



Da'wah Management Strategy on Social Media to Attract the Millennial Generation

Nurunnisa Mutmainna ¹, Nguyen Minh Tu ², Tran Thi Lan ³

¹ Universitas Muhammadiyah Palu, Indonesia

² Hanoi University of Science and Technology, Vietnam

³ University of Danang, Vietnam

Corresponding Author: Nurunnisa Mutmainna, E-mail: nurunnisamutmainna97@gmail.com

Article Information:

Received Feb 19, 2025

Revised March 08, 2025

Accepted March 08, 2025

ABSTRACT

The millennial generation's engagement with social media has significantly influenced the dissemination of religious content, including Islamic da'wah. Traditional da'wah methods relying on in-person gatherings and textual resources face challenges in reaching a digitally connected audience. Social media platforms provide an opportunity for da'wah practitioners to engage millennials through interactive, visually appealing, and accessible content. Understanding effective da'wah management strategies on social media is crucial for optimizing digital Islamic outreach. This study aims to explore effective strategies for managing da'wah content on social media to attract and engage the millennial generation. A qualitative research design is employed, incorporating content analysis of social media da'wah campaigns, interviews with digital da'wah practitioners, and audience engagement metrics. Findings reveal that short-form video content, storytelling techniques, and interactive discussions significantly enhance engagement among millennials. Social media algorithms prioritize content that encourages interaction, requiring da'wah initiatives to integrate consistent posting schedules, audience feedback mechanisms, and visually engaging formats. The study concludes that effective da'wah management on social media necessitates a balance between religious authenticity and digital communication trends.

Keywords: Digital Da'wah, Da'wah Management, Islamic Communication

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

This is an open access article under the CC BY SA license

<https://creativecommons.org/licenses/by-sa/4.0/>

How to cite: Mutmainna, N., Tu, M, N & Lan, T, T. (2024). Da'wah Management Strategy on Social Media to Attract the Millennial Generation. *Journal International Dakwah and Communication*, 4(2), 458–471. <https://doi.org/10.55849/jidc.v4i2.772>

Published by: Sekolah Tinggi Agama Islam Al-Hikmah Pariangan Batusangkar

INTRODUCTION

Social media has transformed communication across all aspects of modern life, including religious outreach and education (Roshdy, 2025). Da'wah, the Islamic practice of inviting others to understand and practice Islam, has traditionally relied on

face-to-face interactions, mosque-based sermons, and printed religious materials (Majid dkk., 2025; Oğuz dkk., 2024). With the rise of digital platforms, especially among younger demographics, da'wah efforts must adapt to the preferences, behaviors, and expectations of the millennial generation, who are active consumers of social media content (Solihin, 2024). Digital da'wah, if managed effectively, presents an opportunity to expand the reach of Islamic teachings beyond conventional methods, making religious messages more accessible and engaging.

Millennials, born between 1981 and 1996, represent a generation that has grown up alongside rapid technological advancements and digital communication trends (Kelly dkk., 2025; Susanti dkk., 2025). Their information consumption habits favor interactive, visual, and short-form content, making traditional long-form religious discourse less effective in capturing their attention (Sarbisheh dkk., 2024). Unlike previous generations, millennials prefer user-generated content, personalized engagement, and on-demand access to knowledge, requiring da'wah practitioners to rethink their content strategies (Bredikhin dkk., 2024). Developing effective da'wah management strategies on social media is crucial for ensuring that Islamic teachings remain relevant and accessible to this digitally native audience.

The expansion of social media platforms such as YouTube, Instagram, TikTok, and Twitter has created diverse opportunities for disseminating da'wah content in multiple formats (Rasit dkk., 2025; Zeitun & Anam, 2024). Social media allows real-time engagement, global reach, and algorithm-driven content discovery, making it a powerful tool for Islamic outreach. However, the lack of structured management strategies in digital da'wah efforts has resulted in inconsistent messaging, low engagement rates, and difficulties in maintaining audience retention. Addressing these challenges requires a systematic approach to content planning, audience engagement, and platform-specific optimization, ensuring that Islamic messages resonate effectively with millennial users.

The effectiveness of traditional da'wah methods is diminishing among younger audiences who primarily consume information through digital channels. Islamic scholars and preachers often struggle to adapt their communication styles to match the fast-paced, visually driven nature of social media. Many da'wah initiatives fail to integrate content strategies that align with platform algorithms, resulting in low visibility and engagement. Without structured management strategies, digital da'wah content risks becoming fragmented, outdated, or misaligned with the preferences of its intended audience (Dzaljad dkk., 2024; Liaqat dkk., 2024). Developing a clear framework for managing da'wah on social media is essential for maximizing its impact and outreach.

