Strengthening the Inclusive Role of Muslim Communities in Digital Spaces: Da'wah Strategies and Social Media Literacy in the Era 5.0

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ABSTRACT

This article analyzes the role of Muslim communities in utilizing digital spaces as a medium for da'wah (Islamic preaching) and religious education in the 5.0 era. Using a qualitative-descriptive approach based on literature studies, this research explores how Islamic principles, particularly maqashid al-shari'ah (the objectives of Islamic law), can frame the use of digital media technology constructively and reflectively. The study's findings indicate that digital spaces, through platforms like TikTok and Islamic apps, hold significant potential in strengthening da'wah, religious education, and the formation of public ethics among Muslims. However, significant challenges also emerge, such as the spread of misinformation, amoral content, and the commodification of religion that could undermine spiritual values. Through case studies on the use of TikTok by millennial preachers and Islamic apps, this paper demonstrates that Muslims can become active agents in shaping an ethical media culture based on moderate Islamic values. Additionally, this paper recommends strengthening Islamic media literacy and developing a digital ethics framework grounded in maqashid al-shari'ah to maintain the integrity and sustainability of digital da'wah. Empowering digital preachers and developing media literacy education based on Islamic values is expected to make digital spaces an inclusive arena that supports more sustainable and beneficial da'wah for the community.

Keywords: Islam, media technology, maqashid al-shari'ah, digital ethics, digital da'wah, millennial preachers.

INTRODUCTION

The Society 5.0 era, characterized by high digital technology integration in human life, has brought major changes in various aspects of social, economic, and cultural life, including religious practices. For Muslim communities, this development opens new opportunities as well as challenges in articulating Islamic teachings relevantly and inclusively through digital media. The rapid advancement in information and communication technology, particularly social media, has created new public spaces where interaction, learning, and the dissemination of religious values occur (Heryadi, 2021). This digital space provides Muslim communities with new ways to participate in da'wah (the spread of Islamic teachings), which is now not only limited to physical spaces such as mosques and religious study groups, but also extends to digital platforms such as YouTube, TikTok, Instagram, and Islamic apps. This change opens strategic opportunities to reach a wider audience, especially the younger generation, and to voice moderate, inclusive Islam that brings blessings to all creation (Hidayatullah, 2022).

Da'wah, which was once limited to physical spaces such as mosques and community meeting places, has now evolved with the emergence of digital platforms. The increasing use of social media provides a wider audience for preachers and Islamic scholars to convey Islamic teachings. On one hand, digital space enables the democratization of religious knowledge, where anyone with internet

access can learn and engage with Islamic teachings. On the other hand, digital platforms also bring significant challenges, such as the spread of misinformation, hate speech, religious polarization, and the commodification of Islamic symbols (Zahra, 2023).

Facing these challenges, it is crucial for Muslim communities not only to be consumers of digital media, but also active actors in shaping ethical and educational digital spaces. This requires a strategic da'wah approach that can adapt to the characteristics of social media platforms, as well as media literacy programs that equip people with the ability to filter, understand, and produce information consistent with Islamic values (Fakih, 2020).

To play an effective role in da'wah in the digital world, Muslim communities must develop adaptive strategies suited to the characteristics of social media platforms. The distinctive features of these platforms—such as message brevity, interactivity, and speed—require preachers to adjust their messages to remain engaging and consistent with Islamic principles. The transition from long lecture-based da'wah formats to more dynamic and short forms of communication, such as video clips or meme-based messages, is essential to capture the attention of digitally literate audiences (Hidayatullah, 2022). However, core Islamic values, such as moderation, inclusivity, and respect for diversity, must remain central to these digital messages.

An ethical framework for interacting and conducting da'wah in digital spaces can be built using the concept of *maqashid al-shari'ah* (the objectives of Islamic law), which emphasizes the protection of religion, intellect, life, lineage, and property (Kamali, 2008). Applying this framework in the digital context means ensuring that online da'wah contributes positively to the spiritual and intellectual development of audiences, creates an inclusive environment, and ensures that digital content does not harm religious values. By aligning da'wah with *maqashid al-shari'ah*, Muslim communities can navigate the complexities of the digital world while maintaining ethical integrity.

