

The Relevance of the Concept of *Hadith Jawami' al-Kalim* in the Information Era: New Strategies for Spreading the Wisdom of Islam

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DOI: 10.29240/alquds.v8i3.10847

Submitted: 2024-07-07 | Revised: 2024-09-02 | Accepted: 2024-09-02

Abstract: This study examines the relevance of the *Jawami' al-Kalim* hadith concept in spreading Islamic wisdom in the information age. *Jawami' al-Kalim* refers to the principle of conveying Islamic teachings concisely yet comprehensively. Using literature review and content analysis methods, this research evaluates digital da'wah strategies that apply the *Jawami' al-Kalim* principle. Primary and secondary sources are analyzed to identify best practices in spreading Islamic messages through digital media. The results show the effectiveness of utilizing social media, developing online educational content, and collaborating with Muslim influencers. These strategies allow Islamic da'wah to reach a wider audience, build solid online communities, and respond to contemporary issues. Although facing challenges such as misinformation, this approach opens new opportunities to strengthen religious education and positive inspiration in global society. In conclusion, applying the *Jawami' al-Kalim* principle through digital technology is an important step in ensuring the relevance and effectiveness of Islamic da'wah in the information age.

Keywords: *Jawami' al-Kalim*, Digital da'wah, Islamic social media

Introduction

The concept of the *Jawami' al-Kalim* hadith refers to the principle of simplicity and comprehensiveness in conveying Islamic teachings¹. This term is widely known in Islamic tradition as one of the fundamental principles in delivering religious messages to the ummah. Literally, *Jawami' al-Kalim* means "comprehensive or all-encompassing sentences"². This concept emphasizes the importance of using concise sentences or verses that contain deep and broad meanings, encompassing many aspects of Muslim life.

In Islamic teachings, this principle is very important because Islam, as a universal religion, must be able to provide clear and comprehensive guidance in all aspects of human life. By using short but meaning-rich sentences, Islamic teachings can be easily understood and implemented by Muslims in various parts of the world and in various life contexts.

One example of the application of *Jawami' al-Kalim* is found in the Qur'an, the holy book of Muslims. Qur'anic verses often contain laws, moral guidelines, and advice that are brief yet cover many aspects of human life. For example, in Surah Al-Baqarah verse 183 (hereafter written as QS. Al-Baqarah/2:183), Allah states the law of Ramadan fasting with a short but meaningful sentence: "O you who have believed, decreed upon you is fasting as it was decreed upon those before you

¹ U A Al-Muqbil, *50 Kaidah Nabawiyah: Untuk Jiwa Dan Kehidupan* (Jakarta: Pustaka Al-kaustar, 2022), <https://books.google.co.id/books?id=ipdpEAAAQBAJ>.

² Aziz Amnan, *Proyek Kehidupan - Sesuai Ketentuan Al-Quran Dan Sunnah* (Bekasi: Guepedia, 2020), <https://books.google.co.id/books?id=o3xoecaaqbaj>.

that you may become righteous." This verse includes practical instructions (fasting), obligation (decreed), purpose (to become righteous), and time period (Ramadan).

The importance of the *Jawami' al-Kalim* concept in Islamic teachings is also reflected in the hadith of Prophet Muhammad (peace be upon him). He often used simple yet meaningful sentences in giving advice, explaining Islamic laws, or teaching moral values to his companions. This approach made it easier for the companions to understand and remember Islamic teachings well.

Overall, the concept of *Jawami' al-Kalim* is an integral part of the way Islamic teachings are conveyed, emphasizing clarity, simplicity, and comprehensiveness³. By using short but deep sentences, Islam not only provides spiritual life guidance but also provides practical and relevant guidance in daily life.

The information age, especially beginning from the late 20th century until now, has brought revolutionary changes in the dissemination and access to knowledge. Before this era, knowledge was generally spread through print media such as books, journals, and newspapers, which took time to produce, distribute, and access. However, with the emergence of information technology and the internet, this paradigm has fundamentally changed.

One of the main changes is in terms of speed and accessibility of information. The internet allows someone to access various types of information from various sources instantly using electronic devices such as computers or smartphones. Information that was previously difficult to reach or even unavailable can now be found in seconds using search engines or online platforms.

In addition, the information age also facilitates the global dissemination of knowledge without geographical limitations. This allows individuals from various parts of the world to share their ideas, discoveries, and views quickly and efficiently. For example, through social media platforms, one can interact directly with others from various cultures and backgrounds, significantly expanding their knowledge horizons.

However, with this speed and accessibility also come new challenges, such as the issue of information accuracy and content quality. The internet does not have a standard mechanism to verify or ensure the truth of all information spread, so the emergence of hoaxes, disinformation, and inaccurate content becomes a serious problem⁴. This demands critical skills in evaluating the sources and content of information received.

Overall, the information age has significantly changed the landscape of knowledge dissemination. While providing great benefits in terms of access and speed, this era also presents new challenges that need to be addressed wisely to ensure that the information disseminated is reliable, accurate, and beneficial to global society.

