

RELIGIOUS EXPRESSION OF ISLAMIC ART AS A MEDIUM OF DA'WAH: A LITERATURE STUDY

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Article Info

Received: January 02, 2026

Revised: April 21, 2026

Accepted: May 29, 2026

Online Version: June 04, 2026

Abstract

Islamic art is an effective medium of proselytization in conveying the spiritual and moral values of Islam to society. Islamic arts, such as calligraphy, mosque architecture, music, and poetry, not only have aesthetic value but also contain deep religious messages. However, in the era of globalization, Islamic art faces challenges such as the influence of global culture and technology, so it needs to be further explored to ensure its relevance. The purpose of this study is to analyze religious expression in Islamic art and its potential as a medium for da'wah, as well as identify challenges and opportunities in the contemporary era. The method used is a literature study with a qualitative approach, collecting and analyzing academic sources such as journals, books, and reliable articles. The results showed that Islamic art plays an important role in building spiritual identity, facilitating character education, and bridging intercultural dialogue. Key findings include the effectiveness of Islamic art in da'wah, its adaptation to digital technology, and its synergy with local values. In conclusion, Islamic art is a powerful and multifunctional medium for da'wah, which needs to be preserved and developed to remain relevant amidst the dynamics of the times. Recommendations include training for artists and preachers, as well as collaboration between stakeholders to support innovation in Islamic arts.

Keywords: Islamic art, proselytization media, religious expression



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Journal Homepage

<https://ejournal.staialhikmahpariangan.ac.id/Journal/index.php/judastaipa>

How to cite:

Jalla, M. A., & Muhid, A. (2026). Religious Expression of Islamic Art as a Medium of Da'wah: A Literature Study. *Journal International Dakwah and Communication*, 6(3), 1–14. <https://doi.org/10.55849/jidc.v5i1.1420>

Published by:

Sekolah Tinggi Agama Islam Al-Hikmah Pariangan Batusangkar

INTRODUCTION

Art has been an integral part of human life throughout its history. It touches various aspects of life, ranging from cultural expression to means of communication, all of which contribute to the understanding and appreciation of life's values. In the context of religion, art makes a significant contribution in expressing spiritual beliefs and teachings, making it an effective medium in influencing people's behavior. Research shows that art plays an important role in transmitting religious messages that can be accepted by a wide range of people (Wildan, 2018). Thus, exploring the relationship between art and spirituality can enrich people's religious experience. The role of art in conveying religious messages is very important. In many traditions, including Islam, art has been used to convey moral and ethical teachings in an engaging way. Art becomes a bridge that connects religious teachings and people's understanding. Through iconography and visual arts, artists can create works that are not only aesthetically pleasing but also contain deep meanings that can touch the hearts and minds of the audience. Therefore, the analysis of religious artworks not only reveals the visual beauty but also delves into the meaning and message to be conveyed (Hadi & Iskandar, 2021).

Islamic art has unique characteristics that set it apart from other art forms. It is not only limited to the visual arts, but also includes music, poetry, and various forms of dance that preserve religious values. In this context, Islamic art serves as a powerful medium of da'wah, presenting Islamic values in a way that is close and familiar to the community, including through religious rituals and spiritual celebrations (Wildan, 2018). For example, mosques and other Islamic buildings are often adorned with calligraphy and ornaments, which can be a means of reflection for visitors to reflect on religious teachings. In addition, art also functions as a tool to create inter-religious dialog. The involvement of art in religious life helps build more harmonious dialogical relationships. In a study on the role of art in interfaith dialog, it was found that art can be a platform where different cultures and traditions can meet and share (Manurung et al., 2023). Thus, art does not only play a role in the internal context of the community, but also in developing understanding and appreciation between various religious backgrounds.