One key component in strengthening the role of Muslim communities in digital spaces is the promotion of media literacy. Media literacy, particularly in the context of Islamic values, is crucial to equip individuals with skills to critically analyze and interact with digital content. By fostering critical thinking abilities, Muslim communities can respond to the negative influences of misinformation, sensationalism, and extremism that often thrive online. Additionally, media literacy programs can help individuals recognize and respond to content that undermines Islamic ethics and morality.

Islamic media literacy also includes education on how to produce digital content that aligns with Islamic teachings. This involves creating messages that are positive, constructive, and ethical, promoting principles of justice, peace, and mutual respect. By participating in media this way, Muslim communities can contribute to creating a more inclusive and mutually respectful digital environment.

Although digital spaces offer great potential, there are significant challenges in implementing effective and ethical da'wah. These challenges include the spread of misinformation, religious extremism, and the exploitation of Islamic symbols for commercial purposes. Additionally, the digital divide—differences in access to technology and digital literacy—also becomes a barrier to equal participation of all Muslims in digital spaces. Addressing these challenges requires a multi-faceted approach that includes developing inclusive policies, creating accessible educational resources, and promoting collaborative efforts among various stakeholders.

Another challenge in digital da'wah is the issue of content validity and authority. With the ease of access to information and the freedom to produce digital content, anyone can claim to be an Islamic authority, even though they may not have a deep understanding of the religion. This can lead to the spread of teachings that deviate from true Islamic values or that are manipulated for political or economic purposes. Therefore, it is important for Muslim communities to develop mechanisms to verify digital content and ensure that information disseminated is based on authoritative sources and authentic Islamic scholarship.

This paper aims to explore strategies and approaches that Muslim communities can use to strengthen their inclusive role in digital spaces, with a focus on da'wah and media literacy based on Islamic values. Through literature analysis and case studies on the use of digital platforms such as TikTok and Islamic apps, this paper seeks to provide insights into how Muslim communities can be active and ethical agents in shaping a positive digital culture. Additionally, this paper will examine how *maqashid al-shari'ah* principles can be applied as an ethical framework to ensure that da'wah in digital spaces remains relevant and sustainable in the 5.0 era.

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LITERATURE REVIEW

Understanding Digital Spaces in the Context of Islamic Da'wah

Digital space, in the context of this study, refers to virtual environments created by information and communication technology, including social media platforms, mobile applications, and online networks that enable interaction, information exchange, and the dissemination of knowledge. In recent decades, digital space has become an integral part of Muslim communities' daily lives, particularly the younger generation who actively use platforms like Instagram, TikTok, YouTube, and WhatsApp to interact and obtain information (Heryadi, 2021). In the context of Islamic da'wah, digital space offers opportunities to expand the reach of religious messages that were previously limited by geographical and temporal boundaries. Messages that used to be delivered only in mosques or religious study groups can now be disseminated to global audiences through social media.

The use of digital media in da'wah also reflects the evolution of communication methods in religion. Traditionally, da'wah was conducted face-to-face, with scholars or preachers delivering sermons directly to their audiences. However, with the emergence of digital media, da'wah has become more accessible and can be accessed anytime and anywhere. This change not only expands the reach of da'wah but also changes the nature of interaction between preachers and audiences, which now tends to be more participatory and interactive (Bunt, 2016).

However, along with the opportunities offered, digital spaces also present new challenges in the context of Islamic da'wah. One of the main challenges is the spread of misinformation and disinformation, which can harm the understanding of religion and trigger social polarization. In digital spaces, anyone can produce and disseminate content without going through a rigorous verification process. This creates opportunities for the spread of misleading or extreme religious teachings that do not align with true Islamic values (Zahra, 2023). Therefore, for Muslim communities to play an effective role in digital spaces, they need to develop adequate media literacy and understand how to critically evaluate digital content.

Maqashid al-Shari'ah as an Ethical Framework in Digital Da'wah

Maqashid al-shari'ah, or the objectives of Islamic law, is a concept in Islamic jurisprudence that emphasizes the goals underlying Shariah law. This concept was developed by classical Islamic scholars such as Imam Al-Ghazali and Imam Al-Shatibi, and consists of five main principles, namely the preservation of religion (*hifzh al-din*), intellect (*hifzh al-'aql*), life (*hifzh al-nafs*), lineage (*hifzh al-nasl*), and property (*hifzh al-mal*) (Kamali, 2008). In the context of digital da'wah, *maqashid al-shari'ah* can serve as an ethical guide to ensure that the use of digital media aligns with Islamic objectives and does not harm the spiritual and social values of Muslim communities.

