The Use of music in islamic da'wah and its impact on audience emotional response

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Abstract

Purpose - This study explores the important role of music in practical implications for the modern Islamic da'wah context.

Method - This study uses library research, with integrative and connective literature analysis as the main method, to connect various perspectives from various previous studies.

Result - Music in Islamic da'wah is not just a means of conveying messages but a transformative force capable of stirring emotions, building deep spiritual bonds, and challenging the traditional boundaries of da'wah. With its ability to trigger emotional feelings, compassion, and spiritual reflection, music can make religious messages more alive and relevant amidst the dynamics of the modern world.

Implication – The use of music in conveying Islamic messages through da'wah must consider ethics, content regulations, and understanding of different cultures. In facing this challenge, intercultural collaboration, education, and awareness of the impact of music in a religious context are needed.

Originality/Value - Music is not just a medium but a tool capable of helping individuals internalize religious values, facilitating more profound understanding, and stimulating deep spiritual reflection in humans.

Abstrak

Tujuan - Penelitian ini mengeksplorasi peran penting musik dalam implikasi praktis untuk konteks dakwah Islam modern.

Metode - Penelitian ini menggunakan penelitian kepustakaan, dengan analisis literatur integratif dan konektif sebagai metode utama, untuk menghubungkan berbagai perspektif dari berbagai penelitian sebelumnya.

Hasil - Musik dalam dakwah Islam bukan hanya sekedar alat penyampai pesan, melainkan sebuah kekuatan transformatif yang mampu menggugah emosi, membangun ikatan spiritual yang mendalam, dan menantang batas-batas tradisional dakwah. Dengan kemampuannya untuk memicu perasaan emosional, kasih sayang, dan refleksi spiritual, musik dapat membuat pesan-pesan agama menjadi lebih hidup dan relevan di tengah dinamika dunia modern.

Implikasi - Penggunaan musik dalam menyampaikan pesan-pesan Islam melalui dakwah harus memperhatikan etika, regulasi konten, dan pemahaman terhadap budaya yang berbeda. Dalam menghadapi tantangan ini, kolaborasi antar budaya, pendidikan, dan kesadaran akan dampak musik dalam konteks agama sangat dibutuhkan.

Orisinalitas/ Nilai - Musik bukan hanya sekedar media, melainkan alat yang mampu membantu individu untuk menginternalisasi nilai-nilai agama, memfasilitasi pemahaman yang lebih mendalam, dan menstimulasi refleksi spiritual yang dalam pada diri manusia.

Introduction

The use of music in the context of Islamic da'wah has been a subject of deep debate in Muslim societies (Harnish, 2021; Ter Laan, 2021). Music has had an important role in various cultures and civilizations, and in the Islamic world, some understandings consider some understandings consider haram or forbidden (Levine & Otterbeck, 2021; Otterbeck & Ackfeldt, 2012; Qomaruzzaman & Busro, 2021). However, it cannot be denied that music has great potential to influence human emotions and psychology. Music has a strong appeal in creating an emotional atmosphere (Jain & Bagdare, 2011; Zentner et al., 2008). It can evoke joy, excitement, calmness, or even sadness, depending on the type of music and the context.

In Islamic da'wah, music is often used to convey religious messages. This can happen through Islamic lyrics or melodies that express religious values. However, questions arise around the extent to which this use of music in da'wah is in line with Islamic teachings and whether it has a positive or negative impact on the emotions and spirituality of the audience. The importance of understanding the impact of music in da'wah lies in its effect on the audience's emotional response. Music can stimulate emotions and, when used wisely, produce a deep and positive reaction to the message (Juslin, 2013; Juslin et al., 2008). This can increase audience understanding, interest, and engagement with Islamic da'wah.

However, conversely, inappropriate music or contradicting religious values can create emotional conflict and confusion in the audience's minds. In addition, it is important to consider the diversity of views about music in da'wah within the Muslim community. Different understandings and interpretations of Islam can affect how other audience groups receive music. With a deeper understanding of the use of music in Islamic da'wah and its impact on audience emotional responses, it is hoped that this study will significantly contribute to developing more effective da'wah strategies based on local wisdom and a deep understanding of music. In addition, this study can also help design more inclusive da'wah programs that can embrace audiences from various backgrounds and musical preferences. As such, this study has strong practical implications in modern Islamic da'wah.

Previous studies on the use of music in the context of Islamic da'wah have shown differences in opinion and understanding among Muslim scholars and communities. Books such as "Music in the World of Islam: A Socio-Cultural Study" by Amnon Shiloah (1995) have provided an in-depth look at the diversity of views on music in the Islamic context. This study has helped us understand the complexity of music use in Islamic culture. In psychology, there are studies on how music affects individuals' emotions and emotional responses. For example, the survey by Juslin and Västfjäll (2008) in the article "Emotional Responses to Music: The Need to Consider Underlying Mechanisms" has outlined various theories on how music can trigger emotional responses. This will provide an important basis for understanding and analyzing music's impact on Islamic da'wah.