In the contemporary era, the development of globalization and digital technology has significantly transformed patterns of communication and the dissemination of religious values. Islamic art, which historically served as a medium for da'wah, is currently undergoing a shift in meaning and function. On the one hand, Islamic art continues to exist in various forms, such as calligraphy, architecture, music, and digital visual art. However, on the other hand, its strategic role as an effective medium for da'wah has not yet been optimally conceptualized or systematically utilized within the context of modern society (Manurung et al., 2023). Previous studies have tended to examine Islamic art from aesthetic, historical, or cultural perspectives, but have not yet comprehensively positioned it as a structured medium of da'wah. Consequently, there is a research gap in understanding how religious expressions in Islamic art can be systematically analyzed as a medium of da'wah (Hadi & Iskandar, 2021). The uniqueness of this study lies in its integrative approach, which connects religious expression, Islamic art, and da'wah media. This study not only explores various forms of Islamic art but also articulates their functional relevance as a medium of da'wah in contemporary society. Thus, this research aims to make a conceptual contribution toward strengthening the role of Islamic art as an adaptive, communicative, and contextual medium of da'wah.

RESEARCH METHOD

Research Design

This research uses a qualitative approach with a library research approach. This approach was chosen to gain a deeper understanding of religious expression in Islamic art and its role as a medium for da'wah through analysis of various relevant scientific sources.

Research Target/Subject

The purpose of this research is to analyze forms of religious expression in Islamic art and examine its potential as a medium for da'wah in the contemporary era. Furthermore, this research aims to identify challenges and opportunities for the development of Islamic art in the context of globalization and technological advancement. The subjects of this research are various relevant academic literature, including scientific journals, reference books, research articles, and other reliable sources that discuss Islamic art, religious expression, and da'wah.

Research Procedure

The research procedure was carried out systematically through several interrelated stages, starting with the identification of the research problem related to the role of Islamic art as a medium for da'wah, followed by the search and collection of data sources from various scientific databases. Subsequently, sources were selected and classified based on their relevance, credibility, and year of publication within the last 10 years. The collected data were then analyzed using a thematic approach to identify patterns, concepts, and relationships between variables. The next stage was data synthesis and interpretation to build a comprehensive conceptual framework, and the conclusion was drawn based on the analysis conducted to address the research objectives.

Data Analysis Technique

Islamic art needs to be seen in a larger context, as a spearhead of cultural expression that reflects spiritual and aesthetic values in Islamic civilization. Islamic art includes not only visual works of art, but is also rooted in oral and written traditions, such as calligraphy, which has deep religious and social significance in the Muslim world. Calligraphy, in particular, is considered one of the highest forms of art in Islam as it is associated with the concept of the Ayat Allah and the importance of words in spiritual experience (Setiawan et al., 2024). Thus, Islamic art is in fact inseparable from spiritual influences and foundations, and therefore becomes a tool to spread and strengthen the teachings of Islam among its people.

Islamic art is defined by characteristics that pay attention to spiritual and philosophical aspects, with the presence of unique visual elements, committed to the principle of monotheism (Fitria & Oktafiani, 2023) This can be seen in mosque architecture which not only functions as a place of worship but also as a monumental work of art. Architectural elements such as domes, minarets, and distinctive ornaments are usually inspired by the beauty of nature and its ideals. For example, research by Setiawan et al. (Setiawan et al., 2024) shows how mosque architecture is organized in such a way as to create a harmonious aesthetic experience when worshipping. Many mosques use complex and symmetrical geometric designs that reflect the beauty and orderliness of God's creation.

Calligraphy as a representation of classical Islamic art has deep nuances associated with sacred texts. It embodies beauty by channeling religious messages in decorative and aesthetic forms. Some scholars point out that calligraphy is not just writing but a manifestation of spirituality and artistry. In the context of calligraphy, it is understood that every line and shape of letters not only functions as a symbol of communication, but also as a medium that shows the beauty and majesty of the Qur'an (Setiawan et al., 2024). Famous calligraphic works, such as those found in Qur'anic manuscripts, are often adorned with ornaments that add to their visual and spiritual depth.

In the context of visual arts in the Islamic world, many works are influenced by the ethical and moral values of religion. Distinctive features such as symbolic use of color and nature-inspired patterns are common (Oktafiani & Setiawan, 2023). Islamic visual arts often

avoid depicting human and animal forms, preferring instead floral and geometric ornamentation that reflects the beauty of Allah's creation without violating principles. This can be seen in the mosque's interior design, which incorporates calligraphic elements, mosaics, and geometric designs that enrich the visual experience for visitors and worshippers.

