

The Role of Digital Da'wah in Facilitating the Adoption of the Islamic Lifestyle among Muallaf

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ABSTRACT

This paper aims to examine the need for a digital da'wah application that promotes an Islamic lifestyle among muallaf (converts to Islam) in Malaysia. Despite the growing utilisation of digital media in Islamic propagation, issues such as sukhriyyah (mockery or ridicule) directed at da'wah content remain prevalent, particularly among individuals with limited religious exposure. Consequently, the credibility of digital da'wah content and the authority of digital preachers are frequently questioned and challenged by the muallaf community. This study explores the necessity of digital da'wah platforms in facilitating the adoption of an Islamic lifestyle among muallaf. Employing a qualitative approach through a case study design, the research involves content analysis of scholarly sources, including journal articles, academic books, and seminar proceedings. The findings indicate that digital da'wah holds significant potential as an alternative platform for the dissemination of Islamic teachings, particularly in reaching and supporting the muallaf community in Malaysia.

Keywords: Da'wah, Digital Da'wah, Muallaf, Islamic Lifestyle

INTRODUCTION

The digital da'wah approach has become increasingly prominent in the era of globalization, necessitating continuous innovation in terms of content, methodology, and strategic delivery, particularly when addressing the needs of muallaf (new converts to Islam). The dynamic nature of contemporary da'wah calls for the integration of novel ideas and methods, grounded in the three foundational approaches: bil-Hikmah (wisdom), Mau'izatil Hasanah (good admonition), and Jadil-hum billati hiya ahsan (arguing in the best manner) (Ahmad Faqih Ibrahim et al., 2022; Khairul Azhar Meerangani et al., 2022; Mustafa Kamal Amat Misra et al., 2019). The utilisation of digital technology in the domain of Islamic propagation is now a central element in transforming both the dissemination and internalisation of Islamic teachings. It is imperative for educators and da'wah practitioners to seize the opportunities presented by digital platforms as vital tools for the transmission of knowledge and the promotion of Islamic values (Berhanundin Abdullah et al., 2022).

Digital media has significantly broadened the reach of da'wah, enabling the dissemination of religious content to diverse segments of society, including both Muslims and non-Muslims. However, as Ghani (2002) notes, the shift towards cyberspace introduces new challenges, particularly concerning the preacher's capacity to grasp evolving modes of communication and the globalised nature of online audiences, who often differ greatly in terms of demographics and cultural background. Moreover, Nur Syahiirah Izhan Azihan (2022)

warns that the widespread and unfiltered distribution of information may lead communities to accept religious content at face value, acting upon it without verifying its authenticity. While digital da'wah presents promising avenues for engaging specific target groups, it also entails considerable challenges for preachers in upholding the duty of enjoining good and forbidding evil (Aini Maznina & A. Manaf, 2018). Considering these issues, this article seeks to examine the necessity of digital applications that promote an Islamic lifestyle among muallaf in Malaysia.

Definition of Digital Dakwah

The rapid advancement of the digital world, particularly during the COVID-19 pandemic, has significantly impacted multiple sectors, including industry, religion, and education. Al-Amin bin Albar et al. (2021) argue that digitalisation within religious institutions has transformed traditional modes of information dissemination and knowledge sharing, which have long been hallmarks of these institutions. This transformation is evident in the increasing reliance on digital platforms; such as Facebook, Instagram, YouTube, TikTok, Zoom, Google Meet, StreamYard, Webex, and Cisco, as alternatives to conventional face-to-face methods. In this context, digitalisation has emerged as a principal medium through which religious bodies adapt to contemporary developments, aligning with the goals of the Fourth Industrial Revolution (IR 4.0).

Digital da'wah refers to the propagation of Islamic teachings and values through digital technologies and online platforms. It encompasses the use of the internet, social media, mobile applications, and other digital tools to disseminate religious messages to the broader community. With increased technological access and internet penetration, digital da'wah has proven to be an effective mechanism for conveying Islamic knowledge to various segments of society, particularly younger generations who are more inclined towards digital engagement in their everyday lives.

