

## Da'wah in international publications: Bibliometric analysis of Scopus database

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### Abstract

**Purpose** - This study aims to determine the map of the development of publications and the description of the model of articles about da'wah published on Scopus.

**Method** - This study uses a descriptive method with a bibliometric approach to determine the structure and dynamics of da'wah studies in Scopus publications in 2000-2022. There are five stages carried out in this study, namely determining keywords, searching for data, selecting and sorting articles, validating data, and analyzing data. This study uses the VOSviewer application to identify the relationship among journals, countries, and keywords related to da'wah.

**Result** - The results of this study indicate that studies on da'wah published in Scopus-indexed journals are still relatively few, in 2000-2022, there were only 52 articles on da'wah published by Scopus. Journal of Communication: Malaysian Journal of Communication is the Scopus-indexed journal that publishes the most articles on da'wah. Don Abdul Ghafar is the author who publishes the most articles on da'wah on Scopus. The article entitled THE ART OF DAKWAH: Social Media, Visual Persuasion and The Islamist Propagation of Felix Siauw became the most cited article. Indonesia is the country that publishes the most articles on da'wah on Scopus and is the locus of studies on da'wah.

**Implication** - This study suggests conducting a da'wah study that is still being studied, such as sustainable da'wah with the object of individual study and social change.

**Originality** - This study is the first to examine the map of da'wah research in Scopus publications.

**Kata kunci:**

Bibliometric, dakwah, Scopus, VOSviewer.

**Abstrak**

**Tujuan** - Penelitian ini bertujuan untuk mengetahui peta perkembangan publikasi dan gambaran model artikel tentang dakwah yang dipublikasikan di Scopus.

**Metode** – Penelitian ini menggunakan metode deskriptif dengan pendekatan bibliometrik untuk mengetahui struktur dan dinamika kajian dakwah dalam publikasi Scopus tahun 2000-2022. Terdapat lima tahapan yang dilakukan dalam penelitian ini yaitu menentukan kata kunci, mencari data, memilih dan menyortir artikel, memvalidasi data, dan menganalisis data. Penelitian ini menggunakan aplikasi VOSviewer untuk mengidentifikasi hubungan antar jurnal, negara, dan kata kunci terkait dakwah.

**Hasil** - Hasil penelitian ini menunjukkan bahwa kajian dakwah yang dipublikasikan di jurnal terindeks Scopus masih relatif sedikit, pada tahun 2000-2022 hanya terdapat 52 artikel dakwah yang diterbitkan Scopus. Jurnal Komunikasi: Jurnal Komunikasi Malaysia merupakan jurnal terindeks Scopus yang menerbitkan artikel dakwah terbanyak. Don Abdul Ghafar merupakan penulis yang paling banyak menerbitkan artikel dakwah di Scopus. Artikel berjudul SENI DAKWAH: Media Sosial, Persuasi Visual dan Dakwah Islamis Felix Siauw menjadi artikel yang paling banyak disitasi. Indonesia merupakan negara yang paling banyak menerbitkan artikel dakwah di Scopus dan menjadi lokus kajian dakwah.

**Implikasi** – Kajian ini menyarankan untuk melakukan kajian dakwah yang masih terus dikaji, seperti dakwah yang berkelanjutan dengan objek kajian individu dan perubahan sosial.

**Orisinalitas** - Kajian ini merupakan yang pertama mengkaji peta kajian dakwah dalam publikasi Scopus.

## Introduction

Studies on da'wah have been widely carried out by academics. From the search results on Google Scholar on June 11, 2022, there are 793 articles about da'wah with various studies and approaches. Although various studies on da'wah are mostly carried out by Muslim academics and from Muslim-majority countries, it does not rule out the possibility of da'wah studies being carried out by non-Muslim academics and from non-Muslim majority countries. For example, Yufeng Chen from China researched the impact of Islamic da'wah in America on non-Muslims so that they converted to Islam (Chen & Dorairajoo, 2020).

