# The Role Of Dakwah In Overcoming The Moral Crisis Of Youth In The Digitalization Era

## Muhammad Raefaldhi[1], Iyansyah Umar Dani Harahap[2], Surya Rahman[3], Muhammad Haekal Aunila[4], Rubino[5]

Universitas Islam Negeri Sumatera Utara Medan[12]

| Article Info | Abstract |
|---|---|
| | *This study aims to examine the role of Islamic da'wah in addressing the moral crisis among adolescents in the digital era. The main focus of this study is how da'wah can be an effective means of moral and spiritual development for the younger generation who are vulnerable to the negative influences of digital technology. The method used in this study is a literature study with a qualitative approach. Data were obtained from various library sources such as books, scientific journals, articles, and relevant research reports, then analyzed using the Miles and Huberman model, which includes data reduction, data presentation, and conclusion drawing. The results show that Islamic da'wah plays a crucial role as a medium for conveying Islamic values, a moral bulwark against negative digital influences, a means of religious education and enlightenment, and an effective means of communication with adolescents. Da'wah utilizing digital media such as videos, podcasts, social media, and online platforms has proven more effective in reaching adolescents and shaping their moral character in accordance with Islamic values. Da'wah that is communicative, interactive, and relevant to the challenges of the times has been proven to have a positive impact on the spiritual awareness and behavior of adolescents in the digital era* |
| | |

*Corresponding Author:*
**Muhammad Raefaldhi[1],**
Universitas Islam Negeri Sumatera Utara Medan[12]
Email: muhammad0104202107@uinsu.ac.id

## 1. INTRODUCTION

Da'wah, as a form of religious communication, has been an integral part of Indonesian society for centuries. It not only conveys Islamic teachings orally but also serves as a means of fostering morals and character, shaping the social and cultural fabric of society. As time goes by, da'wah holds great potential in addressing various social challenges, particularly in the face of the rapid influence of globalization and digitalization. (Hadi Nurrofik, et al., 2023)

Globalization has brought advances in technology, economics, education, and culture, but it has also brought significant challenges, including the erosion of noble national values and a growing moral crisis among the younger generation, such as a declining sense of responsibility, honesty, and concern for social norms. (Puspita Ratri & Najicha, 2022)

Adolescence is a crucial transitional phase, the transition from childhood to adulthood, marked by the search for identity and a tendency to experiment in social life. However, in

today's reality, many teenagers are drawn into deviant behavior such as brawls, drug use, promiscuity, and other acts of violence. (Muhammad Alfin Pratama, 2021) The digital age exacerbates this situation by providing free access to negative content such as pornography, hate speech, violence, and a hedonistic lifestyle, which directly impacts adolescent morality. Phenomena such as online bullying, loss of empathy, and consumerism are clear evidence that the moral crisis is not merely discourse but a serious threat that must be addressed. In this context, education and preaching must be present as the primary solution. However, many preaching activities are still unable to compete with popular entertainment content, so moral messages are often not conveyed effectively.

Towards the vision of Golden Indonesia 2045, the younger generation is expected to be the driving force of national change, not only intellectually, but also spiritually and morally. The role of youth in preaching is very strategic because they possess enthusiasm, creativity, and an understanding of the dynamics of the times. The use of digital and social media such as YouTube, TikTok, and Instagram provides a great opportunity to convey Islamic messages in an engaging and accessible manner. (Rahmat Banu Widodo, 2024) An adaptive and communicative approach to preaching can instill values such as faith, piety, honesty, and trustworthiness in adolescents (Avicni Miramadhania, 2024), as well as strengthen self-control and spiritual awareness amidst the currents of modernization. In Sopian's research (Sopian, 2017), preaching methods such as lectures, discussions, and role models have proven effective in fostering adolescent morals. Therefore, this study aims to highlight how the role of da'wah, both directly and through digital media, can overcome the moral crisis of adolescents in the digital era, as well as identify obstacles and potential da'wah strategies that are more relevant to the needs of the current generation.