Digital Dakwah Issues in Malaysia

Despite the numerous advantages offered by digital da'wah in Malaysia for the dissemination of Islamic teachings, it continues to face a range of critical challenges and issues that warrant serious attention. These challenges primarily pertain to the effectiveness, credibility, ethical standards, and contextual relevance of digital da'wah content within Malaysian society. The following are among the key issues frequently encountered in the landscape of digital Islamic preaching in Malaysia:

Credibility and Validity of Content

One of the primary concerns in digital da'wah is the credibility and authenticity of the content disseminated. Numerous sources of da'wah on social media and digital platforms lack verifiable authenticity, resulting in the circulation of information that may be inaccurate or misaligned with the authentic teachings of Islam. This situation can lead to confusion, particularly among muallaf who are still in the early stages of understanding their new faith. Furthermore, the credibility of digital preachers themselves is often questioned. The absence of formal recognition or affiliation with authoritative Islamic institutions undermines public trust in these digital figures, thereby weakening the effectiveness of their da'wah efforts (Izzaty Ulya Munirah & Zainab Ismail, 2018).

Difficulty Delivering the Right Message

Misunderstandings in the conveyance of Islamic teachings may also arise from da'wah approaches that are overly simplistic or lacking in clarity. Within the digital landscape, messages are frequently crafted in brief, attention-grabbing formats, often referred to as "clickbait", to maximize audience engagement. While this strategy may succeed in drawing attention, it often sacrifices the depth and integrity of the religious message, potentially leading to a superficial or fragmented understanding of Islam. Effective digital da'wah should therefore strike a balance between accessibility and accuracy, offering clear yet comprehensive explanations that are firmly grounded in authentic Islamic sources (Zainudin, 2022).

Differences of Opinion and Fragmentation of Islamic Understanding

Digital da'wah often generates diverse interpretations and opinions among preachers and followers, particularly when varying understandings of Islamic teachings are disseminated through social media platforms. This pluralism in interpretation can become a source of confusion and tension, especially when certain views diverge from mainstream Islamic scholarship. As noted by Ahmad Faqih Ibrahim et al. (2022), human diversity encompasses numerous differences, including socio-economic status, cultural norms, and cognitive capacities, all of which influence how religious messages are received and understood. In the Malaysian context, a society characterized by its multi-ethnic and multi-religious composition, these interpretative discrepancies can lead to misunderstandings, disagreements, and even conflict among Muslims, particularly when the content shared online contradicts established interpretations of Islamic doctrine (Rohman, 2021).

Excessive Use of Technology and Dependence on Social Media

A growing concern in the realm of digital da'wah is the potential over-reliance on technology as the primary medium for acquiring religious knowledge. This issue is particularly prevalent among younger generations, who are more inclined to consume religious content rapidly through videos, social media posts, or short articles shared on digital platforms. While such media undoubtedly facilitate access to Islamic teachings, they may also contribute to an imbalanced and superficial understanding of the religion if not accompanied by proper guidance and scholarly oversight. As noted by Hassan (2020), this trend risks fostering a shallow or even misguided interpretation of Islamic principles, especially when critical elements of context and depth are omitted in favour of easily consumable content.

Dissemination of False Facts or Falsification (Fake News)

One of the issues that arise in digital preaching is the spread of incorrect facts or falsification of information (fake news). Although the purpose of da'wah is to spread the goodness and true teachings of Islam, there are a few individuals or parties who manipulate information for certain purposes. Fake news or falsification of Islamic teachings shared through social media can cause confusion, division, and misunderstanding among Muslims.

Ethical Issues and Use of Islamic Lifestyle in Social Media

Some digital preachers may fail to adhere to the ethical standards required in the delivery of da'wah. The use of social media platforms for preaching sometimes leads to controversial practices, such as the inclusion of commercial elements, the promotion of lifestyles that contradict Islamic principles, or an excessive focus on personal fame. These practices have the potential to negatively affect the public perception of Islam and the integrity of da'wah. Therefore, it is crucial for preachers to uphold the proper manners and ethical guidelines when disseminating Islamic teachings. By doing so, their messages are more likely to be received with respect and acceptance, thus safeguarding the credibility and dignity of the Islamic faith (Risal Qori Amarullah et al., 2024; Nurain Nabilah Amirudin et al., 2022; Siti Rohmatul Fatimah, 2018).