So far, studies on the study of the publication of da'wah articles tend to look nationally. There are at least two previous studies on the publication of da'wah articles. First, examine the literature on da'wah in Indonesia, which maps out the study of da'wah in Indonesia (Alamsyah & Mery Yanti, 2019). Second, the trend of digital da'wah studies in Indonesia, researching the trends of digital da'wah studies in Indonesia based on the Google Scholar and Crossref databases in 2005-2021 (Marwantika, 2021). From the previous study, it appears that the analysis of international publications on da'wah has never been done.

This study aims to fill the gaps in previous research by focusing on bibliometric analysis of international publications, particularly Scopus, on the vulnerability from 2000 to 2021. Bibliometric analysis can be used to evaluate scientific literature in various fields (Yan & Chen, 2021), including the field of da'wah. Bibliometric analysis can provide an overview of citations, titles, collaborations, institutions, and themes studied in previous studies (Agbo et al., 2021; Sweileh, 2021). Therefore, it can provide an overview of the research themes of da'wah that are still insufficiently studied but are relevant to be studied in subsequent studies.

Scopus indexation was chosen based on the consideration that Scopus is an internationally reputed indexing engine that contains strictly selected authors and journal articles. In addition, Scopus provides access to information to support this research in the form of a title, abstract, keywords, publisher's journal name, author, affiliation, and country (Aghaei Chadegani et al., 2013). Data taken from Scopus is considered to be able to provide a comprehensive view of world research in various fields (Wang et al., 2015), including the field of da'wah.

This study is based on an argument that research on da'wah in international publications is important because it can provide a development map and description of the model of articles about da'wah published in international journals. The map of the development of research on da'wah in international publications can be used as a reference to carry out novelty in further research (Julia et al., 2020). At the same time, the description of the model article on da'wah in international publications can be used as an example to increase the publication of studies on da'wah by international publishers. Therefore, it is necessary to research the development and study of maps of Da'wah in international publications.

## Research Methods

This study uses a descriptive research method with a bibliometric approach. Bibliometrics deals with aspects of communication, such as citations, journal articles, and content, to explore communication patterns, trends, and networks formed in the literature (Haddow, 2018). This study identifies communication patterns, trends, and networks that are formed related to da'wah in

Scopus publications (Chen & Ho, 2015; Merigó & Yang, 2017). As a bibliometric study, this research utilizes Ms. Excel and VOSviewer to analyze trends and visualize the results.

The data in this study was taken on June 11, 2022. In the vulnerable years of 2000-2021, the data were collected by using the keywords "dakwah" and "da'wah" in the title of the article on Scopus. Then the findings of the article were analyzed and validated to determine whether they were relevant to the study in this research, namely about da'wah. Next, the study looks at general trends in publications and analyzes key metrics such as journal distribution, index, widely cited articles, the average number of articles per country, and influential authors. In addition, this research uses VOSviewer to analyze and visualize citation networks between journals, authors, and keywords.