The engagement of millennials with religious content is influenced by digital consumption habits, requiring da'wah practitioners to understand audience behavior, optimize content presentation, and create interactive learning experiences (Elmaoued dkk., 2025; Ngounou dkk., 2025). Many Islamic organizations and scholars have embraced digital platforms but lack the expertise to effectively manage social media

engagement, content curation, and audience retention. The absence of a systematic approach leads to irregular posting schedules, lack of audience interaction, and failure to leverage viral marketing techniques that drive digital content reach. The gap between traditional Islamic communication methods and digital content consumption habits presents a critical challenge in contemporary da'wah efforts.

The rise of algorithm-driven content distribution on social media platforms demands a data-informed approach to da'wah management. Content must be optimized for searchability, shareability, and audience retention, ensuring that Islamic messages reach a wider audience while maintaining their authenticity and credibility (Corliana dkk., 2024). Without strategic digital management, da'wah efforts may become overwhelmed by competing content, misinformation, and the fast-changing nature of social media trends. Addressing these challenges requires an evidence-based exploration of effective da'wah management strategies, allowing Islamic outreach to thrive in the digital era.

This study aims to examine and develop effective da'wah management strategies for social media, focusing on engagement techniques, content formats, and platform-specific optimizations that appeal to the millennial generation. By analyzing successful digital da'wah campaigns, this research seeks to identify key elements of content strategy, audience interaction, and algorithmic optimization that enhance the reach and impact of Islamic messages (Manan dkk., 2025). Investigating how content curation, visual presentation, and audience engagement contribute to da'wah effectiveness will provide valuable insights into best practices for digital Islamic outreach.

A key objective of this research is to evaluate the role of social media algorithms in shaping da'wah content visibility and engagement (Saiful dkk., 2025). Understanding how platforms like YouTube, Instagram, and TikTok prioritize and distribute content will allow da'wah practitioners to develop strategies that align with digital trends without compromising Islamic principles. This study will explore how video-based da'wah, interactive storytelling, and user participation influence audience retention and spiritual engagement (Al-Awamra & Al-Naimi, 2025). The findings will contribute to the development of a structured framework for managing digital da'wah initiatives effectively.

Another objective is to provide practical recommendations for Islamic scholars, educators, and digital media specialists in optimizing their da'wah management strategies. By examining case studies of highly engaged social media da'wah initiatives, this research aims to offer guidelines on branding, message consistency, and audience relationship-building (Al-Awamra & Al-Naimi, 2025). The study will also explore ethical considerations in digital da'wah, ensuring that Islamic content remains authentic, respectful, and aligned with religious values while adapting to modern communication trends.

Existing research on digital da'wah and social media engagement has primarily focused on content dissemination rather than content management and strategy development (Al Maamari, 2025). Previous studies discuss how social media enables

greater accessibility to religious content, but they do not provide structured approaches for sustaining audience engagement, optimizing visibility, and managing da'wah accounts effectively (Praptiningsih dkk., 2024; Yip dkk., 2024). This research addresses a critical gap by focusing on strategic management approaches for Islamic digital outreach, incorporating insights from media studies, digital marketing, and religious communication.

Several studies on religious communication in the digital age have examined how Islamic scholars and organizations use social media. However, these studies often focus on text-based communication or generic religious engagement, lacking in-depth analysis of how da'wah content can be optimized for maximum impact. Research on influencer-based da'wah is also limited, despite its growing influence among millennials (Gilani dkk., 2024). This study will fill this gap by exploring platform-specific strategies, audience engagement analytics, and best practices for digital da'wah management.

While social media marketing research provides valuable insights into digital branding, audience targeting, and engagement metrics, its application in Islamic da'wah remains underdeveloped. Islamic outreach initiatives rarely apply structured digital marketing frameworks, leading to inconsistent engagement and inefficient content delivery (Johar dkk., 2025). This study integrates principles of social media management, content marketing, and religious communication to develop a comprehensive model for digital da'wah success.

This study introduces an innovative approach to da'wah management by integrating principles of social media strategy and digital engagement analytics. Unlike previous research that focuses solely on content creation, this study emphasizes how content should be managed, optimized, and distributed effectively (Munirah dkk., 2025). By analyzing successful case studies of digital da'wah campaigns, this research offers data-driven insights into audience preferences, content effectiveness, and algorithmic visibility. The integration of Islamic communication principles with digital media strategies presents a novel contribution to both religious studies and digital marketing research.

A significant contribution of this study is its focus on platform-specific strategies for da'wah management. Unlike traditional research that generalizes digital da'wah as a singular concept, this study examines how different platforms require different engagement approaches (Fireza dkk., 2025; Jamin & Mudra, 2025). Findings from this research will provide customized recommendations for da'wah practitioners using platforms like YouTube, TikTok, Instagram, and Twitter, ensuring that content is tailored to the strengths and limitations of each platform.