Music in the context of Islamic art has a different approach. Although there is debate about the types of music that are permissible in Islam, musical traditions, such as Nasheed, are often used in religious practices and contain lyrics related to Islamic teachings and examples from the Prophet Muhammad (Fitria & Oktafiani, 2023). There is a general prohibition on music that is considered to lead to behavior that is not in accordance with Islamic teachings. Therefore, music in a religious context is more inclined towards simple rhythms and vocals, prioritizing lyrics that evoke spirituality.

In conclusion, Islamic art is a rich representation of the aesthetic, moral and spiritual values that make up the identity of Muslims in different parts of the world. Its prominent features, such as in calligraphy, architecture, visual arts, and music, serve not only to decorate but also to convey values that are fundamental to religious life. A clear understanding of Islamic art provides a more complete picture of how Muslims interpret and celebrate life through the various art forms that have been passed down from generation to generation.

RESULTS AND DISCUSSION

Islamic art needs to be seen in a larger context, as a spearhead of cultural expression that reflects spiritual and aesthetic values in Islamic civilization. Islamic art includes not only visual works of art, but is also rooted in oral and written traditions, such as calligraphy, which has deep religious and social significance in the Muslim world. Calligraphy, in particular, is considered one of the highest forms of art in Islam as it is associated with the concept of the Ayat Allah and the importance of words in spiritual experience (Setiawan et al., 2024). Thus, Islamic art is in fact inseparable from spiritual influences and foundations, and therefore becomes a tool to spread and strengthen the teachings of Islam among its people.

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History and Development of Islamic

The history and development of Islamic art is a rich and complex topic, reflecting the dynamic interaction between Islamic religious teachings and various local traditions and cultures. As an artistic discipline, Islamic art not only represents artistic form, but also a medium to convey spiritual values and Islamic ideology. In its early stages, Islamic art was cultivated from the influence of pre-existing local cultures, be it from Arabic, Persian, Byzantine or other cultures reached by the expansion of Islam. This influence can be seen in the use of geometric and floral motifs that are often found in artworks produced in various parts of the Islamic world (Jannah & Fahrurrozi, 2023).

Islamic art can be categorized based on certain periods, ranging from the early days of Islam in the 7th century to modern times. In its early days, Islamic art focused more on calligraphy, as visual representations of living things were often considered taboo and against Islamic principles. Calligraphy, which is the art of drawing Arabic letters, flourished during the Umayyad and Abbasid Dynasties, where it was used in both the Qur'anic books and architectural decorations (Jannah & Fahrurrozi, 2023). On the other hand, architectural art also began to be applied with the construction of mosques and public halls featuring magnificent domes and mihrabs, reflecting the luxury and beauty of Islamic art.

In the Middle Ages, the influence of various cultures that interacted with Islam grew stronger. In Andalusia for example, the art of architecture experienced influences from Roman and Byzantine styles. The glory of the Alhambra and the Great Mosque of Cordoba are outstanding examples of this fusion, where spiritual and aesthetic functions were blended. The revival of science and art also occurred in this region, as a result of the contributions of Muslim scientists and artists who played a role in preserving and developing classical knowledge (Hilmi et al., 2024).

Entering the Renaissance period, Islamic art not only stagnated but began to show synergy with European art, thanks to cultural exchanges on trade routes and diplomatic relations. These works, both in the form of miniatures and paintings, adopted perspective and lighting techniques, and had more varied themes that included daily life and nature, as well as moral and spiritual values (Jannah & Fahrurrozi, 2023). For example, many Muslim calligraphers and painters in Persia adopted a new style of painting that combined traditional Arabic elements with western principles.

In the 20th century, Islamic art faced new challenges with the advent of modernization and globalization. New artists began to adapt by using contemporary media such as digital art and installation art, still bringing traditional elements in their works. This shows that Islamic art remains relevant and adaptive, while responding to the challenges of the times. Moreover,

in the context of art education, the integration of Islamic values in the early childhood education curriculum shows how art can serve as a tool to introduce religious teachings (Sari & Pamungkas, 2022).

