

Digital Islamic Preaching and the Construction of Religious Tolerance: A Strategic Management Perspective

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Abstract

The rapid expansion of digital media has transformed Islamic preaching (da'wah) practices, creating new opportunities and challenges in communicating religious tolerance within increasingly pluralistic societies. While previous studies have examined digital da'wah and religious moderation separately, limited attention has been given to how strategic da'wah management constructs and communicates the concept of religious tolerance through digital platforms. This study addresses this gap by investigating the strategic management of digital da'wah in promoting religious tolerance through Buya Yahya's sermons on the Al-Bahjah TV YouTube channel. Employing a qualitative content analysis, the study systematically analyzed selected sermon transcripts focusing on narratives concerning interfaith relations and the boundaries of religious tolerance in Islam. To enhance analytical validity, the findings were triangulated with semi-structured interviews conducted with Muslim informants from Hadhramaut, Yemen. The findings reveal that the da'wah strategy is characterized by three interconnected dimensions: (1) conceptual clarification of religious tolerance as respect for religious diversity without compromising Islamic creed (aqidah); (2) persuasive and contextual communication that addresses contemporary misconceptions surrounding interfaith engagement; and (3) strategic utilization of digital media to broaden audience reach while maintaining doctrinal consistency. The study further demonstrates that digital da'wah contributes to fostering a balanced understanding of religious tolerance by integrating harmonious social relations with firm religious commitments. These findings extend the literature on strategic religious communication by proposing a conceptual framework for digital da'wah management that combines theological authenticity, contextual communication, and digital engagement. The proposed framework provides practical implications for religious communicators, Islamic institutions, and policymakers seeking to promote moderate religious discourse in the digital era.

Keywords: Digital Da'wah; Strategic Communication; Religious Tolerance; Digital Religion; Content Analysis; YouTube.

PUBLIC INTEREST STATEMENT

This study contributes to the public understanding of how digital Islamic preaching can promote religious tolerance without compromising core religious beliefs. By examining Buya Yahya's communication strategy on the Al-Bahjah TV YouTube channel, the findings demonstrate that digital media can serve as an effective platform for fostering respectful

interfaith relationships, reducing misconceptions about religious tolerance, and strengthening social cohesion in multicultural societies. The study also provides practical insights for religious leaders, educators, policymakers, and digital content creators seeking to develop credible, inclusive, and contextually relevant religious communication that supports peaceful coexistence in the digital era.

INTRODUCTION

The rapid advancement of digital communication technologies has fundamentally transformed religious communication across the globe. Digital platforms such as YouTube, Facebook, Instagram, and TikTok have become important spaces where religious authorities disseminate teachings, engage with audiences, and negotiate contemporary religious issues. This transformation has shifted religious discourse from conventional face-to-face interactions toward algorithm-driven digital ecosystems, enabling religious messages to transcend geographical and cultural boundaries. Consequently, digital religion has emerged as an important interdisciplinary field examining how religious beliefs, authority, and practices are reconstructed within digital environments (Campbell & Evolvi, 2020; Hoover, 2021).

Alongside these technological developments, societies worldwide are experiencing increasing religious diversity due to globalization, migration, and transnational communication. While diversity enriches multicultural societies, it also presents challenges related to religious misunderstanding, polarization, hate speech, and identity conflicts, particularly within digital media ecosystems. International organizations, including UNESCO and the United Nations, have emphasized that promoting religious tolerance and intercultural dialogue is essential for achieving peaceful and inclusive societies. Nevertheless, digital media simultaneously facilitate the rapid circulation of misinformation and ideological extremism, making religious communication more complex than ever before.

Within this context, digital Islamic preaching (*da'wah*) has become a strategic instrument for communicating Islamic values to increasingly diverse audiences. Contemporary Muslim scholars no longer rely solely on mosques or traditional religious gatherings but actively utilize digital platforms to respond to emerging social and religious issues. Digital *da'wah* therefore represents not only technological adaptation but also a transformation in communication strategies that require effective message management, audience engagement, and contextual interpretation of Islamic teachings.