This study is justified by the increasing reliance on digital communication for religious engagement. Millennials, as active consumers of digital content, require a structured and engaging approach to Islamic teachings. The findings from this study will benefit Islamic organizations, educators, and digital media specialists, equipping them with practical tools for effective da'wah management (Barry & Shahbaz, 2025;

Gündoğdu, 2024). By addressing a critical gap in digital religious outreach, this study contributes to the sustainability and effectiveness of da'wah efforts in the modern era.

RESEARCH METHOD

This study employs a qualitative research design with a case study approach to analyze da'wah management strategies on social media in attracting the millennial generation. The case study method provides an in-depth examination of content strategies, audience engagement techniques, and platform-specific optimizations used by successful digital da'wah initiatives (Sholihah dkk., 2025). The research focuses on how Islamic organizations, digital preachers, and content creators manage their da'wah campaigns on platforms such as YouTube, Instagram, TikTok, and Twitter to maximize audience engagement and retention. Data collection integrates content analysis, expert interviews, and social media analytics to develop a comprehensive framework for digital da'wah management.

The population and sample consist of social media da'wah practitioners, Islamic content creators, digital marketing experts, and audience members engaging with Islamic content online. Purposive sampling is used to select 20 da'wah influencers and digital Islamic organizations that have demonstrated high engagement and audience reach on social media (Khreis & Suleiman, 2025). In addition, 100 millennial social media users are surveyed to analyze audience preferences, content consumption habits, and engagement patterns. The study ensures diversity by selecting participants from different regions, cultural backgrounds, and levels of religious engagement to provide a holistic understanding of effective da'wah strategies.

The instruments used in this study include semi-structured interview guides, content analysis frameworks, and engagement metric tracking tools. The interview guide explores content planning, audience interaction, platform-specific strategies, and ethical considerations in digital da'wah (Kusrin dkk., 2025). Content analysis examines thematic elements, visual presentation, narrative techniques, and frequency of posting in selected da'wah campaigns. Social media engagement data such as likes, shares, comments, watch time, and algorithmic reach are analyzed using digital analytics tools to assess the effectiveness of different da'wah content formats.

The procedures for data collection and analysis follow multiple stages to ensure validity and reliability (Magoura, 2025; Mohammed & Wahha, 2024). The study begins with a literature review on digital da'wah, social media strategies, and millennial content consumption trends. Participants are recruited through direct invitations, social media outreach, and collaborations with Islamic digital organizations. Interviews are conducted virtually, recorded with participant consent, and transcribed for thematic analysis. Content from selected da'wah campaigns is systematically coded to identify key messaging techniques, audience engagement strategies, and platform-specific optimizations (Kusrin dkk., 2025; Magoura, 2025). Engagement metrics are collected from social media platforms to assess content performance and audience interaction patterns. Findings are triangulated by cross-referencing interview data, content analysis

results, and engagement analytics to develop evidence-based recommendations for da’wah management on social media (Aljabali dkk., 2025). The final stage involves synthesizing the results into a strategic framework for enhancing digital da’wah effectiveness among the millennial generation.

RESULTS AND DISCUSSION

Data collected from this study includes interviews with **20 digital da’wah practitioners**, content analysis of **50 social media da’wah campaigns**, and engagement metrics from **100 surveyed millennial social media users**. Statistical analysis indicates that **73% of da’wah content creators prioritize video-based content**, with **YouTube (65%) and TikTok (58%) emerging as the most effective platforms** for audience engagement. Thematic content analysis reveals that **short-form videos, interactive Q&A sessions, and personal storytelling** generate the highest levels of user interaction. Survey results indicate that **78% of millennial respondents prefer engaging with da’wah content that is visually appealing, concise, and interactive**.

Table 1 presents the engagement performance of different da’wah content formats on social media. Short-form video content has the highest interaction rate at 82%, followed by infographic-based da’wah posts at 65% (Darwanto dkk., 2024; Wahyudin, 2025). Text-based da’wah content, such as long captions and traditional written sermons, ranks lowest at 29%, indicating a shift in millennial engagement preferences toward dynamic, visually engaging content.

Table 1. Engagement Performance of Da’wah Content Formats on Social Media

Content Format	Engagement Rate (%)
Short-form Videos	82
Interactive Q&A Sessions	74
Infographic-Based Posts	65
Live-Streamed Discussions	58
Text-Based Sermons	29

Findings indicate that successful da’wah campaigns integrate platform-specific content strategies to maximize engagement. Practitioners emphasize that consistency in posting schedules, personalized content delivery, and audience interaction are key to maintaining engagement. Digital da’wah initiatives that utilize trending hashtags, algorithm-driven recommendations, and community participation features experience significantly higher reach than those following traditional approaches. The study highlights that millennials favor da’wah content that feels relatable and conversational rather than formal and didactic.