In Indonesia, Islamic art has a very distinctive form, influenced by local traditions and interactions with other cultures, such as Hindu-Buddhism, which created richly ornamented art forms of batik, carving, and mosque architecture. Mosques such as the Menara Kudus Mosque and the Great Mosque of Demak are examples of how Islamic art in Indonesia blends with local elements, presenting unique variations in architecture and design (Hilmi et al., 2024). Local communities often contribute to the development of these arts through active participation in cultural activities and producing artworks of spiritual value.

Examining specific examples of Islamic art from various historical periods, we can see that calligraphy is one of the most significant and continuously evolving art forms. From traditional Kufic calligraphy to freer forms of contemporary calligraphy, this visual aesthetic remains a major identity in many Muslim countries. Moreover, miniature illustrations in books and manuscripts also exhibit meticulous selection of colors and details, reflecting beauty and elegance (Jannah & Fahrurrozi, 2023). Besides calligraphy, the architectural composition of mosques, Qur'anic printing, and handicrafts should also be explored. Ceramic, metal and textile crafts, often decorated with geometric and floral motifs, are an integral part of Islamic art heritage (Hilmi et al., 2024). These products are used not only for worship purposes but also as status symbols, bearers of influence, and cultural identity.

The influence and exchange between cultures in the development of Islamic art cannot be underestimated. Most Muslim countries today still retain elements of traditional art associated with their socio-cultural identity. This variation is seen in art festivals and exhibitions that are often held to celebrate the heritage and presence of Islamic art in a more dynamic and inclusive way (Hilmi et al., 2024). Elements such as symmetry in design, intense colors, and patterned embellishments become strong symbols of the boundaries between transcendent and contemporary Islamic art. Thus, to move forward, it is important for artists and scholars to work together to develop an approach that not only emphasizes the values of the art but also educates the public on the importance of preserving this art in the modern era. Through a deeper understanding of the heritage and historical context, we can inspire future generations to carry on this tradition in new and relevant ways. (Salma & Nurlina, 2024).

The history and development of Islamic art is a journey involving many layers of interacting cultures, aesthetics and influences. As not only a form of artistic expression but also a way of understanding culture and spirituality, Islamic art is a mirror of the long history of human civilization. Given such richness, the responsibility for its preservation should be assumed by every individual involved, as part of a collective effort to maintain an invaluable cultural heritage (Jannah & Fahrurrozi, 2023). Religious expression in Islamic art is a very broad and deep topic, encompassing various art forms that reflect religious values in everyday life. The three main art forms that will be discussed in this context are calligraphy, mosque architecture and religious symbolism, and music and poetry in the Islamic tradition. Each of these aspects serves as a medium of religious expression that strengthens the identity and spirituality of Muslims., can be seen in Table 1. Following.

Table 1. Relevance of Religious Expression in Islamic Art as a Medium of Da'wah

No.	Islamic Art	Religious Expression	Da'wah Function	Relevance to Contemporary Society
1	Calligraphy	Qur'anic verses, dhikr, sacred texts	Visual transmission of Islamic teachings	Digital calligraphy, social media content
2	Mosque Architecture	Symbol of unity,	Space for	Islamic tourism,

		spirituality	worship and education	cultural identity
3	Music (Nasheed)	Spiritual lyrics, praise to Prophet	Emotional engagement in da'wah	YouTube, Spotify, Islamic content
4	Poetry (Sufistic)	Love of God, spiritual journey	Reflective and contemplative da'wah	Literary platforms, digital storytelling
5	Performing Arts (Wayang, Dance)	Moral narratives, prophetic values	Contextual and cultural da'wah	Local wisdom-based da'wah

Calligraphy as a Form of Religious Expression

Calligraphy in the Islamic tradition not only serves as an aesthetic ornament, but also has deep spiritual significance. Calligraphic works often contain Qur'anic verses and prayers, making them a means of conveying divine messages to the people. Calligraphy reflects the beauty and sanctity of religion, as well as an attempt to create beauty from sacred words. In his work, Hidayatullah mentions that Islamic calligraphy is a symbol of communication between man and God through art (Hidayatullah, 2018). Various calligraphy techniques, such as diwani, thuluth, and naskh, are used to create works of art that can be appreciated by society. Calligraphy is also often used in the interior design of mosques to create a peaceful spiritual atmosphere and support the practice of worship. Calligraphy, as a form of devotion to Allah, has had a major influence on the development of visual arts in the Islamic world. In the local context, the influence of calligraphy can be seen in the transformation of poetic traditions in regional cultures, where sacred words permeate folk literature (Isnaini, 2023).

