Transformation of the Da'wah Strategy of the NIDA Institute of Pesantren Mudi Mesra Aceh in facing the Digitalisation Era

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Abstract

Purpose – The purpose of this research is to review the transformation of Islamic da'wah strategies in the digitalization era, especially the da'wah strategies implemented by the NIDA Institute of Pesantren Mudi Mesra Aceh.

Method – This research is field research. This research aims to analyze the phenomenon and dynamics of da'wah activities carried out by the NIDA Institute of Pesantren Mudi Mesra Aceh in the community. The type of research used is qualitative research. The data collection technique was carried out using the interview method with the manager of the NIDA Institute of Pesantren Mudi Mesra Aceh. The research data was analyzed using qualitative data analysis techniques.

Results – This research highlights the challenges faced by Islamic da'wah institutions in the digital era, such as the use of technology by the younger generation, ideological polarisation, and limited financial resources, as well as the solutions applied by the NIDA Institute of Pesantren Mudi Mesra Aceh in facing these challenges.

Implications – NIDA Mudi Mesra Aceh, as a forum for the *da'i* community of students of Islamic boarding school, adjusted their da'wah approach by utilizing social media such as Facebook, Instagram, and Twitter. They also adopt online programs such as webinars, podcasts, and online courses to reach a wider audience. In addition, NIDA Mudi Mesra Aceh is active in organizing humanitarian activities, providing assistance to communities in need, and nurturing the younger generation through leadership training programs.

Originality/Value – This research is the first study to examine the transformation of the digital da'wah strategy of the NIDA Institute of Pesantren Mudi Mesra Aceh.

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Abstrak

Tujuan - Tujuan dari penelitian ini adalah untuk meninjau transformasi strategi dakwah Islam di era digitalisasi, khususnya strategi dakwah yang diterapkan oleh Institut NIDA Pesantren Mudi Mesra Aceh.

Metode - Penelitian ini adalah penelitian lapangan. Penelitian ini bertujuan untuk menganalisis fenomena dan dinamika kegiatan dakwah yang dilakukan oleh Institut NIDA Pesantren Mudi Mesra Aceh di masyarakat. Jenis penelitian yang digunakan adalah penelitian kualitatif. Teknik pengumpulan data dilakukan dengan metode wawancara dengan manajer Institut NIDA Pesantren Mudi Mesra Aceh. Data penelitian dianalisis dengan teknik analisis data kualitatif.

Hasil - Penelitian ini menyoroti tantangan yang dihadapi lembaga dakwah Islam di era digital, seperti penggunaan teknologi oleh generasi muda, polarisasi ideologis, dan sumber daya keuangan yang terbatas, serta solusi yang diterapkan oleh Institut NIDA Pesantren Mudi Mesra Aceh dalam menghadapi tantangan ini.

Implikasi - NIDA Mudi Mesra Aceh, sebagai tempat bagi komunitas da'i dari siswa pesantren, menyesuaikan pendekatan dakwah mereka dengan memanfaatkan media sosial seperti Facebook, Instagram, dan Twitter. Mereka juga mengadopsi program online seperti webinar, podcast, dan kursus online untuk menjangkau audiens lebih luas. Selain itu, NIDA Mudi Mesra Aceh aktif dalam mengorganisir kegiatan kemanusiaan, memberikan bantuan kepada masyarakat yang membutuhkan, dan membimbing generasi muda melalui program pelatihan kepemimpinan.

Orisinalitas/Nilai - Penelitian ini merupakan studi pertama yang meneliti transformasi strategi dakwah digital dari Institut NIDA Pesantren Mudi Mesra Aceh.

Introduction

Da'wah, as one of the important elements in the spread of Islamic teachings, has undergone a significant transformation along with the development of digital technology. Da'wah is a communication carried out with high confidence in His creator, and it aims to invite goodness, fulfill the provisions of Allah, and get His pleasure both in the family environment and the wider community. (Syobah et al., 2023) (Hamid, S., & Way, 2017). In the social realm, da'wah is not only an effort to increase understanding in terms of religion and lifestyle but also the practice of Islamic teachings in all aspects of life. Changes in the lifestyles and communication preferences of people, especially the younger generation, have prompted Dawah organizations to adapt their approaches to remain relevant and effective in reaching a wider audience. (Ummah, 2022). The NIDA Institute of Pesantren Mudi Mesra Aceh, as a forum for the dai community of Pesantren Mudi Mesra Aceh students, is faced with new challenges and opportunities in spreading Islamic da'wah in this digital era.