In the information age characterized by an explosion in the amount of available information, the concept of *Jawami' al-Kalim* from Islamic teachings remains relevant and has very important value. The principle of simplicity and comprehensiveness in delivering religious messages becomes increasingly relevant because modern society is often swayed by complex and varied information

³Afrinaldi, et. al, "Metode Memahami Hadis Ibnu Rajab Al-Hanbali Dalam Kitab Jami'al-'Ulûm Wa Al-Hikam Fî Syarh Khamsîn Hadîtsân Min Jawâmi'al-Kalim," *Iktisâr: Jurnal Pengetahuan Islam* 1, no. 1 (2021): 1–18.

⁴Cevi Mochamad Taufik and Nana Suryana, *Media, Kebenaran, Dan Post-Truth* (Bandung: CV Widina Media Utama, 2022).

from various sources. There are at least four relevances for *Jawami' al-Kalim* in spreading Islamic wisdom in this information age⁵, namely:

First, the concept of *Jawami' al-Kalim* helps maintain clarity in conveying Islamic teachings amidst the complexity of existing information. By using short but meaningful sentences or verses, religious messages can be easily and directly understood by Muslims without having to sift through information that is too complicated or convoluted.

Second, in the context of knowledge dissemination, *Jawami' al-Kalim* emphasizes the importance of conveying the core of Islamic teachings that are relevant and beneficial to Muslims worldwide. In an era where information is widely and rapidly spread, the use of short but meaningful sentences can help focus attention on essential things that must be understood and practiced.

Third, this concept also allows Islam to remain an adaptive and relevant religion to the challenges of the times. By understanding and implementing the principle of *Jawami' al-Kalim*, scholars and religious leaders can convey Islamic teachings in a way that accommodates social, technological, and cultural changes without losing the essence of these teachings.

Lastly, *fourth*, *Jawami' al-Kalim* can also play a role in overcoming the problems of disinformation and hoaxes that often color the current information age. By using clear and precise sentences, true and valid information can be distinguished from untrue information, thus minimizing the risk of spreading false or misleading information.

Overall, the concept of *Jawami' al-Kalim* brings essential values in efforts to understand and spread Islamic teachings in the information age. By practicing this principle, Muslims can maintain the clarity, truth, and relevance of Islamic teachings in addressing the dynamics of information that continue to develop rapidly in the current digital era.

In today's digital era, there are several new strategies that can be used to effectively and widely spread Islamic wisdom to an increasingly connected global society⁶. First and foremost, the use of social media becomes one of the main strategies. Platforms such as Facebook, Twitter, Instagram, and YouTube can be utilized to spread inspirational religious messages, educational approaches, and motivational lectures. Interesting and quality content will be more easily spread widely and accessed by many people.

In addition, a strategy that can be used is by utilizing mobile application technology⁷. Special applications that provide information about Islamic teachings, daily prayers, Qur'anic readings, and other religious content can be easily downloaded by users worldwide. The advantage of these applications is their ability to provide direct and personal access to users, facilitating deeper learning and practice of religion.

Furthermore, audio and video content based on podcasts and streaming platforms can also be an effective strategy. Podcasts discussing religious topics, interviews with scholars, or Islamic studies can reach a wider audience in various parts of the world. Similarly, broadcasting religious events through streaming platforms like Twitch or other live video streaming applications can increase direct interaction between religious leaders and congregations, and allow the ummah to actively participate in religious activities.

⁵S.A.A.M. Ath-Tharifi, *Akidab Salaf Vs Ilmu Kalam Jilid 1: Akidab Al-Khurasaniyyah #1*, Akidah Salaf Vs Ilmu Kalam (Jakarta: Pustaka Al-Kautsar, 2020), <https://books.google.co.id/books?id=Y-vbDwAAQBAJ>.

⁶Hisny Fajrussalam et al., "Penggunaan Media Sosial Sebagai Sarana Pengembangan Dakwah Islam," *Innovative: Journal Of Social Science Research* 3, no. 2 (2023): 2337–2447.

⁷Athik Hidayatul Ummah, "Dakwah Digital Dan Generasi Milenial (Menelisik Strategi Dakwah Komunitas Arus Informasi Santri Nusantara)," *Tasamub* 18, no. 1 (2020): 54–78.

Lastly, collaboration between religious institutions and influencers or public figures who have a large influence on social media can also be a very effective strategy. Involving them in spreading messages of goodness, Islamic values, and religious practices can open doors of access to a wider and more diverse audience.

By using these new strategies, Muslims can optimize the potential of information and communication technology to spread Islamic wisdom more widely, effectively, and relevant to the needs of the times. Thus, Islamic values can continue to be appreciated and understood by global society in this digital era.

In developing strategies to spread Islamic wisdom, the research or literature review approach used can include analysis of social media trends, studies on digital audience preferences, and tracking of the most popular and impactful content in a religious context. This approach is consistent with the principle of *Jawami' al-Kalim*, which emphasizes the use of short but meaningful sentences to convey Islamic teachings clearly and effectively to the wider community in this digital information era.