Religious tolerance has become one of the most debated themes within contemporary Islamic discourse. Although Islamic teachings consistently emphasize peaceful coexistence, justice, and respect for human dignity, interpretations regarding the boundaries of religious tolerance remain contested among Muslim communities. In many cases, public debates are intensified through social media, where fragmented religious messages frequently circulate without adequate theological context. Consequently, misunderstandings regarding the distinction between social coexistence and theological commitment continue to generate controversy within Muslim societies.

Indonesia represents a particularly relevant context for examining these issues because it is one of the world's largest Muslim-majority countries characterized by remarkable religious and cultural diversity. As digital media increasingly shape public religious discourse, Islamic scholars play an influential role in constructing public understanding of religious tolerance. Among the most prominent contemporary scholars is Buya Yahya, whose Al-Bahjah TV YouTube channel has become one of Indonesia's leading platforms for Islamic education. His

sermons frequently address controversial issues concerning interfaith relations by emphasizing both social harmony and doctrinal integrity, thereby providing an important case for investigating strategic religious communication in digital environments.

Previous studies have explored religious moderation in Indonesia (Putra, 2024), the role of social media in Islamic preaching (Erwan Effendy et al., 2024), content analysis of Buya Yahya's sermons (Maghfiroh & Masruroh, 2024), digital narratives of religious tolerance by Habib Husein Ja'far (Windy Syafrudin et al., 2024), and educational approaches for fostering religious tolerance (Abidin & Widodo, 2025). While these studies provide valuable insights into digital da'wah and religious moderation, they primarily examine preaching messages, media utilization, or educational practices separately. Limited attention has been devoted to understanding how strategic da'wah management systematically constructs, frames, and communicates religious tolerance through digital media while balancing theological authenticity with contemporary social realities. This theoretical gap indicates the need to integrate perspectives from strategic communication, digital religion, and Islamic da'wah management into a unified analytical framework.

Addressing this gap, the present study investigates the strategic management of digital da'wah employed by Buya Yahya through the Al-Bahjah TV YouTube channel in communicating religious tolerance. Using qualitative content analysis complemented by interview-based triangulation, this study examines how messages concerning religious tolerance are strategically framed, communicated, and contextualized within contemporary digital environments. Unlike previous studies that primarily focus on religious messages themselves, this research contributes by proposing a strategic communication perspective that explains how digital da'wah simultaneously maintains theological consistency, promotes social harmony, and adapts to the dynamics of digital communication. The findings are expected to contribute to the growing scholarship on digital religion, strategic religious communication, and Islamic communication studies while providing practical implications for religious organizations, policymakers, and digital religious communicators in multicultural societies.

LITERATURE REVIEW

Digital Religion and the Transformation of Islamic Da'wah

The emergence of digital technologies has fundamentally reshaped the ways religious communities communicate, construct authority, and engage with believers. The field of Digital Religion argues that online and offline religious practices are no longer separate domains but increasingly intertwined, creating hybrid spaces where religious identities, authority, and communication are continuously negotiated. Rather than functioning merely as communication channels, digital platforms actively influence how religious knowledge is produced, interpreted, and disseminated.

Within Islamic contexts, this transformation has encouraged the rapid expansion of digital da'wah, where scholars and religious institutions employ social media to disseminate Islamic teachings to geographically dispersed audiences. Compared with conventional preaching, digital da'wah offers broader accessibility, interactive engagement, and continuous communication, allowing religious messages to circulate beyond traditional institutional boundaries. However, the digital environment also introduces challenges related to fragmented religious authority, algorithmic visibility, misinformation, and ideological polarization, requiring more strategic communication approaches. These developments suggest that successful digital da'wah depends not only on theological content but also on effective strategic

communication, audience adaptation, and contextual message framing. Consequently, digital da'wah should be understood as a form of strategic religious communication rather than merely technological dissemination.

