

## **Benefits of Da'wah Content *TikTok* For Generation Z**

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### **ABSTRACT**

Gen Z was born between the mid-1990s and mid-2000s, Generation Z is a group that grew up in an era of high-speed digital technology. The role of social media such as TikTok is important in the lives of Gen Z and provides an opportunity to convey relevant da'wah messages. This journal presents the benefits of da'wah content on Tik Tok for Gen Z. This research uses a literary analysis method to find out the benefits of social media da'wah content. The results of the study show that da'wah content on TikTok has advantages in terms of affordability and relevance, creativity in conveying messages, high levels of interaction and participation, strengthening religious identity and spreading messages that are inclusive and tolerant. These results underscore the importance of using social media platforms to understand and reach Generation Z with interesting and effective da'wah content to strengthen their understanding of religion and religious identity in the ever-expanding digital era.

**Keywords :** Da'wah Messages, Tik Tok, Generation Z

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### **Introduction**

Generation Z, also often known as "Gen Z", is a group of people born between the mid-1990s and mid-2000s. They are a group that continues to grow in the midst of the rapid development of digital technology, including the internet and social media. Due to the rapid development of technology, Generation Z is one of the generations most affected by digital transformation and related cultural changes. Generation Z is different from generations previously namely Generation Y (or commonly called "Millennials"). Generation Z embraced and adopted digital technology from a young age. Because of this, they have unique characteristics and preferences in various areas of life, including the way they receive information and interact with the world around them. In this ever-evolving digital era, social media platforms have become an inseparable part of the daily lives of many people, especially Gen Z or what are often referred to as digital natives. One of the most popular Gen Z social media platforms is Instagram and *TikTok*. These two platforms are places for sharing creative content, including da'wah content. In this context, da'wah is one of the things that needs to be adapted in an interesting and relevant way to reach Generation Z who tend to be more interested in visual and interactive things. Da'wah content on Instagram and *TikTok* is an attractive choice for preachers and parties who want to convey religious messages to Gen Z. In recent years, the phenomenon of reporting on social media, including Tick Tok, became the spotlight of many observers and social researchers. Da'wah does not only refer to religious

messages, but also includes various aspects of life and positive values related to Generation Z. Da'wah content *TikTok* not only spreading moral and ethical messages, but also presenting messages that promote social awareness, concern for the environment, and empowering identity and self-reliance. In this journal, we will discuss the benefits of da'wah content on the Instagram platform and *TikTok* for generation Z. These benefits include several important aspects, including:

1. Affordability and relevance

Generation Z is more active on social media, especially *TikTok*. By using this platform, da'wah content can be more accessible and relevant to them. This affordability offers the opportunity to spread religious messages more fully and thoroughly.

2. Creativity in delivery

*TikTok* offers a variety of creative features such as short videos, music, filters, and attractive visual effects. Speakers can use this creativity to convey da'wah messages in an interesting and non-repetitive way. This allows da'wah content to be more successful in attracting attention and influencing Gen Z opinion.

3. Interaction and involvement

Da'wah content on Instagram and *TikTok* encourage Gen Z to be more actively involved. They can comment, like, share or even create their sermon content based on content they've seen before. This creates a positive circle of interaction and can increase the impact of da'wah messages.

4. Strengthening religious identity

Da'wah content in *TikTok* enabling Gen Z to better understand religious values in a more enjoyable and memorable way. This can help strengthen their religious identity, bearing in mind that Generation Z lives in the midst of challenges and temptations that are different from previous generations. 5. Spreading a tolerant and inclusive message Social media can be an inclusive platform that appeals to diverse backgrounds and beliefs. Da'wah content in *TikTok* can promote inclusive and tolerant messages that reinforce fraternal values and human understanding

### **Method**

This study uses the library method with content analysis techniques as the method. Content analysis techniques are techniques for collecting data related to the benefits of da'wah content *TikTok* for Gen Z with a variety of sources such as books, journals, Hadith and the Koran. The data that has been obtained from various sources will be collected and matched to produce conclusions.