The first principle, preservation of religion (*hifzh al-din*), emphasizes the importance of protecting the integrity of religious teachings from manipulation and distortion. In digital spaces, this principle is highly relevant because the ease of information dissemination can also be a medium for spreading misleading or extreme religious views. Therefore, digital da'wah must ensure that the religious content disseminated is based on authoritative sources and authentic Islamic scholarship (Al-Qaradawi, 2013). This also involves the use of trustworthy platforms and content creators who have adequate qualifications to discuss religious issues.

The second principle, preservation of intellect (*hifzh al-'aql*), emphasizes the importance of fostering critical and rational thinking. In the context of digital da'wah, this means that da'wah messages should not only convey information but also encourage audiences to think critically and reflectively about religious teachings. Media literacy is an essential tool in this context, as it enables individuals to evaluate information, identify valid sources, and avoid falling into extremist or misleading narratives (Abdullah, 2021).

The third principle, preservation of life (*hifzh al-nafs*), includes both physical and mental safety. In the context of digital spaces, this means ensuring that digital content does not trigger violence, hate speech, or actions that threaten social stability. Digital da'wah should promote messages of peace, tolerance, and respect for diversity, aligning with Islamic principles that uphold the sanctity of life and respect for fellow human beings.

The fourth principle, preservation of lineage (*hifzh al-nasl*), relates to the protection of family institutions and positive social values. In the context of digital da'wah, this means ensuring that content disseminated on social media supports the formation of a healthy family and moral values consistent with Islamic teachings. This includes preventing the spread of pornographic content, moral violations, and the exploitation of religious values for hedonistic purposes.

The fifth principle, preservation of property (*hifzh al-mal*), emphasizes the importance of using economic resources wisely and justly. In the context of digital da'wah, this includes avoiding the commercialization and commodification of religion that only seeks profit without considering the social and spiritual impacts. Digital da'wah should be oriented toward the common good, not merely pursuing material gain (Al-Qaradawi, 2013).

By integrating the principles of *maqashid al-shari'ah* into digital da'wah practices, Muslim communities can ensure that their use of digital media not only provides spiritual benefits but also supports social and moral values consistent with Islamic teachings. This framework also helps avoid ethical pitfalls that often arise in digital spaces, such as the spread of hoaxes, hate speech, and the commodification of religion.

Digital Media Literacy in an Islamic Context

Media literacy is the ability to access, analyze, evaluate, and produce media content critically and thoughtfully. In an Islamic context, media literacy is not just a technical skill but also involves understanding and applying Islamic values in interacting with digital media (Abdullah, 2021). Islamic media literacy emphasizes the importance of aligning media use with the principles of *maqashid al-shari'ah* and Islamic teachings that promote justice, truth, and the common good.

One important aspect of Islamic media literacy is the ability to identify and evaluate trustworthy information sources. In the digital age, where information is disseminated rapidly and widely, individuals need skills to distinguish between authentic and hoax information, as well as to identify content that may harm religious and social values. This involves understanding how algorithms work on social media platforms, which often display content based on user preferences rather than factual validity (Fakih, 2020).

Another aspect of Islamic media literacy is the ability to produce ethical and constructive content. This includes creating da'wah messages that are informative, educational, and aligned with Islamic values, as well as avoiding content that triggers conflict or spreads hatred. Islamic media literacy also emphasizes the importance of maintaining a respectful and polite attitude in online interactions, in accordance with Islamic ethics that prioritize *ihsan* (doing good) and *adab* (good manners) (Anwar, 2019).

Media literacy education in an Islamic context can be conducted through various approaches, including religious learning programs in schools and madrasas, training for preachers and Islamic educators, and public campaigns that raise awareness about the importance of using media wisely. The role of religious institutions and Islamic organizations is crucial in these efforts, as they can serve as authoritative sources in providing guidance on the use of digital media consistent with Islamic teachings (Fakih, 2020).