Strategic Communication in Digital Da'wah

Strategic communication refers to the deliberate planning, organization, implementation, and evaluation of communication activities to achieve specific objectives. Within Islamic communication, strategic management extends beyond transmitting religious knowledge toward designing persuasive messages that remain theologically authentic while addressing contemporary social realities.

Previous scholarship demonstrates that effective digital da'wah integrates several strategic dimensions, including audience segmentation, contextual framing, persuasive narratives, media selection, and interaction management. Religious communicators increasingly adapt their language, storytelling, and visual presentation according to platform characteristics without compromising Islamic principles. Such strategies enable religious leaders to maintain credibility while increasing audience engagement in highly competitive digital environments.

Strategic communication theory further emphasizes that communication effectiveness depends on aligning organizational objectives, message construction, media selection, and audience expectations. Applied to digital Islamic preaching, this perspective highlights that religious authority is sustained not only through doctrinal legitimacy but also through communication competence and responsiveness to emerging social issues.

Religious Tolerance in Contemporary Islamic Communication

Religious tolerance remains one of the central themes within contemporary Islamic discourse, particularly in multicultural societies characterized by increasing religious diversity. Islamic scholarship generally distinguishes between social tolerance, which encourages peaceful coexistence, justice, and mutual respect, and theological commitment, which maintains the integrity of Islamic beliefs and ritual practices.

Contemporary public debates frequently blur these two dimensions, particularly on digital platforms where religious messages are often consumed in fragmented forms. The rapid circulation of decontextualized religious content may reinforce misconceptions regarding interfaith relations and contribute to ideological polarization. Consequently, strategic communication becomes increasingly important for clarifying religious concepts while preventing misunderstandings among diverse audiences. Digital media therefore function simultaneously as opportunities for promoting moderation and as environments vulnerable to religious contestation. Religious communicators are required to balance inclusive social engagement with theological consistency, particularly when discussing sensitive issues related to interfaith interaction.

Previous Studies and Research Gap

Previous studies have examined religious moderation as an approach for strengthening social harmony in Indonesia (Putra, 2024), while other scholars have investigated the role of social media in expanding Islamic preaching through platforms such as YouTube and Instagram (Erwan Effendy et al., 2024). Content-oriented studies have analyzed Buya Yahya's sermons from theological perspectives, whereas research on Habib Husein Ja'far has emphasized

inclusive narratives of religious tolerance within digital media. Educational studies have also explored cooperative learning strategies for fostering religious tolerance among students. Although these studies contribute significantly to understanding digital *da'wah* and religious moderation, three important limitations remain.

First, existing research predominantly emphasizes religious messages rather than the strategic communication processes through which those messages are designed and disseminated. Second, previous studies generally analyze either digital media utilization or religious tolerance, without integrating both dimensions into a comprehensive framework of strategic *da'wah* management. Third, limited attention has been devoted to explaining how digital religious communicators simultaneously maintain theological authenticity, respond to contemporary social controversies, and optimize digital communication strategies for diverse online audiences. These limitations indicate that the relationship between strategic communication, digital religion, and religious tolerance remains theoretically underdeveloped.

Conceptual Framework

Building upon Digital Religion Studies and Strategic Communication Theory, this study conceptualizes digital *da'wah* as a strategic communication process consisting of four interconnected dimensions: Message Construction, referring to how religious tolerance is framed within Islamic theological principles. Strategic Communication, encompassing persuasive language, contextual narratives, and audience adaptation. Digital Media Management, involving the utilization of YouTube as a platform for expanding religious engagement. Audience Meaning Construction, describing how communication strategies contribute to public understanding of religious tolerance while maintaining doctrinal integrity. This framework positions digital *da'wah* not merely as religious dissemination but as a dynamic communication process where theological authenticity, communication strategy, and digital technology interact to shape contemporary religious understanding.

METHOD

This study employed a qualitative research design using a content analysis approach to examine the strategic management of digital *da'wah* in communicating religious tolerance through Buya Yahya's sermons on the Al-Bahjah TV YouTube channel. Qualitative content analysis was considered appropriate because it enables an in-depth exploration of how religious messages are constructed, framed, and communicated within digital environments while revealing the meanings embedded in communication practices. Rather than measuring communication outcomes quantitatively, this study focused on understanding the strategic processes through which religious tolerance is interpreted and disseminated to contemporary digital audiences.