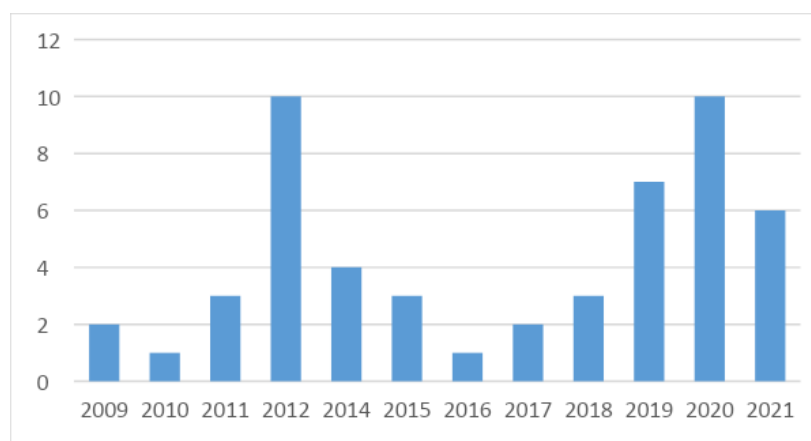
## **Results and Discussion**

Da'wah is an attempt to invite people to the truth while leaving the disgraceful act done either orally or in writing without coercion (Sumadi, 2016). Da'wah is an important activity to do both for fellow Muslims and non-Muslims. The issue of da'wah to non-Muslims carried out by some groups by means of violence and coercion has made the problem of the emergence of Islamophobia in the western world unresolved. Islamophobia has an impact on minority Muslims in the west who are still victims of bullying (Itaoui, 2020). One of these problems can be solved through the publication of scientific studies on da'wah in the global realm. It shows that in Islam, coercion and violence are not suggested.

Although there have been many studies on da'wah in Indonesia, there are at least 200 articles on digital da'wah studies in Indonesia (Marwantika, 2021). However, the articles published on Scopus are few compared to the number of studies that have been conducted. According to Scopus search results, 52 articles with the word dakwah or da'wah in the title were discovered. The articles vary by year of publication, author, journal, country of origin, and keywords. It is explained in more detail in the following subsections:

### *Publication Trends*

Based on the Scopus database, although the search for articles is in the range of the year 2000–2021, the first article published in Scopus in that year was in 2009. In 2009, the articles published in Scopus were entitled "Dakwah by The Pen" and "Comparative Witness: Christian Mission and Islamic Da'wah". The first article discusses Islamic values presented in short fictional characters and their relationship with da'wah through pens (Arnez, 2009). While the second article discusses the comparison of the concepts of da'wah and religious mission in the Al-Quran and the Bible, it also discusses the understanding and practice of their faith and the conflicts that arise between Muslims and Christians (Dudley Woodberry, 2009).



**Figure 1. Trends in Da'wah Publications on Scopus by Year**

Figure 1 shows that the development of publications on da'wah in Scopus in the 2000–2021 period varied and fluctuated. The successive increases occurred in 2016–2020 but decreased in 2021. The most significant increase in publications occurred from 2011–2012, with a difference of 7 articles. This increase was caused by one journal publishing many articles about da'wah, such as *Advances in Natural and Applied Science*, which published four articles related to da'wah in 2012. The four articles were written by author Abdul Ghafar Don of the National University of Malaysia.

In 2020, the publication of articles on da'wah matched the number of publications in 2012, which reached the highest publication of articles on da'wah, of 10 articles. There will be no author who will dominate publications in 2020. However, the theme of communication in preaching dominates this year. There are three articles published in 2020 discussing da'wah communication. The first was about communication strategies using da'wah majlis to heal the trauma of victims of the natural disaster in Palu, Indonesia (Khairil et al., 2020). Second, is in regard to the communication strategy of moderate Islamic da'wah in fighting radicalism in Gorontalo, Indonesia (Thaib, 2020). The third is about da'wah communication and social media, discussing the perspective of millennials in interpreting da'wah communication through social media (Briandana et al., 2020).

