

TIKTOK AS A DIGITAL TECHNOLOGY MEDIUM FOR PRESENTING DA'WAH CONTENT TO GENERATION Z AMONG UPI PURWAKARTA STUDENTS

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Abstrak: Perkembangan teknologi digital melalui platform seperti TikTok mempermudah penyampaian dakwah bagi Generasi Z, namun di sisi lain berisiko memicu pemahaman agama yang dangkal akibat keterbatasan durasi dan algoritma. Penelitian ini bertujuan untuk menganalisis pemanfaatan TikTok sebagai media penyajian konten dakwah bagi mahasiswa Universitas Pendidikan Indonesia (UPI) Kampus Purwakarta. Menggunakan metode survei dengan pendekatan kuantitatif, data dikumpulkan melalui angket berbasis Google Form terhadap 52 mahasiswa dari berbagai program studi. Hasil penelitian menunjukkan bahwa mayoritas responden (96,2%) adalah pengguna aktif TikTok, dengan 65,4% di antaranya sering menemukan konten dakwah di halaman For You Page (FYP). Sebanyak 73,1% responden menilai TikTok sebagai media yang praktis untuk memperoleh informasi keagamaan, dan 80,8% menganggap konten tersebut bermanfaat bagi pemahaman agama mereka. Kesimpulannya, TikTok memiliki peran besar dalam penyebaran dakwah bagi Generasi Z karena sifatnya yang cepat dan mudah diakses, meskipun penguatan literasi digital tetap krusial agar informasi keagamaan dapat disikapi secara kritis.

Kata Kunci : TikTok, Teknologi Digital, Konten Dakwah, Generasi Z, Media Sosial

Abstract: The development of digital technology through platforms such as TikTok has made it easier to disseminate religious teachings to Generation Z; however, it also risks fostering a superficial understanding of religion due to time constraints and algorithms. This study aims to analyse the use of TikTok as a medium for presenting religious content among students at the Purwakarta Campus of the Indonesia University of Education (UPI). Using a survey method with a quantitative approach, data were collected via a Google Forms-based questionnaire from 52 students across various degree programmes. The results show that the majority of respondents (96.2%) are active TikTok users, with 65.4 per cent of them frequently encountering religious content on the 'For You Page' (FYP). A total of 73.1% of respondents regarded TikTok as a practical medium for obtaining religious information, and 80.8% considered such content beneficial for their understanding

of religion. In conclusion, TikTok plays a significant role in the dissemination of religious outreach to Generation Z due to its fast-paced and easily accessible nature, although strengthening digital literacy remains crucial to ensure that religious information can be approached critically.

Keywords : TikTok, Digital Technology, Da'wah Content, Generation Z, Social Media

INTRODUCTION

Changes in digital technology have impacted various aspects of people's lives, including the practice of da'wah (Islamic outreach) as an essential part of religion and spirituality. Da'wah is essentially an invitation or call to invite people to Islamic teachings wisely, persuasively, and gently without coercion or intimidation¹. Through da'wah, it is hoped that changes will occur in the mad'u (Islamic students), both in knowledge, understanding, attitudes, and actions related to faith (aqidah), worship (worship), mu'amalah (transactions), and morals. As the digital era advances, the process of delivering da'wah has also undergone changes, utilizing internet-based media and social media. In Indonesia, internet usage is estimated to reach 229.43 million users by 2025². This condition shows that digitalization is not only changing the way people interact but also changing the way religious values are conveyed from traditional media to digital platforms. This situation gave rise to digital da'wah, a method of conveying religious teachings adapted to the characteristics of new media that are visual, fast, and interactive³. In this context, TikTok emerged as a digital platform used not only for entertainment but also as a medium for information, education, communication, and the dissemination of da'wah content through short, engaging and easily accessible videos⁴. TikTok has become a platform closely associated with Generation Z, the digital native generation, because it is able to convey information quickly, visually, and in accordance with the media habits of the younger generation⁵. Furthermore, TikTok's

¹ Qomar Abdurrahman and Dudi Badruzaman, "TANTANGAN DAN PELUANG DAKWAH ISLAM DI ERA DIGITAL," *KOMUNIKASIA: Journal of Islamic Communication and Broadcasting* 3, no. 2 (2023): 152–62, <https://doi.org/10.32923/kpi.v3i2.3877>.