The primary data consisted of sermon videos publicly available on the official Al-Bahjah TV YouTube channel that specifically discussed issues related to religious tolerance, interfaith relations, and the participation of Muslims in religious activities involving followers of other faiths. The videos were selected through purposive sampling based on their relevance to the research objectives and their explicit discussion of contemporary debates concerning religious tolerance in Islam. To strengthen the credibility of the findings, the study also incorporated semi-structured interviews with Muslim informants from Hadhramaut, Yemen, who provided comparative perspectives on the meaning of religious tolerance, digital Islamic communication, and contemporary *da'wah* practices. These interview data served as a form of

analytical triangulation to enrich the interpretation of the content analysis. In addition, relevant scholarly literature on digital religion, strategic communication, Islamic preaching, and religious tolerance was reviewed to provide theoretical and contextual support for the analysis. Data collection was conducted through documentation and semi-structured interviews. Relevant sermon videos were identified, observed repeatedly, and transcribed verbatim to produce textual data suitable for systematic analysis. The interview process employed open-ended questions, allowing participants to express their views regarding religious tolerance, the role of digital media in Islamic preaching, and communication strategies for promoting harmonious interfaith relations. Documentary materials from previous studies were also examined to contextualize the empirical findings within broader discussions of digital religion and strategic communication.

The collected data were analyzed using an iterative qualitative content analysis procedure. The analysis began with repeated readings of the sermon and interview transcripts to achieve familiarity with the data. Meaningful statements related to strategic communication, religious tolerance, audience engagement, and theological arguments were subsequently coded and grouped into broader conceptual categories. These categories were then synthesized into overarching themes representing the strategic dimensions of digital *da'wah*. Throughout the analytical process, continuous comparisons were made between the sermon content, interview findings, and relevant theoretical perspectives to identify recurring patterns, similarities, and contextual differences. The interpretation was guided by the theoretical frameworks of Digital Religion and Strategic Communication, enabling a comprehensive understanding of how religious tolerance is strategically constructed and communicated through digital media.

To ensure the trustworthiness of the findings, this study adopted the qualitative criteria of credibility, transferability, dependability, and confirmability. Credibility was enhanced through methodological triangulation by integrating content analysis, interview data, and documentary evidence. Transferability was supported by providing detailed descriptions of the research context and analytical procedures, enabling readers to assess the applicability of the findings in similar contexts. Dependability was maintained through systematic documentation of each stage of data collection and analysis, while confirmability was achieved by continuously relating interpretations to empirical evidence and minimizing researcher bias throughout the analytical process. Ethical considerations were also observed by analyzing only publicly accessible digital content and obtaining informed consent from all interview participants before data collection commenced, while ensuring the confidentiality and anonymity of their identities.

RESULT AND DISCUSS

Strategic Communication of Religious Tolerance in Buya Yahya's Digital Da'wah

The content analysis reveals that Buya Yahya's digital *da'wah* strategy is fundamentally oriented toward reconstructing the public understanding of religious tolerance within the framework of Islamic theology. Rather than promoting tolerance as unrestricted participation in the religious practices of other faith communities, his sermons consistently redefine tolerance as the recognition of every individual's freedom to practice their own religion while preserving the integrity of Islamic creed (*aqidah*). This conceptual distinction constitutes the central communication strategy employed throughout the analyzed sermons and reflects a deliberate effort to respond to contemporary misconceptions circulating within digital public discourse.

The findings demonstrate that Buya Yahya constructs his arguments through a systematic communication process. His sermons typically begin by presenting the Islamic

definition of religious tolerance based on theological principles before comparing it with prevailing public interpretations. This argumentative structure enables audiences to distinguish between normative Islamic teachings and socially constructed interpretations that frequently emerge in digital environments. Such a communication pattern illustrates an important characteristic of strategic religious communication, whereby religious messages are not merely transmitted but carefully framed to guide audience interpretation and reduce conceptual ambiguity.

A recurring theme identified throughout the analyzed sermons concerns the distinction between social coexistence and theological commitment. Buya Yahya argues that misunderstanding this distinction has contributed to the widespread assumption that religious tolerance requires Muslims to participate in or celebrate the religious rituals of other faiths. His communication strategy challenges this interpretation by emphasizing that Islam encourages respect, peaceful coexistence, and social cooperation without requiring theological compromise. Consequently, religious tolerance is presented not as the erosion of religious identity but as a balanced relationship between social harmony and doctrinal consistency.

This interpretation is further reinforced by the interview findings obtained from Muslim informants in Hadhramaut, Yemen, who similarly distinguish between social tolerance and matters of religious belief. One participant explained:

تسامح الاجتماعي والتسامح في أمور الدين "لأنني بقرء كانه نأى"
(*I see a distinction between social tolerance and tolerance in matters of religion.*)

The participant further elaborated:

وأوضح المشاركون أن التسامح الاجتماعي يتمثل في المعفو والإدسان واحد تزام الآخرين، بينما تبقى عقيدة مرتبطة بعلاقة الإنسان بربه ولا يجوز الخلط بينهما وبين المجاملات الاجتماعية. مسأل ال

These statements indicate that social tolerance is expressed through forgiveness, kindness, and respect toward others, whereas matters of *aqidah* remain part of one's relationship with God and therefore should not be conflated with social interaction.

The convergence between Buya Yahya's sermons and the perspectives expressed by the Yemeni informants strengthens the credibility of the findings through data triangulation. More importantly, it suggests that the distinction between social tolerance and theological commitment represents a broader Islamic discourse that extends beyond the Indonesian context. This finding contributes to the growing scholarship on digital religion by demonstrating that digital *da'wah* can facilitate the dissemination of relatively consistent theological narratives across different Muslim societies while remaining responsive to local social realities.

From the perspective of Strategic Communication Theory, Buya Yahya's preaching illustrates an intentional framing strategy. Rather than presenting religious rulings in isolation, he contextualizes theological principles within contemporary social debates. His sermons address issues that frequently generate controversy on social media, including participation in religious celebrations, interfaith greetings, and everyday interactions with non-Muslims. By situating theological explanations within current public discussions, the communication strategy increases the perceived relevance of religious teachings for contemporary audiences.

Another important finding concerns the persuasive character of Buya Yahya's communication style. The analysis indicates that persuasion is achieved not through emotional

provocation but through a combination of theological reasoning, practical illustrations, and contextual examples. Instead of emphasizing legal prohibitions alone, he provides concrete scenarios demonstrating how Muslims can maintain positive relationships with followers of other religions while remaining faithful to Islamic doctrinal principles. Examples include helping neighbors in times of need, maintaining respectful interpersonal relationships, and exchanging gifts outside religious rituals. These illustrations transform abstract theological concepts into practical guidance applicable to everyday social life.

The communication strategy further combines emotional and rational appeals. Emotionally, Buya Yahya employs firm yet respectful language to reinforce the importance of preserving Islamic identity and doctrinal integrity. Rationally, he supports his arguments through logical explanations, analogies, and contextual reasoning that enable audiences to understand the theological foundations underlying his conclusions. The integration of emotional conviction with rational argumentation enhances message credibility and reduces the likelihood of misunderstanding among diverse audiences. Such a balance corresponds with contemporary communication scholarship suggesting that persuasive communication is most effective when cognitive and affective dimensions operate simultaneously rather than independently.

The findings also indicate that Buya Yahya avoids constructing binary oppositions between Muslims and followers of other religions. Instead of encouraging exclusivism or social isolation, his sermons consistently promote harmonious coexistence while establishing clear theological boundaries. This communication strategy differs from polarizing religious narratives frequently encountered within digital media, where algorithm-driven content often amplifies conflict and ideological confrontation. Consequently, the analyzed sermons demonstrate how digital *da'wah* can function as a moderating communication practice that simultaneously preserves religious identity and promotes peaceful interreligious relations.