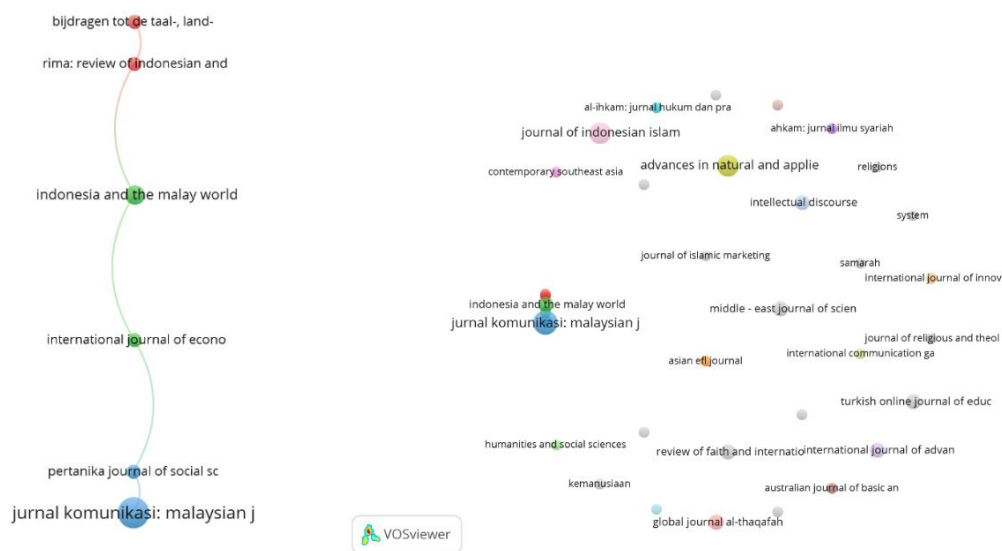
### *Influential Journal*

Based on the search results, there are 52 articles with titles using the word "dakwah" or "da'wah" indexed by Scopus and have 106 citations. In this sub-chapter, influential journals are journals with the highest number of articles and the highest number of citations on da'wah. This study shows that the *Journal of Indonesian Islam* as a journal is always in the top three positions in these two categories. *Jurnal Komunikasi: The Malaysian Journal of Communication*, although it publishes the most journals, has fewer citations than Indonesian and the *Malay World* which only publishes two articles (see table 1).

**Table 1. Influential Journal**

No	Name of Journal	Number of Articles	Number of Citations	Average	h-index	SJR (2021)
1	Jurnal Komunikasi: Malaysian Journal of Communication	5	9	1.8	10	0.24
2	Advances in Natural and Applied Sciences	4	0	0	20	0
3	Journal of Indonesian Islam	4	12	3	8	0.29
4	Indonesia and the Malay World	2	33	16.5	16	0.23
5	Bijdragen tot de Taal-, Land- en Volkenkunde	1	17	17	15	0.25
6	Journal of Indonesian Islam	4	12	3	8	0.29

Table 1 above shows the top three journals that publish the most articles on da'wah and the journals that have cited the most articles related to da'wah. Journals that publish a lot of articles about da'wah do not necessarily get the most citations. Even though the journal Indonesia and the Malay World only published two articles, it received the most citations. Similarly, the Bijdragen tot de Taal-Journal, Land-en Volkenkunde received 17 citations despite only publishing one article. This shows that the articles about da'wah they publish are of high quality and relevant to other da'wah studies, so they are widely cited by authors.



**Figure 2. Citations network among journals**

Furthermore, figure 2 shows the results of the analysis using VOSviewer showing six interconnected journals, namely Bijdragen tot de Taal-, Land- en Volkenkunde, RIMA: Review of Indonesian and Malaysian Affairs, Indonesia and the Malay World, International Journal of Economics and Business Administration, and Jurnal Komunikasi: Malaysian Journal of Communication. While other journals are not related to each other. Based on the VOSviewer analysis it was also confirmed that Jurnal Komunikasi: *Malaysian Journal of Communication* is the journal that publishes the most articles on da'wah.

*Influential Authors, Articles, and Countries*

This section shows the authors, articles, and countries that publish the most Scopus-indexed articles about preaching. There are 112 authors in 52 journal articles published in Scopus-indexed journals about da'wah. In more detail, the authors with the most articles and citations are shown in [table 2](#).