Additionally, Islamic media literacy also involves an understanding of the social and cultural impacts of media. This includes awareness of how media can influence behavior, opinions, and social values, as well as how media can be used as a tool to strengthen or weaken social solidarity. In an Islamic context, this means ensuring that the use of digital media supports the formation of a harmonious and just society, aligned with the principle of *rahmatan lil 'alamin* (a blessing for all creation).

Case Study: Use of TikTok in Islamic Da'wah by Millennial Preachers

TikTok, a short-form video sharing social media platform, has become one of the most popular platforms among the younger generation worldwide. With its unique and engaging features, TikTok offers significant opportunities for Islamic da'wah, particularly in reaching audiences who may not be interested in more traditional forms of religious learning. Millennial preachers have leveraged this platform to convey religious messages in a more relaxed, creative, and easily digestible format for the digital generation (Al-Hashimi, 2020).

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One successful example of using TikTok in Islamic da'wah is the use of short, entertaining videos that combine religious education with popular elements such as music, animation, and simple visual effects. This approach allows preachers to capture the attention of audiences who may not typically engage with religious content in traditional formats. For instance, some preachers use TikTok videos to explain basic Islamic concepts such as prayer, fasting, or good moral character in a way that is easily understood and relevant to the daily lives of young people (Al-Hashimi, 2020).

However, the use of TikTok in Islamic da'wah also presents unique challenges. One main challenge is the tendency of the platform to focus on viral content and popularity, which can lead to superficiality and commodification of religious messages. Some preachers may feel pressured to create sensational or entertaining content to gain more views and followers, at the expense of the depth and quality of religious teachings. This raises concerns about how Islamic messages can be conveyed authentically on a platform that prioritizes entertainment and virality (Zahra, 2023).

Another challenge is the potential misuse of the platform to spread extreme or misleading religious views. Because TikTok offers relatively low barriers to entry for content creators, anyone can claim to be an Islamic authority and spread teachings that may not align with mainstream or moderate Islamic understanding. Therefore, it is important for Muslim communities to develop mechanisms to verify content and ensure that information disseminated on TikTok is based on trustworthy sources and authentic Islamic scholarship.

Despite these challenges, many millennial preachers have succeeded in using TikTok effectively to spread Islamic messages that are positive, inclusive, and inspirational. They use the platform to promote values such as tolerance, social justice, and compassion, as well as to challenge negative stereotypes about Islam often found in mainstream media. By doing so, they not only enhance the public's understanding of Islam but also help shape a more positive and inclusive digital culture (Al-Hashimi, 2020).

To ensure that the use of TikTok in Islamic da'wah remains ethical and effective, preachers need to develop strategies that align with the principles of *maqashid al-shari'ah*. This includes ensuring that content disseminated supports the preservation of religion, intellect, life, lineage, and property. Additionally, preachers need to maintain a balance between creativity and the authenticity of religious messages, ensuring that Islamic teachings are not only delivered entertainingly but also accurately and based on strong scholarship.

Case Study: Islamic Apps and Their Role in Digital Da'wah

In addition to social media platforms, Islamic apps have become an important tool in digital da'wah. Apps such as Muslim Pro, Al-Quran, and Quran Companion provide various features that facilitate Muslims in carrying out their religious practices, such as prayer time reminders, Qibla direction, daily prayers, and complete access to the Quran and its translations. These apps have been downloaded by millions of users worldwide and have become an integral part of many Muslims' digital lives (Kusuma, 2022).

Islamic apps offer a more private and structured approach to Islamic da'wah compared to social media platforms. While social media allows open and often spontaneous interaction, Islamic apps focus more on providing tools and resources that help users practice their religion more easily and consistently. This includes features such as prayer schedules that can be adjusted to the user's location, notifications for important Islamic dates, and educational content about various aspects of the Islamic faith (Kusuma, 2022).

One advantage of Islamic apps in the context of digital da'wah is their ability to reach users who may not be active on social media or who prefer a more private approach to religious learning. These apps allow users to engage with Islamic content in a more personal and individualized way, enabling them to learn at their own pace and according to their own interests. This is particularly relevant for new Muslims or those who are still learning about Islam, as the apps provide a safe and non-intimidating environment to explore religious teachings.