## Results

Da'wah is the actualization of faith that forms a system of human activities in the social field, which is carried out regularly to influence Islamic ways of thinking and behaving both in decoration and in the act itself (Asep, et al 2014). Da'wah linguistically comes from Arabic, from the verb (Fi'il) namely da'a, ya'd which means to invite, invite, call or call, then the plural word is da'watan which means invitation, call, invitation or summons (Bahri Ghazali). In the Al-Qur'an there are verses that discuss da'wah, namely in surah Al-Imran : 104

وَلْتَكُنْ مِنْكُمْ أُمَّةٌ يَدْعُونَ إِلَى الْخَيْرِ وَيَأْمُرُونَ بِالْمَعْرُوفِ وَيَنْهَوْنَ عَنِ الْمُنْكَرِ وَأُولَٰئِكَ هُمُ  
الْمُفْلِحُونَ ﴿١٠٤﴾

Translate : There should be a group of people among you who call for virtue, order (do) what is good, and prevent what is evil. They are the lucky ones

In this verse, Allah orders believers to invite people to goodness, order good deeds and prevent evil deeds. And let there be a group of you, believers, who continually call on goodness, namely the guidance of Allah, command (do) what is good, namely morals, behavior and noble values and customs that develop in society that do not conflict with religious values, and prevent from what is evil, namely something that is considered bad and is denied by common sense. Indeed those who explain these three things have a high position before Allah and they are the lucky ones because they get salvation in this world and in the hereafter (Kemenag)

Technological progress is something that cannot be avoided, because over time, technological progress adapts to scientific progress. Every innovation is created to have a positive impact on human life. Technology also provides access as a new way of carrying out various activities. Humans have also enjoyed the many benefits brought about by the technological innovations that have been produced in the last decade (Ngafifi). Smartphone is one of the modern technological tools used by humans today. With so many social media that have sprung up with different functions. Social media is a group of internet-based applications created on the basis of Web 2.0 ideology and technology that allows the creation of user-generated content exchanges (Kaplan, Andreas et al, 2010, 59-68). One of the social media that is currently popular in Indonesia because of the ease and practicality of its use, namely *TikTok*. *TikTok* is a social media application where users can make interesting videos, interact in comments and private chat. It was proven in early August 2017, this application has 600 million users worldwide (Anjani, 2020). Over time, at the beginning of 2020 the application *TikTok* much-loved by many people

from various backgrounds such as teenagers, children, mothers, even students. One of the uses of this application is students, both female and male, in fact almost every day they use the application *TikTok*. Indonesia has more than 10 million active application users *Tick Tok*. The majority of users of this application are school-age children or commonly known as generation Z (Wisnu, 2020). Application *Tick Tok* also a solution for Da'I to preach during the pandemic yesterday in conveying Islamic teachings by inserting verses or hadiths with videos, Islamic music, or short voice messages. Preach through social media *Tick Tok* open opportunities for anyone to express their da'wah so that it becomes an opportunity to spread Islamic teachings. In addition, preaching in *TikTok* is a millennial da'wah method that is able to create da'wah that is novel and attracts attention followers. Preach through *TikTok* It is also easy to accept well and sincerely because of the short way of presenting *TikTok* content and accompanied by music that is easy on the ear, making da'wah content easier for users to accept..

### **Discussion**

Millennial generation: the generation born between 1981-2000 (currently aged 20 to 39). Millennial Generation (Generation Y) is a demographic group after Generation X, this generation is heavily influenced by the emergence of smartphones, the expansion of the internet and the emergence of social media networks. Millennials are a "technology literate" generation. The results of research released by the Pew Research Center explain the uniqueness of the millennial generation compared to previous generations, namely that their lives cannot be separated from technology, especially the internet, and entertainment has become a basic need. Next, generation Z: the generation born after 2000-2010, and thereafter is called the Alpha generation. Generation Z is a transition from Generation Y when technology is developing rapidly. The mindset of Generation Z tends to be instantaneous. They already know and have experience with gadgets, smartphones and other technological sophistication when they are still young. The results of Alvara Research Center's research related to a survey on Internet usage in Indonesia in 2015 showed that internet consumption (addicted users) by the millennial generation was much higher than that of Gen X, especially among the younger millennial generation (15-24 years). Da'wah activities are not enough to be carried out in meetings such as recitation activities, Islamic study groups, and various other activities. However, da'wah activities must also enter the world of social media (digital), because in this era people prefer to seek and provide various information through social media. Preachers must have good creativity and innovation in packaging the da'wah content to be conveyed, because generation Z are more interested in innovative content. This da'wah approach with digitalization has succeeded in embracing Generation Z with a life that cannot be separated from the digital world.