² Sariningsih, Nining and Khozin, Khozin., *Islamic Religious Education in the Digital Era: A Critical Analysis of Social Media Framing of Millennial Preaching.*, Urwatul Wutsqo: Jurnal Studi Kependidikan dan Keislaman 14, no. 3 (2025): 1157–75.

³ Alfiatuz Zahra Firdausy Putri Fadianto and Ainun Najib, "Utilization of Information and Technology in the Development of Da'wah in the Era of Society 5.0," *Proceeding of International Conference of Religion, Health, Education, Science and Technology* 1, no. 1 (2024): 120–25, <https://doi.org/10.35316/icorhstech.v1i1.5605>.

⁴ Janisa Kusumawati and Ahmad Junaedi Sitika, "PEMANFAATAN APLIKASI TIK TOK SEBAGAI MEDIA DAKWAH ISLAM BAGI GENERASI 'Z,'" *Al-Ulum Jurnal Pemikiran Dan Penelitian Ke Islaman* 11, no. 3 (2024): 271–83, <https://doi.org/10.31102/alulum.11.3.2024.271-283>.

⁵ Anna Halafoff et al., "Religious Literacy of Australia's Gen Z Teens: Diversity and Social Inclusion," *Journal of Beliefs & Values* 41, no. 2 (2020): 195–213, <https://doi.org/10.1080/13617672.2019.1698862>.

interactive nature makes it a strategic space for spreading Islamic teachings while also becoming an arena for contesting religious authority on social media⁶. Therefore, TikTok no longer functions solely as an entertainment application but has also developed into a digital medium used to construct and creatively interpret religious values in everyday life⁷.

However, despite the ease of access and widespread distribution of digital da'wah, the use of TikTok as a da'wah medium also raises various issues in students' religious understanding. TikTok's distinctive feature of presenting short, fast, and visual videos encourages users to receive religious information instantly without undergoing a process of in-depth understanding. Social media algorithms also cause users to be continuously exposed to similar types of content based on previous interaction history, thus limiting the religious perspective gained⁸. Juliansyahzen (2023) stated that social media can encourage the commodification of religion and the dominance of certain views in the digital space, so that religious teachings are often understood only as content consumption⁹. Excessive use of TikTok also has the potential to affect students' ability to maintain focus and concentration on learning due to the high intensity of watching short videos¹⁰. Furthermore, Aliea et al. (2026) identified that digital da'wah on TikTok faces various challenges, such as low digital literacy skills, competition with entertainment content, and the dissemination of information that is not always accurate¹¹. This situation shows that the use of TikTok as a means of preaching not only provides easy access to religious information, but also has the potential to influence how students understand religious teachings, both in terms of depth of understanding and the ability to think critically about the preaching content received.

However, the high use of TikTok also creates problems in the distribution of Islamic

⁶ Khalid Rahman et al., "The Rhetoric of Da'wah in the TikTok Era: An Analysis of Digital Preachers' Communication Styles and Their Influence on Generation Z in Indonesia.," *Journal International Dakwah and Communication* 5, no. 2 (2025): 101–18.

⁷ Dhimas Agus Prasetyo and Fathorrahman Fathorrahman, "THE ROLE OF SOCIAL MEDIA IN THE DISSEMINATION OF ISLAMIC DA'WAH AMONG YOUTH," *El-Fatih: Jurnal Dakwah Dan Penyuluhan Islam* 4, no. 01 (2025): 12–22, <https://doi.org/10.65178/elfatih.v4i01.10>.