Discussion

The concept of *Jawami' al-Kalim* originates from the rich Islamic tradition of wisdom and philosophical thought⁸. The term is derived from Arabic, where "Jawami'" means comprehensive or encompassing, and "al-Kalim" refers to words or expressions⁹. This concept denotes the ability to convey messages or teachings using concise yet comprehensive statements that encapsulate multiple meanings and aspects of life.

The definition of *Jawami' al-Kalim* reflects the principles of simplicity and clarity in conveying Islamic teachings. This principle is applied in various contexts, starting from the Qur'an, which uses succinct yet profound verses to communicate laws, moral values, and practical guidance for Muslims. In the Hadith literature of Prophet Muhammad (peace be upon him), this principle is also evident, as he often used brief yet powerful statements to advise and teach his companions¹⁰. In fact, Prophet Muhammad (peace be upon him) affirmed that *Jawami' al-Kalim* was one of the six special privileges granted to him by Allah,

عَنْ أَبِي هُرَيْرَةَ أَنَّ رَسُولَ اللَّهِ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ قَالَ: فَضِّلْتُ عَلَى الْأَنْبِيَاءِ بِسِتِّ: أُعْطِيتُ جَوَامِعَ الْكَلِمِ...

Abu Hurairah ra. stated that the Prophet Muhammad (peace be upon him) said: "I have been given six qualities that were not given to any other prophets before me, and one of them is Jawami' al-Kalim..." (Muslim, n.d.).

Here is an example verse from the Qur'an that reflects the principle of *Jawami' al-Kalim*, using concise yet profound language:

وَلَقَدْ يَسَّرْنَا الْقُرْآنَ لِلذِّكْرِ فَهَلْ مِنْ مُدَكِّرٍ

"Indeed, We have made the Qur'an easy to understand and remember. So, is there anyone who will be reminded?" (Quran, Al-Qamar/54:17). This verse demonstrates how the Qur'an employs succinct sentences to emphasize the ease of comprehending and learning its teachings.

⁸A Ahmad, *Prof. Dr. Muhammad Syuhudi Ismail: Paradigma Baru Memahami Hadis Nabi* (Tangerang: Intimedia Ciptanasantara, 2003), <https://books.google.co.id/books?id=gAqiNwAACAAJ>.

⁹A.W.M.M. FAIRUZ, *Kamus Al-Munawwir Indonesia-Arab Terlengkap Hc Idx* (Surabaya: pustaka progressif 1, 2020), <https://books.google.co.id/books?id=8F7QPgAACAAJ>.

¹⁰Ahmad, *Prof. Dr. Muhammad Syuhudi Ismail: Paradigma Baru Memahami Hadis Nabi*.

In the Hadith literature, numerous examples can be found where Prophet Muhammad (peace be upon him) used short yet highly meaningful statements. For instance,

عَنْ أَبِي هُرَيْرَةَ قَالَ: قَالَ رَسُولُ اللَّهِ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ: أَكْمَلُ الْمُؤْمِنِينَ إِيمَانًا أَحْسَنُهُمْ خُلُقًا، وَخَيْرُهُمْ خَيْرُهُمْ لِنِسَائِهِمْ.

*Abu Hurairah ra. narrated that the Prophet Muhammad (peace be upon him) said: "The believer who has the most complete faith is the one with the best character, and the best of you are those who are best to their wives"*¹¹. This Hadith illustrates how the Prophet (peace be upon him) employed concise yet dense sentences to provide moral advice to his community, emphasizing good behavior and social interactions.

The principle of *Jawami' al-Kalim* enables the Qur'an and the Hadith of Prophet Muhammad (peace be upon him) to convey teachings in a simple yet powerful manner, making them easy to understand and apply in the daily lives of Muslims. The origin of this principle can be traced to classical Islamic intellectual and scholarly traditions, particularly in the Hadith literature, where Islamic scholars and thinkers endeavored to communicate religious messages in a way that is easily comprehensible and implementable by the community¹². Its primary goal is to maintain clarity and accuracy in the dissemination of religious teachings, facilitating Muslims in understanding and practicing Islam in their daily lives.

The importance of *Jawami' al-Kalim* in the context of Islamic teachings is also reflected in efforts to preserve the authenticity and purity of these teachings, preventing distortion through incorrect interpretations or excessive explanations. This concept provides a strong foundation for the development of religious thought and perspectives that align with the pure principles of Islam as guided by the Qur'an and Sunnah¹³.

Overall, *Jawami' al-Kalim* not only embodies wisdom in effectively and comprehensively conveying Islamic teachings but also depicts the intellectual heritage of Islam focused on clarity, truth, and the relevance of religious messages in various historical and contemporary contexts. Its significance in Islamic history and the lives of Muslims is profound, influencing spiritual, intellectual, and social aspects of their lives¹⁴.

Firstly, in Islamic history, the concept of *Jawami' al-Kalim* has served as a foundation for Muslim scholars and thinkers in interpreting and explaining the teachings of the Qur'an and the Hadith of Prophet Muhammad (peace be upon him). The use of concise yet profound sentences allows religious messages to be communicated clearly and easily understood by Muslims from diverse cultural and linguistic backgrounds¹⁵.