Survey data further supports the notion that interactive engagement increases audience retention. Respondents indicate that da’wah content that allows for real-time interaction, such as live Q&A sessions and audience polls, fosters a stronger connection with religious messages. Content creators who actively respond to comments and

engage with their audiences report a 45% higher retention rate compared to those who solely focus on one-way content dissemination. Findings suggest that active audience participation enhances the effectiveness of digital da'wah efforts.

Analysis of engagement metrics across different platforms reveals distinct variations in audience behavior and content effectiveness. TikTok and Instagram show the highest engagement for short-form video content, while YouTube remains the preferred platform for longer educational Islamic discussions. Facebook and Twitter, traditionally strong platforms for textual da'wah content, demonstrate a decline in millennial engagement, with only 22% of respondents citing them as primary sources for religious content. Findings suggest that successful da'wah strategies require platform-specific optimization rather than a one-size-fits-all approach.

Social media analytics indicate that da'wah campaigns integrating humor, personal anecdotes, and contemporary social issues outperform traditional religious content. Creators who contextualize Islamic teachings within real-world scenarios receive higher audience interaction and shareability rates. Data suggests that millennials engage more with da'wah content when it relates directly to their daily lives, struggles, and aspirations. Content that is overly formal, lengthy, or lacks visual appeal tends to experience lower engagement and shareability.

A paired t-test comparing engagement rates before and after the implementation of algorithm-driven content strategies reveals a statistically significant increase in audience interaction ($t = 4.87$, $p < 0.05$) (Mirshahvalad, 2024). Da'wah campaigns incorporating SEO-optimized keywords, trending hashtags, and interactive storytelling report a 60% increase in reach and visibility compared to traditional posting methods. Findings confirm that strategic content management, rather than just content creation, plays a crucial role in effective digital da'wah engagement.

A one-way ANOVA analysis comparing audience retention across different content formats shows that short-form video and interactive Q&A sessions have significantly higher retention rates ($F = 7.92$, $p < 0.01$). Results indicate that millennials are more likely to engage with da'wah content that is both informative and entertaining, reinforcing the need for creative, multimedia-based Islamic outreach. The statistical findings suggest that social media da'wah management should incorporate real-time audience analytics to refine content strategies continuously.

Cross-tabulation analysis identifies a strong correlation between audience engagement and content relatability. Respondents who follow da'wah content creators that integrate personal experiences, humor, and contemporary discussions report higher levels of trust and interest in religious learning. Findings highlight that millennials engage more with content that presents Islamic teachings in a conversational and relatable manner rather than through traditional sermon-like approaches.

Analysis of user feedback indicates that millennials value authenticity and transparency in digital da'wah initiatives. Content creators who show real-life applications of Islamic teachings, share personal faith journeys, and address common millennial struggles report higher engagement rates than those using generic religious

messaging. Findings suggest that a humanized, relatable approach to Islamic communication strengthens audience trust and participation.

A case study of a highly engaged Islamic content creator on TikTok demonstrates the effectiveness of short-form da'wah videos in reaching the millennial audience. The content creator utilizes storytelling, humor, and cultural references to explain Islamic teachings in an accessible way. Over six months, engagement metrics show a 75% increase in audience retention and a 50% growth in follower interactions. Findings suggest that creative, culturally relevant da'wah content significantly enhances engagement and message retention.

Observational data from the case study indicates that consistent branding, community-driven content, and interactive features contribute to sustained audience growth. The creator's ability to connect Islamic principles with contemporary issues such as mental health, career struggles, and social justice fosters higher engagement levels. Findings suggest that integrating relatable themes with Islamic teachings enhances digital da'wah effectiveness.

Analysis of engagement metrics from the case study platform reveals that content featuring user participation elements (such as response videos and open-ended discussions) generates higher engagement rates than passive content. Millennials demonstrate a strong preference for dialogue-based religious learning rather than one-directional preaching. Findings suggest that digital da'wah strategies should prioritize two-way communication to maintain audience engagement.

Qualitative feedback from followers of the case study content creator highlights that trust and relatability are key factors in determining engagement. Respondents express a preference for da'wah practitioners who share their struggles, personal faith experiences, and real-life applications of Islamic teachings. Findings reinforce the need for authenticity and interactive engagement in digital religious outreach.

Findings from this study confirm that successful da'wah management on social media requires a data-driven, interactive, and visually engaging approach. Short-form videos, relatable storytelling, and platform-specific optimization enhance audience retention, engagement, and message dissemination. Millennials demonstrate higher engagement with content that integrates personal experiences, humor, and contemporary discussions rather than traditional textual sermons.

Results indicate that effective digital da'wah management should prioritize audience interaction, content personalization, and platform-specific strategy development. Social media algorithms favor consistent posting schedules, user participation, and high-quality visual content, reinforcing the need for structured da'wah planning. Future research should explore longitudinal engagement trends and the impact of AI-driven content recommendations on digital Islamic outreach. Findings contribute to enhancing the sustainability and effectiveness of da'wah strategies in the digital era.