Mosque Architecture and Religious Symbolism

Mosque architecture as a place of worship has a very important role in the life of Muslims. The mosque is not only a physical space for worship, but also a symbol of community unity and deep religious aspects. Through semiotic studies, mosques can be understood as a medium that unites religious and cultural values in one place (Falahi & Saidi, 2024). For example, the Gedhe Kauman Mosque in Yogyakarta represents a synergy between traditional architectural elements and spiritual values that inspire visitors. The mosque's design, which often involves elements such as domes, minarets, and open courtyards, provides an important social and religious context. Inside the mosque, visitors can feel at peace and gain spiritual enlightenment. A well-designed mosque creates a sense of divine presence and makes visitors feel close to God. As a center of religious and educational activities, mosques facilitate the process of da'wah and religious learning, creating an environment that supports the development of faith and compassion between fellow believers (Br.Purba & Dahlan, 2023).

Music and Poetry in the Islamic Tradition

Music and poetry also play an important role in religious expression in the Islamic world. In various local traditions, music is often used in religious ceremonies and celebrations. For example, the tradition of beating golombang in the funeral rituals of the Bolaang Mongondow Muslim community shows how music can serve as a medium to honor the departed and strengthen community ties (Tungkagi & Mokodongan, 2022). Research has also shown that music has a therapeutic function that helps reduce anxiety, as found in research on the effects of music in educational contexts (Pebriana, 2025). Poetry, on the other hand, is a means of conveying feelings and spiritual experiences. Poetry in the Islamic tradition often contains Sufistic themes, expressing love for God and the search for truth. Abdul Hadi W.M. in his poems describes a rich and complex spiritual journey, showing how poetry can be a communicative form of religious experience (Sujarwoko et al., 2023). In addition, poetry also

serves as a medium to share Islamic traditions and stories, as seen in the practice of reading poetry in pesantren, which strengthens Islamic identity in society.

Synergy Between Different Forms of Religious Expression

The synergy between calligraphy, architecture, music and poetry creates a complex fabric that enriches the religious experience of Muslims. These three art forms are not mutually exclusive, but rather interact and support each other in conveying spiritual messages. For example, the calligraphy that adorns a mosque works together with the building's magnificent architecture to create an inspiring atmosphere of worship. Conversely, music and poetry can add a deep emotional dimension to the worship experience, strengthening the bonds between individuals and communities in carrying out religious teachings. In the context of ritual, all these elements play an active role in shaping cultural and spiritual identity. Such is the case in traditional music festivals, where music is not only entertainment but also a means to celebrate and live out religious teachings (Putra & Sari, 2023). The diversity of artistic expressions in the Islamic context provides opportunities for each individual to find unique ways to get closer to God and celebrate the diversity that exists in society.

Religious expressions in Islamic art, through calligraphy, mosque architecture, and music and poetry, reflect the deep values and beliefs in the lives of Muslims. Each art form contributes to shaping the identity and spirituality of the Ummah, giving meaning to everyday life. By complementing and working together, these various art forms not only convey religious messages, but also reinforce the rich communities and cultures throughout Islamic history. Therefore, it is important to continue to preserve and appreciate these various forms of expression in a modern context, in order to maintain a spiritual connection with established traditions.

Islamic Art as a Medium of Da'wah

Islamic art as a medium for da'wah has a significant role in spreading the teachings of Islam and raising public awareness of religious values. Scholars and artists have long recognized the potential of art in facilitating da'wah, especially when art is able to convey spiritual messages in an interesting and easy-to-understand way. Relevant examples of Islamic art include puppet shows, dance, and visual arts, each of which is distinctive in conveying moral and religious messages.