**Table 2. Influential Authors**

No	Author	Number of Articles	Number of Citations	Average	Authors	Number of Articles	Number of Citations	Average
1	Don A. G.	5	0	0	Hew W. W.	1	19	19
2	Ismail A.	5	0	0	Meuleman J.	1	17	17
3	Tibek S. R.	5	0	0	Arnez M.	1	14	14
4	Abd Ghani M. Z.	4	0	0	Sakai M.	1	9	9
5	Asha'ari M. F.	4	0	0	Abdul Rehman M.	1	7	7
6	Endot I.	4	0	0	De Run E. C.	1	7	7
7	Hamjah S.H.	4	0	0	Kashif M.	1	7	7
8	Ismail Z. Md.	4	0	0	Ting H.	1	7	7
9	Sham F. Mohd.	4	0	0	Hasan N.	1	7	7
10	Nasir B.	4	0	0	Siagian	1	5	5

According to [table 2](#), it can be seen that based on the number of articles written by Abdul Ghafar Don, A'dawiyah, and Siti Rugayah Tibek, all three were from the Department of Da'wah and Leadership Studies, University of Malaysia. However, no one has quoted the article yet. Meanwhile, based on the highest number of citations, the author is Wei Weng Hew from Universiti Kebangsaan Malaysia. The author with the second most citations is Johan Meuleman from Inholland University of Applied Science (Netherlands). The third most cited author is Monika Arnez from the University of Hamburg, Germany. Thus, the authors with the highest number of articles and the highest number of citations came from Malaysia.

Based on the acquisition of citations obtained, only one of the three most cited authors is from the Muslim-majority country, Malaysia. While the other two come from Europe, the Netherlands, and Germany, the majority of whom are non-Muslims. The study of da'wah is not only studied by Muslims who come from Muslim-majority countries, but the study of da'wah is also of interest to non-Muslims who come from non-Muslim-majority countries. For example, Johan Meuleman from Hogeschool Inholland, the Netherlands, studied da'wah in Indonesia as a competition for power and development (Meuleman, 2011), and Minako Sakai from the University of South Wales, Australia, who studied the da'wah carried out by Habiburrahman, a popular Islamic novelist,

through his writings and the Islamic education of his family and his pesantren in Semarang (Sakai, 2012).

**Table 3. Influential Articles**

No	Title	Authors	Years	Name of Journal	Total Citations
1	THE ART OF DAKWAH: social media, visual persuasion and the Islamist propagation of Felix Siau	Hew W.W.	2018	Indonesia and the Malay World	19
2	Dakwah, competition for authority, and development	Meuleman J.	2011	Bijdragen tot de Taal-, Land- en Volkenkunde	17
3	Dakwah by the pen	Monica Arnez	2009	Indonesia and the Malay World	14
4	Preaching to Muslim youth in Indonesia: The dakwah activities of Habiburrahman El Shirazy	Minako Sakai	2012	RIMA: Review of Indonesian and Malaysian Affairs	9
5	Bringing Islamic tradition back to management development: A new Islamic Dawah-based framework to foster workplace ethics	Muhammad Kashif, Ernest Cyril De Run, Mohsin Abdul Rehman, Hiram Ting	2015	Journal of Islamic Marketing	7

Furthermore, [table 3](#) below shows the articles with the most citations. Citations indicate that the article has abundant links with other studies, comparison of findings or interpretations with other sources, and is considered a marker of the article's impact (Arbaugh & Hwang, 2015; Cortés-Sánchez, 2020; Twumasi & AFFUL, 2022). Based on [table 3](#), the most cited articles are the same as the influential authors in [table 2](#), meaning that one article is widely quoted by other authors. The most cited articles are The Art of Da'wah: Social Media, Visual Persuasion, and The Islamist Propagation of Felix Siau. The article discusses how Felix Siau creatively uses social media and visual images to spread HTI ideology among young Indonesian Muslims (Hew, 2018). The article is widely cited because it relates to the contemporary context that has been widely discussed and has not been resolved until today, namely about da'wah on social media and the ideology of HTI.

The article was quoted by Wei Weng Hew himself twice in an article entitled Conservative Inclusivity and Hierarchical Diversity: Chinese Da'wah and The Paradoxes of Indonesia Religious Pluralism and Packaging, Persuasion and Propaganda: Popular Preaching and Islamic Counter Publics in Indonesia. In addition, several other writers such as Dayana Lengauer, Imron Rosidi, Annisa R. Beta, Karman, Marissa Saraswati, Dadi Darmadi, Syamsul Rijal, Alexander R. Arifianto, Sugihartati, Martin Slama, Rizki Briandana, Erwin Jusuf Thaib, Sindung have also quoted. Haryanto, and Saski Schafer.



