. YouTube functions as a space for longer and more analytical thematic lectures, while Instagram and TikTok are employed to disseminate concise messages through short videos, educational carousels, and inspirational quotes. Podcasts provide a more relaxed and reflective conversational format, enabling deeper exploration of issues without visual constraints. This platform diversification demonstrates influencers' awareness of young people's media consumption patterns, which tend to be mobile, rapid, and visually oriented, leading them to adapt their communication styles to the specific characteristics of each platform.

The communication style of da'wah influencers is generally lighter, more creative, and more humanistic compared to traditional preaching models. They frequently incorporate humor, personal storytelling, contemporary analogies, and informal language that aligns with youth communication norms. Some influencers integrate creative visuals, background music, and modern editing techniques to enhance content appeal. Such delivery strategies not only facilitate greater comprehension of religious messages but also create a more engaging and emotionally resonant learning experience. This approach has proven effective in capturing the attention of audiences characterized by shorter attention spans and habituation to dynamic visual content (Irawan, 2025).

The types of da'wah content produced are highly diverse, reflecting efforts to align Islamic messages with the spiritual and social needs of young Muslims. Short sermon formats are commonly used to convey teachings on creed ('aqidah), morality (akhlāq), and worship ('ibadah) in concise form, while spiritual motivational content provides emotional encouragement and moral reinforcement. Influencers also generate social-educational content addressing issues such as mental health, digital ethics, peer relations, environmental awareness, and social interaction. Additionally, Q&A formats enable direct responses to audience inquiries, and thematic discussions address contemporary topics such as tolerance, radicalism, and Muslim identity in the global era. This diversity indicates that da'wah influencers function not merely as transmitters of religious knowledge but also as social mediators (Astutik & Yaqin, 2024).

3.2. Communication Strategies of Da'wah Influencers

Message delivery strategy constitutes a fundamental component that distinguishes da'wah influencers from conventional preachers. Da'wah influencers employ language that is simple, contextual, and closely aligned with the everyday experiences of young Muslims, enabling religious messages to be conveyed without a patronizing tone. The language used is not merely informative but also persuasive, emphasizing the relevance of Islamic values in addressing real-life challenges such as burnout, academic stress, relationship conflicts, and social pressure. This relevance serves as a key determinant of effectiveness in digital da'wah, as young audiences

tend to respond more readily to messages that resonate with their lived experiences. The integration of religious values with contemporary issues – such as mental health, digital ethics, and social relationships – renders da'wah both timely and practically applicable (Kasir & Awali, 2024).

In terms of content packaging, da'wah influencers adopt multi-format strategies to accommodate the distinctive characteristics of various digital platforms. Short-form videos are utilized to capture immediate attention and convey concise messages, while educational carousels and infographics facilitate visual comprehension of religious concepts. Live streaming enables more in-depth discussion and creates an experience comparable to face-to-face religious gatherings. Consistency in content production is a crucial factor, as it establishes stable audience expectations and enhances follower loyalty. Influencers who maintain a regular posting rhythm, high visual quality, and compelling storytelling tend to achieve higher engagement rates and broader influence (Zaman, 2025).

The quality of content presentation depends not only on visual aesthetics but also on narrative structure and production professionalism. Da'wah influencers frequently employ storytelling techniques to strengthen the emotional depth of religious messages. Personal narratives, experiential reflections, and everyday life illustrations are integrated with Islamic values, making the content more vivid and meaningful. This approach positions da'wah content as human-centered, linking Islamic teachings to the psychological conditions of the audience. Moreover, the use of modern editing techniques, dynamic transitions, and graphic design enhances message clarity and aligns with the visual consumption standards of the digital generation (Fauziah & al., 2024).

Engagement strategy constitutes a decisive element in the success of digital da'wah. Unlike traditional preaching, which is predominantly one-directional, da'wah influencers leverage features such as comment sections, polls, live chats, and question-and-answer sessions to foster two-way communication. Such interactions function not only as mechanisms for measuring audience response but also as tools for cultivating a sense of connectedness between influencers and their followers. Through active engagement, audiences feel acknowledged, heard, and directly involved in the religious learning process. This dynamic enhances digital intimacy and encourages young Muslims to engage more openly in discussions concerning religious and social issues (Nisfah, Munthe, & Noviarita, 2025).

Furthermore, da'wah influencers establish digital communities that function as sustainable spaces for spiritual and social development. These communities may take the form of Telegram groups, WhatsApp groups, membership platforms, or other online discussion forums. Their presence facilitates mutual moral support among members while extending the impact of da'wah beyond primary content

dissemination. Such digital communities provide platforms for sharing experiences, discussing religious issues, and initiating social collaboration, thereby strengthening solidarity among young Muslims. The emotional bonds cultivated through continuous interaction contribute to a new model of da'wah that is not only informative but also transformative. Consequently, the communication strategies of da'wah influencers reflect a synergy between technological utilization, creative message delivery, and the strengthening of relational ties with audiences.