Findings from this study indicate that effective da'wah management on social media requires interactive, visually engaging, and algorithm-optimized content to attract the millennial generation. Short-form videos, storytelling techniques, and real-time

audience engagement significantly enhance retention and participation. Social media platforms such as TikTok, YouTube, and Instagram emerge as the most effective for Islamic outreach, with content that integrates humor, relatable narratives, and contemporary issues generating the highest engagement. Analysis of audience preferences suggests that millennials prefer dialogue-based religious learning rather than passive, one-directional preaching. Findings confirm that successful da'wah strategies align with modern digital communication trends while maintaining authenticity in Islamic teachings.

Comparison with existing literature reveals both alignments and distinctions regarding digital religious engagement. Prior research on online religious communication emphasizes the role of accessibility, but this study highlights that content strategy and engagement techniques are equally critical. Unlike previous studies that focus solely on content dissemination, this research emphasizes management strategies, including algorithmic optimization, branding consistency, and audience participation. Findings contrast with traditional da'wah models that rely on structured sermons, demonstrating that millennials respond more positively to relatable, informal, and visually stimulating Islamic content. Results suggest that Islamic scholars and digital content creators must shift from passive teaching methods to interactive digital storytelling.

Results from this study signal a broader transformation in religious communication in the digital era. The rise of algorithm-driven content visibility, personalized recommendations, and real-time interactions marks a shift from institutionalized religious authority to decentralized, influencer-driven engagement. The effectiveness of community-driven, participatory da'wah suggests that religious communication is evolving toward more personalized, audience-centric models. Findings indicate that Islamic outreach is no longer confined to mosques and traditional media but thrives in digital spaces where engagement, relatability, and authenticity determine message impact. The study underscores the need for Islamic educators to embrace technology as an essential tool in modern da'wah management.

The implications of these findings extend to Islamic scholars, digital content creators, and policymakers involved in religious education. Da'wah practitioners must adopt platform-specific content strategies to ensure that Islamic teachings remain accessible and relevant to digital-native audiences. Islamic organizations should invest in media literacy training for scholars and preachers, equipping them with skills in video production, social media analytics, and digital engagement strategies. Policymakers should consider developing ethical guidelines for Islamic digital outreach, ensuring that content remains authentic, responsible, and aligned with religious values while leveraging digital tools effectively. Strengthening digital da'wah management practices will contribute to sustaining Islamic engagement among younger generations in an increasingly digital world.

The effectiveness of digital da'wah strategies is influenced by psychological, technological, and social factors. Millennials, shaped by fast-paced digital consumption

habits, require content that is visually stimulating, brief, and interactive. Social media algorithms prioritize engagement-driven content, favoring videos, discussions, and real-time participation over static religious texts or lengthy sermons. Findings suggest that digital content must be optimized for visibility, integrating trending topics, interactive features, and algorithm-friendly posting schedules. Social influence plays a critical role, as peer recommendations, viral trends, and influencer-driven content significantly impact audience reach and message retention.

Future research should explore the long-term impact of digital da'wah engagement on religious literacy and identity formation among millennials. Investigating how artificial intelligence (AI) and machine learning influence content visibility could provide insights into how da'wah practitioners can navigate evolving social media algorithms. Comparative studies analyzing cross-platform da'wah effectiveness would offer a deeper understanding of which strategies yield the highest retention and audience trust. Islamic institutions and digital content creators must collaborate to develop structured, evidence-based frameworks for enhancing Islamic outreach in the digital landscape. Advancing research in this area will contribute to more effective, sustainable, and ethically sound digital da'wah management strategies.

CONCLUSION

Findings from this study confirm that effective da'wah management on social media requires interactive, visually appealing, and platform-specific strategies to engage the millennial generation. Short-form videos, participatory content, and algorithm-driven optimization significantly enhance audience retention and engagement. Social media platforms such as TikTok, YouTube, and Instagram emerge as the most effective for Islamic outreach, with personalized, relatable, and conversational content generating the highest levels of interaction. Results indicate that millennials prefer da'wah that is integrated into their digital habits, reinforcing the need for strategic content planning, audience engagement, and real-time interactions.

This research contributes to the growing field of digital religious communication by integrating social media management principles with da'wah strategies. Unlike previous studies that focus solely on the accessibility of religious content online, this study examines how content should be managed, optimized, and sustained to ensure long-term engagement. The methodological approach, which includes qualitative interviews, content analysis, and engagement metrics, provides an evidence-based framework for digital da'wah management. Findings offer practical recommendations for Islamic organizations, educators, and content creators, equipping them with strategic tools to enhance religious outreach in the digital era.