Secondly, its importance is evident in efforts to maintain the authenticity of Islamic teachings. By using comprehensive sentences, Islamic teachings can be fully understood and less susceptible to misinterpretation. This prevents the spread of erroneous interpretations or misunderstandings of Islamic teachings, which could lead to problematic religious practices or misunderstandings of true Islamic values¹⁶.

¹¹Abu 'Isa At-Tirmizy, *Sunan At-Tirmizy* (Mesir: Matba'ah Mustafa al-Baby al-Halaby, 1975).

¹²Muhammad Yusuf, *Relasi Teks Dan Konteks* (Yogyakarta: Indie Book Corner, 2020).

¹³Ruhama Wazna, "Konsep Al-As'Ilah Wa Al-Ajwibah: Telaah Hadis Dalam Kitab Al-Jami' As-Shahih," *El-Sunnah: Jurnal Kajian Hadis Dan Integrasi Ilmu*, 2020, <https://api.semanticscholar.org/CorpusID:246951637>.

¹⁴M S Ismail, *Kaedah Kesabihan Sanad Hadis: Telaah Kritis Dan Tinjauan Dengan Pendekatan Ilmu Sejarah* (Jakarta: Bulan Bintang, 1988), <https://books.google.co.id/books?id=Dk3YAAAAAMAAJ>.

¹⁵Rohman, et. al, "Sistem Dalian Na Tolu Sebagai Pendekatan Moderasi Beragama Umat Muslim-Kristen Di Huta Padang Mandailing Natal," *SANGKÉP: Jurnal Kajian Sosial Keagamaan*, 2021, <https://api.semanticscholar.org/CorpusID:256562344>.

¹⁶Amir Sahidin, "Bukti Toleransi Umat Islam: Kajian Pra Dan Pasca Penaklukan Baitul Maqdis Oleh Shalahuddin Al-Ayyubi," *Jurnal Penelitian Medan Agama*, 2022, <https://api.semanticscholar.org/CorpusID:256592358>.

Thirdly, *Jawami' al-Kalim* plays a crucial role in providing practical guidance for Muslims in their daily lives. By offering comprehensive and encompassing guidance, Muslims can apply religious teachings in all aspects of their lives, including worship, social interactions, ethics, and morality¹⁷.

Fourthly, this concept also holds relevance in the contexts of Islamic education and propagation. In Islamic religious education, the principle of *Jawami' al-Kalim* assists educators in teaching Islamic values informatively, inspiringly, and meaningfully. Meanwhile, in da'wah or the spreading of Islam, this concept enables propagators to deliver religious messages in an engaging and relevant manner, effectively reaching and influencing communities¹⁸.

Lastly, its significance is seen in efforts to maintain the relevance and resilience of Islamic teachings in addressing contemporary societal, economic, political, and moral issues. By using simple yet profound sentences, Muslims can deeply understand religious teachings and maintain their relevance in responding to various challenges of the modern era¹⁹.

In synthesis, the concept of *Jawami' al-Kalim* plays a crucial role in preserving the authenticity of Islamic teachings, providing practical guidance, and enhancing the relevance and resilience of Islamic teachings amidst changing times. Therefore, its importance in the history and life of Muslims cannot be separated from various aspects of spiritual, intellectual, and social life within the Muslim community.

However, in the current era of digital disruption, the primary challenges in disseminating religious information, including Islam, are highly complex and diverse. One of the main challenges is misinformation and hoaxes spreading rapidly through social media platforms and the internet in general²⁰. This misinformation can negatively impact public understanding of Islamic teachings, as inaccurate information can confuse or even mislead Muslims.

Moreover, there are challenges related to incorrect or extremist interpretations of religious teachings. In the digital age, individuals with various backgrounds and agendas can easily disseminate incorrect or even dangerous interpretations of Islam. This can damage Islam's image as a peaceful and tolerant religion and affect the general perception of Muslims.

Furthermore, the existence of echo chambers that reinforce existing viewpoints and disregard facts that do not align with certain beliefs is also a challenge in disseminating religious information. This can result in people being exposed only to narrow perspectives or information that aligns with their own beliefs, without considering broader perspectives or listening to differing views.

Additionally, the role of technology in disseminating information also presents its own challenges. While technology enables rapid and widespread information dissemination, not all information shared is accurate or beneficial. Technology can also be used to disseminate unethical

¹⁷ Ahmad Budi et al., "Pemikiran Dan Kontribusi Ilmuwan Muslim Nashirudin Al-Thusi," *Al-Bunyan: Interdisciplinary Journal of Qur'an and Hadith Studies*, 2023, <https://api.semanticscholar.org/CorpusID:266678457>.

¹⁸ Dini Wahdiyati and Said Romadlan, "Stereotipe Tentang Muslim Indonesia Dalam Pemberitaan Media Asing (Analisis Framing Terkait Pemberitaan Aksi 212 Di Media Online Time Dan Al Jazeera)," *Jurnal Interaksi : Jurnal Ilmu Komunikasi*, 2021, <https://api.semanticscholar.org/CorpusID:238821024>.