The use of wayang golek as a medium for da'wah has been explored in several studies that demonstrate the importance of this art in community character building. As a traditional performing art form, wayang golek contains spiritual values that can be integrated with Islamic teachings to educate and inspire audiences. In this regard, research found that elements in wayang golek performances, such as characters and themes, can be adapted to prophetic narratives and relevant Islamic values, so that the da'wah process can become more effective and attractive to the audience (Syaf'i & Rahman, 2022).

Furthermore, dance as a form of artistic expression also has the potential to be an effective medium for da'wah. Dancers who wear hijab, for example, can convey Islamic messages through meaningful movements, as well as dismantle the stigma surrounding women wearing hijab in art. In studies of dance, it appears that each movement has symbolism that supports the delivery of da'wah, while emphasizing the Islamic identity of the dancer (Parhan et al., 2022).

In the context of da'wah, fine art also plays an important role. Artworks, whether in the form of paintings, calligraphy or installations, contain deep meanings that can trigger spiritual reflection. Through visual aesthetics, religious messages can be conveyed in a way that is not only pleasing to the eye but also to the heart. Arabic calligraphy, for example, not only functions as an ornament, but also as a medium to convey verses of the Qur'an, inviting people to understand and love the holy book (Rudianto et al., 2020). Works of art that reflect Islamic

values can increase people's awareness and understanding, in line with the purpose of da'wah itself.

The effectiveness of Islamic art in attracting people's attention is most evident when art is combined with local values or rich culture. Acculturation between local culture and Islamic teachings, as practiced by Walisongo in Java, allows the spread of Islam without losing the character of local culture. Through this method, art becomes a bridge for people to recognize and accept Islam more harmoniously (Alif et al., 2020). This approach rooted in local wisdom shows that art is not only a communication tool, but also a means to embrace differences, build unity, and form a more inclusive community identity.

From an efficiency standpoint, many artists and preachers realize that the art format offers an alternative way to reach communities that may be difficult to reach through formal lectures or other conventional approaches. Art allows the delivery of religious values in a more relaxed and enjoyable context, thus attracting a larger audience, including the younger generation. Research shows that the arts can make complex concepts easier to digest, allowing audiences to engage emotionally and intellectually with da'wah material. In addition, community participation in Islamic art activities as a medium for da'wah provides a space for the community to participate in the process of spreading Islamic values. Art activities in the community, such as art training and performances, not only provide education but also empower individuals and groups to strengthen their identity as Muslims (Raharti & Wijaya, 2023). The artists involved often become role models in their communities, which not only encourages religious practices but also strengthens the community socially and culturally.

Addressing the challenges in the application of art as a medium for da'wah, there is a need to improve the ability of preachers and artists to utilize art in the context of da'wah. Many preachers may not be trained to incorporate art in their da'wah practices, so training and guidance is needed to maximize the potential of art in conveying religious messages (Syaf'i & Rahman, 2022). In addition, awareness of the variety of art media available and ways to integrate them in da'wah activities should be part of capacity building efforts in the community. The existence of art communities that are active in designing activities based on Islamic art also has a positive impact on the vibrancy of da'wah. In many cases, people feel more connected to Islamic teachings when they are delivered through creativity and innovation. Therefore, it is crucial for various parties, including the government and non-governmental organizations, to collaborate in supporting art activities aimed at da'wah. Doing so will strengthen social networks among artists and preachers, as well as build financial and moral support for worthwhile arts initiatives.

From various aspects, Islamic art as a medium of da'wah shows effectiveness that is rarely recognized, but is very concrete in reality. The use of various art forms invites people to actively participate and internalize Islamic values in their daily lives. Art can change perceptions, educate audiences, and be a tool capable of fostering love for religion. Further research is needed to explore other methods and art forms that can be used to ensure that da'wah remains relevant to the times and the needs of a dynamic society. Islamic art serves not only as a medium of artistic expression, but also as an effective da'wah tool in spreading Islamic teachings and building community awareness. With the need for training, collaboration and support to artists and preachers, it is hoped that art as a medium of da'wah will further develop and make a positive contribution to (Syaf'i & Rahman, 2022).