Previous studies have provided a diverse picture of the role of music in Islam. Still, fewer have explored how it can influence the psychology of the audience and shape their perception of the religious message. There is a gap in the literature that needs to be filled, namely the lack of studies that connect the use of music in da'wah with the psychological aspects of the audience. Previous studies, such as those conducted by Birgit Meyer and Annelies Moors (2005) in their work "Religion, Media, and the Public Sphere," have highlighted the importance of media, including

music, in disseminating religious messages in contemporary society. They discuss how media, both in visual and auditory forms, play an essential role in spiritual communication, as well as how these media are able to shape religious narratives in public contexts. However, their studies emphasize the role of media in general without going into specific details about how music can influence religious communication and audience emotional responses in Islamic da'wah.

Through a more in-depth literature review, we can see that this gap involves various disciplines, such as religion, music, psychology, and communication. Music can create a certain mood, evoke spiritual feelings, or stimulate deep reflection on religious values. When used wisely in proselytizing, music has the potential to open up a space for deeper communication between the spiritual message and its audience. However, the significance of this gap in the literature lies in a broader understanding of how music can shape individuals' emotional experiences and, in turn, strengthen or change their understanding of religion.

Previous studies have mostly emphasized how music can be used to introduce or disseminate religious messages but have less explored how music itself can shape psychological responses to such messages. In the realm of Islamic da'wah, music is often used to evoke religious fervor and reinforce the moral messages contained in Islamic teachings. For example, shalawat, spiritual songs, and music that focuses on Islamic values are often used on various occasions to introduce Islamic teachings to a broader audience. However, the psychological effects of such music, both in strengthening spiritual bonds and in shaping a deeper understanding of Islamic teachings, have not been explored. This gap provides an opportunity to delve deeper into how music in da'wah can influence individuals' perceptions, affections, and emotional responses to religion, as well as how these psychological elements play a role in broader religious communication.

The study of music in Islamic da'wah can be seen in the context of religious communication. Religious communication, as explained by several experts, refers to the process of conveying religious messages to audiences that can be done through various media (Hjarvard, 2008; Luthfi et al., 2024). Music, in this case, can act as an effective medium for conveying religious messages because it can overcome verbal limitations and provide a deep emotional dimension (Flusberg et al., 2024). Through music, religious messages can be delivered in a more personalized and touching way so that they can be more readily accepted and understood by the audience. However, to fully understand how music plays a role in religious communication in the context of Islamic da'wah, it is necessary to dig deeper into how music affects the audience from a psychological perspective.

This study aims to contribute to filling the gap in the existing literature by exploring more deeply how music is used in Islamic da'wah, as well as its impact on audience psychology and religious communication. The results of this study are relevant not only for academics interested in the study of music and religion but also for da'wah practitioners who want to understand how music can be used effectively to convey religious messages and create profound spiritual experiences for audiences. Through a more holistic understanding of the relationship between music, psychology, and da'wah, it is hoped that this study can provide greater insight into how music can be used as an effective tool in spreading religious messages and strengthening spiritual bonds within Muslim communities.

Research Methods

This study was conducted using the library research method, which emphasizes the collection, analysis, and synthesis of relevant literature to build an in-depth understanding of the topic of study. This approach was chosen to enable a thorough exploration of various theories, concepts, and views that previous researchers have put forward. In this case, the library research method not only serves as an effort to explore secondary data but also to integrate findings from various disciplines, such as religion, music, psychology, and communication, into a cohesive and holistic analysis. In other words, this study does not just passively collect literature but also actively builds connections between seemingly separate ideas to create a whole and complex theoretical narrative.

In its application, this method uses an integrative and connective approach to literature analysis. Integrative analysis allows the researcher to combine various theoretical views from different sources, such as studies on Islamic da'wah, the influence of music on audience psychology, and the role of media in religious communication. This approach serves to create a more thorough understanding of the phenomenon under study, namely the relationship between music, psychology, and Islamic da'wah. For example, theories on the emotional effects of music from the field of psychology are used to explain how audiences can respond emotionally to religious messages delivered through music (Li et al., 2023; Zhuang et al., 2023). On the other hand, spiritual communication theory provides a framework for understanding how music can be used as an effective communication tool in delivering da'wah messages (Irawan & Radiamoda, 2023; Safei, 2021). By integrating these two approaches, this study not only explores the direct relationship between music and da'wah but also its impact on audiences in psychological and social contexts.

The connective analysis in this study aims to connect different perspectives that may have previously seemed unrelated by showing that music is not only an instrumentally functioning religious communication tool but also has complex psychological dimensions. For example, in religious studies, music is often understood as a medium of spiritual expression, while in psychology, music is seen as a stimulus that can affect mood and emotions. Using a connective approach, this study attempts to bridge these two views, resulting in a deeper understanding of how music in Islamic da'wah not only conveys religious messages but also shapes the audience's emotional experience, which can affect their perception of religion itself.

Results and Discussion

The Influence of Music in Increasing Audience Engagement

Music, as one of the most universal and profound mediums of human expression, has long been an essential element in culture and communication between individuals and communities (Gómez-Cañón et al., 2021). In various cultures around the world, music is used not only as entertainment but also as a tool to convey meaningful messages, evoke emotions, and influence human behavior. In the context of Islamic da'wah, music offers tremendous potential as a medium for conveying religious values. Da'wah, which essentially aims to invite people to goodness and the path of Allah, often requires a creative approach to touch the hearts and minds of the audience (Prianto et al., 2024; Purwatiningsih et al., 2024; Supena, 2024). In this case, music can be a bridge that connects religious messages to the daily lives of individuals emotionally and spiritually.

Music has the unique ability to touch the emotional side of humans deeply (Vuust et al., 2022). The rhythm, melody, and harmony contained in music can create a certain mood that makes it easier for the message to be received. In the context of da'wah, this provides a significant advantage as religious messages delivered through music tend to be easier to remember and internalize. For example, songs containing Islamic lyrics or nasheed often have a strong emotional appeal, making the listener not only understand the message but also feel a deep spiritual connection. By involving musical elements in da'wah, a preacher can create a more personalized and meaningful experience for his audience so that the message delivered is not only informative but also transformative.

The success of music as a tool of Islamic da'wah depends not only on its artistic elements but also on its ability to build close social relationships. Music often serves as a means to unite people from different social and cultural backgrounds. In the context of Islamic da'wah, music can be used to create a solid community that supports the values of togetherness. Through Islamic music concerts, for example, people can come together and feel the collective spirit of voicing religious values. This momentum can be used to strengthen relationships between individuals in the Muslim community and expand the reach of da'wah to those who may have previously been unreached through conventional da'wah methods.

Psychologically, music can influence a person's mood and emotions, which in turn can affect the way individuals receive and respond to da'wah messages. Carefully selected music can create an atmosphere conducive to spiritual reflection and acceptance of religious values (Lett & Dyck, 2023). For example, the use of soft and harmonious melodies can calm the heart and open the mind of the audience to understand the da'wah messages better. In addition, the rhythm and tempo of music can be used to adjust the desired emotional intensity, thereby increasing the appeal and effectiveness of message delivery.

From a social standpoint, music in Islamic da'wah can serve as a unifying tool that strengthens communities and builds collective identity. Through musical performances that involve active participation from the audience, there is an opportunity to create a sense of community and solidarity among participants. This is important in the context of da'wah, where the main objective is to bring people closer to Islamic values and build a harmonious community. Music produced and presented in a dawah setting often reflects local cultural values, which can enhance the relevance and receptivity of the dawah message among the audience.

Well-designed music can help audiences to remember and internalize religious values through strong emotional associations. This is in line with cognitive theory, which states that emotions play an essential role in the learning process and memory storage. From a cultural perspective, music in Islamic da'wah reflects the synergy between religious tradition and dynamic artistic expression. Traditional music such as nasheed and qasidah have long been an integral part of da'wah practices in various Muslim communities. Still, with the times, new forms of music have emerged that combine modern and traditional elements. This blend not only enriches the cultural treasures of da'wah but also demonstrates the flexibility and adaptability of Islam in the face of social and technological change.

In Islamic da'wah, music can act as a messenger that is more readily accepted and understood by the audience. In many cultures, music has been a very effective tool in conveying values and ideologies, as it has a universal appeal that cuts across language and cultural barriers (Andriamasy,

2023). Music can calm the heart and make a person focus more on receiving the message. In this case, music is not only entertainment but also a medium that can open the audience's mind to contemplate the meanings of da'wah. Through the proper harmony, melody, and lyrics, music can arouse the audience's feelings and deepen their understanding of religious teachings. In addition, music can also create a more solemn and concentrated atmosphere, which in turn will improve the quality of reception of the da'wah itself.

One aspect that needs to be considered in the use of music in Islamic da'wah is the type of music used. Not all kinds of music can be used in the context of da'wah because there is a tendency for some types of music to distract the audience from the message to be conveyed. Music used in Islamic da'wah must-have elements that are in accordance with the values of Islamic teachings, namely those that lead to peace, beauty, and goodness. Music that contains positive and educational lyrics and does not contain elements that contradict religious teachings can be the right choice to support the delivery of da'wah. In addition, music must also be chosen based on the purpose of da'wah to be achieved, whether it is to provide inner peace, to invite contemplation, or to arouse enthusiasm in worship and charity.

The use of music in Islamic da'wah also needs to consider the social and cultural context of the target audience. Every society has different musical preferences, and therefore, preachers need to understand the musical tastes of their audience. In societies that are more open to arts and culture, music can be well received as part of da'wah. However, in some more conservative communities, the use of music in da'wah can create resistance. Therefore, a sensitive approach to the local values and culture of the community is necessary for da'wah to be well received without causing unnecessary controversy. In this case, preachers need to adapt to the existing social context so that the use of music is not only effective in delivering religious messages but can also build harmonious relationships with the audience.

Music can be used as a tool to reinforce moral and spiritual messages in Islamic preaching. For example, through songs that contain lyrics that tell the stories of the prophets and Islamic history or teach about good morals, music can enrich the audience's understanding of Islamic values. Music can also be used as a medium to remind audiences about the importance of worship, patience, sincerity, and gratitude. Songs with these themes can create an immersive atmosphere, emotionally connect audiences with religious teachings, and encourage them to practice these values in their daily lives. In this case, music is not just entertainment but also a means of education and spiritual enlightenment.

With the rapid development of technology, music can also be promoted through various digital platforms, such as YouTube, Spotify, and other social media. This opens up great opportunities for Islamic da'wah to reach a wider audience, both domestically and abroad. Da'i can utilize technology to educate audiences more interactively and engagingly by combining music with relevant da'wah content. For example, religious songs that contain da'wah messages can be combined with videos that illustrate Islamic values so that the audience not only listens but can also see and feel the message being conveyed.

Music has the power to stimulate emotions and shape a person's mood. In the context of da'wah, this can be utilized to create an atmosphere that supports the reception of religious messages. For example, soothing music can help audiences to be more focused and reflective, while more energetic

music can generate enthusiasm for charity or preaching. In both situations, music serves as a catalyst that accelerates the process of internalizing the da'wah message within the audience.

The influence of music can also strengthen the da'wah message by creating a more personalized and meaningful experience for the audience. Music can evoke specific memories and emotional associations, which can be used to deepen the understanding and acceptance of da'wah messages (Fitria, 2023). For example, a song with lyrics describing the Prophet Muhammad's struggle or inspiring stories of the Companions can evoke a sense of love, respect, and exemplarity in the audience. When the audience's emotions are connected to the message conveyed, they tend to internalize the values taught more efficiently so that the da'wah message becomes more effective and impactful.

Music can also be used to overcome psychological barriers that often hinder the acceptance of da'wah, such as boredom, apathy, or resistance to religious messages. In many cases, traditional da'wah approaches that are too formal and monotonous can make audiences lose interest and engagement. By incorporating interesting and relevant musical elements, da'i can create a more inclusive and fun approach so that audiences feel more comfortable and open to listening to da'wah's messages. In this case, music acts as an emotional bridge that helps audiences to be more receptive to religious messages without feeling burdened by formality or pressure.

Music can create a sense of community and solidarity among the audience, which is very important in the context of Islamic da'wah (Muhajir & Muzakky, 2024). In da'wah activities such as tabligh akbar, religious concerts, or Islamic cultural festivals, music is often the central element that brings thousands of people together in a single moment of togetherness. Religious songs sung together by the audience can create a strong emotional bond and strengthen the sense of brotherhood and faith among them. In this case, music serves not only as entertainment but also as a tool to build community and enhance social relations among Muslims.

In an increasingly globally connected world, the da'wah of Islam is no longer limited to the Muslim community but can also be addressed to a broader public (Karimullah, Rahman, et al., 2023). Music, with its universal nature, has the potential to bridge cultural and linguistic differences so that Islamic messages can be delivered in a way that is more inclusive and readily accepted by audiences from different backgrounds.

For example, religious songs in different languages that contain universal messages of peace, love, and humanity can appeal to non-Muslim audiences and open up opportunities for interfaith and intercultural dialog. In this case, music serves as a cultural diplomat that helps introduce Islam to the world positively and peacefully.

The relationship between music and Islamic da'wah is complementary, where music can help strengthen and expand the message of da'wah through its profound influence on the psychological and social aspects of the audience. Music has the power to evoke emotions, create collective experiences, and bridge cultural differences, thus enhancing audience engagement in da'wah delivery. However, to maximize this potential, da'i needs to use music wisely and ensure that the music used always supports and reinforces the religious message to be conveyed. With the right approach, music can be a very effective tool in Islamic da'wah while enriching the audience's spiritual and social experience in understanding and practicing religious teachings.

Emotions Triggered by Music in the Context of Islamic Da'wah

Emotion is one of the most important aspects of the human experience, and music has proven to be a very effective tool in triggering and evoking different types of emotions. When discussing the influence of music in the context of Islamic da'wah, the role of music in creating and directing emotions becomes even more important. In a religious context, emotions bring individuals closer to their spiritual experiences and religious understanding. Therefore, it is important to explore how music in the context of Islamic da'wah can influence audience emotions, stimulate feelings of engagement, and deepen spiritual understanding.

It is important to recognize that music can create different emotions, from deep to light, from joy to sadness. In Islamic da'wah, music is often used to create a feeling of solemnity and tranquility. Slow rhythms and meaningful lyrics can invite contemplation and meditation, helping individuals to go deeper into their religious experience. However, music also has the potential to create feelings of passion and fighting spirit. When used in the right context, music can stir the spirit of struggle and motivate individuals to participate actively in Islamic da'wah and positive social actions.

Music can also trigger joy and excitement, creating a positive atmosphere in dawah gatherings and religious events. In addition, music in Islamic da'wah can also affect the audience's emotions by creating a feeling of unity and togetherness. When individuals listen to music in a specific context, they often feel connected to each other and feel a sense of closeness in their beliefs and values. Music creates strong social bonds and can trigger feelings of brotherhood within the Islamic community. However, it is important to understand that music in Islamic da'wah has some controversial aspects. Some schools of thought and scholars view music skeptically and consider it a distraction from focusing on the teachings of Islam. Therefore, the debate over whether or not music has a place in Islamic da'wah continues, and a deeper understanding of the emotional impact that music has in this context needs to be proposed.

In the context of Islamic da'wah, it is important to recognize the role of emotions triggered by music in connecting individuals with religious messages. Music can be a powerful tool for conveying spiritual messages in a way that sinks into the hearts and souls of listeners. When music is used wisely in Islamic da'wah, it can help make sense of religious teachings and deepen spiritual understanding. One example of the use of music in Islamic da'wah is in salawat, which is the singing or praising of the Prophet Muhammad. Salawat often contains lyrics extolling the virtues and character of the Prophet, and the rhythm of the music often invokes feelings of love, devotion, and admiration for the Prophet (Fauziah & Santoso, 2021; Mibtadin & Habib, 2022). Music creates positive emotions in this context, reinforcing love and respect for the Prophet.

Music is also used in nasheed, Islamic religious songs that often have lyrics that teach religious values, ethics, and good moral actions. Nasheed creates feelings of tranquility and adherence to Islamic teachings. They can also trigger emotions of self-awareness and reflection, leading audiences to think more deeply about their religion. However, it is important to recognize that the use of music in Islamic da'wah also has its limits and ethical considerations. Some Islamic schools of thought consider music to be haram (forbidden) and state that its use in the context of da'wah can be a source of contention. Therefore, a deep understanding of how music affects emotions in this context must go hand in hand with ethical considerations and religious laws. In addition, the role of music in Islamic da'wah is also related to local culture. Traditional music in various Islamic

cultures can be a means to deliver da'wah messages in a way that is more relevant and acceptable to the local community. This creates richness in Islamic da'wah approaches considering regional cultural and emotional aspects.

In the contemporary situation, social media and video-sharing platforms have enabled Islamic dakwah music to reach a wider and more diverse audience (Karimullah, 2023; Zaini & Ahmad, 2022). Music video clips, nasheed, or religious chants can be easily shared worldwide, creating space for intercultural dialog and exchange of spiritual understanding. Music becomes a bridge that connects Muslims from different parts of the world, allowing them to celebrate their common faith. However, it is important to consider that using music in Islamic da'wah also risks being misused. Too much emphasis on entertainment or commercial elements in dawah music can obscure the religious message and reduce the essence of dawah. Therefore, balancing religious values and artistic aspects in da'wah music is important. In this process, music should remain a means of deepening spiritual understanding and enhancing a sense of religious engagement, not as a means of merely being entertaining or commercial.

In the context of Islamic da'wah, music can also play a role in inspiring positive social change. Music can create awareness of social issues and motivate individuals to participate in actions that promote the well-being of society (Batt-Rawden et al., 2005; MacDonald, 2013). For example, the lyrics of da'wah music can address topics such as social justice, care for people experiencing poverty, or environmental protection. In this way, music triggers emotions and concrete actions to improve social circumstances.

Music in Islamic da'wah also has the potential to be a means of inter-generational dialog. Younger generations often have different musical preferences, and music in the context of da'wah can help bridge the gap between older and younger generations. This creates space for better communication between generations, allowing religious messages to be delivered in a way that is more acceptable to the entire community. In addition, music in Islamic da'wah also reflects the cultural richness and diversity within the Islamic community. Traditional music and musical instruments used in different regions and countries create an artistic and cultural heritage that enriches the Islamic community. This shows that music can be a tool to celebrate cultural and religious identity within a broader framework.

Music in Islamic da'wah also has the potential to address various social issues, such as radicalization, extremism, and gender inequality. The messages in music lyrics can promote peace, tolerance, and equality and invite individuals to go deeper in their understanding of the true religion. This positively impacts preventing misunderstanding of religion and promoting a culture of peace.

The use of music in Islamic da'wah reflects the complexity of the relationship between art and religion. Music effectively celebrates, teaches, and inspires religious values while raising ethical questions and diverse views within the Muslim community. It also reflects the cultural diversity and technological developments that open the door for Islamic da'wah messages to reach a global audience. With a deep understanding, music can continue to be a powerful tool in promoting religious values and peace in an increasingly complex and connected world.

Challenges and Limitations of Using Music in Islamic Da'wah

The use of music in Islamic da'wah has become one of the elements that influence the way religious teachings are delivered while bringing significant benefits. Music has the power to touch the human soul, create profound emotional experiences, and strengthen one's understanding of spiritual values (Ryff, 2021). In the context of da'wah, music can play a role as a medium that connects the messenger and the audience through emotional and intellectual channels. Music can trigger emotions that are relevant to the religious message being conveyed, such as a sense of love for Allah, gratitude for His blessings, or awareness of the importance of doing good. By utilizing the proper harmony and melody, music can strengthen the audience's acceptance of the religious messages contained in da'wah so that the experience of listening to da'wah becomes more meaningful and memorable. However, despite its great potential, the use of music in da'wah also faces significant challenges, both theological and practical, that require attention and wisdom.

One of the main benefits of music in Islamic da'wah is its ability to deepen the audience's understanding of religious teachings. Music accompanied by lyrics that are inspirational, educational, and relevant to Islamic teachings can help audiences understand religious values better. For example, spiritual songs that tell the struggles of the prophets, inspiring stories from Islamic history, or calls to improve morals can be an effective means of instilling these values into the hearts and minds of the audience. Music is not only entertainment but also an educational tool that can convey religious messages creatively and interestingly. In this context, music functions as a medium of communication that is able to bridge the distance between the formal language of religion and the audience's everyday perspective and experience. Through music, Islamic teachings can be conveyed in a more contextual and relevant way so that the audience can more easily understand and internalize these values.

In addition to deepening religious understanding, music in Islamic da'wah also plays a vital role in building religious identity. Music can be a symbol of a Muslim community's collective identity, reflecting their values, beliefs, and culture. In this case, music serves as a tool to strengthen the sense of solidarity and togetherness among fellow Muslims. For example, religious songs that are often sung together in religious events, such as the commemoration of the Prophet's birthday or tabligh akbar, can create a sense of togetherness and brotherhood among participants. Music can also be a means to strengthen religious identity in a multicultural society, where Muslim communities can use music to express their beliefs and values peacefully and inclusively. Thus, music is not only a medium of individual expression but also a tool to build and strengthen collective identity in a religious context.

Music in Islamic da'wah has great potential to promote peace, both within the Muslim community and among different religious and cultural groups. Music, with its universal nature, can bridge differences and create a space for inclusive dialogue (Marjanen, 2021). Songs that contain messages of love, tolerance, and humanity can be an effective means of conveying the peaceful values of Islam to the world. Music can also be used to overcome stereotypes and misconceptions about Islam by showing the compassionate and respectful face of Islam. For example, religious music that conveys universal messages of peace and humanity can appeal to non-Muslim audiences and open up opportunities for interfaith and intercultural dialog. In this case, music serves as a cultural diplomacy tool that can strengthen relations between communities and promote the

peaceful values taught by Islam. However, the use of music in Islamic da'wah is not free from challenges and limitations that need to be considered.

One of the main challenges is the differing views within the Muslim community itself on the use of music in da'wah. There are some Muslim scholars and groups who consider music as something that is not in accordance with Islamic teachings, especially if the music is supposed to distract from worship or contains elements that are not in accordance with religious values (Farahat, 2023; Shafeen et al., 2024). On the other hand, some Muslim scholars and communities see music as a tool that can be used for positive purposes, including in da'wah. These differing views create a diversity of approaches to the use of music in Islamic da'wah, but they are also often a source of conflict within Muslim communities. It is, therefore, essential to develop a more inclusive and balanced understanding of the role of music in da'wah and to find ways to overcome these differences of views through constructive dialogue.

In addition to differences in theological views, another challenge that arises in the use of music in da'wah is the risk of commercialization or distortion of religious messages. In the era of an increasingly competitive entertainment industry, there is a tendency for religious music to be overused for commercial purposes so that the religious message contained in it becomes marginalized or forgotten. For example, the focus on popularity or financial gain from religious music can cause the quality of the religious message to decline or even eliminate the essence of da'wah itself. This has sparked a debate on how to maintain a balance between religious values and artistic aspects in da'wah music. Da'i and music industry players need to be careful that the music used in da'wah not only serves as entertainment but also retains the educational and spiritual values that are at the core of Islamic da'wah.

Another challenge is how to ensure that music in da'wah does not distract the audience from the primary purpose of da'wah, which is to get closer to Allah and understand His teachings. There is a risk that too dominant or excessive use of music may make the audience focus more on the entertainment than on the religious message itself. Therefore, da'i needs to design the use of music in da'wah wisely, ensuring that the musical elements used always support the da'wah message, not replace it. Music should serve as a complement that enhances the da'wah experience, not as the primary purpose of da'wah itself. In this context, it is essential to maintain a balance between the artistic and spiritual aspects of music use so that the da'wah message remains the main focus.

Gender inequality in various aspects of life has become a global concern, including in the realms of art, culture, and religion (Fathony et al., 2024; Karimullah, Ruchiat Nugraha, et al., 2023; Suwarni et al., 2024). In the context of music in Islamic da'wah, this issue is also inseparable from the spotlight, where women's roles are often still limited by prevailing social, cultural, and religious norms. Music, which has excellent potential to be a tool for social and spiritual transformation, should provide equal space for women to contribute. However, in reality, women in music often face structural barriers that prevent them from playing an active role. This raises critical questions about how da'wah, which essentially aims to invite goodness and justice, can be inclusive in providing opportunities for all parties, including women, to voice religious messages through music.

Gender inequality in music in the delivery of da'wah messages not only reflects a problem of representation but also reflects deeper dynamics related to society's views on the role of women in the public sphere. In many cases, women are often limited to supporting roles, while the space to

appear as speakers in da'wah is still very limited. In fact, women have great potential to deliver da'wah messages that are relevant and touch the audience, especially fellow women who may more easily connect emotionally with messages delivered by figures who have similar experiences and perspectives. Women's involvement in da'wah not only enriches the narratives delivered but also expands the reach of da'wah itself by creating more personalized and inclusive relationships. However, the challenge of creating an equitable space for women in da'wah comes not only from restrictive social norms but also from religious interpretations that are sometimes used to justify such restrictions.

Some interpretations tend to restrict women's involvement in the arts, including music, on the grounds of maintaining chastity and moral values. However, these interpretations do not necessarily reflect the overall view of Islam, which essentially upholds equality and justice. In Islamic history, many women have contributed significantly in various fields, including arts and culture (Karimullah, Nugraha, et al., 2023; Karimullah & Aliyah, 2023). This demonstrates that women's involvement in the public sphere does not contradict religious values as long as it is done with the appropriate intentions and means (Insani et al., 2024; Karimullah, 2024). On the other hand, it is essential to understand that economic and political dynamics also influence gender inequality in da'wah in the music industry in general.

Women often face difficulties gaining access to the resources, training, and platforms necessary to thrive in da'wah. This creates a vicious cycle where women's underrepresentation in the da'wah music industry reinforces stereotypes about women's incompetence in this field, which in turn further limits their opportunities. Therefore, creating equitable and inclusive opportunities for women in da'wah music requires not only changes in social norms and religious interpretations but also reforms in the structure of the music industry itself.

In the context of creating equitable and inclusive opportunities for women in music containing Islamic da'wah messages, it is essential to understand that gender justice is not just about providing equal opportunities but also about overcoming the barriers that have historically limited women from contributing. This requires systemic change, both in terms of social norms, music industry policies, and religious interpretations. Allowing more excellent space for women to play a role in da'wah music will not only increase their representation but also enrich the narratives conveyed in da'wah itself. This is in line with Islamic principles that emphasize the importance of justice, equality, and respect for the contributions of every individual, regardless of gender.

In addition to internal challenges within the Muslim community, music in Islamic da'wah also faces external challenges. One challenge is the perception and stigmatization associated with music in a religious context. Music is often identified with popular culture or entertainment in some societies, especially in the West. It can be perceived as something at odds with spirituality or serious religious practice. Integrating music with Islamic da'wah messages in an environment that is not always open to this idea can be difficult. In addition, the legal and regulatory aspects can also be challenging.

Some countries have regulations governing the use of music in religious settings, including licenses or strict restrictions. This can complicate the use of music in Islamic proselytizing, especially in environments with very strict laws regarding music. Technical and production challenges also exist. The use of music in da'wah often requires resources such as recording equipment, studios,

and skilled music producers. This can be a barrier, especially for communities or individuals who lack these resources. In addition, a challenge that may arise is how to maintain an authentic and profound da'wah message in music. Sometimes, to reach a wider audience, religious messages may be watered down or enhanced to make them more "popular." This can obscure the original message and take away from the depth of the religious message in the music.

One important challenge that needs to be addressed is ensuring that music in Islamic da'wah promotes an inclusive and tolerant religious message. Along with growing issues such as extremism and radicalization, there are concerns that music in the context of da'wah can be misused to spread messages that are not in line with the values of peace, diversity, and tolerance (Halwati & Alfi, 2022; Karimullah, Faizin, et al., 2023). Therefore, it is important to have clear ethical guidelines and strict monitoring processes to ensure that da'wah music is not used for harmful or divisive purposes.

Challenges in terms of intellectual property rights also need to be considered. In the increasingly connected and globalized world of da'wah music, the copyright and usage of songs and music must be properly regulated. How artists and music producers are compensated and their rights respected are issues that must be addressed fairly and ethically. Another challenge that needs to be considered is technological change. While technology has enabled proselytized music to reach a wider audience, it has also enabled the dissemination of unsuitable content. Therefore, using technology to supervise and monitor da'wah music content has also become important in minimizing risks.