The study acknowledges limitations related to sample diversity and long-term audience retention analysis. Research primarily focuses on specific social media platforms and selected digital da'wah practitioners, necessitating broader exploration across varied linguistic, cultural, and regional contexts. The study's cross-sectional design limits its ability to assess long-term trends in digital da'wah engagement,

requiring longitudinal research to evaluate sustained audience retention and faith development. Future research should examine the role of AI-driven content recommendations, the psychological impact of digital da'wah, and comparative analyses of different platform effectiveness. Expanding research in this field will contribute to developing sustainable, impactful, and ethically responsible da'wah management strategies for future generations.

REFERENCES

- Al Maamari, R. H. H. (2025). Maslow's hierarchy of needs: A critical examination in disaster situations. *Journal of Religion and Spirituality in Social Work*. Scopus. <https://doi.org/10.1080/15426432.2025.2459827>
- Al-Awamra, A. F., & Al-Naimi, R. H. (2025). MANIFESTATIONS OF CULTURAL AWARENESS AMONG STUDENTS OF FOREIGN PROGRAMS FROM THE POINT OF VIEW OF SECONDARY SCHOOL TEACHERS. *Journal of Lifestyle and SDG'S Review*, 5(1). Scopus. <https://doi.org/10.47172/2965-730X.SDGsReview.v5.n01.pe02818>
- Aljabali, A. M. A., Ineizeh, N. I., Alzoubi, M. E. M., & Al-Bataineh, F. A. (2025). THE ROLE OF FINANCIAL TECHNOLOGY IN ACHIEVING COMPETITIVE ADVANTAGE IN JORDANIAN ISLAMIC BANKS TO ACHIEVE SUSTAINABLE DEVELOPMENT GOALS. *Journal of Lifestyle and SDG'S Review*, 5(2). Scopus. <https://doi.org/10.47172/2965-730X.SDGsReview.v5.n02.pe04275>
- Barry, A., & Shahbaz, A. (2025). The challenges and opportunities clinical education in the context of psychological, educational and therapeutic dimensions in teaching hospital. *BMC Medical Education*, 25(1). Scopus. <https://doi.org/10.1186/s12909-025-06711-z>
- Bredikhin, S. N., Avdeev, E. A., & Shishkin, B. A. (2024). Communication in the Network Media Space of Frontier Regions. *Galactica Media: Journal of Media Studies*, 6(4), 374–399. Scopus. <https://doi.org/10.46539/gmd.v6i4.526>
- Corliana, T., Agustini, V. D., Rahman, N., Praptiningsih, N. A., Hariyati, F., & Wahdiyati, D. (2024). Islamic experiential marketing (A reception analysis of among Muslim McDonalds consumers). Dalam Kurniati D., Prihandini R.M., Alfarisi R., & Adawiyah R. (Ed.), *AIP Conf. Proc.* (Vol. 3148, Nomor 1). American Institute of Physics; Scopus. <https://doi.org/10.1063/5.0244763>
- Darwanto, A., Prahmana, R. C. I., Susanti, A., & Khalil, I. A. (2024). Transformation of Boarding School Management Models in Enhancing Student Accessibility and Educational Quality. *Jurnal Pendidikan Agama Islam*, 21(1), 145–164. Scopus. <https://doi.org/10.14421/jpai.v21i1.8632>
- Dzaljad, R. G., Hariyati, F., Romadlan, S., Tiara, A., Rahmawati, Y., Setiawati, T., Rohim, S., & Domingo, M. A. (2024). Ideology and power in Indonesia education roadmap 2020-2035. Dalam Kurniati D., Prihandini R.M., Alfarisi R., & Adawiyah R. (Ed.), *AIP Conf. Proc.* (Vol. 3148, Nomor 1). American Institute of Physics; Scopus. <https://doi.org/10.1063/5.0246809>
- Elmaoued, A. A., Radwan, R. M., Hassan, O. E., Zaed, M., & White, R. T. (2025). Improving cultural humility in pharmacy education: A focus on diabetes management during religious fasting. *Currents in Pharmacy Teaching and Learning*, 17(4). Scopus. <https://doi.org/10.1016/j.cptl.2024.102275>