Da'wah activities always have to evolve in accordance with the times and the needs of a society that cannot be separated from technology. The shift in consumer behavior towards using digital platforms as the main source of information and social interaction raises awareness for da'wah organizations to adapt their strategies. (Wahyu Budiantoro, 2016). The younger generation tends to spend more time on social media than traditional media such as television or newspapers. Therefore, active presence and engagement in digital platforms are crucial to the success of da'wah today. The changes that occur today make every da'wah organization aware of the need to foster and prepare the best da'wah strategy to adapt to the community environment.

The shareable and accessible nature of digital content allows da'wah messages to spread faster and wider than ever before. However, this also opens the door for unverified or inaccurate content to spread quickly (Hoque, M. R., & Sorwar, 2017). The reality that occurs in the field is that so many preachers or preachers utilize technology to convey the content of their preaching to the public without being filled with qualified knowledge and religious guidelines. (Ariani, 2014). Therefore, da'wah organizations such as Lembaga NIDA Pesantren Mudi Mesra Aceh need to develop strategies to ensure that Islamic messages disseminated in the digital space are in accordance with the correct teachings and provide positive benefits to viewers.

The presence of da'wah media in the digital era is a necessity and a sine qua noncondition, especially for preachers and da'wah practitioners. Mediatisation of da'wah, in this case, is a da'wah activity that uses social and digital media facilities as a medium of da'wah (washilah dakwah). (Marzuki, 2020). Dai is expected to be able to use effective media to convey messages to listeners. However, this da'wah mediation still has several obstacles and problems. One of them is that preaching through social media is very different from preaching directly or in conventional media. Not only the ability to understand the media tools needed but also being able to dynamize social media as a medium of da'wah amidst the onslaught of other media. (Rashid, A., & Abdul, 2020).

NIDA Pesantren Mudi Mesra Aceh has embraced this change by integrating digital strategies into its da'wah initiatives. They utilize social media such as Facebook, Instagram, and Twitter to interact with their audience and disseminate religious content. NIDA Pesantren Mudi Mesra Aceh has adopted digital strategies to reach a wider audience and achieve rapid spiritual growth in the community.

The development of da'wah patterns in the realm of media as a form of technological progress is also a challenge for da'i. When the community is a backward, illiterate, and not technologically savvy society, preachers must be able to find the best strategy in every da'wah activity, as well as da'wah material that is in accordance with the lives of listeners or the people who live. This requires preachers to have expertise and understanding of qualified religious knowledge and good social skills so that the task of conveying religious treatises can be carried out in an orderly and continuous manner. (Yusuf, 2019; Mudhofi & Karim, 2024).

With changes in the way people acquire knowledge and interact, there is a need to understand how best to reach and engage demographically and culturally diverse audiences. An effective da'wah strategy in the digital age must be able to tailor Islamic messages to the needs and interests of different groups in society (Riyadi & Karim, 2023; Karim et al, 2021). However, because of the ease of technology, it does not eliminate the value of da'wah and the cultivation of traditional knowledge that has been inherent and rooted among the community, including rural or border communities that are generally not too fixated on technology and even still hold tightly to local customs.

This research entitled "*Transformation of the Da'wah Strategy of the NIDA Institute of Pesantren Mudi Mesra Aceh in Facing the Digitalisation Era*" presents a new exploration of how traditional Islamic educational institutions adapt to the digital era. This research examines the strategic transformation of da'wah carried out by the NIDA Institute at Pesantren Mudi Mesra Aceh by highlighting innovative approaches to integrating digital tools and platforms. The research provides valuable insights into evolving methods of da'wah and religious propagation, as well as how traditional pesantren can maintain their relevance and effectiveness in preaching in an increasingly digitalized world. By focusing on a unique case and institution, Pesantren Mudi Mesra, this research contributes to a deeper understanding of the intersection between technology and religious practice in Acehnese society in particular and Indonesian society in general.

Research on the da'wah strategy implemented by the NIDA Institute of Pesantren Mudi Mesra Aceh in the context of digital transformation is very relevant and important. This study aims to understand in depth how this da'wah institution, through its community of da'i and students, faces and utilizes the challenges and opportunities offered by the digital era. The digital era has had a significant impact on the way Islamic teachings are disseminated in society, from the use of social media to mobile applications, which allow da'wah messages to reach a wider audience quickly and effectively.