However, the use of Islamic apps also presents challenges related to content quality and validity. Not all apps are developed by Islamic scholars or credible religious institutions, and some may contain inaccurate or misleading information. Therefore, it is important for users to verify the sources of information in apps and ensure that the content they consume is based on authentic Islamic

scholarship. This also underscores the importance of Islamic media literacy, which enables users to critically evaluate the apps they use and choose those that provide accurate and trustworthy information (Kusuma, 2022).

Another challenge related to Islamic apps is the issue of privacy and data security. Some apps may collect sensitive personal data from users, such as location information, usage habits, and personal preferences. This data can be used for commercial or other purposes that may not align with Islamic values. Therefore, it is important for users to be aware of the privacy policies of the apps they use and choose apps that respect user privacy and do not misuse their data.

Despite these challenges, Islamic apps have significant potential to support digital da'wah and enhance the religious practice of Muslim communities. By providing tools that make it easier to perform acts of worship and learn about Islam, these apps help integrate religion into the daily lives of users in a practical and accessible way. In the future, the development of Islamic apps that are more interactive, educational, and aligned with Islamic ethical values is expected to continue growing, providing new opportunities for digital da'wah that is more effective and sustainable.

DISCUSSION

Adaptive Da'wah Strategies in Digital Spaces

To be effective in digital spaces, Islamic da'wah must adapt to the unique characteristics of digital media platforms. This includes understanding how social media algorithms work, which often prioritize content that is engaging, viral, and generates high interaction. Therefore, preachers need to develop content strategies that not only deliver religious messages but also capture the audience's attention and encourage active participation.

One approach that can be used is the use of storytelling and visual narratives that are more engaging. In digital spaces, visual content such as videos, infographics, and images tends to receive better responses than long text. Preachers can leverage this by creating content that combines Islamic teachings with appealing visual stories, making the messages easier to understand and remember by audiences (Al-Hashimi, 2020).

Another important aspect is interactivity. Digital platforms offer opportunities for two-way interaction between preachers and audiences, which can be used to build stronger relationships and deepen engagement with religious messages. For example, preachers can use features such as Q&A, live streaming, and comment sections to interact directly with audiences, answer questions, and provide additional clarification about Islamic teachings. This approach not only increases audience engagement but also helps preachers understand the needs and concerns of their communities better (Hidayatullah, 2022).

Additionally, digital da'wah must pay attention to inclusivity and diversity. Digital platforms provide opportunities to reach diverse audiences with different backgrounds, beliefs, and levels of religious understanding. Therefore, da'wah messages should be delivered in a language and style that is inclusive, respectful of differences, and avoid exclusivist or judgmental approaches. This aligns with Islamic principles that emphasize compassion, tolerance, and respect for all people (Kamali, 2008).

An equally important aspect is consistency in delivering messages. In digital spaces, where information is disseminated rapidly and continuously, it is important for preachers to maintain consistency in their messages and values. This includes ensuring that the content disseminated is always based on authentic Islamic teachings, avoiding contradictions or messages that can cause confusion. This consistency also helps build credibility and public trust in the preachers and the Islamic messages they deliver (Al-Hashimi, 2020).

Furthermore, digital da'wah must pay attention to the ethics of communication in digital spaces. This includes avoiding the use of language that is harsh, offensive, or provocative, as well as respecting differences of opinion and avoiding debates that can trigger conflict. Digital ethics also includes respecting user privacy, avoiding content manipulation, and ensuring that the use of digital media does not harm others (Anwar, 2019).

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Strengthening Islamic Media Literacy

To ensure that Muslim communities can play an active and positive role in digital spaces, it is crucial to strengthen Islamic media literacy. This includes providing education and training on how to critically evaluate information, identify trustworthy sources, and produce content that aligns with Islamic values.

Islamic media literacy programs can be implemented through various channels, including religious education in schools and madrasas, training for preachers and Islamic educators, and public campaigns that raise awareness about the importance of media literacy. Religious institutions and Islamic organizations also play an important role in this effort, as they can serve as authoritative sources in providing guidance on the use of digital media consistent with Islamic teachings (Fakih, 2020).

One important aspect of Islamic media literacy is the ability to identify misinformation and hoaxes. In the digital age, where information spreads rapidly, skills to distinguish between authentic and false information are crucial. This includes understanding how social media algorithms work, which often display content based on user preferences rather than factual validity. Islamic media literacy education can help individuals develop critical thinking skills and not easily believe information without verifying it first (Abdullah, 2021).