⁸ Fazil Dzulqarnain Syakir, "Digital Da'wah Management Strategy through Artificial Intelligence on Social Media Platforms," *Journal on Islamic Studies* 2, no. 1 (2025): 43–55, <https://doi.org/10.35335/ypwvhc08>.

⁹ Muhammad Iqbal Juliansyahzen, "Ideologization of Hijrah in Social Media: Digital Activism, Religious Commodification, and Conservative Domination," *Millah: Journal of Religious Studies*, February 27, 2023, 155–80, <https://doi.org/10.20885/millah.vol22.iss1.art6>.

¹⁰ Muhammad Fillah Alfatih et al., "THE INFLUENCE OF TIKTOK SHORT-FORM VIDEOS ON ATTENTION SPAN AND STUDY HABITS OF STUDENTS IN COLLEGE OF VOCATIONAL STUDIES IPB UNIVERSITY," *EDUTECH* 23, no. 2 (2024): 202–12, <https://doi.org/10.17509/e.v23i2.69229>.

¹¹ Najwa Aelia et al., "Faktor Internal Dan Eksternal Yang Menghambat Dakwah Digital Pada Platform TikTok: Studi Kasus Akun @Risya_d_bay.," *Al-Furqan: Jurnal Agama, Sosial, Dan Budaya* 5, no. 1 (2026): 184–201.

preaching content, particularly through the For You Page (FYP) algorithm¹². The TikTok algorithm works by displaying content based on user viewing history, interests, and interactions, so that students tend to receive similar content continuously¹³. This condition has the potential to create a limited information space (filter bubble), where users are only exposed to certain religious viewpoints without gaining broader and deeper understanding¹⁴. Furthermore, the TikTok algorithm tends to prioritize content that attracts attention and has the potential to go viral, so that Islamic preaching on this platform is often measured more in terms of the appeal and shareability of the content, rather than the depth of quality or accuracy of the validity of the religious message¹⁵. As a result, the delivery of religious messages on TikTok risks being simplified, and can even give rise to less critical religious understanding among Generation Z, especially students¹⁶.

Research on digital da'wah on TikTok shows that this platform is effective as a medium for disseminating religious values because it is visual, concise, interactive, and close to Generation Z. Previous studies also explained that digital da'wah content can increase religious understanding and emotional engagement of young audiences¹⁷. While the TikTok algorithm is considered influential in shaping users' religious information consumption patterns through a preference-based content recommendation system¹⁸. However, previous research generally still uses a qualitative approach and focuses more on digital da'wah communication strategies¹⁹. Therefore, this study presents a novelty through a quantitative

¹² Daudy Buhari et al., "Pemanfaatan Media Sosial Tik Tok Sebagai Media Dakwah.," *Jurnal Literasiologi* 12, no. 4 (2024).

¹³ Muhammad Salman Husairi et al., "Seberapa Besar Algoritma TikTok Dalam Mempengaruhi Opini Publik Tentang Kebijakan Kesehatan Di Jakarta Selatan.," *EDU SOCIETY: JURNAL PENDIDIKAN, ILMU SOSIAL DAN PENGABDIAN KEPADA MASYARAKAT* 5, no. 2 (2025): 810–15, <https://doi.org/10.56832/edu.v5i2.1360>.

¹⁴ Salman Shiddiq and Misra Misra, "Teori Filter Bubble Dan Echo Chamber: Dampak Transformasi Digital Terhadap Pendidikan Islam.," *Concept: Journal of Social Humanities and Education* 4, no. 1 (2025): 122–30, <https://doi.org/10.55606/concept.v4i1.1824>.

¹⁵ Ahmad Aufa, "Efektivitas Konten Dakwah Di Tiktok Dalam Meningkatkan Pemahaman Keislaman: Studi Kasus Mahasiswa UIN SMH Banten.," *Jurnal Budi Pekerti Agama Islam* 3, no. 3 (2025): 251–60, <https://doi.org/10.61132/jbpai.v3i3.1243>.