In addition, table 4 shows the countries that publish the most articles about da'wah in Scopus-indexed journals and the countries that get the most citations. More detail can be seen in the following table:

**Table 4. Influential Country**

Country	Number of Articles	Number of Citations	Average	Country	Number of Articles	Number of Citations	Average
Indonesia	23	26	1.13	Malaysia	20	35	1.75
Malaysia	20	35	1.75	Indonesia	23	26	1.13
Pakistan	3	9	3	Netherlands	1	17	17
Amerika Serikat	3	6	2	Pakistan	3	9	3
Netherlands	1	17	17	Australia	1	9	9
Australia	1	9	9	Amerika Serikat	3	6	2
China	1	2	2	China	1	2	2
Singapura	1	2	2	Singapura	1	2	2
Inggris	1	2	2	Inggris	1	2	2
Jepang	1	0	0	Jepang	1	0	0

Based on Table 4, 10 countries publish articles on da'wah published by Scopus, starting from countries in Asia, America, Europe, and Australia. The country that publishes the most articles related to da'wah is Indonesia, with 23 articles. Meanwhile, based on the number of citations, Malaysia is the country with the most quotes about da'wah. However, based on the average country, the Netherlands being the largest country on average, the country only publishes one article on da'wah but the number of citations is 17.

Da'wah studies are not only studied by scientists from Muslim-majority countries, such as Indonesia and Malaysia, which are in the top two positions both in terms of the number of publications or citations obtained (see table 4). This is reasonable because the study of da'wah is synonymous with Islamic teachings, and the two countries are predominantly Muslim. However, scientists from non-Muslim majority countries also study da'wah, such as scientists from America who published an article about how Jemaah Islamiyah members who were involved in terror attacks revised their views (Hwang, 2019). In addition, there are also scientists from the Netherlands, Australia, China, Singapore, England, and Japan.

Collaboration between countries is still limited among countries that publish articles about da'wah in Scopus-indexed journals. The VOSviewer display shows collaboration between countries as follows:



**Figure 3. Author Network among Countries**

Figure 3 shows that collaborating authors are from Indonesia, Malaysia, and Pakistan. While writers from other countries do not collaborate with each other, they tend to conduct individual studies. Indonesia only collaborates to write about da'wah with Malaysia and Pakistan only collaborates with Malaysia. Meanwhile, Malaysia collaborates with Indonesia and Pakistan.

Based on the country of origin of the authors who collaborated to write articles about da'wah in Scopus, there were only three countries, namely Indonesia, Malaysia, and Pakistan. It can be seen that countries that publish a lot of articles about da'wah and collaborate with each other are Muslim-majority countries. This can be understood because the term "da'wah" is a communications term to convey and invite to carry out orders and leave prohibitions in Islamic teachings (Markarma, 2014).

### *Keywords Analysis*

Da'wah publications on Scopus have 201 keywords from 52 articles. Table 5 below shows the keywords that often appear in articles about Scopus-indexed preaching. Keyword analysis is done based on keyword pairs (Hudha et al., 2020; van Eck & Waltman, 2017). Keyword analysis is crucial because it represents the content of the article and plays a role in the information search process (Grant, 2010).