Challenges and Opportunities in Contemporary Islamic Art

In this era of globalization and technological advancement, contemporary Islamic art faces significant challenges and opportunities. First of all, we must understand the challenges faced by Islamic artists in the modern world. One of the main challenges is the protection of Islamic values that may be threatened by the increasingly dominating influence of global culture (Agil, 2023). Artists need to strive to maintain the spiritual and moral integrity of their

artworks when facing market and social expectations that sometimes contradict Islamic teachings. In addition, many artists are also faced with discrimination or misconceptions about Islamic art itself, which is often perceived as static and unable to adapt to changing times (Kasiyan, 2024).

In this context, artists need to be innovative explorers, adapting to new realities while remaining true to the underlying principles of their work. Digital media offers new platforms for artists to express themselves and reach a wider audience. Technological developments such as augmented reality (AR) and virtual reality (VR) allow artists to create more interactive and immersive experiences for audiences (Pramesti & Olivia, 2024). By utilizing digital media, Islamic artists can create works that not only maintain traditional aesthetics, but also apply modern, technology-based techniques.

The opportunities for developing Islamic art in the digital age cannot be ignored. With many online platforms for sharing and selling artworks, artists are now able to reach a global audience without geographical restrictions. For example, while some art traditions may seem conventional, many contemporary Islamic artists have managed to create works that have a modern feel while still honoring their cultural roots (Pramesti & Olivia, 2024). The interactivity offered by digital platforms also allows artists to collaborate with other artists around the world, adopt and adapt different techniques and approaches, and dialogue with more diverse audiences. In addition, the use of social media has become an important strategy for artists to promote their work and reach a wider audience. Through online campaigns and the dissemination of engaging visual content, artists can continuously communicate with their followers, discuss ideas, and gain valuable feedback in their creative process. On the other hand, artists also face challenges in terms of maintaining their identity in the face of commercialization and expectations in a more business-oriented environment (Wijayanti & Utami, 2022).

Innovation is also key in the contemporary art industry. Islamic artists today strive to develop new forms of expression that combine tradition with modern techniques, creating works that are more relevant and able to compete with art from other cultures (Kasiyan, 2024). Amidst the rapid changes in the art world, there is an urgent need to maintain good character education among young artists, ensuring that Islamic values remain embedded. The education of artists in this field needs to focus on character development and a deep understanding of cultural heritage so that they can contribute to a wider and more diverse arts field in the future.

However, challenges in the implementation of art education cannot be ignored either. Many educational institutions have not fully integrated technology in their art curriculum, which hinders the ability of young artists to adapt quickly to changes (Sutrisno & Syukur, 2023). On the other hand, by introducing project-based learning (PBL) in art education, learners can be more creative and innovative, and this will facilitate a broader exploration of art. All in all, contemporary Islamic art is facing a period of transformation that is challenging but also full of opportunities. Through the utilization of technology, integration of character education, and exploration of innovation, artists can find a path to success in developing works that are not only aesthetically relevant but also spiritual (Dyaningsih & Pramudyo, 2023). By overcoming these challenges and capitalizing on these opportunities, the future of Islamic art in the digital era is very promising.

Contemporary Islamic art should also encourage wider discussion of relevant social and political issues. Art is not only a medium for personal expression, it can also be a tool to reflect and promote positive social change in society. Artists have a responsibility to use their voices to address issues facing their communities, including tolerance, economics, and the environment, through their widely accessible work. Art has the potential to be a powerful tool for building bridges between cultures, establishing communication between different communities, and strengthening cross-cultural understanding (Nathasia & Sukendro, 2022).

Facing these challenges, the Islamic arts community also needs to collaborate with various stakeholders, including the government, educational institutions, and the private sector, to create a supportive and sustainable ecosystem. This joint effort will help promote Islamic arts, ensure the availability of facilities, adequate training, and access to necessary assets and resources for the parties involved and is expected to have a significant impact on the development of the arts in the future. Direction and support from institutions and stakeholders in developing Islamic art in the digital era is also crucial to strengthen the position of this art in the wider community. By understanding the challenges and opportunities that exist, artists and relevant institutions can work together to create an adaptive environment, where Islamic art is not only relevant but also recognized and celebrated on the global stage (Dyaningsih & Pramudyo, 2023). Thus, the 21st century will witness a colorful, creative, and progressive transformation of Islamic art that reflects strong values and cultural identity.

Case Study

Islamic art has played an important role in da'wah (the promotion of Islam) at various levels, facilitating the spread of moral, ethical and spiritual messages into local and global communities. In various forms, ranging from visual to performing arts, Islamic art conveys Islamic values and creates space for constructive social interaction. Studies show that these arts serve as effective communication tools and character education tools in society.

The Influence of Islamic Art on Local Communities

Islamic art can be seen in many forms, including calligraphy, mosque architecture, music and dance rooted in local traditions. For example, in Indonesia, the art of hadrah and musical da'wah are often used to attract audiences and convey religious messages. Research shows that hadrah art in Gresik has been an important means of promoting Islamic values and increasing social solidarity in the community (Kusumawati & Yanuartuti, 2020). These art models serve not only as entertainment, but also as a vehicle to educate the younger generation about Islamic morals and values (Faisal & Sobarna, 2022).

The application of aesthetics in mosque architecture also plays an important role in local communities. The presence of a magnificent and artistic mosque symbolizes the spiritual power and identity of the community, and attracts visitors from outside the area (Kusumawati & Yanuartuti, 2020). This shows how art can contribute to social and economic revitalization in certain communities, encouraging interaction between different groups in society.

Da'wah Through Visual and Performing Arts

Besides calligraphy and architecture, visual art produced by Muslim artists often contains strong religious and cultural values. For example, art exhibitions can be a platform for artists to discuss spiritual and moral themes through their work. In this context, art exhibitions in alternative spaces conducted in Brebes demonstrate how artworks can be used to increase understanding and appreciation of Islamic art among the public (Masruroh, 2023).

Performing arts, such as religious drama and dance, are also often used to convey Islamic values. An analysis of the development of dance in educational institutions shows that dance can serve as a tool to stimulate interest in learning and character building among children (Uminah et al., 2023). In addition, involvement in the arts can also enhance self-confidence and social skills, which are important for individual development in the context of the community.

Islamic Art and Globalization

On a broader scale, Islamic art also plays a role in building intercultural dialogue at the global level. With the development of information and communication technologies, Islamic art is increasingly accessible to an international audience. This requires artists to negotiate a harmonious space between local traditions and global influences, thus creating a rich synergy in artistic expression. Research shows that traditionally developed art can adapt well in a global

context, retaining its core spiritual and cultural message (Agil, 2023). Furthermore, the positioning of Islamic art in a global context can promote cross-cultural understanding and create positive relationships between different communities. Exposure to Islamic art at world art festivals, for example, can help overcome negative stereotypes about Muslim communities (Hermanu et al., 2023). This collective view of art reinforces the importance of collaboration and dialog in creating peace and understanding diversity.

From the above analysis, it can be concluded that Islamic art functions not only as a means of artistic expression, but also as a strategic tool in da'wah. Through art, moral, spiritual and social messages can be conveyed in a way that touches people's hearts and minds. In the local context, Islamic art supports character building and social solidarity, while at the global level, it bridges understanding between different cultures. Therefore, it is important for Muslim artists to continue to explore and develop art forms that are not only relevant to their identity, but are also able to attract attention and build bridges between cultures in this increasingly connected world.

CONCLUSION

Islamic art plays an important role as a medium of da'wah by spreading spiritual values, morals, and Islamic teachings through various forms of expression such as calligraphy, mosque architecture, music, poetry, and performing arts, which present not only aesthetic beauty but also profound religious messages. In the contemporary era, Islamic art faces the challenges of globalization and technology, but also has the opportunity to innovate and reach a wider audience through digital media, while remaining relevant as a tool for character education, community building, and global intercultural dialogue. By combining tradition and modernity, Islamic art continues to develop as an effective medium of da'wah while maintaining the cultural and spiritual heritage of Muslims, so it needs to continue to be supported so that it remains alive and relevant amid the dynamics of the times.

AUTHOR CONTRIBUTIONS

Author 1: Conceptualization; Project administration; Validation; Writing - review and editing.

Author 2: Conceptualization; Data curation; In-vestigation.

CONFLICTS OF INTEREST

The authors declare no conflict of interest.

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