Resistance in Controlling Content and Supervision

Another significant issue in digital da'wah is the lack of effective control and supervision over the content shared on digital platforms. Social media provides individuals with the freedom to express their opinions and share religious teachings. While some platforms implement monitoring or content-filtering mechanisms, many others lack sufficient controls to ensure that the disseminated preaching content aligns with authentic Islamic teachings. The absence of such oversight poses a risk of misinformation and the potential misuse of da'wah. Therefore, it is imperative to establish a more robust and effective system of content regulation to safeguard the integrity of digital da'wah and prevent its exploitation for purposes contrary to Islamic values.

Privacy and Security Issues in Digital Da'wah

In addition, the use of digital platforms for preaching purposes is closely linked to concerns regarding privacy and data security. Both digital preachers and users must exercise caution to prevent the misuse of personal information or shared preaching content by irresponsible parties. There are growing concerns about the potential exploitation of data, which may compromise the privacy of individuals or groups, such as muallaf (new Muslims), who could become vulnerable to threats from unethical actors. Ensuring robust data protection measures is essential to safeguarding the privacy and security of those involved in digital da'wah and preventing the misuse of sensitive information.

The Need for Digital Media Use in Malaysia

The use of digital media in Malaysia has expanded rapidly in recent years, driven by advancements in technology and improved access to the internet. Digital media encompasses the use of technology-based platforms for the dissemination of information, entertainment, communication, and online interaction. In Malaysia, digital media is extensively utilized by individuals, organizations, governmental bodies, and the private sector for a variety of purposes, including education, business, entertainment, and da'wah (preaching). The increasing reliance on these platforms underscores the significant role digital media plays in shaping public discourse and outreach across multiple sectors. Its role varies in several areas:

Increased Use of the Internet and Social Media

Malaysia has witnessed a significant increase in internet and social media usage in recent years. According to a report by We Are Social and Hootsuite (2023), approximately 92% of Malaysians have access to the internet, with around 80% of them actively engaging with social media platforms such as Facebook, Instagram, WhatsApp, YouTube, Twitter, and TikTok. The widespread use of social media has transformed it into a primary channel for communication, social interaction, and information dissemination, influencing nearly every aspect of Malaysian life. In addition to serving as a means for individuals to connect with family and friends, digital platforms like Facebook, Instagram, Twitter, and TikTok have become essential tools for staying informed about current events, shopping online, and participating in various community activities. Moreover, social media has emerged as a powerful instrument for digital marketing and the dissemination of da'wah messages, further emphasizing its impact on shaping public discourse and outreach in the digital age.

Use of Digital Media for Da'wah

One of the primary challenges in Malaysia is the effective use of digital media for the dissemination of Islamic preaching. Digital media presents a significant opportunity for preachers to reach a broader and younger audience. By utilizing various social media platforms and online applications, preachers can share religious knowledge, deliver lectures, and present recitations of the Qur'an in a more engaging and accessible manner. However, the use of digital media for da'wah is also confronted with several challenges, notably issues related to the accuracy of information and the credibility of the preacher. As previously highlighted, the risk of disseminating incorrect or inaccurate information on these platforms poses a potential threat to public understanding and can lead to confusion. Therefore, it is essential to ensure that the content shared is grounded in authentic Islamic teachings and is delivered by qualified and credible preachers (Mastura Haji Abd Wahab & Wan Mohd Fazrul Azdi Wan Razali, 2019).

Changes in the Use of Digital Media for Education

In addition to its role in da'wah, digital media has also become a pivotal tool in Malaysia's education sector. The COVID-19 pandemic significantly accelerated the transition from traditional in-person learning to online learning. In response, the Malaysian government introduced several initiatives, including Google Classroom, Microsoft Teams, and Zoom, to ensure that education could continue despite mobility restrictions. As a result, students and teachers in Malaysia have become increasingly reliant on technology to access learning materials, participate in virtual classes, and engage in various educational activities. While online learning offers notable benefits, such as convenience and flexibility, it also presents several challenges. These include issues related to

access to adequate technology, the digital divide, and the need for enhanced digital literacy among both students and teachers.

Use of Digital Media in Business and Marketing

In the business sector, the use of digital media in Malaysia has seen significant growth, with an increasing number of businesses adopting digital marketing strategies and e-commerce platforms. E-commerce platforms such as Shopee, Lazada, and Tokopedia have become the primary channels for Malaysian consumers to purchase goods online. In addition, businesses are increasingly utilizing social media and online advertising to expand their customer base and promote their products. Digital marketing, through tools such as social media advertisements, search engine optimization (SEO), and email marketing, has emerged as one of the most effective marketing strategies in Malaysia. Moreover, digital media provides small and medium-sized enterprises (SMEs) with the opportunity to directly engage with their customers, fostering stronger relationships and building loyal online communities.