**Table 5. Frequently Appearing Keywords**

No	Keywords	Total
1	Da'wah	9
2	Indonesia	7
3	Islam	5
4	Islamism	4
5	Dakwah	4
6	Social Movement	3
7	Non-Muslims	3
8	Culture	2
9	Ethics	2
10	Television	2
11	Communication	2
12	Communication Strategy	2

Based on table 5, the keywords that often appear are da'wah, Indonesia, and Islam. This shows that articles about da'wah published in Scopus-indexed journals discuss much more about da'wah in Indonesia compared to other countries. Some Scopus-indexed articles that discuss da'wah in Indonesia are:

1. Theorization of the Use of Podcasts as an Alternative Medium of Da'wah and its Impact on the Audience: The Case of Indonesia. The article discusses the role of podcasts as a medium of da'wah (Hidayah, 2021).
2. Da'wah and politics among Muslim preachers in contemporary Indonesia. The article discusses how preachers use da'wah as a political instrument on social media (Rosidi, 2021).
3. The synergy of islamic da'wah and madura culture programmes on nada FM sumenep radio, Indonesia. The article explores the process of mediamorphosis, types of Islamic da'wah

programs, and Madura cultural programs, content, and forms of interaction between listeners and radio institutions. (Achmad et al., 2021).

4. The communication strategies for moderate Islamic Da'wah in countering radicalism in Gorontalo city, Indonesia. The article discusses the strategy of preaching moderate Islam in counteracting radicalism in the Indonesian city of Gorontalo (Thaib, 2020).
5. Typology and characteristics of community-based school mosques in Magelang Raya-INDONESIA: A study on Da'wah curriculum management model of rahmatan lil alamin. The article maps out the typology and characteristics of public school mosques at the junior and senior high school levels which include mosque management systems, da'wah concepts, understanding Islam rahmatan lil' alamin, and da'wah management curriculum at mosques (Mawardi et al., 2019).
6. Da'wah strategy in strengthening the community's economy in Bira village Bulukumba regency, Indonesia. This article examines da'wah strategies for strengthening the local community's economy in Bira Village, Bulukumba Regency, Indonesia (Mahmuddin et al., 2018).
7. The position of da'wah messages and ethics in Malaysian and Indonesian television programs. The article explores the editorial policies of Malaysian and Indonesian TV in presenting da'wah programs and ethics in da'wa messages broadcast on Malaysian and Indonesian TV. (Siagian et al., 2016).
8. Crafting Hizbiyyin in contemporary Indonesia: Da'wah and recruitment of Hizbut Tahrir Indonesia in south Sulawesi. The article examines the growth of Hizbut Tahrir Indonesia's membership and its missionary strategy in Makassar, Southeast Sulawesi, Indonesia (Rijal, 2011).

Then, based on visualization using VOSviewer, you can map keyword clusters and networks between keywords that show the relationship of one topic to another. The keyword network can be seen in Figure 4 below. Figure 4 shows the size of the circle indicating the intensity of the study, which means that the larger the circle, the more the topic is studied. strengthening and adding to table 5, topics about Indonesia, communication, communication strategy, non-Muslims, television, culture, and Islamism have been studied by previous researchers. While the color equation in figure 4 determines the position of the keywords in the same cluster. There are 12 clusters, as shown in Table 6.