Judging from the trend of internet use according to age, the younger the age, the higher the study conducted by the Center for Religious and Cultural Studies (CSRC) State Islamic University (UIN) Syarif Hidayatullah Jakarta shows that millennial Muslims consider da'wah or studies in mosques no longer relevant to the problem they. Da'wah in mosques is considered not to interest millennial Muslims, because they tend to be conventional, the topics raised and the way they are discussed are boring. and does not touch millennial needs. Now, more and more millennial Muslims are liking online religious studies, because the lecture themes raised are not too heavy and easy to understand, and the millennial generation who are familiar with digital technology have made social media and online information sources a medium of learning, including learning about Islam obtained from digital sources such as blogs, especially YouTube. The character of a religious leader for the millennial generation is determined by his popularity and frequency of appearances in the mass media, electronic media, television and the internet as a reference for many young people to get information that they idolize. Religious leaders who are digitally friendly are easier to accept because they can access them easily wherever and whenever they want. The presence of social media has reduced the role of religious education in the family, even in educational institutions and organizations. Based on the explanation above, by mastering information technology, students who are millennials can take strategic opportunities in carrying out friendly, tolerant and peaceful Islamic da'wah. Millennials can be actively involved in social media-based religious movements. Islamic da'wah activities need to adapt to the current context of the millennial generation. The characteristics of the millennial generation are positive thinking, productive, creative, confident, enthusiastic, ready for change. By mastering information technology, students who are millennials can take strategic opportunities in carrying out friendly, tolerant and peaceful Islamic da'wah. Millennials can be actively involved in social media-based religious movements. Islamic da'wah activities need to adapt to the current context of the millennial generation. The characteristics of the millennial generation are positive thinking, productive, creative, confident, enthusiastic, ready for change. By mastering information technology, students who are millennials can take strategic opportunities in carrying out friendly, tolerant and peaceful Islamic da'wah. Millennials can be actively involved in social media-based religious movements. Islamic da'wah activities need to adapt to the current context of the millennial generation. The characteristics of the millennial generation are positive thinking, productive, creative, confident, enthusiastic, ready for change.

*TikTok* being one of the media that attracts the attention of many groups, from young people to the elderly, the majority use applications as entertainment media. Not long ago, many da'wah contents began to be uploaded to the application, many da'wah activists, ranging from the elderly to the birth of

young preachers to preach. The birth of easy da'i-da'i then attracted a large number of viewers and also received good responses from various groups. This is a sign of how big the impact the millennial generation can have on the world of da'wah. One of the reasons for using the app *TikTok* much liked is that this application is able to disseminate various types of information related to matters that are currently happening in parts of the world (foreign countries) in a short and easy-to-understand form, as well as being a venue for exchanging thoughts or points of view for content that is currently being discussed. As for the da'wah content that began to appear on the homepage Tick Tok get good attention so that it is hoped that content creators who are involved in Islamic da'wah will be able to add to the knowledge of a Muslim starting from Islamic content about Islamic history, Islamic stories, fiqh, and so on so that this can be an additional insight for those who don't know it yet.

### **Conclusion**

The results of the study show that the da'wah content in *TikTok* has advantages in terms of affordability and relevance, creativity in conveying messages, high levels of interaction and participation, strengthening religious identity and disseminating messages that are inclusive and tolerant. These results underscore the importance of using social media platforms to understand and reach Generation Z with interesting and effective da'wah content to strengthen their understanding of religion and religious identity in the ever-expanding digital era.

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