Cyber Security and Privacy Issues

Despite the numerous conveniences offered by digital media, cybersecurity and privacy concerns remain significant challenges. Information security and the protection of personal data are critical issues for internet users in Malaysia. Reports indicate a rising trend in cases of online fraud, identity theft, and cyberattacks, which heightens concerns about the security of personal information shared on digital platforms. In response to these challenges, the Malaysian government, through the Malaysian Communications and Multimedia Commission (SKMM), has implemented measures to safeguard personal data and enhance online security. Laws such as the Personal Data Protection Act have been introduced to address these concerns and ensure the protection of users' data in the digital space.

The Issue of Inequality of Digital Access (Digital Divide)

Despite the widespread adoption of digital media, a significant digital divide persists between urban and rural areas in Malaysia. Residents in rural or remote regions often face challenges in accessing the technology and internet connectivity required to fully engage with digital media. This disparity creates a digital divide, limiting the ability of certain individuals and communities to benefit from the opportunities provided by digital advancements. To address this issue, the Malaysian government has implemented initiatives such as Jalinan Digital Negara (JENDELA) and the provision of free Wi-Fi in select areas. These efforts aim to enhance internet accessibility across all segments of society, with particular emphasis on bridging the gap in rural areas.

The Need for Digital Dakwah in the Implementation of Islamic Lifestyle to Muallaf in Malaysia

Digital preaching plays a crucial role in introducing and reinforcing the Islamic lifestyle among the muallaf community in Malaysia. The term muallaf refers to individuals who have recently embraced Islam and are in the process of learning and adapting to Islamic teachings. In the digital era, social media and online platforms have become primary channels for delivering da'wah, making Islamic teachings more accessible and relevant to contemporary lifestyles, particularly for young people and new Muslims. Several key needs must be addressed in the process of using digital preaching to promote the Islamic lifestyle among muallaf in Malaysia:

Facilitating Access to Authentic Islamic Information

One of the primary challenges faced by muallaf is accessing authentic religious information that is relevant to their context as individuals who are new to Islam. In today's fast-paced world, digital da'wah offers an easily accessible platform for muallaf to obtain reliable religious content, including verses from the Qur'an, Hadith, and authentic interpretations of Islam. With the proliferation of mobile applications, YouTube, and websites, muallaf can watch video lectures, read articles, or listen to podcasts that present Islamic teachings in a more simplified and engaging manner. Moreover, digital da'wah content delivered through infographics, short videos, and interactive articles enables muallaf to better comprehend Islamic teachings while aligning with their modern lifestyles. This mode of delivery can accelerate their understanding and practice of Islam,

providing an alternative to traditional lecture sessions or mosque talks, which may be infrequent or geographically limited.

Digital preaching plays a crucial role in facilitating access to authentic Islamic information for muallaf in Malaysia. Through digital platforms such as social media, websites, and mobile applications, muallaf can more easily and quickly acquire religious knowledge. For instance, applications like TikTok have been utilized by preachers to deliver da'wah content in the form of engaging short videos, enabling muallaf to better comprehend Islamic teachings in an effective and accessible manner (Nur Shafiqah Badlihasham, 2023). Furthermore, digital media allows muallaf to access a variety of authentic Islamic sources without the constraints of time or location. This is particularly beneficial for individuals who may face challenges in attending in-person religious classes. Through digital preaching, muallaf can engage with Islamic teachings on faith, worship, and ethics in a flexible manner that suits their individual needs (Berhanudin Abdullah, 2022).

However, it is crucial to ensure that the information obtained through digital media is accurate and derived from authentic sources. Preachers must ensure that the content they deliver is grounded in the Qur'an and authentic Hadith, while also employing an appropriate approach to engage muallaf and stimulate their interest in learning Islam. In general, digital da'wah plays a significant role in facilitating access to authentic Islamic information, thereby assisting muallaf in adopting an Islamic lifestyle with greater confidence and knowledge.

