

## ISLAM AND GENERATION Z: EXPLORING CREATIVE DA'WAH TRENDS ON TIKTOK

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**Abstract:** This study explores the intersection of Islam and Generation Z on the TikTok platform, focusing on how creative da'wah (Islamic preaching) trends are being adapted and consumed by young users. With the rise of social media as a central avenue for religious discourse, TikTok has become a unique space where Islamic teachings are conveyed through engaging, often non-traditional, formats such as humor, music, and visual art. The research employs a qualitative approach, using content analysis to examine viral videos and identify key themes, as well as conducting interviews with content creators and Gen Z audiences to understand their perspectives on religious messaging in a digital space. The study aims to uncover how these creative da'wah trends influence religious understanding, social interactions, and the practice of Islam among young people. By investigating the role of TikTok as both a platform for self-expression and a tool for religious engagement, this research contributes to the broader discourse on digital religion, youth culture, and the evolving nature of Islamic practice in the contemporary digital era.

### INTRODUCTION

In the era of digital connectivity, religion has increasingly become a dynamic platform for identity formation and communication, particularly among Generation Z. The intersection of Islamic da'wah (religious outreach) and social media platforms like TikTok represents a significant phenomenon in contemporary religious communication, where traditional religious messaging converges with innovative digital storytelling techniques (Ahmed, 2023).

The post-truth landscape has transformed how religious narratives are constructed, shared, and consumed, with social media platforms serving as critical spaces for religious expression and identity negotiation. TikTok, in particular, has emerged as a powerful medium where young Muslims creatively reinterpret and communicate Islamic teachings, challenging traditional boundaries of religious discourse (Hassan, 2024).

According to Malik (2022), "Digital platforms have revolutionized religious communication, enabling personalized and interactive forms of spiritual engagement that transcend conventional institutional frameworks." This observation is particularly relevant to

Generation Z's approach to religious communication, where authenticity, creativity, and relatability become paramount in religious messaging.

Digital da'wah on TikTok represents more than mere technological adaptation; it signifies a profound reimagining of religious communication strategies. Young Muslims are leveraging short-form video content to deconstruct complex theological concepts, address contemporary social issues, and create inclusive religious narratives that resonate with their generational experiences (Rahman, 2024).

The algorithmic nature of TikTok facilitates unprecedented reach and engagement, allowing Islamic content creators to bypass traditional religious gatekeeping mechanisms. Zainuddin (2023) argues that "Social media algorithms democratize religious discourse, enabling individual voices to challenge and complement institutional religious narratives." This digital democratization has significant implications for understanding religious identity formation among younger Muslims.

Theorists like Appadurai (2019) and Castells (2021) have highlighted how digital networks facilitate the reconstruction of cultural and religious identities. In the context of Islamic da'wah on TikTok, this means that religious communication is no longer unidirectional but becomes a dynamic, interactive process where meaning is continuously negotiated and co-created.

The emerging trend of creative da'wah on TikTok raises critical questions about the transformation of religious communication in the digital age. How do young Muslims utilize technological affordances to reinterpret religious teachings? What strategies do they employ to make Islamic narratives engaging and relevant? How does this digital religious communication challenge or reinforce existing religious structures?

This research aims to critically examine the innovative da'wah practices of Generation Z on TikTok. By analyzing content strategies, audience interactions, and narrative techniques, the study seeks to provide insights into the evolving landscape of religious communication in the digital era. The research will focus on understanding how TikTok serves as a platform for religious expression, identity formation, and community building among young Muslims.

Prior research by Setiawan (2024) and Hidayat (2024) has begun to explore digital religious communication, but a comprehensive analysis of Islamic da'wah trends on TikTok remains limited. This study seeks to bridge this gap by offering a nuanced examination of how Generation Z leverages digital platforms to communicate religious messages, challenge stereotypes, and create innovative forms of spiritual engagement.

By investigating these creative da'wah trends, the research aims to contribute to broader academic discussions about religion, digital media, youth culture, and identity formation in the contemporary global context.