According to (Avicni Miramadhani, et.al, 2024) in their research results, da'wah plays a crucial role in addressing the moral crisis among adolescents in the era of globalization, marked by rampant individualism, materialism, and deviant behavior. Da'wah is not merely understood as a religious activity, but also as a means of character education that integrates Islamic values into everyday life. They also emphasize that values such as faith, piety, honesty, trustworthiness, and ihsan can be effectively instilled through an adaptive and communicative da'wah approach, both within the family, school, and community. Da'wah carried out with a persuasive approach and exemplary behavior can touch the emotional aspects of adolescents and form a strong moral awareness. Therefore, da'wah plays a role as a bulwark of values in facing moral challenges amidst the current of globalization and rapid technological developments.

The rapid development of technology and digitalization has transformed many aspects of life, including the lifestyles and mindsets of the younger generation. On the one hand, digital advancements bring significant benefits in terms of access to information and communication. However, on the other hand, this digital era also presents serious challenges to adolescent morality. Easily accessible negative content such as violence, pornography, hate speech, and a culture of hedonism are slowly eroding adolescents' moral and spiritual values. Phenomena such as the rise in online bullying, consumerist behavior, declining respect for parents, and the proliferation of promiscuous lifestyles indicate that the moral crisis among adolescents is increasingly apparent and requires serious attention.

In this context, da'wah plays a strategic role as a means of moral development and character formation for adolescents. Da'wah is no longer sufficient through conventional methods; it must transform to keep pace with the times. Digital da'wah is an effective means

of conveying moral and religious messages in a creative, engaging, and easily accessible way to adolescents. Unfortunately, not all da'wah practitioners are utilizing digital media optimally. Much da'wah content fails to compete with more visually and emotionally engaging entertainment content, often drowning in a sea of un educational information. Therefore, it is crucial to evaluate and develop da'wah strategies that are more relevant to the needs and challenges of the digital age. Da'wah must be able to reach adolescents with a communicative, inspiring approach, and foster dialogue that addresses the real issues they face. Through this research, the author aims to highlight how da'wah, both directly and through digital media, can provide solutions to address the adolescent moral crisis. This research also aims to identify obstacles and potential developments in conveying Islamic values that can protect adolescents from the negative influences of the digital era.

## 2. RESEARCH METHOD

This research uses a literature review method with a qualitative approach (Meleong, 2017) to examine the role of da'wah in addressing the moral crisis of adolescents in the digital era. This method involves collecting data from various library sources such as books, scientific journals, articles, research reports, and other references relevant to the themes of Islamic da'wah, the moral crisis, and the impact of digitalization on adolescents. This process includes critical reading, recording important information, and processing the data to produce conclusions that can answer the research problem formulation. This literature review aims to map the thoughts of experts regarding effective da'wah strategies in addressing the moral challenges of adolescents in the digital era.

In data analysis, this study uses the Miles and Huberman model, which includes three main stages: data reduction, data presentation, and conclusion drawing (Matthew & Michael Huberman, 2014). In the data reduction stage, information from various references is selected, simplified, and focused on parts relevant to the role of da'wah in fostering the morals of the younger generation. Then, in the data presentation stage, the results of the information collection are compiled in a systematic descriptive form to illustrate the relationship between da'wah, adolescent moral development, and the influence of digital media. The final stage is drawing conclusions, where researchers reflect on and verify the analyzed data to ensure that the research results can contribute to efforts to strengthen Islamic da'wah in addressing the moral crisis of adolescents in the digital era.

## 3. RESULTS AND DISCUSSION

In this era of rapid and open digitalization, adolescents are the group most vulnerable to the negative influences of technological advances, such as immoral content, hoaxes, and the hedonistic culture that is widespread on social media. In this situation, Islamic da'wah plays a crucial role as a moral and spiritual bulwark for the younger generation. Da'wah is no longer limited to conventional methods but must transform to keep up with the times, utilizing digital platforms as a medium for conveying Islamic messages that are both soothing and character-building. Da'wah serves as a means of development that guides adolescents to remain steadfast in the values of noble morals, both through direct approaches such as studies and religious studies, and indirect ones such as da'wah videos, Islamic podcasts, and educational content on social media. Thus, Islamic da'wah serves as a moral guide that helps adolescents develop strong character and morals amidst the unstoppable onslaught of the digital current. (Yenni Batubara, 2023)

According to (Effendy & Damanik, 2023), in today's digital era, Islamic da'wah plays a central role in shaping the moral character of adolescents through the use of technology and social media. Da'wah is not merely a religious activity, but rather a communication process that conveys important information about Islamic teachings to society, especially the younger generation. In an increasingly open world of information, da'wah acts like flowing water in the human life system, channeling Islamic values through media designed to be effective and targeted. With rapid technological developments, religious information can now be delivered in various forms such as videos, podcasts, writings on social media, and online learning platforms, making it easily accessible to adolescents who are active in the digital world.