3.3 The Impact of Da'wah Influencers on Religious Literacy

Da'wah influencers significantly contribute to enhancing young Muslims' understanding of religious values by presenting Islamic teachings in a concise, accessible, and contextually relevant manner. Content related to *aqidah* (creed), *ibadah* (worship), and *akhlak* (morality) is delivered through simplified explanations, everyday language, and engaging visual illustrations. This approach enables young audiences—who often exhibit shorter attention spans—to grasp essential religious concepts effectively. Moreover, da'wah influencers promote an understanding of Islam as *rahmatan lil 'alamin* (a mercy to all creation) through inclusive and progressive narratives, thereby reinforcing values of tolerance, moderation, and Islamic social ethics among youth who may previously have had limited access to conventional religious instruction (Faizah, 2024).

Another significant impact lies in the transformation of religious learning patterns. Young Muslims are increasingly shifting from traditional mosque- or study circle-based learning models toward flexible and on-demand digital religious content. Accessing Islamic lectures through YouTube, TikTok, or podcasts allows them to engage with religious teachings according to their individual schedules and needs, unrestricted by physical space. While digital content does not entirely replace traditional religious gatherings, it functions as an alternative learning resource that enriches the religious experiences of young Muslims. Features such as saving, sharing, and algorithmic recommendations further amplify the dissemination of religious content, accelerating and broadening the spread of religious literacy (Sihabudin & al., 2024).

A further impact concerns the development of more mature religious and moral attitudes. Through reflective and motivational content, da'wah influencers help strengthen young Muslims' religious identity as knowledgeable, ethical, and socially aware individuals. Rather than merely transmitting doctrinal teachings, they encourage audiences to comprehend the moral foundations underlying Islamic principles, including honesty, empathy, discipline, and social responsibility. This process reinforces social ethics and fosters practical moral exemplarity in everyday life. Consequently, da'wah influencers function not only as conveyors of religious messages but also as agents of moral formation within the digital generation (Anisah, Hakam, & Syaodih, 2021).

3.4 The Impact of Da'wah Influencers on Social Literacy

Beyond enhancing religious literacy, da'wah influencers also play a substantial role in strengthening the social literacy of young Muslims. Many influencers actively address social issues such as poverty, environmental sustainability, mental health, and humanitarian solidarity – topics that have traditionally received limited attention within conventional da'wah settings. These narratives cultivate social awareness and encourage young audiences to become more responsive to the realities of their surrounding communities. By contextualizing Islamic values within contemporary social challenges, da'wah influencers contribute to shaping a generation that is more critically engaged and actively involved in fostering positive social transformation (Faizah, 2024).

Da'wah influencers also provide essential education on digital ethics, a crucial dimension of literacy in the contemporary media environment. Their content frequently emphasizes responsible online conduct, including the avoidance of hate speech, misinformation, cyberbullying, and impulsive behavior on social media platforms. Such approaches promote the development of digital empathy and healthier patterns of media engagement grounded in Islamic ethical principles. Discussions surrounding prudent information sharing, the importance of *tabayyun* (verification), and respect for differences are consistently presented as relevant and practical guidance for young audiences navigating digital spaces (Ramadhani & Rustina, 2025)

Furthermore, the role of influencers in strengthening communities and social networks constitutes a significant contribution to youth social literacy. Da'wah influencers often facilitate digital discussion spaces, learning communities, and constructive online forums that foster supportive engagement. These communities function not only as platforms for knowledge exchange but also as environments for cultivating collaborative and socially responsible relationships. Within such spaces, young Muslims engage in dialogue, collective learning, and social initiatives, including charitable fundraising, social campaigns, and humanitarian projects. These networks broaden both their social and spiritual horizons while reinforcing a shared sense of belonging among young Muslim communities (Ilham & al., 2025)

3.5 Challenges and Limitations of Da'wah Influencers' Roles

One of the most significant challenges faced by da'wah influencers concerns the gap in scholarly authority arising from the diverse educational backgrounds of these digital figures. Not all individuals actively engaged in preaching through digital media possess comprehensive training in Islamic sciences. Some establish their authority primarily through popularity and communication skills rather than through formal academic credentials or established scholarly traditions. This condition poses the risk of oversimplifying religious teachings, presenting less accurate interpretations, or even disseminating misinformation that may shape young Muslims' religious perceptions. The phenomenon underscores that extensive digital influence must be accompanied by strong moral responsibility and epistemological integrity.

Beyond issues of scholarly authority, da'wah influencers are also subject to the pressures of social media algorithms that significantly determine content visibility.

Algorithms tend to prioritize content that is rapid, emotionally engaging, and visually appealing, compelling influencers to adapt their strategies to reach wider audiences. Such pressures may encourage the commodification of da'wah, whereby spiritual depth and substantive discussion are marginalized in pursuit of views, likes, and engagement metrics. In some instances, this results in the use of clickbait titles, overly simplified messaging, or a focus on trending topics to maintain relevance within highly competitive digital platforms. This situation creates an ethical dilemma, requiring influencers to balance popularity with credibility.

Dependence on platform algorithms also renders digital da'wah vulnerable to fluctuations in exposure. High-quality content does not always receive significant attention if it does not align with algorithmic patterns, while superficial content can easily become viral. This dynamic presents a challenge for influencers in maintaining consistent message reach and ensuring that valuable content continues to be accessible to audiences. Consequently, they must navigate technical algorithmic aspects while preserving the authenticity of their message. Such adaptation requires digital literacy that is not always possessed by traditional preachers (Sarjito, 2025).