¹⁶ Saifuddin Zuhri et al., "Analisis Pengaruh Media Sosial Dan Platform Digital Terhadap Pemahaman Agama Islam Di Kalangan Generasi Z.," *Relinesia: Jurnal Kajian Agama Dan Multikulturalisme Indonesia* 3, no. 2 (2024): 1–11.

¹⁷ Asna Istya Marwantika et al., "Short-Form Videos Da'wah: Innovative Strategies To Foster Religious Moderation Among Generation Z.," *Interdisciplinary Social Studies* 5, no. 2 (2026): 721–39, <https://doi.org/10.55324/iss.v5i2.1053>.

¹⁸ Frandika Situmorang, "Concept of Humanity in Perspective of Religious: Study at State University of Medan.," *The New Perspective in Theology and Religious Studies* 5, no. 2 (2024): 225–45, <https://doi.org/10.47900/48qe1p51>.

¹⁹ Fadianto and Najib, "Utilization of Information and Technology in the Development of Da'wah in the Era of Society 5.0."

approach to measure the relationship between the frequency of exposure to da'wah content on TikTok and the level of religiosity of Generation Z students at UPI Purwakarta, while also examining the role of social media algorithms and the importance of digital literacy in understanding da'wah content critically and responsibly.

The novelty of this research lies in the application of quantitative methods to empirically measure the relationship between the frequency of exposure to Islamic religious content on TikTok and the level of religiosity of Generation Z students at UPI Purwakarta, in contrast to previous research dominated by qualitative methods. As a theoretical basis, this study uses the concept of social media algorithms that work to recommend content according to user preferences, potentially creating a closed space (filter bubble) that limits the variety of religious views, as well as the concept of digital literacy as a solution to ensure that the consumption of Islamic religious content is not only visually appealing but also provides a correct and responsible understanding of religion.

METHOD

This study employed a survey method with a quantitative approach. This approach was chosen based on the research objective of objectively understanding the relationship between variables using numerical data analyzed using statistical methods. This approach is based on the philosophy of positivism, where hypothesis testing is carried out through structured and planned measurements²⁰. Data collection was conducted by distributing questionnaires via Google Form to 52 respondents, students from the Purwakarta Campus of the Universitas Pendidikan Indonesia (UPI). Respondents came from various disciplines, including Pendidikan Guru Pendidikan Anak Usia Dini (PGPAUD), Pendidikan Guru Sekolah Dasar (PGSD), Pendidikan Sistem dan Teknologi Informasi (PSTI), Sistem Telekomunikasi (SISTEL), and Mekatronika dan Kecerdasan Buatan (MKB). The sampling technique used in this study was saturated sampling, where the entire population was used as research respondents²¹.

The research instrument was developed in the form of a questionnaire to obtain respondents' responses regarding the use of TikTok as a digital technology medium for presenting Islamic

²⁰ Rizka Zulfikar, *Metode Penelitian Kuantitatif (Teori, Metode Dan Praktik)* (CV: Widina Media Utama, 2024).

²¹ Jati Waluyo and Yuliansyah Hanafi, "Pengaruh Strategi Pemasaran Online (Online Marketing Strategy) Terhadap Minat Beli Konsumen (Studi Kasus Pada Toko Online Shop Azzam Store).," *Jurnal Manajemen Pemasaran* 1, no. 1 (2017).