The consistent intensity of preaching through digital media has been shown to influence the mindset and behavior of adolescents. Because this group is most frequently exposed to external influences through devices, if not guided by Islamic values, concerns arise about moral degradation. Therefore, digital preaching must be presented as a solution and a means of strengthening character, with persuasive and effective communication so that Islamic messages are easily accepted and practiced in adolescents' daily lives (Sugiestian, 2020). Communication and preaching are inseparable. The success of preaching depends heavily on the communicative skills of a preacher, particularly in recognizing the characteristics of digital youth and conveying messages in an engaging, accurate, and non-miscommunication manner. (Hayat & Abidin Riam, 2022)

However, preaching in the digital era also presents its own challenges, such as the spread of hoaxes, errors in information delivery, and the influence of widely circulated negative content. Therefore, preachers need to have good digital literacy to filter and convey information in accordance with Islamic values correctly and professionally. (Novita Ayu Febriana, 2021). In the context of Islamic education and learning, digital technology is also utilized as a learning medium that can be accessed anytime through digital platforms such as online classes, webinars, and online preaching applications. One example is Belajariah platform, which provides online courses on Islam delivered by experts in the field, making da'wah more structured, professional, and appealing to the younger generation. This demonstrates that the use of digital technology in da'wah not only expands reach but also improves the moral character of adolescents amidst the challenges of the digital era.

According to (Hafizhah Najmatulhasna, et.al, 2024) the following is the role of Islamic preaching in shaping the moral character of teenagers in the era of digitalization, among others;

1. Media Conveying Islamic Values: Dakwah functions as the main means of conveying the teachings and values of Islam to teenagers. Through digital preaching, moral values such as honesty, politeness, responsibility, and respect can be instilled with an approach that is easily accessible and relevant to their daily lives.
2. Becoming a Moral Bulwark Against the Negative Influences of the Digital World: Amidst the flood of misinformation (hoaxes) and negative content on social media, Islamic preaching (dakwah) exists to provide life guidance and a moral filter for teenagers. It acts as a safeguard to prevent teenagers from being easily influenced by instant gratification, promiscuity, and misleading information.
3. Educating and Building Religious Awareness: Through social media, preaching videos, digital platforms such as *Study*, and Islamic webinars, da'wah can build spiritual awareness and strengthen adolescents' understanding of religion in a fun and relaxed way. This encourages them to behave in accordance with Islamic teachings.

4. Optimizing Effective Communication with Teenagers: In the digital age of preaching, using appropriate communication strategies (persuasive, dialogic, and two-way) is crucial for reaching the hearts of teenagers. This allows for a closer relationship between the preacher and the adolescent audience, thus better conveying Islamic moral messages and values.

5. A Means of Learning and Enlightenment: Da'wah also serves as an educational medium that can provide in-depth understanding on an ongoing basis. Through digital da'wah, teenagers can learn about Islam anytime and anywhere, making the process of moral formation more flexible and enjoyable.

According to (Arya Bisma Nugraha, et.al, 2025), the results of their research state that Islamic da'wah plays an important role in shaping the moral character of adolescents in the digital era by serving as a means of moral development ilmu in accordance with the guidance of the Qur'an and Hadith. Da'wah is not only carried out conventionally, but must also utilize digital media that are close to adolescents' lives, such as social media, podcasts, and online video platforms. In this context, da'wah functions as a value filter that guides adolescents to sort the information they consume and form a critical attitude towards negative content. Yaya emphasized that effective da'wah is da'wah that is communicative, interactive, and relevant to the challenges of the times, so that it can reach the hearts and minds of the younger generation more persuasively and build their character based on Islamic values.

## 4. CONCLUSION

Islamic preaching in the digital era plays a crucial role in shaping the moral character of adolescents who are vulnerable to the negative influences of technological advancements. The existence of social media, videos, Islamic podcasts, and even online learning platforms such as *Study.* It is an effective means of disseminating Islamic values. Da'wah (Islamic preaching) is not merely a textual delivery of religious messages, but also a medium for character development, instilling values such as honesty, responsibility, and courtesy in adolescents through a communicative, enjoyable, and accessible approach. Da'wah also serves as a moral bulwark, protecting adolescents from the dangers of hoaxes, immoral content, and the instant gratification culture that corrupts morals.