An Approach to Digital Da'wah That is More Accessible and Engaging for Young People and Muallaf

The digital da'wah approach has become increasingly relevant in conveying Islamic teachings to young people and muallaf in Malaysia. The use of new media, such as social media platforms, websites, and mobile applications, provides a more interactive and accessible method for reaching these groups. A study by Aini Maznina A. Manaf (2018) highlights that the emergence of new media, including platforms like Facebook, Instagram, and Twitter, has created new opportunities for preachers to deliver their messages more rapidly and effectively. The interactive features and wide-reaching capabilities of these platforms make them particularly well-suited for engaging with young people and muallaf. Furthermore, research by Noraini Mohamad, Mariam Abd. Majid, and Badlihasham Mohd Nasir (2018) underscores the importance of adopting a da'wah approach rooted in the Qur'anic method, the teachings of the Prophet Muhammad (SAW), and wise instruction when reaching out to muallaf.

This approach can be adapted to digital platforms to ensure that the message is delivered in an effective, comprehensible, and engaging manner. Additionally, studies have shown that an interactive da'wah approach through social media has a significantly positive impact on youth. This two-way interaction fosters deeper engagement, encouraging self-improvement and enhancing their commitment to understanding and practicing Islamic teachings (Nor Diyanah Zafri et. al., 2022). An interactive digital da'wah approach, grounded in wisdom, is more readily accepted by young people and muallaf in Malaysia. The strategic and thoughtful use of new media can enhance the effectiveness and depth of conveying the message of Islam to this target group.

Spreading Islamic Values Effectively

Digital da'wah facilitates the dissemination of holistic Islamic values, such as wasatiyyah (moderation), love, and brotherhood. Through digital platforms, preachers can convey messages emphasizing the importance of good morals, seeking knowledge, and worshiping with sincerity, all of which are highly relevant to the lifestyles of Muslims, particularly muallaf who are in the process of adjusting to their new religious lives. This approach goes beyond merely teaching the rituals of prayer or religious obligations; it also underscores the importance of manners, ethics, and moral values that should be integrated into daily life. By utilizing easily accessible formats such as videos, articles, and online lectures, preachers can offer comprehensive Islamic teachings that align with the current needs of muallaf. This allows them to view Islam not just as a set of religious duties, but as a complete way of life that fosters a balanced relationship between the worldly and the hereafter.

Provide a Platform for Social and Community Support

Muallaf often experience feelings of loneliness or isolation after embracing Islam, particularly when coming from different religious backgrounds. Digital da'wah provides a valuable platform for social support, enabling muallaf to connect with others who share similar experiences. Through digital platforms, muallaf can join online groups, forums, or communities that offer moral and emotional support. This is crucial in helping them remain steadfast in adhering to Islamic teachings while fostering a sense of belonging among the Muslim community. Moreover, numerous digital preaching platforms offer online classes, coaching sessions, or meetings with religious teachers who can provide personalized guidance. This is highly beneficial in boosting their confidence and nurturing a strong desire to deepen their understanding of Islam. In efforts to strengthen the application of the Islamic lifestyle among muallaf in Malaysia, the establishment of digital social and community support platforms is essential. These platforms serve as a medium for muallaf to interact, share experiences, and receive continuous religious guidance.

A study by Aimi Wafa Ahmad and Nur Najwa Hanani Abd Rahman (2020) highlights the critical role of social support in the empowerment of muallaf. They emphasize that muallaf require support in various areas, including family, community, education, religious guidance, employment, and financial assistance, to overcome the challenges they face after embracing Islam. In this context, digital platforms provide an accessible and effective means for muallaf to receive this much-needed support. Additionally, da'wah approach through mass media, including digital platforms, is both relevant and effective in conveying Islamic messages to muallaf (Siti Nor Haliza Abd Zamani et al. (2021). They advocate for the use of traditional and new media; such as websites, YouTube, Instagram, Twitter, and Facebook, as da'wah tools that help muallaf better understand and practice Islamic teachings.

Furthermore, a study by Nur Shafiqah Badlihisham et al. (2023) underscores the significant role of information and communication technology (ICT) in preaching to the children of muallaf. Their findings suggest that the use of ICT in da'wah aligns with modern trends and can bolster the faith and confidence of muallaf in Islamic teachings. The provision of a digital platform for social and community support is an important requirement in da'wah to muallaf in Malaysia. It not only facilitates access to religious knowledge but also provides a space for continuous interaction and support, helping muallaf to adapt to the Islamic lifestyle more effectively.