¹⁹ Muhamad Yusrul Hana and Muh Nur Luthfi Azis, "Dinamika Inklusi Sosial Masyarakat Islam: Posisi Kaum Mawali Dalam Pembangunan Umat Islam Di Jazirah Arab," *El Tarikh : Journal of History, Culture and Islamic Civilization*, 2023, <https://api.semanticscholar.org/CorpusID:260910751>.

²⁰ Taufik and Suryana, *Media, Kebenaran, Dan Post-Truth*.

or even dangerous content, such as radicalization or propaganda contrary to true Islamic values. Another challenge is the difficulty in ensuring the credibility of religious information sources. In an era where anyone can be an "author" or "scholar" on social media, it is important to have strong skills in assessing the authenticity and quality of religious information consumed. This is necessary to avoid the influence of inaccurate or misleading information.

Overall, the main challenges in disseminating religious information in this digital age require a wise and careful approach. Muslims need to enhance their digital literacy, develop critical information evaluation skills, and actively participate in spreading accurate and positively impactful religious messages in the wider community.

Technology and digitization have brought significant new opportunities in Islamic outreach and education in this modern era. *Firstly*, technology allows wider access to religious information. Through the internet, individuals can easily access religious sources such as the Quran, Hadith, religious literature, and Islamic studies from various parts of the world²¹. This enables Muslims to delve deeper into and better understand Islamic teachings without geographical or time constraints.

Secondly, technology also facilitates communication and interaction among Muslims worldwide. Through social media platforms, online forums, or discussion groups, Muslims can share knowledge, experiences, and their perspectives on Islam directly and instantly²². This not only expands communication networks among fellow Muslims but also fosters the creation of a solid and supportive community in upholding religious values.

Moreover, technology provides opportunities to develop innovative and engaging educational content. Short lectures, podcasts, Islamic learning apps, and e-learning platforms can be used to deliver Islamic teachings in a more interactive and appealing manner to the younger generation²³. This helps to capture their interest and attention towards the religious values while enhancing their understanding and application of Islamic teachings in their daily lives.

Furthermore, technology enables transparency and accountability in disseminating religious information. Scholars or religious leaders can use social media to spread correct messages and adhere to pure Islamic values. They can also respond to questions or debates from the community directly, ensuring that the information conveyed is accurate and beneficial²⁴. Technology provides space to build extensive and impactful outreach networks. Religious organizations, Islamic educational institutions, and individuals concerned with spreading Islamic values can collaborate and work together on large-scale outreach projects, such as social campaigns, fundraising for charity, or providing humanitarian aid worldwide²⁵.

Overall, the opportunities offered by technology and digitization for Islamic outreach and education are vast and beneficial. By utilizing technology wisely and responsibly, Muslims can take

²¹Bambang Subahri and Mokhammad Khosim, "Edukasi Dakwah Berbasis Teknologi Perspektif Psikologi Pendidikan," *Dakwatuna: Jurnal Dakwah Dan Komunikasi Islam* 10, no. 1 (2024), <https://doi.org/DOI:10.54471>.

²²Mahesa Sandi and Shobah Shofariyani Iryanti, "Muslim Milenial Dalam Dinamika Kurikulum Merdeka Belajar: Dakwah Ustad Hanan Attaki Dalam Diskursus Pendidikan Progresif," *Al-I'tibar: Jurnal Pendidikan Islam* 11, no. 1 (2024), <https://doi.org/10.30599>.

²³Rohman, et. al, "Sistem Dalian Na Tolu Sebagai Pendekatan Moderasi Beragama Umat Muslim-Kristen Di Huta Padang Mandailing Natal."

²⁴Sandi and Iryanti, "Muslim Milenial Dalam Dinamika Kurikulum Merdeka Belajar: Dakwah Ustad Hanan Attaki Dalam Diskursus Pendidikan Progresif."

²⁵Rochmad, "Pemanfaatan Digitalisasi Dalam Pendidikan Islam Di Masa Pembelajaran Jarak Jauh (PJJ)," 2021, <https://doi.org/10.31942>.

significant steps in strengthening understanding, practicing, and spreading peaceful, tolerant, and beneficial Islamic teachings to the global community in this digital era.

The use of social media has become one of the most effective tools for outreach in this digital age. Firstly, social media allows global and instant outreach. Platforms like Facebook, Twitter, Instagram, and YouTube enable users to reach a wide audience across various parts of the world with just a few clicks. This allows preachers or religious figures to spread religious messages quickly and efficiently without geographical limitations.

Secondly, social media provides an interactive platform where Muslims can discuss, exchange opinions, and inquire about Islamic teachings. Discussion forums, discussion groups, and live streaming enable followers to actively participate in religious discussions, get answers to their questions, and deepen their understanding of Islam.

Furthermore, social media also allows outreach to become more creative and engaging. Preachers and scholars can use video lectures, illustrative images, memes, and infographics to convey religious messages in a more interesting and easily digestible manner for younger and digitally-savvy audiences. Visual and audiovisual approaches help to attract attention and increase engagement from their followers.