preaching content. The instrument was structured based on the statement category groupings in previous survey research, resulting in more systematic and structured data²². The research instrument consisted of several categories developed into a number of statements. The first category, the status and intensity of TikTok use, aimed to identify respondents' level of engagement in using the app. This included statements that respondents were active TikTok users and used the app for a considerable amount of time each day. The second category, exposure to Islamic preaching content on TikTok, aimed to measure the frequency of Islamic preaching content appearing on TikTok pages. For You Page(FYP), with the statement that da'wah or religious content often appears on the respondents' TikTok FYP. Furthermore, the category of behavior in listening to da'wah content is used to examine the form of respondent interaction with the da'wah content displayed, through the statement that respondents tend to listen to da'wah content on TikTok until the end if the content is interesting and relevant. The category of media preferences in deepening religion aims to determine respondents' tendencies in choosing religious learning media, with the statement that da'wah videos on TikTok can be a practical medium for deepening religious understanding. The category of perceptions regarding the impact of da'wah content aims to identify respondents' assessments of the influence of da'wah content on TikTok on religious understanding, with the statement that da'wah content on TikTok has a positive impact on respondents' religious understanding.

RESULTS AND DISCUSSION

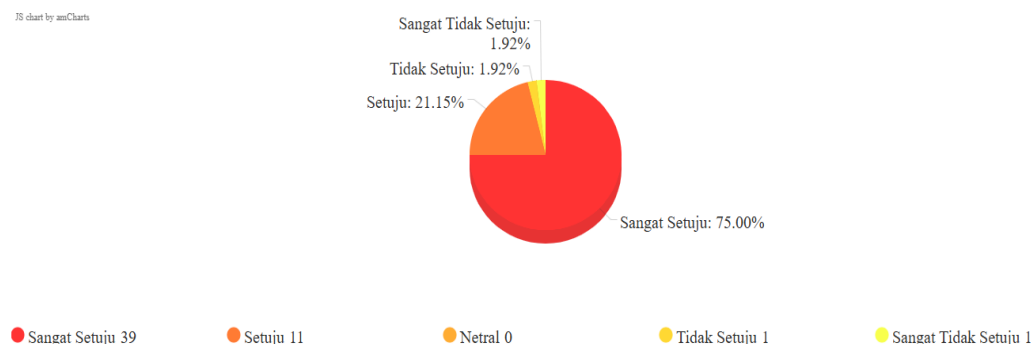
In the digital era, TikTok is utilized as a digital technology medium in presenting da'wah content that is widely accessed by Generation Z²³. TikTok is not only used as an entertainment medium, but also as a digital educational medium that can disseminate religious information quickly, visually, and interactively through short videos. This study aims to analyze the use of TikTok as a medium for presenting da'wah content among students of the Universitas Pendidikan Indonesia, Purwakarta Campus through a Google Form-based questionnaire to 52 respondents. The research instruments include the intensity of TikTok use, exposure to da'wah content, content listening behavior, digital media effectiveness, and

²² Nova Irawati Simatupang et al., "Efektivitas Pengajaran Online Pada Pandemi Covid-19 Menggunakan Metode Survei Sederhana," *Jurnal Dinamika Pendidikan* 13, no. 2 (2020): 197–203.

²³ Moh. Jalaluddin et al., "Social Media Da'wah as a Means to Deepen the Religious Understanding of Generation Z," *Syiar: Jurnal Komunikasi Dan Penyiaran Islam* 4, no. 2 (2024): 173–84, <https://doi.org/10.54150/syiar.v4i2.633>.

perceptions of the impact of digital da'wah content to obtain data on content consumption patterns and user engagement on TikTok.