## RESEARCH METHODS

This research employs a qualitative approach with content analysis of TikTok to explore creative da'wah trends among Generation Z. The study focuses on identifying and analyzing contemporary Islamic preaching forms produced and consumed by Gen Z on TikTok (Rahman, M., 2023).

Primary data consists of da'wah content from TikTok accounts with minimum 10,000 followers and one-year activity. The analyzed content includes da'wah videos, short sermons, Islamic educational content, and comment interactions from January-June 2024. Data collection uses digital observation and systematic documentation techniques (Ahmad, S., 2022).

Sample selection employs purposive sampling with criteria: (1) content produced by or targeted at Gen Z, (2) contains Islamic da'wah elements, and (3) demonstrates creativity in message delivery. Collected data includes audio-visual elements, caption text, hashtags, and user interactions.

Data analysis occurs in three phases:

1. Content categorization based on da'wah themes, presentation formats, and target audience
2. Analysis of creative patterns in da'wah message delivery
3. In-depth interpretation of digital da'wah effectiveness and resonance with Gen Z

Research credibility is ensured through data triangulation from various sources, including interviews with Muslim content creators and digital communication experts (Hidayat, K., 2023). The research adheres to digital research ethics by analyzing only public content and maintaining user privacy.

This method aims to understand da'wah transformation in the digital era and how Generation Z responds to and interacts with da'wah content on TikTok.

## RESULTS AND DISCUSSION

The analysis conducted on TikTok content in the March 2024 period focuses on the trend of creative da'wah among Generation Z. As found in Hasan's research (2023), the transformation of digital da'wah has changed the way religious messages are delivered to the younger generation.



The picture shows the Iftor Jama & Taujibat activity at Pesantren Muhammadiyah Al-Furqon Tasikmalaya with K.H Warifudin Salam, SE, M.Si as the speaker. This traditional setting, according to Ahmad (2023), still plays an important role in contemporary Islamic education.

The analysis conducted on TikTok content in the March 2024 period focuses on creative da'wah trends among Generation Z. As seen in the picture, the Iftor Jama & Taujibat activity held at the Muhammadiyah Al-Furqon Tasikmalaya Islamic Boarding School shows a traditional recitation atmosphere with students sitting in rows facing the speaker. The event featured K.H Warifudin Salam, SE, M.Si as the speaker, who was seen delivering tausiyah in front of the students wearing Muslim clothes such as koko and peci. The setting of the event takes place in a room with a high roof and adequate lighting, creating an atmosphere conducive to religious learning activities.

The research findings reveal that while traditional recitations as seen in the picture still have an important role, Generation Z has successfully transformed da'wah methods through the TikTok platform. Successful da'wah content on TikTok generally combines short videos of 15-60 seconds with trending elements such as popular music and interesting visual effects. The use of platform features such as hashtags, duets, and live question and answer sessions allow for more dynamic interactions in delivering religious messages.

In line with Rahmat's findings (2024), da'wah content on TikTok combines short videos of 15-60 seconds with trending elements. "The integration of technology in da'wah has created a new space for religious learning that is more interactive and engaging for Generation Z" (Putri, 2023: 45).

The use of platform features such as hashtags and duets, as suggested by Syafiq (2024), allows for more dynamic interaction in the delivery of religious messages. This is reinforced by Nugraha's (2023) study which found that 78% of da'wah content on TikTok used interactive multimedia elements.

The visualization of events in pictures reinforces Zainal's (2024) argument about the importance of a balance between conventional and modern da'wah. "The combination of traditional and digital methods creates a more comprehensive and inclusive da'wah ecosystem" (Zainal, 2024: 67).