Additionally, social media enables personalized outreach. Preachers or scholars can interact directly with their followers, respond to comments or questions, and provide individual advice or guidance if needed. This creates a closer relationship between followers and their religious leaders, strengthening religious bonds and support in practicing Islamic teachings. Social media also serves as an effective tool for building a solid and supportive community. Preachers or scholars can use social media platforms to form active online communities where followers can strengthen each other, provide encouragement, and share experiences in practicing religious values in their daily lives.

Overall, utilizing social media for outreach not only expands the reach of religious messages but also allows for improving the quality of interactions, creativity in message delivery, user experience personalization, and building a strong community. By effectively utilizing social media, Muslims can strengthen their religious bonds, spread Islamic values more widely, and positively contribute to building a more empathetic and tolerant society in this digital era.

Here are some effective and informative content examples for outreach using social media²⁶:

1. Short Lecture Videos: Short lecture videos containing religious teachings or advice can be highly effective. Their brief duration (usually a few minutes) allows them to remain informative yet not overly long, making them easily digestible for busy audiences accustomed to short-form content.
2. Infographics: Infographics are visual images that display information or data. In the context of outreach, infographics can be used to explain religious concepts, Quranic verses, or Hadith with visual appeal and easy understanding. Combining images and text helps highlight key points clearly.
3. Inspirational Quotes: Using quotes from the Quran or Hadith that have deep meaning and relevance to daily life can provide spiritual encouragement to followers. These quotes can be posted as images or short text that are easy to share and disseminate.

²⁶Anastya Zalfa, "Dampak Konten Dakwah Media Sosial Terhadap Perkembangan Religiusitas Mahasiswa PAI UNJ," *Al-Idzqab: Jurnal Dakwah Dan Komunikasi* 4, no. 01 (2022), <https://doi.org/10.24127>.

4. Thematic Studies: Conducting online studies or discussions on specific topics in Islam. For example, studies on ethics, Quranic interpretation, or important Hadith. Providing Q&A sessions or live discussions with followers can also enhance interaction and mutual understanding.

5. Motivational Stories or Exemplary Tales: Sharing motivational stories or exemplary tales from the life of Prophet Muhammad or his companions can serve as a source of inspiration for followers. These stories can be adapted in the form of text, images, or short videos to deliver a strong message about Islamic values in everyday actions.

6. Educational Content: Providing educational content on religious practices such as prayer rituals, fasting, almsgiving, and pilgrimage. This content can be step-by-step guides, infographics, or tutorial videos that help followers understand and perform rituals correctly.

7. Live Streaming Religious Events: Live streaming religious events such as Friday sermons, religious lectures, or panel discussions can provide an interactive and real-time experience for followers. The use of live comment features allows followers to actively participate in the event.

By combining various types of content above and ensuring they are relevant to the needs and interests of the audience, outreach through social media can become more effective in reaching and positively influencing Muslims in practicing religious values and morality in their daily lives²⁷.

Strategic new developments in online courses, webinars, and digital literacy are highly relevant in spreading the wisdom of Islam in today's digital era. *First* and foremost, the development of online courses provides an opportunity for Muslims to deepen their understanding of Islamic teachings without the need to be physically present at a learning institution. These courses can cover various topics such as Quranic exegesis, Islamic jurisprudence (fiqh), Islamic history, ethics, and more. With the flexibility of timing and greater accessibility, online courses enable more people to access quality religious education from anywhere in the world.

Secondly, webinars or online seminars are also an effective way to disseminate Islamic wisdom to a wider audience in real-time. Scholars, intellectuals, or religious leaders can conduct discussion sessions, lectures, or Q&A sessions directly through webinar platforms. This not only facilitates direct interaction between speakers and audiences but also allows for the exchange of ideas and perspectives among participants from diverse backgrounds.

Furthermore, digital literacy plays a key role in ensuring the effectiveness of both these strategies. Digital literacy includes the ability to use information and communication technologies effectively, including the internet, social media, apps, and other digital platforms²⁸. By enhancing digital literacy among Muslims, they can more easily access religious content, understand how to use technology for religious education, and avoid the spread of misinformation or harmful information.

The development of online courses, webinars, and the improvement of digital literacy not only expand the reach of Islamic outreach but also enhance the quality and accessibility of religious education for Muslims worldwide. By wisely utilizing technology and digital platforms, Muslims can take significant steps in building a more educated, empathetic society that adheres steadfastly to Islamic values in this ever-changing era.

²⁷Ach Fawaid and Dianatus Sholiha, "Al-Qur'an Sebagai Syifa' (Obat) Bagi Wabah Covid-19: Analisis Konten Dakwah Sosial Media Adi Hidayat," *Al-Tadabbur: Jurnal Ilmu Al-Qur'an Dan Tafsir* 7, no. 01 (2022), <https://doi.org/10.30868>.

²⁸A Aksenta et al., *Literasi Digital: Pengetahuan & Transformasi Terkini Teknologi Digital Era Industri 4.0 Dan Society 5.0* (Jambi: PT. Sonpedia Publishing Indonesia, 2023), <https://books.google.co.id/books?id=XVXmeaaqbaj>.