Furthermore, Islamic preaching can build stronger religious awareness and strengthen the spiritual identity of adolescents amidst the onslaught of free and open digital information. Preachers are required to possess good digital literacy to convey Islamic messages correctly, engagingly, and professionally, in accordance with the characteristics of digital youth. Through persuasive and dialogical communication, Islamic preaching becomes more relevant and effective as a medium for learning and moral enlightenment. All of this demonstrates that preaching in the digital era not only broadens the reach of its message but also improves the quality of character development in adolescents, leading to individuals with noble morals.

## 5. BIBLIOGRAPHY

Arya Bisma Nugraha, et.al. (2025). Membentuk Moral Generasi Muda Berbasis Nilai-Nilai Islam di Era Socienty 5.0. *Harmoni Pendidikan : Jurnal Ilmu Pendidikan*, 2 (2).

Avicni Miramadhani, et.al. (2024). Model Pendidikan Karakter Berbasis Islam: Solusi Menghadapi Krisis Moral Di Era Global. *Jurnal Kajian Islam Dan Sosial Keagamaan*, 2 (2).

Effendy & Damanik. (2023). Mengenal Sistem Informasi Manajemen Dakwah (Pengertian Sistem, Karakteristik Sistem). *Jurnal Pendidikan Dan Konseling*, 5 (2).

Hadi Nurrofik, et.al. (2023). Peran Dakwah Dalam Mengatasi Tantangan Sosial Dan Kultural Di Indonesia. *Relinesia: Jurnal Kajian Agama dan Multikulturalisme Indonesia*, 2 (1).

Hafizhah Najmatulhasna, et.al. (2024). Peran Dakwah Dalam Era Digital Eksplorasi Potensi Media Sosial Dalam Penyebaran Nilai-Nilai Islamo. *Al-Tarbiyah: Jurnal Ilmu Pendidikan Islam* , 2 (1).

Hayat & Abidin Riam. (2022). Peran Komunikasi Dakwah di Era Digital Upaya Maksimal Pembelajaran Agama Islam. *IQ (Ilmu Al-Qur'an): Jurnal Pendidikan Islam*, 5 (2).

Matthew & Michael Huberman. (2014). *Analisis Data Kualitatif.* Jakarta: Universitas Indonesia Press.

Meleong. (2017). *Metode Penelitian Kualitatif.* Bandung: PT. Remaja. Rosdakarya.

Muhammad Alfin Pratama. (2021). Strategi Dakwah Dalam Mencegah Krisis Akhlak Pada Kehidupan Remaja Di Kelurahan Tanjung Agung Kota Bandar Lampung. *Skripsi Mahasiswa Universitas Islam Negeri Raden Intan Lampung*.

Novita Ayu Febriana. (2021). Peran Da'i dalam Mengatasi Hoax di Indonesia (Studi Kasus Teknik Penyampaian dan Content Dakwah Ustadz Hanan Attaki Mengenai Hoax). *AlHikmah: Jurnal Dakwah Dan Ilmu Komunikasi*, 8 (1).

Puspita Ratri & Najicha. (2022). Urgensi Pancasila Dalam Menanamkan Jiwa Nasionalisme Pada Generasi Muda Di Era Globalisasi. *Jurnal Global Citizen : Jurnal Ilmiah Kajian Pendidikan Kewarganegaraan*, 11 (1).

Rahmat Banu Widodo. (2024). Peran Pemuda Dalam Dakwah Menyongsong Era Indonesia Emas 2045. *Jurnal Bina Ummat: Membina dan Membentengi Ummat is licensed under a Creative Commons Attribution 4.0 International License*, 7 (2).

Sopian. (2017). Peran Dakwah Dalam Meminimalisir Kenakalan Remaja Di Desa Aeng Batu-Batu Kecamatan Galesong Utara Kabupaten Takalar. *Skripsi Mahasiswa UIN Alauddin Makassar*.

Yenni Batubara. (2023). Peran Penting Dakwah dalam Pembentukan Akhlak Remaja (Studi Literatur Riview). *TADBIR: Jurnal Manajemen Dakwah*, 5 (2).