ADAPTING DA'WAH COMMUNICATION STRATEGIES FOR TRADITIONAL SOCIETY

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Abstract:
Technological advances and rapid social changes affect the way da'wah is delivered in the midst of modern society. Every institution and individual plays an important role in spreading the teachings of Islam through an adaptive approach. This research aims to explore the da'wah communication strategies applied by Muslim institutions to the local community, especially in facing the challenges of modernization and globalization. The research method used is a qualitative approach with a field study type, allowing in-depth data collection through observation, interviews, and documentation which are then analyzed using Miles and Huberman. The results of the study show that the role of local leaders as effective mediators of da'wah is due to their social authority that is recognized and respected by the community. Second, the alignment of Islamic values with existing social norms helps reduce value conflicts and increase acceptance of da'wah. Third, the use of social media allows for a wider and interactive dissemination of da'wah, reaching a younger and more diverse audience. The findings are expected to contribute to da'wah literature by providing insights into how communication strategies can be adapted to local social and cultural contexts to increase the effectiveness of da'wah in the digital era.

Keywords: *Da'wah Adaptation, Communication Strategy, Community Social Culture, Tradition*

INTRODUCTION

In the modern era, which is marked by technological advances and rapid social changes, the da'wah phenomenon has undergone a significant transformation (Huda et al., 2022). Da'wah is no longer limited to mosque pulpits or prayer assemblies, but has penetrated to various digital platforms and social media (Karimullah, Rahman, et al., 2023). This change forces da'wah institutions to adapt to new ways of conveying Islamic messages (Mulyati et al., 2023). IMKK as one of the religious organizations in Kuamang Kuning also experienced similar challenges, where they had to respond to the dynamics of the times in order to remain relevant and effective in conveying Islamic teachings. With increasingly advanced technology, da'wah can now reach a wider audience, transcending geographical and demographic boundaries, but still requires the right communication strategy so that the message can be well received.

Today's society is increasingly plural and heterogeneous, both in terms of cultural background, education level, and access to information (Akbar et al., 2022; Yogeeswaran et al., 2021). In Kuamang Kuning, as in many other areas, the

community faces various social challenges such as urbanization, modernization, and globalization currents that bring changes in social values. In this context, the da'wah strategy not only functions to convey the message of Islam but also to build social harmony in the midst of existing differences. IMKK sees the importance of adapting their approach to the needs of a dynamic and ever-evolving society.

Various literatures show that adaptive and contextual da'wah communication strategies are very important in modern society. According to Ibrahim and Riyadi (2023), the use of a contextual approach in da'wah increases community involvement. Respect for local culture strengthens the effectiveness of da'wah as a form of integration with religion (Karimullah, Said, et al., 2023; Yuliasih, 2023). Research by Kahfi and Mahmudi (2023) shows that social media is an important tool in spreading da'wah, especially among the younger generation. Musthofa and Prihananto (2023) in research highlights the role of local leaders in mediating da'wah in traditional communities. Several studies also emphasize the importance of digital media as an alternative form in da'wah (Aziz et al., 2022; Maulidia, 2023; Saleh et al., 2022). Ali and Budyastomo (2021) underlined that interactive and creative da'wah strategies are able to increase public understanding and involvement.

However, although there is a lot of research on da'wah in the modern context, there is still a gap in research related to da'wah strategies carried out by local religious organizations such as IMKK, especially in the context of traditional societies facing social change. This study offers novelty by exploring how IMKK utilizes the role of local leaders, aligns Islamic values with social norms, and uses digital media as a contextual and adaptive da'wah communication strategy. This study seeks to fill the literature gap by providing a deeper insight into the da'wah approach used in traditional society but still relevant in the modern era.

The purpose of this study is to explore the da'wah communication strategy applied by IMKK to the people of Kuamang Kuning. This study seeks to understand how IMKK uses various approaches in conveying Islamic messages, focusing on the role of local leaders, the alignment of Islamic values with existing social norms, and the use of digital media as a tool for da'wah. By exploring these approaches, this research is expected to provide recommendations for other da'wah institutions in developing more effective and adaptive communication strategies.

This study argues that an effective da'wah approach must be adaptive, contextual, and responsive to the changing needs of society. IMKK as a case study offers a concrete example of how religious organizations can integrate traditional values with modern innovations to effectively convey Islamic messages. By combining the role of local leaders, social norms, and digital technology, this study proposes that a holistic da'wah strategy can help build a stronger connection between Islamic teachings and people's daily lives, increasing community acceptance and involvement in religious activities.

RESEARCH METHOD

This study uses a qualitative approach with a type of field study to explore the da'wah communication strategy implemented by the Kuamang Kuning Muslim Association (IMKK) in Kuamang Kuning District, Bungo Regency. This approach was chosen because it allows researchers to understand the phenomenon of da'wah in depth in the social and cultural context of the local community. IMKK was chosen as the subject of the study because this

organization has a significant role in spreading Islamic teachings in traditional communities, by using various communication strategies that are adaptive to changing times. The focus on IMKK allows this research to explore in detail how da'wah strategies are applied in the daily lives of the Kuamang Kuning community, especially in the midst of the challenges of modernization and globalization.

The data collection techniques in this study involve participatory observation, in-depth interviews, and documentation. Observation is carried out by attending da'wah activities organized by IMKK, such as routine recitations, lectures, and community discussions, to understand the dynamics of direct communication that occurs. In-depth interviews were conducted with IMKK leaders, community leaders, and community members to gain diverse perspectives on the da'wah strategies implemented. Documentation includes the collection of da'wah materials, such as video lectures, social media posts, and religious brochures produced by IMKK. The combination of these various techniques provides rich and comprehensive data for further analysis.

Data analysis was carried out using an interactive analysis model from Miles and Huberman, which consisted of three main steps: data reduction, data presentation, and conclusion drawing or verification (Williams, 2021). Data reduction involves the process of selecting, focusing, and simplifying raw data obtained from the field. The presentation of data is carried out through the creation of matrices and diagrams that visualize the relationships between the themes found in the research. The final step is the drawing of conclusions, where the patterns that emerge from the data are analyzed to produce an in-depth interpretation of IMKK's da'wah communication strategy. This model was chosen because it allows for systematic and in-depth data analysis, which is crucial in understanding the complexity of da'wah communication strategies in the context of traditional societies.

RESULTS AND DISCUSSION
The Role of Leaders as Da'wah Mediators

Local leaders play a central role as mediators of da'wah in the Kuamang Kuning Muslim Association (IMKK). On various occasions, such as Tabligh Akbar events and routine recitations, the presence of structural leaders such as regents, governors, and religious leaders including kiai and Islamic boarding school founders, shows the importance of social authority in conveying the message of da'wah. Their presence is not only a symbol of support, but also as a reinforcement of the legitimacy of the da'wah message conveyed to the community. IMKK, as a religious organization based in traditional communities, relies heavily on the support of these leaders to ensure that the messages of da'wah can be well received and respected by all levels of society.

Local leaders are not only physically present but also actively involved in the planning and implementation of da'wah programs at IMKK. As many as 80% of da'wah events were attended by local leaders, both from the government and traditional religious leaders. For example, in the Tabligh Akbar held by IMKK, the local regent gave a speech that emphasized the importance of Islamic values in daily life. Meanwhile, religious figures such as kiai gave more in-depth lectures on Islamic teachings. This involvement shows that leaders are not only symbols, but also function as the main facilitators in spreading da'wah as shown in Table 1.

Table 1. Leader Presence Images

Figure	Information
Source: https://halojambi.id	The Governor of Jambi, Al Haris, attended the 22nd Tabligh Akbar of IMKK in Kota Raja Village. He appreciated IMKK for the monthly recitation that strengthened the friendship of Kuamang Kuning residents and invited the community to maintain unity ahead of the election. He also gave free Umrah gifts to two pilgrims and basic necessities to local residents.
Sumber: https://bungotoday.com	The Regent of Bungo, Mashuri, Deputy Regent of Apri, and Governor of Jambi Al Haris attended the 223rd Tabligh Akbar IMKK in Karya Harapan Mukti Hamlet, Pelepat Ilir District. This recitation presented KH Abdurrohim (Kyai Ki Joko Goro-Goro) from Demak.
Sumber: https://bungotoday.com	The Regional Secretary of Bungo Regency, Mursidi, representing the Regent of Bungo, attended the IMKK Grand Recitation in Gapura Suci Hamlet, Pelepat District, on November 13, 2022. The activity was also attended by community leaders, kiai and local leaders.

The social authority possessed by local leaders gives them the power to be effective mediators in da'wah. The presence of regents, governors, kiai, and other religious leaders gives legitimacy and trust to the da'wah message conveyed. Data shows that people are more likely to receive and internalize religious messages when delivered by individuals with recognized authority. In this case, local leaders serve as a bridge that connects Islamic values with the social norms that prevail in traditional communities.

The involvement of leaders in da'wah activities strengthens the effectiveness of the message conveyed by IMKK. Local leaders not only act as message boosters but also as agents of change that can influence people's attitudes and behaviors. With the authority they have, the da'wah message conveyed becomes more accepted and respected by the community. This shows that local leaders play a strategic role in building communication bridges between religious organizations and traditional communities.

The presence of leaders of state structures in da'wah is not just ceremonial. They have a profound influence in shaping people's perception of the message conveyed. The authority they have makes them able to negotiate the new values brought by Islamic da'wah with the existing local culture. As a result, people tend

to be more open to the changes offered by da'wah because leaders are considered figures who understand and respect their traditions.

The analysis of this data is in line with other studies that show the importance of the role of local leaders in the spread of da'wah. Research by Ramadhani and Tanjung, (2023) shows that the involvement of traditional leaders in da'wah in rural communities in Sumatra strengthens people's acceptance of Islamic messages. Likewise, the several findings show that community leaders in West Java are able to align Islamic values with local culture, strengthening the influence of da'wah there. Research by Sutrisno and Syafrudin (2023) also supports these findings, showing that collaboration between traditional leaders and da'wah organizations strengthens social and religious structures in traditional societies. All these findings reinforce the conclusion that the role of local leaders as mediators of da'wah is very significant in the context of traditional communities such as Kuamang Kuning.

Alignment of Islamic Values with Social Norms

This study found that aligning Islamic values with social norms that exist in traditional society is very important for the success of da'wah in the Kuamang Kuning Muslim Association (IMKK). In the context of the traditional Kuamang Kuning society, established social norms are often deeply rooted in local customs and culture. Da'wah that directly confronts these norms risks causing conflict and resistance from the community. Therefore, da'wah strategies that adjust or align Islamic values with local social norms have proven to be more effective in reducing value conflicts and increasing acceptance of Islamic messages. IMKK adopts this approach by integrating local cultural elements in their da'wah activities, thus creating harmony between Islamic teachings and local traditions.

The results of interviews with the people of Kuamang Kuning provide in-depth insights into how the alignment of Islamic values with local social norms is carried out. A housewife, revealed that "da'wah delivered by respecting local traditions such as traditional ceremonies makes people more open and do not feel forced" (I-st-2023). A village youth who attended stated that "Islamic values conveyed through traditional rituals such as mutual cooperation are easier to accept because they are in line with existing social values" (I-ah-2023). Meanwhile, a farmer added that "when mosque imams associate the teachings of Islam with our daily habits, it is easier for people to understand them." (I-bs-2023). The findings show that da'wah strategies that respect local social norms have a positive impact on people's acceptance of Islamic values.

Aligning Islamic values with local social norms is an effective strategy in the context of the Kuamang Kuning community. Data from interviews show that this approach reduces resistance and increases acceptance. People who feel that their traditions are respected are more likely to listen to and adopt Islamic values. The three speakers pointed out that in this way, da'wah is not only a process of conveying religious teachings but also a mutually respectful dialogue between Islam and local culture. By harmonizing these values, IMKK has succeeded in creating a bridge that facilitates the integration of Islamic values into people's daily lives.

The alignment of Islamic values with social norms not only prevents conflict, but also strengthens the relationship between religious teachings and people's daily lives. This strategy allows da'wah to be more contextual and relevant for the people of Kuamang Kuning. When Islamic values are combined with social norms such as mutual cooperation and respect for traditional

traditions, people do not feel alienated from the religious teachings they receive. Instead, they see Islam as a religion that respects and enriches their local traditions. This creates a harmonious environment in which Islamic teachings can flourish without sacrificing local cultural identity.

This data analysis is supported by previous research that highlights the importance of aligning religious values with social norms in the context of da'wah. According to research Musthofa and Prihananto (2023), the alignment of religious values with local social norms increases the effectiveness of da'wah and reduces community resistance. A study Mawarni (2023) also found that respect for local culture in da'wah increases community participation in religious activities. In addition, an several article shows that this alignment helps create a constructive dialogue between traditional values and Islamic teachings(Al Fajar et al., 2023; Anshar et al., 2023; Sanjani et al., 2023). Finally, research in Mulyati et al. (2023) confirms that the alignment of religious values with local social norms strengthens people's religious identities without neglecting their cultural roots.

Da'wah Strategy Through Social Media

The use of digital media is one of the effective strategies in conveying da'wah messages by the public in activities organized by the Kuamang Kuning Muslim Association (IMKK). In the digital era, technological advances offer great opportunities to expand the reach of da'wah. Public utilizes various digital platforms such as social media, websites, and messaging apps to spread the teachings of Islam and build an active online community. This strategy not only expands their audience but also allows them to interact with society more effectively, especially the younger generation who are more familiar with digital technology. The use of digital media is an integral part of IMKK's efforts to adapt da'wah methods to the times.

IMKK recitation activities and grand tabligh are uploaded by the community and non-profit institutions on social media such as Facebook, Instagram, and YouTube to spread da'wah content. They uploaded lecture videos, Quranic verse quotes, and infographics related to Islamic values. Digital media has become an effective tool in IMKK's da'wah strategy. Observation data shows that digital platforms not only function as communication channels but also as interactive spaces where people can participate in da'wah activities more flexibly. IMKK's digital activities, such as online recitation and educational posts, have shown that da'wah is no longer limited to physical space but can penetrate the virtual world as Figure 1, allowing Islamic messages to reach a wider and more diverse audience.
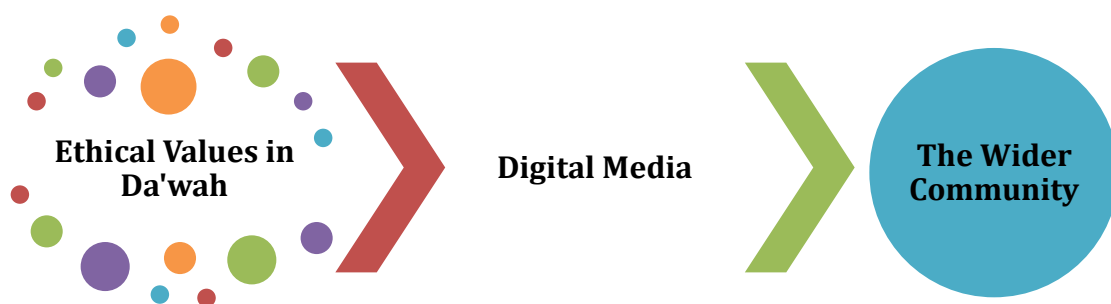
Figure 1. Digital Media-Based Da'wah Strategy

Digitalization has transformed the way IMKK delivers da'wah which is then publicly disseminated in digital media. By using digital media, IMKK is able to reach a wider community, including those who may not be able to attend religious activities in person. This transformation shows that da'wah can become more inclusive and adaptive to the needs of modern society. Through digital media, IMKK is able to create a more personal connection with its audience, strengthen engagement and expand the spread of Islamic messages beyond the geographical boundaries of Kuamang Kuning.

This analysis is supported by previous research that highlights the effectiveness of digital media in da'wah. A study Ali and Budyastomo (2021) shows that digital media can increase people's participation in religious activities. Several research also found that the use of social media in da'wah strengthens the relationship between scholars and their communities(Aziz et al., 2022; Faiz et al., 2023; Saleh et al., 2022). An article Ramadhani and Tanjung (2023) asserts that the digitization of da'wah allows for a wider and more efficient dissemination of Islamic messages. The results of the research are expected to contribute theoretically and practical benefits on how to adapt da'wah to the community more effectively.

CONCLUSION

The Kuamang Kuning Muslim Association (IMKK) shows that the effectiveness of da'wah is greatly influenced by three main strategies: the role of local leaders as mediators, the alignment of Islamic values with social norms, and the use of social media as a means of communication. Traditional leaders and community leaders, who have recognized social authority, have proven to be instrumental in delivering da'wah effectively, as they are able to bridge the teachings of Islam with local traditions. Furthermore, the strategy of aligning Islamic values with existing social norms helps to reduce the potential for value conflicts and increase the acceptance of da'wah messages in traditional societies. In addition, the use of social media as a da'wah platform allows IMKK to expand the reach of their message, reach the younger generation and the wider community, and create more inclusive interactions. The combination of these three strategies shows an adaptive and holistic approach in delivering da'wah in the modern era.

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