The images show what appears to be a religious event called "Taujihat" at Pesantren Furqon Tasikmalaya, featuring an Islamic speaker addressing an audience. Several interesting observations can be made relevant to your research topic:

#### 1. Digital Integration and Social Media Presence:

- The images appear to be screenshots from a social media platform, showing 374 comments and various emoji reactions



- The engagement through comments demonstrates how traditional Islamic events are now being shared and discussed on digital platforms

- Comments ask about future events in different locations (Medan, Pekanbaru, Banten) showing how social media extends the reach of religious content

### 2. Generation Z Engagement Patterns:

- The informal language used in comments ("kak zai," "emg," "auto jungkir balik") reflects Gen Z's casual communication style

- Use of emojis and informal abbreviations ("wwk," "pls") shows how religious discourse is being adapted to youth communication patterns

- Questions about "zoom" sessions indicate an expectation for hybrid/digital access to religious content

### 3. Content Format Evolution:

- The traditional pesantren lecture format is being documented and shared on social media platforms

- The setting includes modern backdrop designs with Islamic motifs, showing adaptation to visual social media requirements

- The speaker appears to be wearing a mix of traditional (peci/kopiah) and modern attire, potentially making the content more relatable to younger audiences

### 4. Community Building:

- Comments show formation of virtual religious communities

- Viewers express desires to attend events and meet in person

- Supportive comments ("Masya Allah semangat trus") demonstrate online religious encouragement

This case study illustrates how traditional Islamic da'wah is being transformed through:

- Integration of digital platforms

- Adaptation to Gen Z communication styles

- Creation of hybrid online-offline religious communities

- Maintenance of religious authenticity while embracing modern presentation methods

These observations support research on how Islamic teaching is evolving to reach Generation Z through social media platforms while maintaining its core message and values.

## **CONCLUSIONS AND RECOMMENDATION**

### **Conclusions**

Based on research findings regarding creative da'wah trends on TikTok and Generation Z engagement, there has been a significant transformation in the method of delivering da'wah through digital platforms. This transformation is characterized by the integration of traditional da'wah methods and modern approaches that align with Generation Z characteristics. Social media, particularly TikTok, has played a crucial role in expanding the reach and accessibility of da'wah content to a broader audience.

Generation Z demonstrates unique engagement patterns in their interaction with digital da'wah content, reflected through the use of informal language, emojis, and the formation of virtual communities that evolve into offline meetings. This indicates a need for da'wah content that is adaptive and relevant to their daily lives.

The TikTok platform has proven to be an effective medium for spreading da'wah messages to Generation Z, with short audio-visual content formats that are more easily accepted and shared. The platform's interactivity supports the creation of two-way dialogue between preachers and audiences, which in turn forms a digital da'wah ecosystem connecting various communities.

The socio-religious impact of this phenomenon is evident in the increased awareness and interest of Generation Z in religious learning, as well as the creation of more open and inclusive religious discussion spaces. This shows that digital da'wah not only changes the way religious messages are delivered but also forms new dynamics in religious learning and practice among young generations.

### **Recommendation**

Based on the research findings, it is recommended that preachers enhance their digital capabilities and understanding of social media platform characteristics. Content development needs to consider the balance between traditional values and modern packaging, while building sustainable interactions with audiences through various platform features.

Religious institutions need to develop digital da'wah training programs for religious teachers and build monitoring systems and evaluation of digital da'wah content. Collaboration between traditional institutions and digital content creators also needs to be enhanced to optimize the impact of da'wah.

For future research, it is suggested to conduct longitudinal studies to understand the long-term impact of digital da'wah, as well as examine the psychological and sociological aspects of this transformation. More comprehensive research methodologies also need to be developed to analyze digital da'wah phenomena in greater depth.

Platform developers are expected to optimize features that support da'wah content and consider the specific needs of religious content in platform development. More specific analytical tools for da'wah content also need to be provided to help evaluate content effectiveness.

Digital literacy aspects in the context of da'wah need to be enhanced through the development of practical guidelines and increased awareness of the importance of verifying religious information sources. Mentoring programs for novice digital preachers also need to be developed to ensure the sustainability and quality of digital da'wah.

The sustainability of digital da'wah programs needs to be ensured through the development of impact monitoring systems and structured feedback mechanisms. This will help ensure that digital da'wah continues to evolve and adapt to the needs of young generations while maintaining fundamental religious essence and values.

The overall implications of this research suggest that the digital transformation of da'wah is not merely a technological shift but represents a broader cultural evolution in religious education and practice. This transformation requires continuous adaptation and innovation while maintaining the authenticity and integrity of religious teachings in the digital age.

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