Another aspect of Islamic media literacy is understanding how to produce ethical and constructive content. This includes creating da'wah messages that are informative, educational, and aligned with Islamic values, as well as avoiding content that triggers conflict or spreads hatred. Islamic media literacy also emphasizes the importance of maintaining a respectful and polite attitude in online interactions, in accordance with Islamic ethics that prioritize *ihsan* (doing good) and *adab* (good manners) (Anwar, 2019).

Islamic media literacy education also needs to include an understanding of the social and cultural impacts of media. This includes awareness of how media can influence behavior, opinions, and social values, as well as how media can be used as a tool to strengthen or weaken social solidarity. In an Islamic context, this means ensuring that the use of digital media supports the formation of a harmonious and just society, aligned with the principle of *rahmatan lil 'alamin* (a blessing for all creation).

Additionally, Islamic media literacy programs need to be inclusive and accessible to all levels of society, including those in rural areas or those with limited access to technology. This can be done through community-based education programs, collaboration with local Islamic organizations, and the use of various communication methods that suit local needs and contexts (Fakih, 2020).

Challenges and Opportunities in Digital Da'wah

Although digital spaces offer great potential for Islamic da'wah, there are several significant challenges that need to be addressed. One main challenge is the spread of misinformation and disinformation, which can harm the understanding of religion and trigger social polarization. In digital spaces, anyone can produce and disseminate content without going through a rigorous verification process. This creates opportunities for the spread of misleading or extreme religious teachings that do not align with true Islamic values (Zahra, 2023).

Another challenge is the commodification of religion, where Islamic symbols and teachings are exploited for commercial purposes without considering spiritual and social impacts. This includes the sale of religious products or services that may not align with Islamic values, or the use of religious content to attract attention and gain financial benefits without providing genuine educational value (Zahra, 2023).

The digital divide is also an important challenge. Not all Muslims have equal access to digital technology, and this can create inequality in participation in digital spaces. Differences in access, digital literacy skills, and technological infrastructure can limit the ability of some groups to engage with digital da'wah and benefit from the opportunities it offers. Therefore, efforts to strengthen Islamic media literacy must also pay attention to issues of accessibility and equity (Fakih, 2020).

However, alongside these challenges, digital spaces also offer tremendous opportunities for more inclusive and sustainable Islamic da'wah. One main opportunity is the ability to reach a wider and more diverse audience. Digital platforms enable da'wah messages to reach people in various

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locations, with different backgrounds and levels of religious understanding. This opens opportunities to introduce Islam to those who may not have had access to religious teachings before, as well as to strengthen the faith of those who are already Muslims (Hidayatullah, 2022).

Another opportunity is the ability to use technology to create more interactive and engaging learning experiences. Digital platforms offer various tools and features that can be used to make Islamic education more interesting and relevant to the younger generation. This includes the use of videos, games, simulations, and other interactive elements that can help convey complex concepts in a more easily understood way (Al-Hashimi, 2020).

Additionally, digital spaces also provide opportunities for collaboration and networking among Muslim communities worldwide. Through digital platforms, Muslims from various countries and cultures can connect, share knowledge and experiences, and work together to address common challenges. This collaboration can strengthen social solidarity and support the formation of a more inclusive and tolerant global Muslim community (Bunt, 2016).

The Role of Religious Institutions and Islamic Organizations

Religious institutions and Islamic organizations have an important role in strengthening the role of Muslim communities in digital spaces. They can act as authoritative sources in providing guidance on the use of digital media consistent with Islamic teachings, as well as as facilitators in developing Islamic media literacy programs (Fakih, 2020).

One important role of religious institutions is providing valid and trustworthy religious content. In digital spaces where anyone can produce and disseminate content, it is crucial to have authoritative sources that can provide accurate guidance about Islamic teachings. Religious institutions can use digital platforms to disseminate content that is educational, informative, and based on authentic Islamic scholarship, thereby helping counter the spread of misleading or extreme information (Muhammadiyah, 2023).

Another role of religious institutions is developing ethical guidelines for digital da'wah. This includes formulating guidelines on how to interact with audiences, choose appropriate da'wah materials, and maintain courtesy and integrity in communication. These guidelines can serve as references for preachers and Islamic content creators to ensure that their messages align with Islamic values and do not harm others (Muhammadiyah, 2023).