Another challenge relates to consistency and professionalism in content production. Digital da'wah content requires planning, equipment, editing skills, and substantial time investment. Many da'wah influencers operate independently or with small teams, resulting in variations in production quality depending on available resources. Fluctuating quality can influence public perceptions of credibility and reduce the effectiveness of da'wah messages. Furthermore, the demand for continuous content production may lead to creative burnout, which negatively affects both the originality and intellectual depth of the material presented.

Limited resources constitute an additional constraint. Not all da'wah influencers have access to professional production tools, technical training, or sufficient financial support to sustain their digital preaching activities. Some rely on personal funding or community donations to maintain their platforms. This reality highlights the need for institutional support mechanisms and collaborative partnerships among da'wah institutions, digital communities, and Islamic educational institutions to strengthen influencers' production capacities. Considering these challenges and limitations, the sustainability of digital da'wah requires a balance among scholarly competence, moral integrity, creative innovation, and technological adaptability.

The findings indicate that da'wah influencers play a strategic role as both spiritual and social role models for young Muslims. They function not merely as transmitters of Islamic teachings but as public figures who demonstrate how these values can be implemented in everyday life. Through communication styles aligned with digital culture, they bridge the gap between religious values and the dynamic realities of youth life. Their influence extends beyond enhancing religious literacy to shaping mindsets, lifestyles, and moral attitudes in a more comprehensive manner. As role models, they position digital da'wah as an increasingly relevant medium for character development in the contemporary era (Panditya, Mukti, & Tendean, 2025).

The study further emphasizes the importance of collaboration between da'wah influencers and formal religious institutions as well as Islamic educational

institutions. Many conventional institutions remain limited in their optimal utilization of digital media, whereas influencers have developed expertise in message packaging, audience management, and algorithmic optimization. Strategic partnerships may facilitate the integration of digital da'wah into educational programs and youth development activities, allowing religious messages to be delivered in formats more compatible with digital cultural characteristics. Such integration can strengthen the Islamic educational ecosystem by combining institutional scholarly authority with the creative capacities of influencers (Hakim & Dahri, 2025).

An additional implication concerns the need to redesign religious education curricula and programs to accommodate rapidly evolving media consumption patterns. The integration of digital da'wah within educational contexts may include the use of influencer-produced creative content as supplementary teaching materials, the organization of Islamic value-based digital literacy workshops, and training programs for students in da'wah content production. This approach can enhance religious learning motivation while simultaneously fostering digital competencies among youth. In this way, Islamic educational institutions not only transmit religious knowledge but also prepare students to actively participate in the digital da'wah landscape (Zain & al., 2025)

From a future development perspective, this study highlights the necessity of strengthening both digital literacy and religious literacy among influencers and audiences alike. Influencers require deeper understanding of da'wah methodologies, Islamic scholarship, communication ethics, and media production techniques to preserve message quality and integrity. Simultaneously, audiences—particularly young Muslims—must be equipped with critical capacities to evaluate content, assess scholarly authority, and apply Islamic values proportionately. The enhancement of this dual literacy will foster healthier, more reflective, and responsible da'wah interactions.

Finally, the future trajectory of digital da'wah must prioritize ethical content production and improved scholarly substance. This is essential to safeguard authenticity and prevent excessive commodification that could diminish the depth of religious messages. Da'wah influencers should uphold principles of honesty, academic rigor, and professionalism in every piece of content produced. The development of internal regulatory frameworks, digital da'wah ethical guidelines, and academic collaboration with religious scholars may further enhance overall credibility. Through such measures, digital da'wah can evolve into a sustainable, integrity-based ecosystem oriented toward the empowerment of the Muslim community.

4. Conclusion

This study concludes that da'wah influencers play a significant role in enhancing religious and social literacy among young Muslims through creative, accessible, and contextually relevant use of digital media. They function not only as transmitters of Islamic teachings but also as role models who connect Islamic values with the

everyday realities of youth life. Through digital communication strategies such as message simplification, multimedia-based content production, and active audience engagement, da'wah influencers expand the reach of religious messages while fostering the integration of moral and spiritual values within the digital generation. Digital da'wah has thus contributed to more flexible and adaptive patterns of religious learning aligned with contemporary media culture, while simultaneously strengthening religious identity formation and moral awareness.

At the same time, da'wah influencers contribute to social literacy by promoting ethical media practices, raising awareness of social issues, and cultivating supportive online communities. Nevertheless, challenges remain, including gaps in scholarly authority, algorithmic pressures, and limitations in professional content production, all of which may affect the credibility and responsibility of digital da'wah. Therefore, this study recommends strengthening both the scholarly and digital competencies of da'wah influencers, enhancing audience digital literacy, and fostering collaboration between influencers and formal Islamic educational or da'wah institutions. Such efforts are essential to developing a more sustainable, high-quality, and inclusive model of digital da'wah that supports youth development and broader social empowerment.

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