

Modernizing Da'wah Through Animated Films in the Digital Era

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Abstract

The development of information and communication technology has brought significant changes to the practice of Islamic da'wah. Da'wah is no longer limited to conventional methods such as face-to-face lectures, but has evolved through the use of more creative and adaptive digital media. This article aims to examine the modernization of da'wah through the use of animated films in the digital era as an effective medium for conveying Islamic messages, especially to the digital native generation. This research uses a literature study method by reviewing various books, journal articles, and scientific sources relevant to digital da'wah and animated media. The results of the study indicate that animated films have great potential as a da'wah medium because they can present religious messages in an engaging, educational, and easily accessible manner without the constraints of space and time. Furthermore, the visual and narrative characters in animated films can build emotional appeal and influence the character formation of audiences, especially children and the younger generation. Thus, animated films can be seen as a relevant and strategic form of da'wah modernization in responding to the challenges and opportunities of da'wah in the digital era.

Perkembangan teknologi informasi dan komunikasi telah membawa perubahan signifikan dalam praktik dakwah Islam. Dakwah tidak lagi terbatas pada metode konvensional seperti ceramah tatap muka, melainkan berkembang melalui pemanfaatan media digital yang lebih kreatif dan adaptif. Artikel ini bertujuan untuk mengkaji modernisasi dakwah melalui pemanfaatan film animasi di era digital sebagai media penyampaian pesan keislaman yang efektif, khususnya bagi generasi digital native. Penelitian ini menggunakan metode studi literatur dengan mengkaji berbagai buku, artikel jurnal, dan sumber ilmiah yang relevan dengan dakwah digital dan media animasi. Hasil kajian menunjukkan bahwa film animasi memiliki potensi besar sebagai media dakwah karena mampu menyajikan pesan agama secara menarik, edukatif, dan mudah diakses tanpa batasan ruang dan waktu. Selain

itu, karakter visual dan naratif dalam film animasi dapat membangun daya tarik emosional serta memengaruhi pembentukan karakter audiens, terutama anak-anak dan generasi muda. Dengan demikian, film animasi dapat dipandang sebagai bentuk modernisasi dakwah yang relevan dan strategis dalam merespons tantangan serta peluang dakwah di era digital.

Keywords: Da'wah Digital; Modernization; Animated Films; Da'wah Media;

INTRODUCTION

The rapid advancement of information technology has triggered major changes in various areas of human life. This development has not only transcended the concept of a global village but has also entered the phase of a digital nation. (Sukmawati Abdullah et al., 2025) In this digital era, da'wah, as an activity to spread Islamic teachings, is faced with new challenges and opportunities influenced by the evolution of information and communication technology. Conventionally, da'wah is carried out through sermons, lectures, or writing. However, with the advancement of digital media, this approach needs to be updated to reach a wider audience, especially the younger generation who are familiar with visual and interactive content. Animated films have emerged as a promising innovation in this regard, as they can convey religious messages in an engaging, educational, and accessible way through platforms such as YouTube, mobile apps, or websites. This method not only expands the scope of da'wah beyond geographical boundaries but also leverages the aesthetic appeal of animation to overcome language and cultural barriers, allowing for a more effective and inclusive delivery of Islamic teachings.

Da'wah media is the approach or method used by preachers to convey their messages and information. (Tasruddin, 2024) As time goes by, preachers are becoming increasingly innovative in disseminating Islamic teachings through various applications on social media platforms, which allow easy access via electronic devices. Preachers can choose from a variety of popular digital

platforms, such as Facebook, Instagram, TikTok, YouTube, and other digital platforms already familiar to the general public.

Animated films are cinematic works produced through the process of transforming static images into moving images. (I Gede Adi Sudi Anggara, S.Kom., M.Sn et al., 2025) In its development, there are two main methods for creating animated films: conventional and digital. (Dr. Syarifuddin, M.Pd. & Eka Dewi Utari, M.Pd., 2022) Tom Cardone, an animator involved in the creation of the animation "Hercules," stated that the digital animation process is more time-efficient than conventional methods. Conventional methods can take up to two days, while digital methods only require between 30 and 45 minutes. (Sandi, 2021)

Using appropriate mission methods and media can influence the message conveyed. (Zaini & Rahmawati, 2021) Today's young generation utilizes digital technology to obtain various necessary information, such as news, lectures, knowledge, and more, which can be accessed and played anytime through electronic devices. This clearly demonstrates the superiority of digital media over traditional broadcasting. Through digital media, access to religious learning has become easier and can be done in various places.