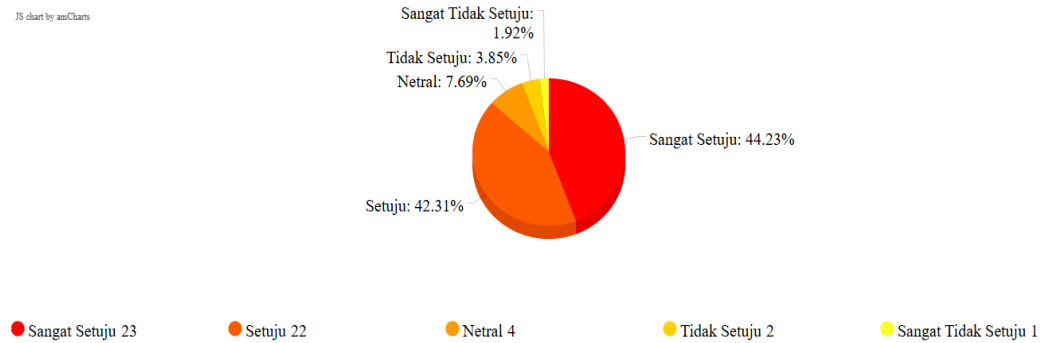
Based on Picture 1, the results of a survey involving 52 respondents indicate that the majority of students demonstrate a very high level of participation in using the TikTok application. As many as 75% of respondents, or 39 people, selected scale 5, while 21.15% of respondents, equivalent to 11 people, selected scale 4. Overall, 96.2% of the respondents can be considered active TikTok users. On the other hand, respondents who selected scales 1 and 2 each accounted for only 1.92%, and no respondents selected scale 3. This high level of usage shows that TikTok has become a significant part of students' digital activities. The short video content presented in an attractive, interactive, and algorithm-based personalized format encourages users to engage intensively with the platform. This situation indicates that TikTok plays a significant role as a digital technology medium capable of distributing various types of information, including Islamic preaching content, quickly and easily to Generation Z.



Picture 1. Status and intensity of TikTok usage

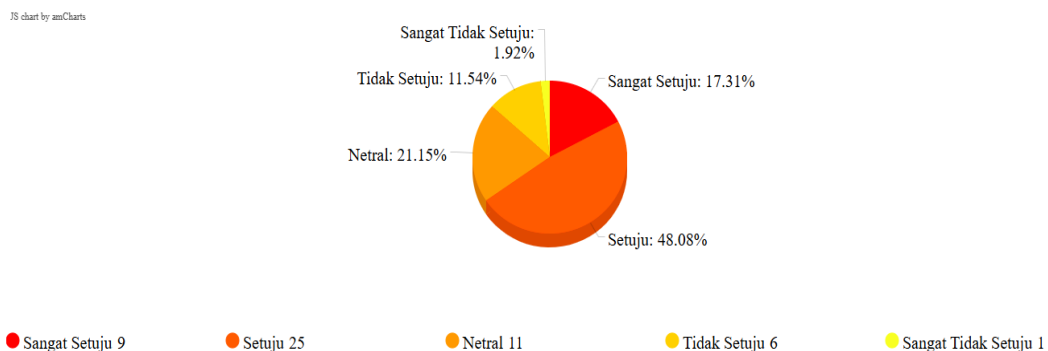
Based on Picture 2, which involved 52 respondents, it was found that TikTok usage was dominated by long periods of daily use, with 86.5% of respondents agreeing or strongly agreeing that they spend a considerable amount of time each day using the application. In detail, 23 participants (44.2%) selected the “strongly agree” option, while 22 participants (42.3%) selected the “agree” option. Meanwhile, the remaining respondents were in the neutral and disagree categories in very small numbers. This high level of usage indicates that TikTok has become an integral part of students' daily digital activities. The “For You

Page” (FYP) algorithm, which is able to display content based on users’ interests, also contributes to increasing user engagement in accessing various types of information on TikTok. This situation shows that TikTok has a high level of effectiveness as a digital technology medium for distributing content quickly, attractively, and easily to Generation Z.