Religious institutions can also play a role in facilitating collaboration among various stakeholders in digital da'wah, including preachers, Islamic educators, Islamic content creators, and digital platform providers. This collaboration can help create a healthier and more inclusive digital ecosystem, and ensure that the use of digital media supports the spiritual and social development of Muslim communities (Fakih, 2020).

Additionally, religious institutions can contribute to the development of Islamic technology and applications that support digital da'wah. This includes developing apps that provide tools for worship, Islamic educational content, and resources that help Muslims in their religious practice. By being involved in technology development, religious institutions can ensure that the technology used aligns with Islamic values and meets the needs of Muslim communities (Kusuma, 2022).

Recommendations for Strengthening the Inclusive Role of Muslim Communities in Digital Spaces

Based on the above discussion, there are several recommendations that can be implemented to strengthen the inclusive role of Muslim communities in digital spaces:

1. Developing comprehensive Islamic media literacy programs: It is important to provide education and training on Islamic media literacy to all levels of society, including students, preachers, Islamic educators, and the general public. This program should include education on how to critically evaluate information, identify trustworthy sources, and produce content that aligns with Islamic values.

2. Strengthening the capacity of digital preachers: Digital preachers need to be equipped with adequate skills and knowledge to be effective in digital spaces. This includes training on the use of digital technology, understanding social media algorithms, and the development of

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adaptive da'wah strategies. They also need to be equipped with an understanding of *maqashid al-shari'ah* as an ethical framework in digital da'wah.

3. Collaboration among religious institutions and digital platforms: Strengthening collaboration between Islamic communities, religious institutions, and digital platform providers can create healthier and more inclusive digital spaces. This collaboration can include formulating da'wah guidelines based on moderate Islamic values and *rahmatan lil 'alamin*.

4. Digital da'wah ethics guidelines: Formulating guidelines that regulate ethics in digital da'wah will ensure that da'wah content delivered remains consistent with true Islamic teachings and avoids the spread of misinformation. These guidelines should include guidance on interacting with audiences, choosing appropriate da'wah materials, and maintaining courtesy and integrity in communication.

With these steps, it is hoped that Muslim communities can play a more inclusive role in digital spaces, strengthen da'wah, and promote moderate and peaceful religious values. The inclusivity and diversity that exist in digital spaces can be utilized to strengthen Islamic brotherhood and build a more just and harmonious society.

CONCLUSION

In the ever-evolving digital 5.0 era, digital media spaces provide tremendous opportunities for Muslims to conduct da'wah, education, and formation of public ethics in a more inclusive and widespread manner. The use of social media and other digital platforms can be an effective means to spread moderate Islamic messages, reach the younger generation, and strengthen social solidarity. However, digital media also brings significant challenges, including the spread of misinformation, amoral content, and commodification of religion that can damage public understanding of authentic Islamic values.

Based on the principles of *maqashid al-shari'ah*, which prioritize the preservation of religion, intellect, life, lineage, and property, Muslims are faced with a great responsibility to keep digital spaces ethical and reflective. Through an approach based on moderate and ethical Islamic values, digital da'wah can be conducted constructively, utilizing platforms such as TikTok and Islamic apps that can connect Muslims with religious knowledge more easily, quickly, and effectively. However, to maximize the potential of this digital da'wah, strengthening Islamic media literacy based on *maqashid al-shari'ah* is needed, so that Muslims can critically filter information and not be trapped in false or harmful information. This also includes developing clearer digital da'wah ethics that prioritize integrity, honesty, and responsibility in sharing religious content.

In the future, Muslim communities must become active actors in shaping an ethical, inclusive, and constructive digital culture. Strengthening the capacity of millennial preachers, Islamic media literacy education, and developing a more comprehensive digital ethics framework based on Islamic teachings will be crucial to ensure that digital da'wah remains relevant and does not get trapped in the stream of content that damages Islamic values. Thus, through an integrated approach based on the principles of *maqashid al-shari'ah*, digital da'wah can become a positive force that not only enhances religious understanding but also strengthens social bonds and reinforces inclusivity in Muslim communities in digital spaces.

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