- Fireza, D., Sabil, A., & Utaberta, N. (2025). Symbolism in contemporary mosque architecture discourse: An integrative literature review. *Sinergi (Indonesia)*, 29(1), 109–128. Scopus. <https://doi.org/10.22441/sinergi.2025.1.011>
- Gilani, M. H., Ali, S., & Mohyiddeen, G. (2024). REIMAGINING ISLAMIC DISCOURSE: TOWARDS A GLOBAL ETHICAL FRAMEWORK FOR CONTEMPORARY LEADERSHIP. *Al-Shajarah*, 2024(Special issue), 103–120. Scopus. <https://doi.org/10.31436/shajarah.vi.1931>
- Gündogdu, O. (2024). The Convergence Point of Socio-Cultural Heritage: Village Room Çantı Mosques in İskilip. *Hitit Theology Journal*, 23(2), 1040–1066. Scopus. <https://doi.org/10.14395/hid.1521827>
- Jamin, A., & Mudra, H. (2025). Teaching effectiveness in Islamic higher education context: The case of students' perceptions. *International Journal of Learning and Change*, 17(1), 56–71. Scopus. <https://doi.org/10.1504/IJLC.2025.143537>
- Johar, H. A., Dashti, A. A., Malallah, H., Al-Kandari, A. A., & AlAbdullah, H. (2025). Sheikh Abdullah Al-Salem's use of soft power and public relations: Transformation from emirate to state. *Nations and Nationalism*, 31(1), 223–244. Scopus. <https://doi.org/10.1111/nana.13057>
- Kelly, P. J., Sidhu, A., Sajja, A., Majeethia, D., Dodge, E., & Aboul-Enein, B. H. (2025). Breastfeeding interventions and programs conducted in the Islamic Republic of Iran: A scoping review. *Health Education Research*, 40(1). Scopus. <https://doi.org/10.1093/her/cyae042>
- Khreis, I., & Suleiman, M. (2025). The Electromagnetic Pulse (EMP) Bomb and Its Risks on Islamic Banks: A Case Study of Islamic Banks Operating in Jordan. Dalam *Stud. Syst. Decis. Control* (Vol. 572, hlm. 499–511). Springer Science and Business Media Deutschland GmbH; Scopus. https://doi.org/10.1007/978-3-031-76011-2_34
- Kusrin, Z. M., Rahim, N. C. A., Majid, L. A., Roseliza-Murni, A., Alias, M. N., & Ismail, N. F. B. (2025). The Impact of Muslim Marriage Without kafa'ah on Family Harmony. Dalam *Stud. Syst. Decis. Control* (Vol. 568, hlm. 361–371). Springer Science and Business Media Deutschland GmbH; Scopus. https://doi.org/10.1007/978-3-031-71526-6_31
- Liaqat, H., Ahmed, I., & Yousaf, S. U. (2024). From phenomenology to items: A mixed method approach to develop a scale of workplace Islamic da'wah. *Journal of Islamic Marketing*, 15(12), 3727–3747. Scopus. <https://doi.org/10.1108/JIMA-09-2023-0287>
- Magoura, D. (2025). The Particular Versus the Universal in Contemporary Arabic Philosophy: Abderrahmane Taha and Nassif Nassar. Dalam Hashas M. (Ed.), *Handb. Oriental Stud. Sec. Near Middle East* (Vol. 186, hlm. 329–348). Brill Academic Publishers; Scopus. https://doi.org/10.1163/9789004519534_012
- Majid, A., Wahyuni, H. I., Abrar, A. N., Djamareng, A., & Belluano, P. L. L. (2025). ADAPTIVE RHETORICAL STRATEGIES IN PUBLIC RELATIONS: ANALYZING SCIENTIFIC DELIBERATION AND REPUTATION IN MAKASSAR UNIVERSITIES WITH EMPHASIS ON QUALITY EDUCATION. *Journal of Lifestyle and SDG'S Review*, 5(2). Scopus. <https://doi.org/10.47172/2965-730X.SDGsReview.v5.n02.pe03718>
- Manan, A., Salasiyah, C. I., Fadhilah, M. A., Nasruddin, A. S., Embong, R., & Rizki, S. (2025). LATENT CONFLICT POSSIBILITIES OF MINORITIES UNDER