In addition to the challenges discussed earlier, the use of music in Islamic da'wah is also faced with sensitive issues relating to different cultures and worldviews. Even in the context of da'wah, music is often considered a profound cultural manifestation. Within different communities and social groups, understandings of music can vary widely. Therefore, in using music in da'wah, it is necessary to consider how diverse audiences will receive and understand the music. This issue of cultural diversity and worldview is also related to the language used in da'wah music. In a more global context, much da'wah music uses Arabic or other languages that everyone may not understand. This can be an obstacle in reaching an audience that speaks multiple languages. Therefore, translation and more inclusive language may be necessary to reach a wider audience.

Another challenge in the use of music in Islamic da'wah is regarding the understanding of emotions and the psychological impact they can have. Music has the power to affect human emotions and feelings deeply. Therefore, it is important to understand how music in the context of da'wah can trigger emotional responses in the audience. The influence of music in enhancing audience engagement is based on understanding how musical elements such as melody, harmony, lyrics, and rhythm can create certain feelings.

The music chosen for Islamic da'wah is often designed to evoke awe, compassion, and a sense of peace. It aims to create an emotional bond between the listener and the da'wah message. However, in this context, it is also important to remember that the impact of music on emotions is not always positive. Some types of da'wah music may also create feelings of anger, guilt, or tension in the audience. Therefore, choosing music wisely and understanding the intended audience is important to keep the da'wah message effective.

In continuing the discussion on the influence of music in increasing audience engagement, it is also important to consider the use of visual media often associated with music in the context of da'wah. Music videos or visualizations that accompany music can have a powerful impact on

audiences. Well-crafted visualizations can reinforce the da'wah message, make it easier to understand and be more engaging for the audience. However, the challenge in using visual media is balancing the visual elements and the religious message being conveyed.

Too many dramatic or entertaining visual elements may distract from the core message, while too few visual elements may make the message feel boring. Therefore, using visual media in da'wah music requires careful thought and planning. In addition, music in da'wah is often used to address social and contemporary issues. This can include peace, tolerance, social justice, or environmental concerns (Karimullah, Said, et al., 2023). Dawah musicians often act as social narrators, trying to inspire positive change through their music. In this context, the influence of music is not only limited to emotional and cognitive responses but also to concrete actions taken by the audience.

In a constantly changing and increasingly connected era, it is important to identify contemporary trends and issues relevant to the audience. Da'wah musicians must keep in touch with societal events and issues to keep their messages relevant and effective. In this regard, social media and online platforms can be powerful tools to reach audiences quickly and efficiently. It is also important to address ethical issues in da'wah music. Openness to feedback and constructive criticism is important in developing ethical da'wah music. Ensuring that da'wah music does not violate Islamic values and ethics is an important responsibility of the artists and music producers. In facing this challenge, the da'wah music community needs to continue to innovate and develop strategies relevant to society and technology development.

Cooperation with Islamic scholars and scholars can also help in ensuring that da'wah messages in music remain in line with religious teachings. In addition, education and training for dawah music artists is important. This can help them better understand religious values and how to integrate them into their musical works properly. With awareness and commitment to these challenges, music can remain an effective tool in spreading the message of Islam and keeping audiences engaged in an ever-changing era.

Conclusion

Music in Islamic da'wah is not just a means of conveying messages but has the potential to be a catalyst for change that can shake up traditional perspectives on da'wah itself. With its power to stir emotions, inspire reflection, and build deep spiritual connections, music can take religious messages out of exclusive spaces and reach a broader and more diverse audience. Music in Islamic da'wah can revolutionize the way Islam is understood, making it more inclusive, dynamic, and relevant in a modern era of challenges and rapid change. In a global context, music can break down cultural barriers, bring the universal values of Islam to the world stage, and become a tool of spiritual diplomacy capable of touching the hearts of people without having to speak the same language.

Music in Islamic da'wah can no longer be trapped within the confines of rigid traditions or conservative views that often hinder creativity and inclusivity. Challenges such as gender inequality must be addressed by giving women equal space to contribute and lead, creating a richer da'wah narrative that touches all levels of society. Similarly, debates on the ethics of music in Islam must be balanced with open and progressive dialog, involving artists and Islamic scholars to create guidelines that are relevant to the times without losing their spiritual roots. On the other hand, interdisciplinary collaboration should be strengthened to overcome economic, technological, and

regulatory constraints that limit the potential of da'wah music. With a bigger vision and the courage to step out of the comfort zone, music in Islamic da'wah is not just a medium. Still, it can become a global movement that reflects Islam as a religion that is transformative, compassionate, and in harmony with humanity amid the dynamics of the modern world.

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