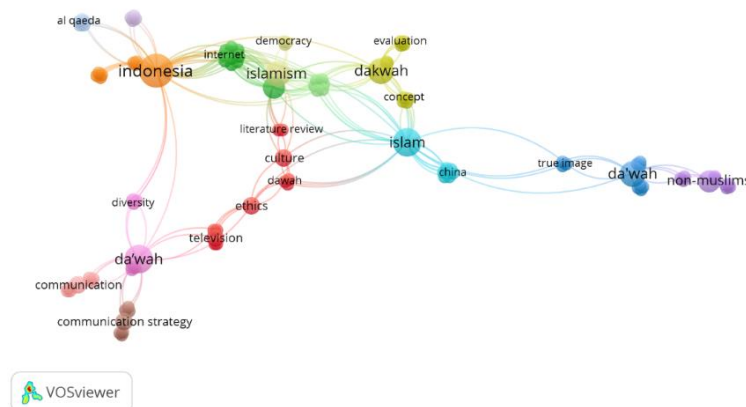


Figure 4. Network between Keywords

Table 6. Clustering Keyword

Cluster	Color	Number of Items	Keywords
1	Red	12	Culture, dawah, ethics, literature review, McDonalidization, massage, Pakistan, programs, qualitative, social conflict, syiar, television
2	Green	11	Esthetics, felix siauw, hizbut tahrir Indonesia, ideology, internet, islamist propagation, online and offline dawah, social media, social movement, visual persuasion, visualization
3	Dark Blue	11	Da'wah, department of da'wah and leade, experience, framing analysis, Islamic negotiation, method, negotiation, social service, the Islamic foundation, true image, west
4	Yellow	11	Concept, dawah, evolution, Islamic, Islamic charity, model, mukallafun, muslim minority, obligation, preacher, website
5	Dark Purple	8	Basic preparation, current situation, disseminating da'wah Islamiyah, hudaibiya treaty, non-muslim, peace treaties, propagation of Islamic beliefs, sri lanka
6	Light Blue	8	Da'wah, china, hui, islam, missionary, saudi arabia, sectarianism, shi'ism
7	Orange	8	Culture radio, da'wah radio, Indonesia, Islamic education, Islamic propagation, mediamorphosis, religious authority, virtual ethnography
8	Brown	7	Asybaalul khairat, communication strategy, da'wah-based communication, Gorontalo, moderate islam, radicalism, trauma healing
9	Light Purple	7	Da'wah, da'wah academy, diversity, information dissemination, muslim preachers, politics, preaching
10	Pink	7	Communication, information and knowledge, marketing, marriage, promotion, strategy, uang panai'
11	Light Green	5	Islamic movement, learning, student, tarbiyah, university
12	Grey	5	Al qaeda, Jemaah Islamiyah, jihad, poso, terrorism

Table 6 shows the relationship between the study topics. The connectivity of the studies can be seen from the grouping of topics in the same cluster, for example, the study of da'wah on the topic of al qaeda related to Jemaah Islamiyah, jihad, Poso, and terrorism. From table 6, it can also be seen

that the study topics that are not connected or have not appeared can be used as topics for further study. The keyword salafi da'wah has not yet appeared in the keyword cluster, as evidenced by the publication of articles in Scopus-indexed journals in 2022 that discuss the factors that led to the acceptance of salafi da'wah among the people of Pekanbaru (Hasbullah et al., 2022). Studies on preaching about preserving the environment have not yet appeared in the keyword analysis, in 2022, an article will be published that discusses proselytizing from an environmental perspective (Affandi et al., 2022). Thus, by examining keyword clusters and keyword analysis, research topics that have received little attention can be identified for further investigation.

## Conclusion

The publication of da'wah studies in the Scopus indexation in 2000-2021 is still relatively small compared to the number of studies on da'wah that have been carried out. There are 52 articles on da'wah published by Scopus in the vulnerable years of 2000-2021. In 2012 and 2020, Scopus was the year with the most da'wah publications, with 10 articles. Journal of Communication: Malaysian Journal of Communication is the Scopus-indexed journal that publishes the most articles on da'wah, while Indonesia and the Malay World is the most cited journal related to the study of da'wah. Abdul Ghafar Don is the author who has written the most articles on da'wah in Scopus, while Wei Weng Hew is the author who is most quoted in his article entitled THE ART OF DAKWAH: social media, visual persuasion and the Islamist propagation of Felix Siau.

Indonesia is the country that publishes the most articles on da'wah in Scopus, while Malaysia is the country that is most cited in the study of da'wah. The keywords that often appear in Scopus' preaching articles are da'wah, Indonesia, and Islam. This shows that studies on da'wah are mostly carried out in Indonesia.

This study examines da'wah publications limited to the context of Scopus-indexed journals. Other global indexed journals, such as the Web of Science, have not been studied further. A comprehensive understanding of da'wah publications in international journals allows for finding solutions to problems, descriptions, and novelty in research on da'wah. In line with that, further research is needed that examines the publication of articles about da'wah in other globally indexed, reputable journals.

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