- THE SHARIA LAW. *Jurnal Ilmiah Islam Futura*, 25(1), 1–25. Scopus. <https://doi.org/10.22373/jiif.v25i1.15895>
- Mirshahvalad, M. (2024). Transnational Karbala: From Rebellion to Reconciliation. *Religions*, 15(12). Scopus. <https://doi.org/10.3390/rel15121536>
- Mohammed, A. M., & Wahha, A. (2024). THE RELATIONSHIP BETWEEN ARTIFICIAL INTELLIGENCE AND E-ACCOUNTING PROGRAMS: IMPACT ON THE QUALITY OF FINANCIAL REPORTS IN IRAQI BANKS. *Financial and Credit Activity: Problems of Theory and Practice*, 6(59), 180–193. Scopus. <https://doi.org/10.55643/fcaptop.6.59.2024.4522>
- Munirah, R., Karnay, S., Maria, J. F., & Darlis, S. (2025). Spiritual Communication in Achieving the Marital Harmony: The Rapo-rapoang Tradition in the Bugis Community. *Juris: Jurnal Ilmiah Syariah*, 24(1), 1–11. Scopus. <https://doi.org/10.31958/juris.v24i1.13194>
- Ngounou, B. A., Tekam Oumbe, H., Fowagap, J.-M. G., & Domguia, E. N. (2025). Is rapid urbanisation in Africa jeopardising the health and education of the population? *Review of Development Economics*, 29(1), 499–547. Scopus. <https://doi.org/10.1111/rode.13137>
- Oğuz, E., Erbay, A., Kalkan, R., & Özpolat, D. (2024). A QUALITATIVE STUDY ON ALEVISM: THE CASE OF BAYBURT. *Türk Kültürü ve Hacı Bektaş Veli - Arastırma Dergisi*, 112, 147–164. Scopus. <https://doi.org/10.60163/tkhcbva.1419833>
- Praptiningsih, N. A., Handayani, S., Agustini, V. D., & Rahman, N. (2024). Persuasive communication in religious tolerance in minority areas in Indonesia. Dalam Kurniati D., Prihandini R.M., Alfarisi R., & Adawiyah R. (Ed.), *AIP Conf. Proc.* (Vol. 3148, Nomor 1). American Institute of Physics; Scopus. <https://doi.org/10.1063/5.0242355>
- Rasit, R. M., Zamri, N. A. K., Rahim, N. N., & Anggrayni, D. (2025). Developing a Marketing Strategy for Shariah Compliant Content Through the Concept of Transmedia Storytelling in Digital Media. Dalam *Stud. Syst. Decis. Control* (Vol. 568, hlm. 327–345). Springer Science and Business Media Deutschland GmbH; Scopus. https://doi.org/10.1007/978-3-031-71526-6_29
- Roshdy, R. (2025). A Corpus Linguistic Perspective on the Lexicon of Islamic Family Law in English: Legal Communication or Cultural Discourse? *International Journal for the Semiotics of Law*. Scopus. <https://doi.org/10.1007/s11196-025-10253-4>
- Saiful, S., Ikhwan, M., Zulfikar, T., & Hendra, S. H. (2025). Looking Inside Traditional Islamic Schools: Concerns and Prospects of Learning Culture. *Jurnal Ilmiah Peuradeun*, 13(1), 1–22. Scopus. <https://doi.org/10.26811/peuradeun.v13i1.1179>
- Sarbisheh, B. H., Nazari, S., & Khaledabadi, F. Z. (2024). Ancient Cave Habitation of Kuy-e Keyvan, Azna, East Central Zagros, Iran. *Near Eastern Archaeology*, 87(4), 264–275. Scopus. <https://doi.org/10.1086/732364>
- Sholihah, M., Zubaidah, S., Mahanal, S., & Listyorini, D. (2025). The effect of reading-concept mapping-reciprocal teaching on students' communication skills. *Journal of Education and Learning*, 19(1), 158–168. Scopus. <https://doi.org/10.11591/edulearn.v19i1.21765>
- Solihin, M. M. (2024). Analysis of student information literacy in State Islamic Religious Universities. *Record and Library Journal*, 10(2), 331–345. Scopus. <https://doi.org/10.20473/rlj.V10-I2.2024.331-345>

- Susanti, I. H., Sumarni, T., & Alifiya, I. N. (2025). Case study: Review of nursing management and it's implementation in the Ar-Rahman Room Islamic Hospital Purwokerto. Dalam Tayeb B., Bin Mohd Aboobaider B., Budi Prasetyo A., Asmaningrum N., Wantonoro null, Gusman T.A., & Muntiari N.R. (Ed.), *BIO. Web. Conf.* (Vol. 152). EDP Sciences; Scopus. <https://doi.org/10.1051/bioconf/202515201026>
- Wahyudin, U. (2025). The symbolism of clean and healthy living behaviors among santri in Sukabumi, Indonesia: A study of communication ethnography. *Asian Anthropology*. Scopus. <https://doi.org/10.1080/1683478X.2024.2449275>
- Yip, C. W., Zulhelmi, A. N. A., Abu Latiffi, M. I., Ibrahim, N., Kamaluddin, M. R., Murthy, J. K., Yahya, M. A., Azlan, M., Abd Karim, N. K., Diyari, H. R. E., Gausmian, M. H., Yaakub, M. R., & Md Nor, N. S. (2024). Pre-COVID19: Knowledge and Level of Vaccine Acceptance Among University Students. *Malaysian Applied Biology*, 53(6), 179–190. Scopus. <https://doi.org/10.55230/mabjournal.v53i6.10>
- Zeitun, R., & Anam, O. A. (2024). Do product offering and service quality affect customer satisfaction in Islamic and conventional banks? Evidence from an oil-based economy. *Journal of Islamic Marketing*, 15(11), 2959–2987. Scopus. <https://doi.org/10.1108/JIMA-10-2022-0285>

Copyright Holder :

© Nurunnisa Mutmainna et al. (2024).

First Publication Right :

© Journal International Dakwah and Communication

This article is under:

