

## RECONSTRUCTING THE MEANING OF SUCCESS AMONG YOUNG PEOPLE AMID ECONOMIC UNCERTAINTY: A DA'WAH COMMUNICATION MANAGEMENT FRAMEWORK

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### Abstract

Economic uncertainty driven by digital transformation, technological disruption, labor market volatility, and global economic instability has reshaped young people's perceptions of success. Rather than being defined solely by material achievement, success is increasingly understood as a multidimensional concept encompassing psychological well-being, work-life balance, social contribution, economic resilience, and spiritual fulfillment. This transformation presents new challenges and opportunities for da'wah communication in guiding value formation among young people. Therefore, this study aims to analyze the role of Da'wah Communication Management in reconstructing young people's meaning of success amid economic uncertainty and to develop a conceptual framework that integrates communication management with Islamic values. This study employed a Scoping Literature Review approach following the PRISMA-ScR framework. Seven relevant articles published between 2020 and 2025 were identified through a systematic search and analyzed using thematic synthesis to examine patterns, concepts, and relationships among economic uncertainty, the construction of success, and da'wah communication. The findings indicate that economic uncertainty has shifted young people's orientation of success from predominantly material goals toward a more holistic perspective influenced by social interaction, digital communication, and Islamic values. Furthermore, the review demonstrates that effective reconstruction of the meaning of success requires strategically managed da'wah communication through the integrated functions of planning, organizing, implementing, and evaluating communication activities. The novelty of this study lies in the development of a conceptual model of Da'wah Communication Management that integrates communication management theory, social construction theory, and Islamic values into a unified framework for reconstructing young people's meaning of success. This model contributes theoretically to the advancement of Islamic communication studies and offers practical guidance for da'wah institutions, educational organizations, and policymakers in developing communication strategies that foster holistic, ethical, and resilient perspectives on success among young people.

**Keywords:** Da'wah Communication Management; Economic Uncertainty; Meaning of Success; Young People; Social Construction; Scoping Literature Review.

## INTRODUCTION

Recent global economic transformations driven by digitalization, technological disruption, artificial intelligence (AI), inflationary pressures, and labor market volatility have created an increasingly complex landscape of uncertainty affecting societies worldwide. Contemporary studies characterize this era as one defined by Volatility, Uncertainty, Complexity, and Ambiguity (VUCA), where rapid technological advancements continuously reshape employment structures, challenge business governance, and transform consumption and investment patterns.(Ivan, 2021; Rosmayati & Maulana, 2024; Wibowo et al., 2024). Within this dynamic environment, young people represent one of the most vulnerable demographic groups because they are simultaneously navigating higher education, career development, and economic independence. Consequently, their aspirations, career planning, and future expectations are highly sensitive to macroeconomic fluctuations and evolving public economic policies.(Amrullah & Hendra, 2023; Rosmayati & Maulana, 2024; Samsul et al., 2021).

The growing complexity of economic uncertainty extends beyond macroeconomic indicators and directly influences individuals' economic behavior and life opportunities. Previous studies have shown that policy uncertainty, regulatory changes, technological disruption, and unstable labor markets significantly affect consumption patterns, investment decisions, and employment prospects. These challenges increase the need for adaptive labor market policies, comprehensive social protection systems, and innovative fiscal strategies capable of maintaining macroeconomic stability while simultaneously promoting innovation, entrepreneurship, and sustainable economic growth.(Samsul et al., 2021; Wibowo et al., 2024; Wulandari et al., 2024). As these economic conditions continue to evolve, they also reshape how young people perceive career opportunities, financial security, and long-term life aspirations.

Against this backdrop, young people face increasingly complex challenges in managing educational transitions, career development, and the construction of their economic identity. The expansion of flexible employment models, including the gig economy, freelancing, and digital entrepreneurship, has created new opportunities for economic participation while simultaneously exposing young workers to various forms of employment precarity, such as unstable income, limited social protection, and heightened financial insecurity.(Darmawan et al., 2019; Ivan, 2021; Samsul et al., 2021; Wilestari et al., 2023). These conditions indicate that economic uncertainty is no longer merely an external structural phenomenon but has become a significant factor influencing young people's perceptions of future success and personal achievement. Therefore, governments and private-sector institutions are encouraged to develop comprehensive policy frameworks that recognize the rights of young workers, strengthen social protection systems, and enhance workforce competencies through skills development programs aligned with the demands of the future labor market.(Darmawan et al., 2019; Ivan, 2021; S. N. Putri, 2022; Wilestari et al., 2023). These socio-economic transformations provide an important foundation for understanding how contemporary young people reconstruct the meaning of success amid prolonged economic uncertainty.

Historically, success has predominantly been associated with objective indicators such as income, occupational status, and material wealth. However, contemporary scholarship demonstrates a significant shift toward a more holistic understanding of success that

encompasses work-life balance, financial well-being, mental health, self-actualization, social contribution, and spiritual fulfillment. This transformation reflects the growing recognition of multidimensional well-being, as evidenced by initiatives such as the Social Progress Index, well-being frameworks, and Bhutan's Gross National Happiness (GNH), all of which advocate moving beyond Gross Domestic Product (GDP) as the primary measure of societal and individual progress. Recent empirical studies further suggest that non-financial indicators increasingly determine career sustainability, life satisfaction, organizational performance, and individual resilience amid digital transformation, economic volatility, and rapidly evolving labor markets.(Newey & Oliveira, 2019; Reid, n.d.; Thinley & Hartz-Karp, 2019).

The evolving meaning of success cannot be separated from the broader communication environment in which young people construct their identities. Social media has become a dominant arena for shaping perceptions of success through continuous exposure to curated lifestyles, entrepreneurial achievements, influencer culture, and digital narratives that encourage social comparison. Communication occurring within families, peer groups, communities, and digital networks further reinforces these socially constructed meanings of success. Consequently, contemporary perceptions of success are increasingly influenced not only by economic achievement but also by psychological well-being, meaningful relationships, personal growth, and social contribution.(Faleolo, 2019; Newey & Oliveira, 2019; Reid, n.d.; Thinley & Hartz-Karp, 2019). As digital communication continues to shape value formation, young people become particularly susceptible to negotiating and reconstructing their understanding of success. This condition highlights the importance of strategic communication approaches capable of guiding value construction toward more balanced, ethical, and holistic conceptions of success, thereby providing a strong rationale for examining the role of Dakwah Communication Management in responding to the challenges of economic uncertainty.

Da'wah is not merely understood as the transmission of Islamic teachings but also as a communication process that shapes people's ways of thinking, value systems, and life orientations. In the digital era, the construction of meaning has become increasingly complex as young people are continuously exposed to diverse narratives of success disseminated through social media, platform algorithms, influencers, and the culture of social comparison. Within this context, da'wah occupies a strategic position in offering an alternative perspective that balances material aspirations with spiritual values, ethical principles, and social responsibility. Consequently, da'wah communication must be adaptive, contextual, and responsive to the characteristics of young people while maintaining the authenticity of Islamic teachings and upholding Indonesia's national values and cultural diversity.(Cholillah & Arju, 2024; Dhora et al., 2023; Djalal & Huda, 2020; N. W. Putri, 2023; Ulfa & Efrina, 2024). At the same time, previous studies indicate that digital da'wah has significantly expanded the dissemination of Islamic messages, yet it also presents challenges such as misinformation, polarization, and the fragmentation of social values if it is not supported by adequate digital literacy, the principle of *tabayyun* (information verification), and communication approaches grounded in inclusive Islamic values.(Efendi et al., 2023; Irfan & Bahrudin, 2022).

The complexity of this communication environment demonstrates that the effectiveness of da'wah is determined not only by the quality of its messages but also by how these messages are systematically planned, organized, implemented, and evaluated. From the perspective of communication management, da'wah is a strategic process encompassing the managerial

functions of planning, organizing, implementing, and evaluating communication activities to ensure that the intended transformation of values can be achieved effectively. Such an approach enables da'wah communication to function as a strategic instrument for reconstructing young people's meaning of success, shifting it beyond material achievement toward a more holistic understanding that incorporates psychological well-being, social contribution, economic resilience, and spiritual responsibility. Therefore, Da'wah Communication Management provides a relevant conceptual framework for responding to the changing orientation of success amid growing economic uncertainty.(Cholillah & Arju, 2024; Dhora et al., 2023; Djalal & Huda, 2020; Newey & Oliveira, 2019; Thinley & Hartz-Karp, 2019; Ulfa & Efrina, 2024).

Although previous studies have examined digital da'wah communication, the transformation of da'wah media, young people's career orientations, and changing perceptions of success, these issues have largely been investigated independently. Research on da'wah communication has primarily focused on the effectiveness of communication channels and message delivery strategies, whereas studies on the meaning of success have generally emphasized psychological, social, or economic dimensions without considering the role of Da'wah Communication Management. Consequently, there remains a lack of a comprehensive conceptual framework explaining how Da'wah Communication Management can strategically reconstruct young people's meaning of success amid economic uncertainty. Addressing this gap, the present study proposes a conceptual model of Da'wah Communication Management that integrates communication management functions, social construction theory, and Islamic values to explain the process through which young people reconstruct their understanding of success in response to an increasingly dynamic economic environment.

Based on this background, this study aims to analyze the role of Da'wah Communication Management in reconstructing young people's meaning of success amid economic uncertainty through a Scoping Literature Review approach. Specifically, the study synthesizes previous research to identify the relationships among economic uncertainty, the social construction of success, da'wah communication, and the managerial functions of communication. Furthermore, this study develops a conceptual model illustrating how the processes of planning, organizing, implementing, and evaluating da'wah communication can serve as a strategic mechanism for shaping young people's understanding of success beyond material achievement by integrating spiritual, ethical, social, and economic dimensions. The proposed conceptual model is expected to contribute theoretically to the advancement of Da'wah Communication Management by extending existing literature on the reconstruction of success in the context of economic uncertainty. Practically, the model is expected to provide valuable insights for da'wah institutions, educational organizations, and policymakers in designing communication strategies that foster a more holistic, ethical, and Islamically grounded understanding of success among young people.

## **METHOD**

This study employed a qualitative approach using a Scoping Literature Review guided by the Preferred Reporting Items for Systematic Reviews and Meta-Analyses Extension for Scoping Reviews (PRISMA-ScR). A scoping review was selected because the phenomenon of young people's meaning of success amid economic uncertainty intersects multiple disciplines including communication studies, Islamic communication, youth studies, psychology,

sociology, and economics making it necessary to comprehensively map existing knowledge, identify conceptual trends, theoretical perspectives, and research gaps before proposing a Dakwah Communication Management framework. Scoping reviews are particularly appropriate for broad and interdisciplinary topics that have not yet been synthesized comprehensively.

The literature search was conducted using four international academic databases: Scopus, Web of Science, ScienceDirect, and Google Scholar. The search employed combinations of keywords such as "*Dakwah communication*", "*Islamic communication*", "*communication management*", "*meaning of success*", "*success construction*", "*young people*", "*Generation Z*", "*economic uncertainty*", "*future anxiety*", "*social construction*", and "*sensemaking*". The search was limited to peer-reviewed journal articles published in English between 2019 and 2026 to capture contemporary discussions on youth and economic uncertainty.

The study applied predetermined inclusion and exclusion criteria. Included studies were (1) published in peer-reviewed journals, (2) focused on communication, Islamic communication, youth, meaning-making, or economic uncertainty, (3) available in full text, and (4) written in English. Excluded materials comprised conference abstracts, editorials, opinion papers, duplicated articles, and studies that did not address the conceptual relationship between communication, success, and economic uncertainty.

Article selection followed the PRISMA-ScR workflow consisting of four stages: identification, screening, eligibility, and inclusion. Duplicate records were removed during the identification stage. Titles and abstracts were subsequently screened to determine relevance, followed by full-text assessment based on the established inclusion criteria. The final corpus of literature constituted the primary data for analysis.

Data were analyzed using thematic analysis. The analysis involved coding recurring concepts, categorizing emerging themes, comparing theoretical perspectives, and synthesizing findings into an integrated conceptual framework. Particular attention was given to identifying (1) dominant meanings of success among young people, (2) factors influencing those meanings under conditions of economic uncertainty, (3) communication processes involved in constructing such meanings, and (4) the potential role of Dakwah Communication Management in reconstructing Islamic understandings of success. The synthesis of these themes was then used to develop a conceptual model that explains how Dakwah Communication Management can contribute to shaping resilient and value-based meanings of success among young people in the contemporary socio-economic context.

**Figure 1. PRISMA 2020 Flow Diagram of the Literature Selection Process**

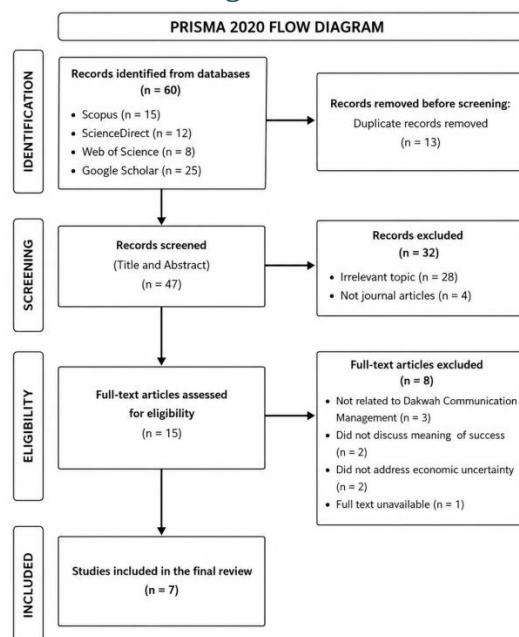


Figure 1 illustrates the study selection process using the PRISMA 2020 (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) flow diagram. A systematic literature search was conducted across four academic databases, namely Scopus, ScienceDirect, Web of Science, and Google Scholar, to identify relevant studies on Dakwah communication management, the construction of the meaning of success, young people, and economic uncertainty. The search initially identified 60 records, of which 13 duplicate records were removed. The remaining 47 records were screened based on their titles and abstracts, resulting in the exclusion of 32 studies that did not meet the predetermined inclusion criteria. Subsequently, 15 full-text articles were assessed for eligibility. After a comprehensive evaluation, 8 articles were excluded because they did not adequately address the research focus or failed to satisfy the established selection criteria. Ultimately, 7 studies were included in the final review and served as the primary sources for thematic synthesis and conceptual framework development in this study.

## RESULT

Table 1 presents a synthesis of previous studies relevant to the topic of Dakwah Communication Management, the meaning of success, young people, and economic uncertainty. The selected studies were identified through a systematic literature search and screened based on the predetermined inclusion and exclusion criteria. The synthesis summarizes the authors, research focus, methods, key findings, and each study's contribution to the present research. An analysis of these studies indicates that previous research has predominantly examined digital da'wah strategies, Islamic communication, and economic empowerment from separate perspectives. However, limited attention has been given to how Dakwah Communication

Management reconstructs young people's meaning of success amid economic uncertainty. Therefore, the reviewed literature highlights a significant research gap and provides the theoretical foundation for developing the conceptual framework proposed in this study

**Table 1. Literature Review Matrix of Studies Related to Dakwah Communication Management and Economic Uncertainty**

| No | Authors (Year)                                | Research Focus                                         |                 | Method              | Main Findings                                                                                                                  |
|----|-----------------------------------------------|--------------------------------------------------------|-----------------|---------------------|--------------------------------------------------------------------------------------------------------------------------------|
| 1  | Octaviani (2021)                              | Digital Communication of Community                     | Da'wah of Shift | Digital Ethnography | Digital da'wah using contextual and youth-oriented communication effectively engages millennials through social media.         |
| 2  | Syarofah et al. (2021)                        | Muhammadiyah in the Digital Era                        | Da'wah          | Qualitative         | Digital transformation has changed da'wah strategies and increased youth participation through technology-based communication. |
| 3  | Risdiantoro, Nazilah, Aulia, & Pratiwi (2022) | Problem-Solving Strategy in Youth Da'wah               |                 | Qualitative         | A problem-solving approach makes da'wah more relevant to contemporary youth issues and everyday challenges.                    |
| 4  | Rahmatunnair & Saripah (2023)                 | Da'wah Communication and Muslim Economic Empowerment   |                 | Literature Review   | Da'wah communication contributes to shaping economic behavior and empowering Muslims through Islamic values.                   |
| 5  | Diaz et al. (2025)                            | Economic Problems and Da'wah Management                |                 | Literature Review   | Da'wah management offers an Islamic framework for addressing economic inequality and strengthening community resilience.       |
| 6  | Saefulloh, Zalafi, & Triyustino (2026)        | Reconfiguring Da'wah in Digital Modernity              |                 | Qualitative         | Generation Z prefers authentic, contextual, and interactive da'wah delivered through new media.                                |
| 7  | Jasafat et al. (2026)                         | Cross-Generational Da'wah Strategy for Gen Y and Gen Z |                 | Qualitative         | Effective cross-generational communication strategies improve Islamic understanding among younger generations.                 |

### DISCUSS

#### The Construction of the Meaning of Success among Young People in an Era of Economic Uncertainty

The concept of success among young people is increasingly recognized as a socially constructed phenomenon rather than a fixed or universal concept. The literature consistently demonstrates that the meaning of success is shaped through continuous interactions between individuals, their social environments, cultural values, and evolving socio-economic conditions. Consequently, success is no longer interpreted solely in terms of financial achievement or occupational prestige but has become a multidimensional construct encompassing psychological well-being, self-development, social relationships, and personal fulfillment (Hasanah et al., 2023; Raihany Nur Zahra, 2023).

The synthesis of previous studies indicates a significant shift in how young people define

success. Earlier conceptions generally associated success with obtaining stable employment, high income, and elevated social status. However, contemporary socio-economic dynamics have transformed these traditional perspectives into more flexible and individualized understandings. Young people increasingly perceive success as the ability to achieve life goals that align with personal values, interests, and aspirations while maintaining life satisfaction and psychological well-being. (Trisnawati Lubis & Muhammad Irwan Padli Nasution, 2023). This transformation suggests that success is not merely evaluated through material accumulation but also through the quality of life individuals are able to create and sustain.

From the perspective of social construction, these changes occur because meanings are continuously negotiated through interactions within families, educational institutions, peer groups, workplaces, and wider communities. These social institutions function as agents that transmit values, expectations, and cultural norms regarding what constitutes a successful life. As young people encounter increasingly diverse social experiences, they gradually reconstruct their understanding of success according to their personal circumstances and the realities surrounding them. (Hasanah et al., 2023). Consequently, success becomes highly contextual, dynamic, and dependent upon the socio-cultural environment in which individuals develop.

The rapid expansion of digital technology has further accelerated the reconstruction of success among younger generations. Social media platforms provide continuous exposure to diverse representations of successful individuals, including entrepreneurs, digital creators, professionals, and influencers. These digital representations simultaneously inspire new aspirations while creating new social standards regarding achievement and personal accomplishment. Consequently, digital platforms have become important arenas where meanings of success are produced, disseminated, and continuously negotiated. (Radji, 2023).

This phenomenon corresponds with findings presented by Octaviani (2021), who argues that digital transformation has fundamentally changed communication patterns within Islamic preaching (*dakwah*). Through the case of the Shift Community, the study demonstrates that contextual and culturally adaptive digital communication enables *dakwah* messages to engage young audiences more effectively by utilizing platforms such as YouTube and Instagram. Rather than relying exclusively on conventional preaching, digital *dakwah* adopts communication styles that correspond with the lifestyles, preferences, and media consumption habits of younger generations, thereby strengthening the relevance of Islamic values within contemporary digital culture. (Octaviani, 2021).

Similarly, Syarofah et al. (2021) emphasize that contemporary *dakwah* should not merely function as religious information dissemination but should also become an adaptive communication process capable of responding to changing societal conditions. The digitalization of *dakwah* has expanded opportunities for Islamic organizations to communicate religious values using approaches that are more dialogical, participatory, and responsive to the characteristics of younger generations. This adaptive communication process allows Islamic values to remain relevant amid rapid technological and cultural transformations.

In addition to technological developments, contemporary literature also highlights the importance of contextual communication strategies in strengthening young people's engagement with Islamic values. Risdiantoro et al. (2022) argue that *dakwah* communication becomes more meaningful when it addresses actual social problems experienced by young people through problem-solving approaches. Rather than focusing exclusively on normative religious messages,

effective dakwah integrates empathy, dialogue, and practical guidance that correspond with the real challenges encountered by younger generations. Such communication strategies contribute to the internalization of Islamic values within everyday decision-making processes, including how success is interpreted and pursued.

The reviewed studies further demonstrate that economic uncertainty has intensified the reconstruction of success among young people. Rising living costs, increasingly competitive labor markets, technological disruption, and the expansion of digital employment have reduced the dominance of conventional indicators such as permanent employment and organizational careers. Instead, flexibility, adaptability, lifelong learning, entrepreneurial capability, and psychological resilience have emerged as new indicators of success. (I. Lestari et al., 2024; Mafrudlo et al., 2024). These findings suggest that the meaning of success evolves in response to structural transformations occurring within society and the economy.

Although previous studies have extensively discussed digital dakwah, Islamic communication strategies, youth engagement, and economic adaptation, they remain fragmented in explaining how these elements collectively shape young people's understanding of success. Existing research predominantly focuses on communication effectiveness, media utilization, or economic empowerment, while relatively limited attention has been devoted to the communicative processes through which Islamic values reconstruct the meaning of success under conditions of economic uncertainty.

Therefore, the synthesis of the reviewed literature reveals a significant conceptual gap. Current scholarship has yet to comprehensively explain how Dakwah Communication Management functions as a strategic communication framework capable of reconstructing young people's meaning of success by integrating Islamic values with the realities of economic uncertainty. Addressing this gap is essential because communication management in dakwah extends beyond message dissemination; it encompasses the systematic planning, implementation, and evaluation of value-based communication capable of guiding young people toward a more holistic understanding of success. Within this framework, success is interpreted not only as economic achievement but also as the realization of faith, ethical responsibility, social contribution, psychological well-being, and sustainable personal development. This conceptual perspective constitutes the primary contribution of the present study and provides the foundation for developing a Dakwah Communication Management model that responds to the challenges of economic uncertainty facing contemporary young people.

### **Economic Uncertainty and the Transformation of Young People's Success Orientation**

Economic uncertainty has become one of the most influential contextual factors shaping the aspirations, priorities, and perceptions of success among young people. Contemporary literature suggests that structural changes in the global economy, including labor market instability, technological disruption, inflation, the expansion of the digital economy, and increasing employment competition, have fundamentally altered how younger generations evaluate personal achievement. Rather than perceiving success as a fixed destination characterized by stable employment and financial prosperity, young people increasingly understand success as a dynamic process requiring adaptability, resilience, and continuous learning. (N. Lestari, 2024; Nursalim & Suryono, 2021).

The reviewed studies consistently indicate that economic uncertainty has encouraged young people to redefine traditional career aspirations. Permanent employment, once considered the primary indicator of success, is no longer viewed as the only pathway toward personal fulfillment. Instead, greater emphasis is placed on developing transferable skills, entrepreneurial capacity, digital competencies, and the ability to respond effectively to changing economic conditions. This transformation reflects a broader shift from employment security toward career flexibility, where individuals seek opportunities that enable long-term sustainability rather than merely occupational stability. (Subagyo & Nadapdap, 2022).

In addition, the literature demonstrates that technological advancement has expanded alternative pathways to economic participation. The emergence of digital entrepreneurship, freelance employment, creative industries, and content creation has diversified young people's career choices while simultaneously transforming their understanding of achievement. Success is increasingly associated with innovation, creativity, independence, and the ability to generate social and economic value through digital platforms. Consequently, young people no longer measure success exclusively through organizational positions or salary levels but also through autonomy, professional growth, and meaningful contributions to society. (Mafrudlo et al., 2024).

Despite these opportunities, economic uncertainty also generates psychological challenges. Previous studies reveal that unstable economic conditions contribute to concerns regarding future career prospects, financial security, and life planning. Such circumstances encourage young people to prioritize adaptability over certainty, leading to greater appreciation of lifelong learning, skill diversification, and continuous self-improvement. Psychological resilience therefore emerges as an important component of contemporary success because individuals are required to respond constructively to unpredictable social and economic changes. (Hutapea et al., 2024).

Within the context of Islamic communication, these socio-economic transformations require dakwah to move beyond conventional religious instruction toward value-oriented communication capable of addressing contemporary realities. The literature emphasizes that dakwah communication should provide ethical guidance that helps young people interpret economic challenges from an Islamic perspective while maintaining optimism, responsibility, and perseverance. Rather than presenting success exclusively in material terms, Islamic communication encourages a balanced understanding that integrates worldly achievement with spiritual accountability and social responsibility.

This perspective is reflected in Octaviani's (2024) study, which demonstrates that digital dakwah has adapted to the communication preferences of younger generations by utilizing interactive and contextual approaches through digital media. Such adaptation enables Islamic messages to remain relevant in responding to contemporary issues, including changing lifestyles, technological transformation, and shifting aspirations among young audiences. Digital communication therefore functions not only as a medium for disseminating religious knowledge but also as an instrument for reconstructing values within rapidly changing social environments. (Octaviani, 2021).

Similarly, Syarofah et al. (2021) argue that Islamic organizations need to continuously adjust their communication strategies to remain responsive to social transformation. The digitalization of dakwah provides opportunities to contextualize Islamic teachings according to the realities experienced by younger generations. Such communication adaptation strengthens

the relevance of dakwah by positioning Islamic values as practical guidance for addressing contemporary challenges rather than merely preserving traditional religious discourse.

Furthermore, Risdiantoro et al. (2022) emphasize that effective dakwah communication should incorporate problem-solving approaches that directly address the everyday concerns of young people. Contemporary youth face increasingly complex issues related to employment, education, financial independence, and identity formation. Accordingly, dakwah becomes more meaningful when religious messages are communicated through practical solutions, empathy, and constructive dialogue. This approach contributes to the formation of adaptive attitudes that enable young people to respond positively to economic uncertainty while maintaining Islamic ethical principles.

The synthesis of the reviewed literature therefore indicates that economic uncertainty has transformed the orientation of success from material accumulation toward adaptive capability, lifelong learning, resilience, and meaningful contribution. Nevertheless, previous studies have largely examined these issues from economic, psychological, or communication perspectives independently. Limited attention has been given to the strategic role of Dakwah Communication Management in integrating these dimensions into a coherent framework capable of reconstructing young people's understanding of success. Consequently, there remains a significant theoretical opportunity to develop a communication management model that positions Islamic values as a guiding framework for navigating economic uncertainty while promoting a holistic, ethical, and sustainable conception of success among young people.

### **The Role of Social Environment and Digital Media in Reconstructing Young People's Meaning of Success**

The meaning of success among young people is continuously reconstructed through interactions with various social agents, including family, educational institutions, peer groups, religious communities, and digital media. Rather than emerging solely from individual aspirations, perceptions of success are shaped through ongoing communication processes in which values, norms, and social expectations are exchanged and internalized. The reviewed literature consistently suggests that social interaction provides the foundation through which young people interpret achievement, establish life priorities, and formulate future aspirations. Consequently, success should be understood as a socially negotiated concept that evolves alongside changes in cultural, technological, and economic contexts.

Among these social agents, digital media have become one of the most influential environments for constructing contemporary understandings of success. The rapid growth of social networking platforms has transformed how young people access information, compare personal achievements, and develop aspirations. Through continuous exposure to entrepreneurial success stories, luxury lifestyles, personal branding, and influencer culture, digital platforms increasingly define the standards by which success is evaluated. As a result, social recognition, online visibility, and digital popularity frequently become indicators of achievement alongside conventional measures such as educational attainment and occupational status.

The literature further indicates that algorithm-driven communication intensifies the circulation of dominant narratives regarding success. Digital platforms selectively amplify content that attracts public attention, encouraging young people to consume repetitive

representations of material prosperity and social prestige. This phenomenon contributes to the normalization of highly competitive achievement cultures while simultaneously creating unrealistic expectations regarding career development and financial accomplishment. Consequently, many young people experience pressure to achieve externally validated forms of success rather than pursuing goals that correspond to their personal values and long-term well-being.(Radji, 2023).

Within this context, communication plays a central role in shaping social reality. Meanings are not passively received but actively negotiated through dialogue, observation, imitation, and participation in both physical and virtual communities. Families continue to transmit foundational values regarding responsibility, education, and moral conduct, while educational institutions cultivate professional aspirations and personal competencies. Peer groups further reinforce particular lifestyles and achievement standards through everyday interactions. Digital communities extend these influences beyond geographical boundaries, enabling young people to continuously reinterpret success according to global trends and rapidly changing cultural narratives.

Previous studies also demonstrate that religious communication remains an important socializing agent capable of balancing these contemporary influences. Octaviani (2021) explains that digital dakwah has successfully adapted to the communication habits of younger generations by utilizing social media platforms and contextual language that resonates with their everyday experiences. Instead of positioning religion as a distant normative discourse, digital dakwah integrates Islamic teachings into discussions concerning identity, career, relationships, and personal development. This adaptive communication approach enables Islamic values to participate actively in the reconstruction of young people's understanding of success within digital environments

Similarly, Syarofah et al. (2021) emphasize that Islamic organizations have increasingly recognized the necessity of transforming conventional preaching into interactive digital communication. Contemporary dakwah extends beyond religious instruction by providing ethical guidance that addresses actual social issues encountered by younger generations. Through the strategic utilization of digital media, Islamic communication contributes to developing more contextual understandings of success that integrate professional achievement with moral responsibility, social contribution, and spiritual development.

The importance of contextual communication is further reinforced by Risdiantoro et al.(2022), who argue that dakwah becomes more effective when it responds directly to the practical challenges experienced by young people. Problem-solving communication enables religious values to become relevant in addressing concerns related to education, employment, financial independence, and personal identity. Rather than emphasizing abstract moral instruction, contextual dakwah facilitates dialogue that helps young people interpret contemporary challenges through Islamic ethical perspectives while maintaining optimism and resilience.

The reviewed literature additionally highlights that economic uncertainty strengthens the influence of digital communication on the construction of success. In situations where employment opportunities become increasingly uncertain, young people often seek alternative sources of information and inspiration through online communities. Digital media therefore function not only as communication channels but also as environments where aspirations,

identities, and definitions of success are continuously reconstructed. However, this process also increases the risk of adopting materialistic and highly individualized success orientations if communication is not accompanied by ethical and spiritual guidance.

Despite recognizing the growing influence of digital communication and religious media, previous studies have generally examined these issues separately. Research concerning digital media primarily focuses on communication technology and youth engagement, whereas studies on dakwah largely emphasize communication strategies and religious dissemination. Limited scholarly attention has been devoted to understanding how social environments, digital communication, and Islamic values interact simultaneously in reconstructing young people's meaning of success under conditions of economic uncertainty.

Therefore, the synthesis of the reviewed literature suggests that the reconstruction of success cannot be explained solely through economic or psychological perspectives. Instead, it requires an integrated communication framework that considers the interactions among social environments, digital media, and Islamic value systems. This finding reinforces the need for Dakwah Communication Management as a strategic communication framework capable of integrating contemporary communication practices with Islamic ethical principles to cultivate a more balanced, resilient, and holistic understanding of success among young people.

### **Dakwah Communication Management as a Framework for Reconstructing Young People's Meaning of Success**

The synthesis of the reviewed literature demonstrates that the changing meaning of success among young people cannot be understood solely through economic, psychological, or sociological perspectives. Rather, it is a communication process through which values, beliefs, aspirations, and social expectations are continuously negotiated within diverse social contexts. Economic uncertainty has intensified this process by encouraging young people to seek alternative pathways toward achievement while simultaneously increasing their exposure to diverse and often conflicting narratives of success through digital media. Consequently, the reconstruction of success requires not only adaptive individual capabilities but also strategic communication capable of integrating ethical, social, and spiritual dimensions.

Within this context, Dakwah Communication Management provides an important conceptual framework for facilitating value-oriented communication. Unlike conventional communication models that primarily emphasize information transmission, Dakwah Communication Management seeks to manage communication systematically to cultivate Islamic values that influence attitudes, perceptions, and behavioral orientations. Therefore, communication management in dakwah extends beyond message delivery to encompass strategic planning, audience analysis, message design, media selection, implementation, and evaluation to ensure that Islamic teachings remain relevant to contemporary social realities.

The reviewed studies consistently indicate that digital communication has significantly transformed the practice of dakwah. Octaviani (2021) demonstrates that digital platforms enable Islamic messages to reach young audiences through contextual language, visual storytelling, and interactive communication that correspond with contemporary lifestyles. This transformation illustrates that communication effectiveness depends not only on technological utilization but also on the ability to understand the experiences, aspirations, and communication preferences of younger generations.

Similarly, Syarofah et al. (2021) emphasize that Islamic organizations have increasingly adopted digital communication strategies to strengthen public engagement. The digitalization of dakwah enables religious communication to become more participatory and responsive while maintaining the substance of Islamic teachings. Such adaptation demonstrates that effective dakwah requires systematic communication management capable of aligning religious messages with changing socio-cultural conditions.

The importance of contextual communication is further highlighted by Risdiantoro et al. (2022), who argue that dakwah becomes more meaningful when it addresses practical problems encountered by young people. Problem-solving communication encourages active dialogue rather than one-way preaching, enabling Islamic values to be interpreted within the realities of education, employment, financial challenges, and identity formation. Consequently, dakwah functions not merely as religious instruction but also as a communication process that assists young people in constructing life orientations and making ethical decisions.

Although these studies demonstrate the growing importance of adaptive communication strategies, they primarily concentrate on communication effectiveness, media utilization, and youth engagement. Relatively limited attention has been devoted to explaining how Dakwah Communication Management systematically reconstructs the meaning of success among young people experiencing economic uncertainty. Existing literature generally positions dakwah as a communication activity rather than as a comprehensive management framework capable of influencing long-term value formation and social meaning construction.

Based on the synthesis of the reviewed literature, this study proposes that Dakwah Communication Management should be understood as an integrated communication framework consisting of four interrelated managerial dimensions: communication planning, communication organizing, communication implementation, and communication evaluation. Communication planning involves identifying contemporary challenges faced by young people and formulating value-oriented communication objectives. Communication organizing focuses on coordinating communication resources, religious institutions, digital platforms, and community participation. Communication implementation emphasizes contextual, dialogical, and digital-based communication capable of integrating Islamic teachings with contemporary socio-economic realities. Finally, communication evaluation assesses changes in perceptions, attitudes, and behavioral orientations to determine whether communication activities have successfully reconstructed the meaning of success toward more holistic Islamic values.

Within this framework, success is reconstructed through the integration of three complementary dimensions. The first is the spiritual dimension, in which success is understood as the realization of faith (*iman*), devotion (*taqwa*), and moral integrity. The second is the social dimension, which emphasizes contribution to society, compassion, justice, and collective well-being. The third is the economic dimension, where productivity, professionalism, entrepreneurship, and financial achievement are regarded as instruments for creating public benefit rather than merely personal accumulation. These dimensions collectively provide a more balanced understanding of success that aligns material achievement with ethical responsibility and spiritual purpose.

Accordingly, the present study extends previous scholarship by conceptualizing Dakwah Communication Management not merely as a strategy for disseminating Islamic messages but as a value-based communication framework capable of reconstructing young people's meaning

of success amid economic uncertainty. This framework integrates communication management principles with Islamic values and contemporary socio-economic realities, thereby offering a theoretical contribution that bridges communication studies, Islamic communication, youth studies, and economic uncertainty. Furthermore, it provides a conceptual foundation for future empirical research examining the effectiveness of Dakwah Communication Management in fostering resilient, ethical, and socially responsible understandings of success among young people.

### **The Evolving Meaning of Success among Young People in an Era of Economic Uncertainty**

The concept of success among young people has undergone a significant transformation in response to rapid social, technological, and economic changes. In the past, success was generally associated with stable employment, financial security, educational attainment, and social status. However, in the contemporary era characterized by economic uncertainty, technological disruption, the expansion of the digital economy, and increasingly dynamic labor markets, young people tend to construct success in more diverse, flexible, and individualized ways. The emergence of the gig economy, entrepreneurship, digital careers, and content creation has broadened the definition of success beyond conventional career achievements. Consequently, success is no longer perceived solely as material prosperity but also encompasses self-development, personal fulfillment, work-life balance, social contribution, and spiritual well-being.

The changing meaning of success cannot be separated from the transformation of communication patterns experienced by young people. Digital media have become the primary source of information, inspiration, and value formation. Through social media, young people are continuously exposed to various representations of success that often emphasize wealth, popularity, luxury, and personal branding. This condition creates a new social reality in which the meaning of success is increasingly shaped through digital interactions rather than direct social experiences. As a result, many young people develop achievement orientations that are influenced by public recognition and digital visibility rather than intrinsic values and long-term personal development (Octaviani, 2021).

Within the context of Islamic communication, this phenomenon presents a considerable challenge for dakwah. The rapid circulation of information has transformed not only communication channels but also the processes through which religious values are internalized. Octaviani (2021) argues that digital dakwah has emerged as a strategic response to these changes by adapting communication styles, themes, and media platforms to the characteristics of the younger generation. The Shift Community, for instance, demonstrates that contextual, interactive, and culturally relevant communication enables dakwah messages to resonate more effectively with millennials. Rather than relying solely on conventional preaching, digital dakwah reconstructs religious messages through language, visual culture, and social media engagement, thereby strengthening the relevance of Islamic values in contemporary youth culture.

Similarly, Muhammadiyah's experience in digital dakwah reflects the importance of communication adaptation in responding to societal transformation. The use of digital platforms has expanded the reach of dakwah while encouraging more participatory and dialogical

interactions with younger audiences. Instead of positioning dakwah merely as the transmission of religious doctrine, contemporary Islamic communication increasingly functions as a medium for guiding social behavior and responding to emerging societal issues. This indicates that effective dakwah communication requires not only technological competence but also the ability to understand the socio-cultural realities faced by young people (Syarofah et al., 2021).

The complexity of youth challenges also demands a more contextual communication approach. Contemporary adolescents encounter multiple forms of uncertainty, including educational competition, unstable employment opportunities, financial insecurity, and identity negotiation in digital environments. These realities require dakwah messages that are responsive to actual life problems rather than exclusively normative. Previous studies have shown that problem-solving approaches in dakwah communication increase message relevance because they address concrete issues experienced by young people. By emphasizing dialogue, empathy, and practical solutions, dakwah becomes more meaningful and capable of influencing attitudes and behavioral change among youth (Risdiantoro et al., 2022).

Although previous studies have demonstrated the effectiveness of digital communication, contextual preaching, and youth-centered dakwah strategies, most have primarily focused on communication media, message delivery, audience engagement, and religious participation. Limited attention has been given to how dakwah communication management contributes to reconstructing the meaning of success itself, particularly under conditions of prolonged economic uncertainty. Existing literature tends to examine dakwah either from the perspective of communication strategy or digital transformation without exploring its role in shaping value systems that influence young people's perceptions of achievement, prosperity, and life purpose.

Furthermore, studies addressing economic uncertainty generally emphasize entrepreneurship, financial resilience, or community empowerment, while overlooking the symbolic and communicative processes through which success is interpreted by young people. In reality, economic uncertainty not only affects employment opportunities but also influences aspirations, expectations, and definitions of personal achievement. Therefore, understanding success requires a communication perspective that recognizes meaning as a socially constructed phenomenon influenced by cultural narratives, media representations, religious discourse, and interpersonal interactions.

Based on this synthesis, it can be argued that Dakwah Communication Management possesses strategic potential to reconstruct the meaning of success by integrating Islamic values with contemporary communication practices. Rather than merely transmitting religious teachings, dakwah communication should function as a value-based communication process that encourages young people to redefine success through principles of faith, social responsibility, ethical productivity, and psychological resilience. Such an approach enables dakwah to become not only a medium of religious dissemination but also a transformative mechanism for developing a holistic understanding of success amid the uncertainties of the contemporary economic landscape. This unresolved issue constitutes the primary research gap addressed in the present study and forms the conceptual basis for proposing a framework of Dakwah Communication Management that reconstructs young people's meaning of success in the era of economic uncertainty.

## CONCLUSION

This study finds that economic uncertainty has reshaped young people's understanding of success from a predominantly material orientation toward a more multidimensional conception that includes psychological well-being, work-life balance, social contribution, economic resilience, and spiritual fulfillment. This shift is influenced by the interaction of economic change, digital transformation, labor market instability, and socially constructed meanings circulated through interpersonal and digital communication. The review further shows that da'wah communication can play a strategic role in reconstructing these meanings when it is systematically managed through planning, organizing, implementing, and evaluating communication activities. On this basis, the study proposes an integrated Da'wah Communication Management framework that combines communication management, social construction theory, and Islamic values to promote a more balanced, adaptive, ethical, and value-oriented understanding of success among young people.

The proposed framework has both theoretical and practical implications. Theoretically, it extends Da'wah Communication Management by linking economic uncertainty, social meaning construction, and strategic communication within a unified conceptual model. Practically, it may guide da'wah institutions, educational organizations, youth development agencies, and policymakers in designing communication strategies that strengthen value literacy, resilience, and holistic life orientations among young people. However, the study is limited by its reliance on a scoping literature review and a relatively small body of selected studies, meaning that the proposed framework remains conceptual rather than empirically validated. Future research should therefore test and refine the model through quantitative, qualitative, or mixed-methods studies across diverse socio-cultural settings.

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