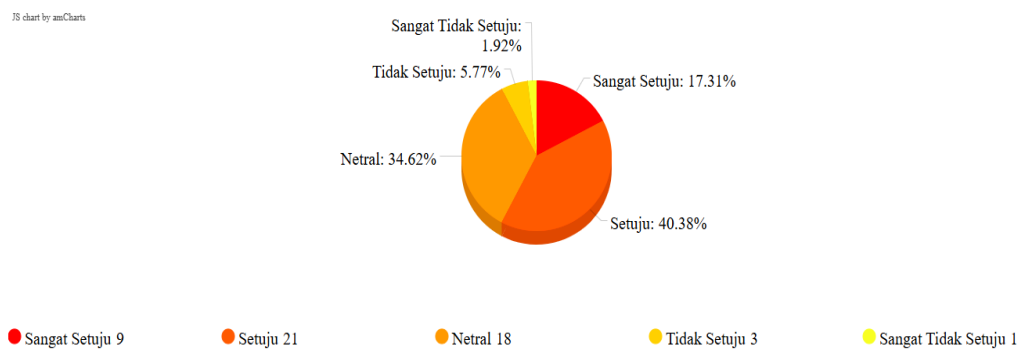
Picture 2. Status and intensity of TikTok usage

Based on Picture 3, involving 52 respondents, it was revealed that most users (65.4%) are regularly exposed to Islamic preaching content on their TikTok “For You Page” (FYP). In detail, 48.08% of respondents agreed, while 17.31% strongly agreed with the statement. These findings show that TikTok’s algorithm has a major influence on the distribution of da’wah content automatically based on users’ preferences and interactions. The high frequency of preaching content appearing on users’ FYP indicates that TikTok not only functions as an entertainment platform, but has also developed into a digital technology medium capable of increasing access to religious information quickly and easily for Generation Z.



Picture 3. Exposure to Islamic content on TikTok

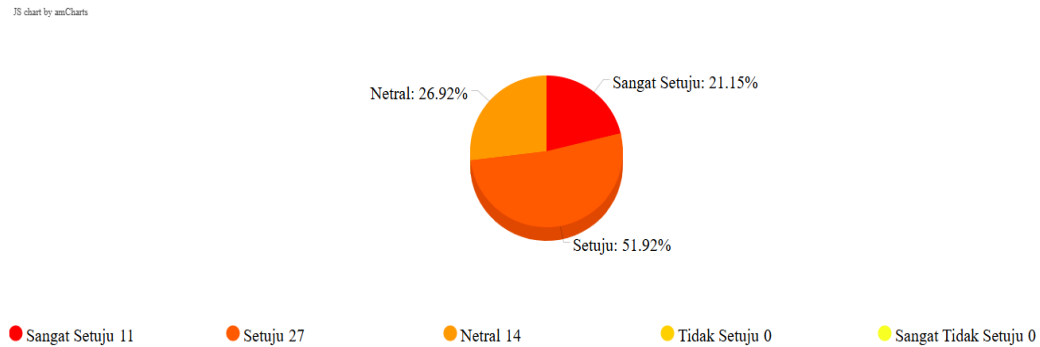
Based on Picture 4, which involved a total of 52 respondents, most participants gave positive feedback toward preaching content on TikTok. There were 21 respondents (40.38%) who stated that they agreed, 18 respondents (34.62%) who quite agreed, and 9 respondents (17.3%) who strongly agreed, while only a small number of respondents showed disagreement. These findings illustrate that the majority of participants tend to pay attention to preaching content until the end, as long as the content is interesting and relevant. This situation indicates that the delivery of innovative, attractive, and interactive short videos is a key factor in increasing user engagement on TikTok. In addition, the suitability of the material with users' needs and experiences also contributes to TikTok's effectiveness as a digital platform for delivering preaching content to the younger generation.