Previous researchers have conducted various studies on the modernization of da'wah. Based on the available literature, the author found that previous academics have studied the modernization of da'wah, both in universities and Islamic boarding schools, using a local cultural approach. Unlike previous studies, the author emphasizes the media chosen and the target group. The author utilizes animated films as a means to modernize da'wah. Animated films have been well-received by children and the millennial generation, who will dominate social spaces in Indonesia for the next decade.

This generation is known as digital natives, who have been accustomed to interacting with technology since birth. (Muhammad Fadillah et al., 2022)

Therefore, the significant increase in the use of digital media opens up wide opportunities for young preachers to collaborate with the millennial generation through an engaging da'wah approach, where animated films with their various advantages are likely to be utilized. Thus, the author intends to examine the extent to which modernization of da'wah in the digital era has been implemented by millennial da'is, as well as collect data on whether animated films can be considered a form of modernization of da'wah in the digital era.

METHOD

This research is a literature study. A literature study is a series of research activities whose objects are obtained from various sources of information, such as books, journals, encyclopedias, newspapers, magazines, and other documents. (Sarungu et al., 2023) According to Cooper, a literature review has several objectives, namely to convey information to readers about the results of other related research and to connect the research with available literature. (John W. Creswell & J. David Creswell, 2017) A literature review includes reviews, summaries, and reflections by the author on various library sources related to the topic of discussion. The data collection method is carried out through reading and collecting literature and theoretical references relevant to the research problem from various sources. This study aims to gather information about the modernization of da'wah through animated films in the digital era.

RESULT AND DISCUSSION

Da'wah in the Digital Era

Da'wah is closely related to various dimensions of human life, including social, economic, political, and cultural aspects. The subjects and objects of da'wah are humans themselves, namely da'i and mad'u. Carrying out da'wah in

the digital era presents various obstacles and challenges. Consequently, Islamic da'wah faces a number of very complex problems. (Pimay & Savitri, 2021) These challenges arise from the influence of globalization and the reality of religious diversity. Based on Amin's view, da'wah through social media must consider several important aspects: content must provide benefits and uphold the values of peace. Content must be presented in an engaging manner to attract the attention of listeners and readers. The implementation of da'wah must be adapted to emerging trends. (Fabriar et al., 2022)

The development of information and communication technology has opened up new opportunities for da'wah activities. Preachers now have various innovative approaches to convey religious teachings, so that the message can be received by a wider audience. Preachers are expected to be able to adapt to digital advancements, while remaining creative and innovative in delivering da'wah through various styles tailored to the conditions of a society that actively uses the internet. (Abdurrahman & Badruzaman, 2023) In this digital era, preachers are required to utilize digital technology in carrying out da'wah. Technological advances allow anyone to communicate and disseminate information easily, without being constrained by distance and time. In the practice of da'wah, preachers can produce animated films through popular social media platforms, such as the Spotify application.

The current digital era provides opportunities for preachers to spread Islamic teachings to various locations without being limited by distance. At the same time, this era has presented increasingly diverse challenges for humanity, necessitating a more strategic, effective, and professional approach to preaching. Optimal preaching planning is crucial to increase audience interest and encourage future preaching development. Rapid changes in people's lifestyles, driven by advances in technology and science, have also influenced preaching methods. (Naamy, 2023)

Preaching has undergone a major transformation in its approach and communication methods. Digital technology, the internet, and social media have created new opportunities to disseminate religious teachings and connect with a wider audience. In this context, preaching has undergone fundamental changes in both its approach and communication techniques. The following are theories related to preaching in the digital era, which can be outlined as follows: Use of Technology: The digital era provides opportunities for preachers to utilize various technologies and online platforms as a means of spreading religious teachings. The internet, social media, mobile applications, and websites serve as efficient means to reach a wider audience quickly and practically. (Lesmana, 2025)