From the perspective of Digital Religion studies, these findings suggest that religious authority in online environments increasingly depends not only on theological expertise but also on communicative competence. Buya Yahya's ability to explain complex religious issues through accessible language, systematic reasoning, and contextual examples enables his sermons to remain relevant within highly interactive digital environments. Rather than merely transferring traditional religious authority into digital media, his communication strategy reconstructs authority through audience engagement, contextual responsiveness, and persuasive message framing.

Overall, the findings indicate that Buya Yahya's strategic communication does not merely disseminate religious teachings but actively shapes public understanding of religious tolerance through a carefully structured process of conceptual clarification, persuasive communication, and contextual interpretation. This strategic integration of theological authenticity and communication effectiveness represents an important contribution to understanding how digital Islamic preaching can respond to contemporary religious controversies without compromising fundamental doctrinal principles.

CONCLUSION

This study demonstrates that the strategic management of digital *da'wah* plays a significant role in shaping public understanding of religious tolerance within contemporary Islamic discourse. Through a qualitative content analysis of Buya Yahya's sermons on the Al-Bahjah TV YouTube channel, complemented by interview-based triangulation, the findings

reveal that religious tolerance is strategically communicated through three interconnected dimensions: conceptual clarification of tolerance grounded in Islamic theology, persuasive and contextual communication strategies, and the effective utilization of digital media to expand audience engagement while preserving doctrinal integrity. Rather than framing tolerance as theological accommodation, Buya Yahya's digital *da'wah* emphasizes respect for religious diversity without compromising *aqidah*, thereby promoting a balanced understanding between social harmony and religious commitment. These findings extend the literature on digital religion and strategic communication by demonstrating that effective digital *da'wah* requires not only theological authenticity but also adaptive communication strategies capable of responding to the dynamics of contemporary digital environments.

The findings have important theoretical and practical implications. Theoretically, this study contributes to the integration of Digital Religion and Strategic Communication perspectives by proposing that strategic message framing, contextual communication, and digital media management constitute essential dimensions of contemporary Islamic preaching. Practically, the findings provide insights for religious organizations, Islamic preachers, and policymakers seeking to develop moderate and contextually relevant religious communication through digital platforms in multicultural societies. Nevertheless, this study has several limitations. The analysis focuses exclusively on a single digital preacher and one YouTube channel, limiting the generalizability of the findings across different religious contexts and digital platforms. Furthermore, the study primarily examines communication content rather than audience reception or communication effectiveness. Future research should therefore adopt comparative approaches involving multiple digital preachers, various social media platforms, and mixed-method designs to investigate how different audiences interpret, negotiate, and respond to digital *da'wah* messages on religious tolerance.

Author Contributions

Conceptualization, S.H. and S.F.A.; methodology, S.H., S.F.A., and L.S.; validation, S.H., H.S., and P.; formal analysis, S.H. and S.F.A.; investigation, S.F.A., L.S., and P.; resources, S.H.; data curation, S.F.A. and L.S.; writing—original draft preparation, S.H., S.F.A., L.S., P., and H.S.; writing—review and editing, S.H. and H.S.; supervision, H.S.; project administration, S.H.; funding acquisition, Not applicable. All authors have read and agreed to the published version of the manuscript.

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Institutional Review Board Statement

Ethical review and approval were waived for this study because it analyzed publicly available digital content from the official Al-Bahjah TV YouTube channel and used interview data with informed consent. No sensitive personal data were collected.

Informed Consent Statement

Informed consent was obtained from all interview participants involved in the study.

Declaration of Generative AI and AI-assisted Technologies in the Writing Process

During the preparation of this manuscript, the authors used ChatGPT to improve the organization of the manuscript and refine the academic language. After using this tool, the authors carefully reviewed, revised, and validated all content and accept full responsibility for the accuracy, originality, and integrity of the published work.

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Conflicts of Interest

The authors declare no conflict of interest.

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