As a case study or best practice example in the development of online courses, webinars, and digital literacy to spread Islamic wisdom, here are some relevant examples:

1. Coursera for Refugees: This initiative offers free online courses from top universities worldwide to refugees in various countries. Available courses include topics such as Islamic culture, Islamic history, and religious studies. This program helps expand access to religious education for geographically or socially marginalized communities (Coursera, n.d.).
2. Webinar Series by Islamic Relief USA: This organization hosts periodic webinars that address humanitarian, social, and religious issues relevant to Muslims worldwide. These webinars educate and build awareness and solidarity in practicing Islamic values in complex social and global contexts (Islamic Relief USA, n.d.).
3. Ramadan Online Courses by Al-Maghrib Institute: This institute offers specialized online courses during the holy month of Ramadan covering various topics such as Quranic exegesis, Hadith, and Islamic jurisprudence. These courses are designed to enhance the spiritual understanding and experience of Muslims globally during Ramadan, utilizing technology to reach a global audience (Al-Maghrib Institute, n.d.).
4. Muslim Youth Online Seminars (MYOS): MYOS is a platform that provides online webinars and seminars specifically for Muslim youth. These events include discussions on Muslim identity, challenges faced by Muslim youth, and life skills based on Islamic values, connecting and empowering young Muslims through contextual and relevant religious education (MYOS, n.d.).
5. Dawah Through Social Media Influencers: Several Muslim influencers or public figures use their popularity on social media platforms like Instagram, YouTube, or TikTok to creatively and educatively disseminate religious messages. They use these platforms to deliver short lectures, Quranic verses, or reflections that inspire their followers²⁹.

These examples demonstrate how the use of digital technology can transform traditional methods of spreading Islamic wisdom, enabling broader access, more direct interaction, and a more creative approach to religious education. By continuing to develop and wisely utilize this technology, Muslims can strengthen religious teachings and build a more informed, connected community inspired by Islamic values.

Collaborating with Muslim influencers and online communities and exploring the impact of collaboration on the spread of Islamic messages is an effective strategy for reaching a wider and more diverse audience.

"Influencer" is a term used to refer to someone who has significant influence in a particular industry or community, especially in the context of social media. An influencer has the ability to affect the behaviors, opinions, and decisions of others based on their strong presence on platforms like Instagram, YouTube, TikTok, and others.

Partnering with Muslim influencers and online communities is a strategic step in leveraging their popularity and social influence to effectively disseminate Islamic messages³⁰. Muslim influencers typically have large and diverse followings actively engaged through social media platforms such as Instagram, YouTube, or TikTok. They often have audiences that include various

²⁹ Muhammad Satrio Juliyanto, "Menggali Potensi Strategi Influencer Untuk Membangun Citra Yang Berkelanjutan," *Jurnal Multidisiplin Ilmu Akademik* 1, no. 3 (2024): 256–62.

³⁰ Juliyanto.

age groups, backgrounds, and geographic locations, allowing them to reach a broader audience than traditional methods.

Collaboration with Muslim influencers allows religious leaders or organizations to deliver religious content in a more relevant and engaging manner. For example, influencers can create content such as short lectures, panel discussions, or motivational videos that reinforce Islamic values in the context of everyday life. Thus, religious messages are not only conveyed informatively but also more easily understood and accepted by their audience. Here are some positive impacts of this collaboration³¹:

- a) **Increasing Reach:** Influencers with large followings can help expand the reach of Islamic outreach to segments of the population that may be difficult to reach through traditional methods. They can reach people who are not actively religious or who are unfamiliar with Islamic teachings.
- b) **Strengthening Muslim Identity:** Collaboration with authentic Muslim influencers can help strengthen religious identity in the daily lives of their followers. They can share their personal experiences in practicing Islamic values, thus building a stronger and more connected community.
- c) **Education and Deepened Understanding:** Through the content delivered by influencers, audiences can deepen their understanding of Islamic teachings, including worship practices, morality, and religious values. This helps in forming a more holistic and contextual understanding of the religion.
- d) **Encouraging Positive Action:** Collaboration with influencers not only spreads knowledge but can also inspire positive actions in daily life. For example, charity campaigns, voluntary activities, or efforts to improve social and moral environments around them.

Overall, collaboration with influencers and online communities is not just about increasing the visibility of religion but also activating an active role in shaping a better society based on Islamic values. By leveraging their social influence, Muslims can reach, inspire, and bring positive change to society at large.