Picture 4. Behavior in listening to preaching content

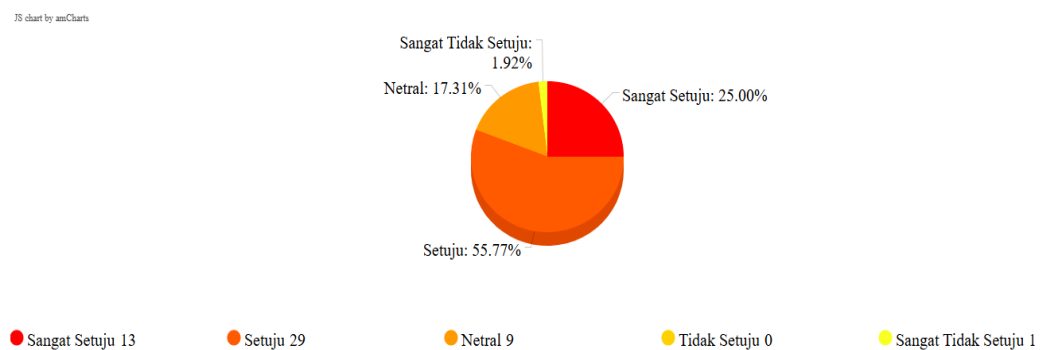
Based on Picture 5, the research involving 52 respondents revealed that most participants perceive preaching videos on TikTok as an effective medium for obtaining religious information. As many as 51.92% of respondents (27 people) stated that they agreed, while 21.15% of respondents (11 people) strongly agreed. Overall, 73.1% of respondents gave a positive response regarding the practicality of TikTok as a digital platform, while 26.92% chose a neutral response, and no respondents expressed disagreement. These findings indicate that the short video format, ease of access, and visually appealing as well as interactive content make TikTok effective as a digital technology tool for delivering preaching content to Generation Z. In addition, the platform's fast and

efficient characteristics also facilitate the delivery of religious information to users in today's digital era.



Picture 5. Media preferences in deepening religion

Based on Picture 6, most of the respondents gave positive feedback regarding Islamic content on TikTok. Out of a total of 52 respondents, 55.77% (29 people) agreed, while 25% of respondents (13 people) stated that they strongly agreed. Overall, around 80.8% of respondents believe that Islamic content on TikTok is beneficial for improving their understanding of religious information. These findings show that TikTok functions effectively as a digital educational platform through the presentation of brief, attractive, and easily accessible content. On the other hand, a small number of respondents chose neutral or disagree options, indicating that there are varying perspectives among users regarding the delivery and depth of preaching material on social media platforms.



Picture 6. Perception of the impact of da'wah content

The description of the five research categories, ranging from the level and frequency of TikTok usage, exposure to Islamic preaching content on the For You Page (FYP), user behavior in accessing content, TikTok's effectiveness as a digital platform, and perceptions of the influence of digital preaching content, shows that TikTok plays a significant role as a digital technology medium for delivering Islamic preaching content among students at UPI Purwakarta Campus. A large number of respondents demonstrated a high level of participation in using TikTok, were frequently exposed to preaching content, and considered preaching videos on TikTok to be simple and easy to understand. This indicates that the presentation of short videos that are visual, interactive, and easily accessible makes TikTok quite effective in disseminating religious information to Generation Z. However, the use of TikTok as a medium for delivering preaching content still requires a balance between information quality, clarity of references, and digital literacy so that the information received by users is not only visually appealing, but also accurate and responsible.

CONCLUSION

Based on these findings, several recommendations have been put forward to optimise TikTok as a medium for religious outreach and minimise its negative impact. Firstly, advice for Generation Z students: given that the active user rate stands at 96.2% and daily usage time at 86.5%, they are advised to improve their digital literacy and critical thinking skills so as not to become trapped in the algorithm's filter bubble, bearing in mind that 65.4% of respondents frequently encounter da'wah content on their For You Page (FYP). Verification against authoritative sources is essential. Secondly, advice for digital da'wah creators: as 73.1% of students consider the platform practical and 80.8% feel it is beneficial, creators are encouraged to balance visual creativity with accurate content backed by clear references to avoid oversimplifying religion. Finally, a recommendation for future researchers: based on the media's effectiveness (73.1%) and positive impact (80.8%) identified in this study, it is recommended that the scope of research be expanded using mixed-methods or a larger sample across various universities to allow for more comprehensive generalisations.

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