Addressing Confusion and Current Issues Related to Islam

Digital da'wah plays a crucial role in assisting muallaf in Malaysia by addressing confusion and current issues related to Islam. Through digital platforms, muallaf can access accurate and authentic information about Islamic teachings, thereby mitigating the risk of being influenced by inaccurate or misleading content. The use of information and communication technology (ICT) in preaching to the children of muallaf allows for an interactive and engaging delivery of Islamic messages via social media platforms such as TikTok, Facebook, and Instagram. This approach enhances the effectiveness of conveying the message of Islam, making it more accessible and easily understood by muallaf (Badlihisham et al. 2023). Furthermore, research by Muhammad Fitri Ab Kadir and Siti Suhaila Ihwani (2023) emphasizes that digital media in contemporary da'wah can reach a wider audience and facilitate the sharing and exchange of opinions among individuals from diverse backgrounds.

This allows muallaf to obtain clarifications on current issues related to Islam more efficiently and promptly. However, there are challenges in ensuring that digital da'wah content is authentic and not misleading. Borham (2018) stated that the development of new media has had an impact on preaching, where there is a risk of spreading inaccurate information about Islam. Therefore, it is important for preachers to ensure that the content delivered through digital platforms is based on authentic and reliable sources. Overall, digital da'wah plays an important role in helping muallaf in Malaysia deal with confusion and current issues related to Islam. With an interactive approach and the use of appropriate technology, muallaf can receive effective guidance in understanding and practicing Islamic teachings better.

Strengthening Digital Da'wah for Muallaf: Practical Considerations

To ensure digital da'wah efforts effectively support the muallaf community in Malaysia, several practical considerations must be addressed:

Practical Platforms and Applications

Several digital initiatives have proven helpful in supporting muallaf. For example, MyMasjid App developed by JAKIM allows users to locate nearby mosques, prayer times, and basic Islamic knowledge. The Muslim Pro app, while global in scope, includes content in Malay and serves as a beginner-friendly platform with Qur'an translations, daily reminders, and Qibla direction. Other platforms like Tanyalah Ustadz TV AlHijrah (YouTube) and IslamItuIndah (Facebook) offer short, contextualised content targeted at new Muslims. Muallaf Care Malaysia, a registered NGO, also provides digital outreach, mentorship and online classes through WhatsApp and Telegram.

Addressing the Digital Divide

Not all muallaf communities have equal access to digital infrastructure. Rural muallaf or those from B40 backgrounds may lack stable internet access or the digital literacy required to navigate religious apps and content. Therefore, a blended approach is recommended, combining online learning (recorded videos, apps) with periodic in-person sessions at mosques or community centres. Institutions such as PERKIM and MACMA have successfully adopted hybrid methods that mix WhatsApp-based engagement with face-to-face usrah and mentoring circles.

Ensuring Authenticity of Digital Content

One of the biggest concerns in digital da'wah is misinformation. To ensure the credibility of religious information, digital content should be endorsed or certified by recognised Islamic bodies such as JAKIM, State Mufti Departments, or established institutions like IIUM's Centre for Islamic Thought and Understanding (CITU). Embedding digital badges or verification icons indicating scholarly endorsement can help build trust among muallaf users.

Feedback and Interaction Mechanisms

Unlike one-way content delivery, effective digital da'wah should allow room for interaction. Platforms that offer live sessions, Q&A features, or private group chats (e.g., Facebook Live Q&A, Zoom with Ustadz, or Telegram discussion groups) can personalise the learning experience for muallaf. These allow them to clarify doubts, seek practical guidance, and feel spiritually connected. Digital mentoring via platforms such as Google Meet or Zoom also provides a safe space for learning at one's own pace, with supportive feedback from religious mentors.

CONCLUSION

Digital da'wah plays a crucial role in facilitating the adoption of the Islamic lifestyle among muallaf in Malaysia. By utilizing digital technology, muallaf can easily access authentic religious information, gain a clearer understanding of Islamic teachings, and receive the social support necessary for their spiritual journey. Furthermore, digital da'wah serves to disseminate holistic Islamic values that are pertinent to modern lifestyles, while also addressing any confusion or uncertainties that may arise. Therefore, the use of digital da'wah is essential in supporting muallaf in their continuous and deeper engagement with Islamic practices.

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