Ease of Access to Information: The digital era has changed the way people access information. Through the internet, data on religion and da'wah has become more readily available to many. Da'wah in the digital era can optimize online platforms, websites, and mobile applications to provide informative, meaningful, and easily accessible material. (Farid Munfaati et al., 2025) Audience Interaction and Participation: Social media and other digital platforms have facilitated more direct interaction between da'wah and audiences. Features such as comments, private messages, or discussion forums allow audiences to engage, ask questions, and discuss da'wah messages. Da'wah in the digital era can leverage this interaction to strengthen bonds with audiences. (Kusuma et al., 2025)

Content Innovation: Preaching in the digital era requires engaging and relevant material to capture the attention of the audience. Content such as inspirational videos, podcasts, informative writing, or engaging images can be used to convey religious teachings in an engaging and meaningful way for the millennial generation. (Nuraeni et al., 2025) and Personalization and Segmentation: In the digital era, preaching can use technology to tailor messages

and segment audiences. By understanding the audience's needs and interests more specifically, preaching can convey religious teachings in a more targeted manner and maximize its influence. (Sukmaeni & Suryandari, 2025)

Preaching Through Animated Films

Various media have now developed into innovative methods for preachers to convey messages of da'wah to the mad'u (individual recipients), the recipients of the message. One example is animated films. Rapidly evolving times have also encouraged the implementation of da'wah through different approaches, from face-to-face lectures to today's digital methods that utilize various media and platforms.

Enjoying animation means enjoying moving images, telling stories, and accompanied by sound, whether on television or in cinemas. Animated films have the ability to evoke a variety of emotions, such as sadness, tears, laughter, joy, even passion, among others. (Nugroho & Wibowo, 2024) Animated films aimed at children now provide more than just entertainment; they also convey messages that encourage good behavior, or da'wah, which means inviting or calling others to do good and preventing evil, transforming the community from one condition to a better one in all aspects, embodying Islamic teachings in the daily lives of individuals, families, groups, or the wider community, and for the overall order of life together in an effort to build the nation and humanity. (Budiantoro, 2018)

The role of da'wah media can be understood as an instrument or platform utilized in da'wah activities, with the intention of facilitating the delivery of da'wah messages to the congregation. Da'wah media functions as a supporting element in the da'wah process, meaning that the activity can still be carried out without its presence. (Efendi et al., 2024) This is based on the understanding that media consistently plays a role as a means to convey da'wah messages to da'wah

partners. Therefore, the impact of animated films is very significant in the formation of individual character, especially in children who tend to imitate what they see and hear, thus having great potential to shape character from an early age. Thus, animated films have two aspects, namely positive and negative sides. The positive aspect is seen when good programs are broadcast, because animated films are able to convey useful messages.

Films, as a means of conveying Islamic messages, no longer rely on direct statements such as "wearing a headscarf is obligatory" or "covering the body is an obligation for Muslims," as such statements must be balanced with the development of societal culture. (Jauza & Walisyah, 2024) Essentially, films are not merely a source of entertainment; they also serve informative, educational, and even persuasive functions. This aligns with the purpose of entertainment and educational media, which are used to educate the younger generation.

Along with the development of digital media such as Facebook, Instagram, TikTok, YouTube, and other digital platforms used for da'wah (Islamic outreach), animated films also play a vital role in spreading religious teachings. Animated films can be used to convey da'wah material to the wider community. Furthermore, delivering da'wah material in an engaging format can provide a refreshing experience for the congregation.

CONCLUSION

In today's digital era, preachers need to adapt to advances in technology and communication. Da'wah today is no longer limited to direct or face-to-face delivery. Da'wah preachers must demonstrate creativity and innovation in selecting approaches and channels to engage audiences in deepening their understanding of religious teachings. The content presented should also reflect current popular topics. Animated films are one channel da'wah preachers can choose as a form of modernizing da'wah in the digital age. Through animated films, audiences can learn religious teachings anytime and anywhere, even

amidst their busy daily lives. Furthermore, with the growing number of people seeking practical and simple religious learning, da'wah through animated films is a highly effective method. The advantages of animated films are a strong reason to choose them as an alternative da'wah method, ensuring that da'wah remains relevant in this digital age. Animated films also align with the preferences of a digital society that expects everything to be easily and simply accessible.

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