



Dissemination Of Dakwah Literacy Among Young People Through Social Media

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Article Info

Article history:

Received : 19 August 2020

Revised : 08 October 2020

Accepted : 09 Desember 2020

Keywords:

Literacy, Dakwah, Social Media

ABSTRACT

Literacy is a part that is very closely related to everyday life. Literacy mastery is one of the most important indicators to improve the achievements of the younger generation in achieving success. Literacy can also be said as reading and writing. Not only limited to reading and writing, literacy can also be said as sensitivity to technology, economics, politics and others. Advances in technology also bring us to very rapid changes. Technological advances also have a good impact in the field of religion. Because with the advancement of technology so that the formation of da'wah literacy is now starting to be favored by young people through social media, and this has a positive impact on its users.

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1. INTRODUCTION

In today's modern era, with increasingly rapid technological advances and the enormity of the information explosion that is happening today, greatly affects the lifestyle and patterns of human thinking. Due to the influence of very sophisticated technology and the magnitude of the information explosion, changes have changed in the life cycle of people in Indonesia, from what was originally an agrarian society or an agricultural society, then turned into an industrial society and has now turned into an information society like today. Where in the life of this information society, all activities and community routines cannot be separated from information and technology.

The existence of increasingly sophisticated technology, can not be wasted. As the younger generation we can also use technology in disseminating information about Islamic da'wah. This is very beneficial for all Muslims. In this way, people who have limited religious knowledge can easily access Islamic da'wah information through technology by empowering social media as a medium for information seeking.

Currently, young people are fond of sharing information about Islamic da'wah through social media, and in attractive packaging. Young people often upload da'wah status on their social

networks in the form of captions, pictures or videos, many of them also create da'wah accounts on social media, these accounts are made to be a strategy in disseminating information about Islamic da'wah in this digital age. Da'wah literacy through social media has many positive impacts among young people, even these impacts can not only be enjoyed by young people, but parents who have social media also easily access da'wah information in this modern era.

Literacy is not just the ability to read and write, but literacy can mean literacy in technology, politics, critical thinking, and being sensitive to the surrounding environment. Literacy is a person's ability to use information to develop knowledge so that it brings benefits to society. This can make someone a literate that is needed by the nation so that Indonesia can rise from adversity and even compete and live on par with other nations. The importance of literacy awareness greatly supports one's success in dealing with various problems. Through literacy skills, a person not only gains knowledge but can also document a piece of experience that will become a reference in the future. This is in line with an article in the Kompas newspaper (June 1 2016 edition) which mentions reading and writing, including strategic skills that must be possessed if you want to become a developed nation.

Islam views literacy as important for its adherents. Above all, the major events of 610 AD need to be a lesson. At that time, the Prophet Muhammad received the first revelation of Allah in the Cave of Hira. Mediated by Jibril, Rasulullah SAW was instructed to read. Through this event, we should raise the spirit of one of the literacy activities, namely reading.

In terms of language, the word da'wah comes from the Arabic word which is a form of mashdar from the word da'a, yad'u, which means an appeal, invitation, or call. This call can be made through sound, words, or deeds. Da'wah can also mean prayer, namely hope, a request to Allah swt. as stated in the word of Allah QS. Al-Baqarah [2]: 186. Meaning: And when My servants ask you about Me, (then answer) that I am near. I grant the supplication of those who pray when they pray to Me, then let them fulfill My commands and let them believe in Me, so that they are always in a state of truth.

The word da'wah also means inviting to good, and there is also a meaning to invite to evil. So, the meaning of da'wah according to language can mean an invitation to good and can be to evil. However, in its use in terms of Islamic society, da'wah is more understood as an effort and an invitation to the way of truth or the way of God, not the way of the devil. Even in this perspective, invitations and calls are not called da'wah if they are not intended to lead people to the path of goodness.

So what is meant by Da'wah Literacy is to write, and read and be literate of information and technology to invite someone in goodness and to call upon them to continue on the right path. Now technological advances make it easier for us to preach to spread goodness, social media users are easy targets for preachers. But on social media, not only preachers can preach but the general public can also preach there. Such as posting status on their social media accounts or building creativity through pictures accompanied by da'wah captions, da'wah videos or short films for preaching.

Da'wah literacy is currently very popular with young subjects, especially those who are fond of emigrating and increasing religious knowledge. They always disseminate da'wah through social media accounts such as Facebook, Instagram, WhatsApp, Twitter and other social media. So when we write a status on social media or post pictures and videos of Islamic da'wah, it's the same as doing bi al-lisan da'wah, even though we don't convey it directly by using our words, but the posts that we upload to social media have invited other people. to do good. This da'wah literacy is very beneficial for social media users, especially young people to increase their religious knowledge. And improve yourself to be better.

2. RESEARCH METHODE

In this study, the author uses quantitative methods to find out how the role of young subjects in spreading Islamic da'wah literacy is. Why did the writer choose the quantitative method? Because the quantitative research method is one type of research that is more systematic, specific, structured and also well planned from the beginning to get a conclusion. In this study, the author also uses a literature review through analysis of various literatures that are in accordance with the problems raised.

3. RESULT AND ANALYSIS

From the results of the survey the distribution of questionnaires that have been distributed to teenagers who are active on social media in order to find out their role in carrying out da'wah literacy among young people through social media.

From the results of the survey that has been carried out, we can see that many young people have done da'wah literacy through their social media accounts, and only a few have never done da'wah literacy. They also often use their gadgets as a means to conduct and find out about religious knowledge, because they feel that accessing tausiyah from the gadget is more flexible, and can be viewed at any time. Many of them also admit that doing da'wah literacy on social media is more often in demand by people than listening to direct lectures.

Therefore, the millennial generation is more likely to preach through social media with their uploaded posts than to preach directly in recitations. Because that way it is easier for us to share knowledge with media users, and become more useful for others.

Not only sharing the status of da'wah, but many of them also use social media as an additional insight into religious knowledge, so they are not only disseminators of information but they also act as connoisseurs of information.

When they were asked their opinion about technological advances, which are widely used by scholars in preaching through social media, and do they think that this is more efficient? and many responses from those who said that this is the right way to present tausiah to people who have a myriad of activities, because in their free time, they can access tausiyah features from their favorite scholars.

4. CONCLUSION

Advances in technology and the explosion of information require us to carry out literacy, literacy is not only limited to education or information literacy, but literacy must also be carried out in the field of da'wah. With the advancement of technology, today's young generation has turned into a connection generation, where this generation cannot be separated from social networks. The use of social networks has become a routine for young people now, therefore it is very unfortunate if it is not used properly and if it is misused.

With the existence of social media, it is easier for us to see and form da'wah literacy. Where we can not only be connoisseurs of information about Islamic da'wah, but we can also post and spread da'wah through social media so that we can take part in the advancement of da'wah literacy in this millennial era.

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