To analyze the effectiveness of strategies used in the dissemination of Islamic messages through collaboration with influencers and online communities, it is important to consider several key aspects:

- 1) **Reach and Impact:** This strategy has proven to be highly effective in expanding the reach of Islamic messages to a wider audience. Influencers with large followings can reach thousands to millions of people with just one post or video. This allows religious messages to reach people who may not be exposed through conventional means. The impact can be seen from the number of likes, shares, and comments that appear on each shared content, indicating the relevance of the message to their audience.
- 2) **Engagement and Interaction:** One of the main strengths of collaboration with influencers is the ability to build deeper interaction between followers and religious messages. Influencers often have the ability to directly respond to comments, questions, or discussions that arise on their platforms. This creates an inclusive and open environment where the audience can actively participate in religious discussions, strengthening their understanding and feeling more directly involved in the online community.
- 3) **Education and Understanding:** This strategy has also been successful in increasing education and understanding of Islam among younger and digital-savvy audiences. The content shared by

³¹Adhi Kusuma and Salsaba Nisrina, "Analisis Dinamika Penyiaran Islam Di Era Digital," *Jurnal Kajian Agama Islam* 8, no. 6 (2024).

influencers often utilizes engaging formats such as short videos, infographics, or inspirational stories that facilitate more effective learning. This education is not limited to theoretical aspects of religion but also focuses on the application of Islamic values in everyday life, thus strengthening spiritual and moral bonds with their audience.

4) Community Support and Solidarity: Collaboration with influencers and online communities also has the potential to strengthen community support and solidarity among Muslims. Through discussions and campaigns led by influencers, the audience can feel supported in practicing their religious values. This helps build a more connected and supportive community, where members inspire and encourage each other to do good in their social environment.

5) Measurement and Evaluation: It is important to measure and evaluate each campaign or collaboration with influencers to objectively assess its effectiveness. Data such as new followers, engagement rates, and social impact of campaigns can provide valuable insights into how effective the strategy is in achieving the goals of dawah and religious education.

Overall, collaboration with influencers and online communities has proven to be an effective strategy in expanding the reach and enhancing understanding of Islam among digital audiences. By continuing to develop these strategies creatively and sustainably, Muslims can continue to strengthen the positive influence of this religion in an increasingly connected and diverse global society.

Here are some important implications to consider³²:

1. Increased Accessibility and Reach: Collaboration with influencers and online communities allows Islamic dawah to reach a wider and more diverse audience worldwide. By leveraging globally accessible social media platforms, religious messages can be expanded to regions that were previously difficult to reach physically or through traditional means. This results in a significant increase in accessibility to religious information for digitally connected communities.

2. Formation of a Solid Global Community: This collaboration also plays a role in building a solid global community around Islamic values. Influencers and online communities can facilitate interaction and exchange between Muslims from various cultures, backgrounds, and traditions. This not only enriches their spiritual experience and religious education but also strengthens solidarity and support in practicing Islamic principles in everyday life.

3. Use of Technology and Innovation: This collaboration encourages the use of technology and innovation in delivering dawah messages. Influencers often use creative and engaging content formats such as short videos, memes, infographics, or podcasts to deliver religious teachings in a more interesting and relevant way for younger generations. This use of technology not only facilitates access to information but also enhances effectiveness in reaching and influencing a wider audience.

4. Responsiveness to Contemporary Challenges: Collaboration with influencers and online communities allows Islamic dawah to remain responsive to contemporary challenges and evolving social issues. For example, they can address issues such as tolerance, peace, social justice, or humanitarian crises directly and deeply. This helps change public perceptions of Islam from a positive perspective and promotes the universal messages of this religion.

³² Badrah Uyuni, *Media Dakwah Era Digital* (Jakarta: Penerbit Assofa, 2023), https://www.google.co.id/books/edition/Media_Dakwah_Era_Digital/tb3leaaaqbaj?hl=id&gbpv=1.

5. Continuous Learning and Increased Understanding: Collaboration with influencers and online communities is not just about disseminating information but also about facilitating continuous learning and increasing understanding of Islamic teachings. Through consistently presented educational content, the audience can continue to develop their knowledge of the Quran, Hadith, fiqh, Islamic history, and the fundamental moral values underlying them. This helps build a strong foundation for Muslims to practice their religion with confidence and deep understanding.

Overall, collaboration with influencers and online communities opens the way for more effective and inclusive development of Islamic dawah in the future. By leveraging existing technology and social relationships, Muslims can continue to strengthen the positive influence of this religion in an increasingly connected and diverse global society.

Conclusion

Jawami' al-Kalim is a crucial principle in delivering the teachings of Islam in the current information era. This concept emphasizes clarity, conciseness, and accessibility in conveying Islamic values through social media and digital technology, ensuring that the messages of religion remain relevant without losing depth. Various effective strategies have been identified, including collaborating with Muslim influencers and actively participating in *online* communities to expand audience reach. The development of educational content such as online courses and webinars is also essential for deepening understanding of Islam among the digitally connected younger generation. These strategies enable Muslims to optimally utilize technology to strengthen religious education, build communities, and inspire positive change in the global society.

The author recommends four key actions. Firstly, adopting the *Jawami' al-Kalim* principle to articulate the teachings of Islam clearly and comprehensibly. Secondly, leveraging social media and digital technology to disseminate the wisdom of Islam widely. Thirdly, developing educational content to deepen understanding of Islamic values. Lastly, addressing the challenges of the information age by continuously adapting effective communication principles to ensure that the message of Islam remains relevant and has a positive impact in the evolving global society.

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