NIDA Pesantren Mudi Mesra Aceh not only adapts to these technological changes but also utilizes them as strategic tools to increase the accessibility and relevance of da'wah. The center, under the auspices of this institution, plays a key role in navigating the complexities of the digital era, where they are not only recipients of da'wah messages but also active agents in disseminating them to the community through various digital platforms. (Surbakti et al., 2023); (Budiantoro & Saputri, 2021); (Wahyu Budiantoro, 2016). This research will explore more deeply how the interaction between Santri and digital technology forms new dynamics in the formation of religious understanding and religious identity among young Muslims in Aceh.

The study of the transformation of the da'wah strategy of Lembaga NIDA Pesantren Mudi Mesra Aceh in the digital era also has broad implications in Aceh's social and cultural context. By understanding how da'wah through digital media affects religious perceptions and practices in

society, this research can provide valuable insights for the development of public policy as well as the management of future da'wah institutions. In addition, this research can provide practical guidance for other da'wah institutions in optimizing the potential of digital media to increase the effectiveness and social impact of Islamic da'wah in Indonesia.

Research Methods

This research is field research, so all the results of the data obtained are based on facts and data that occur in the field. (Sugiyono, 2010). This research aims to analyze the phenomenon and dynamics of da'wah activities carried out by the NIDA Institute of Pesantren Mudi Mesra Aceh in the community. The type of research used is qualitative research, which produces a discovery that cannot be found using statistical or quantification procedures. (Jahja, 2023). Qualitative research also emphasizes the most important thing about an event or social symptom (Tabrani, 2001). (Tabrani, 2001).

The data collection technique was carried out using a focused interview method for three months, from February 2024 to April 2024. The main focus of the research in the three months was because the peak of the NIDA Institute's da'wah activities took place before and during Ramadan fasting in preparation. Interviews were conducted with four key informants as managers of the NIDA Institute of Pesantren Mudi Mesra Aceh, namely Tgk. Mustafa Al-Bayuni, Tgk. H. Muhammad Iqbal Jalil, Tgk. Akhy Munawir, Tgk. Muhammad Khaled, and Tgk. Salamuddin AY. The four people were determined to be informants because they are caregivers who are directly involved in da'wah activities in the community. In addition to interviews, observation techniques are also used to transform Islamic da'wah strategies preached by the NIDA Institute of Pesantren Mudi Mesra Aceh in the current digital era. After the data is collected, the researcher will verify the data that is considered important in the qualitative data analysis method to obtain information and understanding in-depth, comprehensive, and integrated. The steps taken are to reduce the data optimally and then proceed with presenting the data in detail so that the results of this study can be concluded.

Results and Discussion

Definition of Da'wah and Transformation of Islamic Values

Dakwah linguistically comes from Arabic, namely from the word da'a-yad'u, which means exclamation, invitation, call, appeal, and request. In the verses of the Quran, the meaning of da'wah is also quite diverse (Hasan, 2013). Allah's Word in Surah Yusuf verse 33, there is the word da'wah, which means inviting to evil. In Surah Yunus verse 25, the word da'wah is mentioned in the meaning of inviting to goodness. So, some experts and scholars have different opinions on the meaning of da'wah itself. According to Shaykh Ali Mahfudz, da'wah is to motivate and encourage people to do good, do amar ma'ruf nahi mungkar, and follow the instructions to get happiness in the world and the hereafter. (Basit, 2013). Imam Al-Gazali provides a definition of da'wah as a complementary program that includes all the knowledge needed by humans to get an explanation of the purpose of life and distinguish between what is Haq and what is basil. (Mubiddin, 2002).

The opinion of Taufik Al-Wa'i is that da'wah is an invitation to worship Allah by saying two sentences of shahada and following the provisions that Allah stipulates on earth in both actions and

words, with the aim of obtaining happiness in the world and the hereafter and getting His pleasure in. (Basit, 2013). Meanwhile, according to M. Natsir, da'wah is an effort made in the appeal and delivery of Islamic concepts about the view of human life in the world, including the commandment of amar ma'ruf nahi munkar with various media and methods allowed in religion and guiding its experience in the life of society and the state. (Munir, 2008). Through some understanding of da'wah, it can be concluded that da'wah is an activity or process of inviting to broadcasting the teachings of God to the rules, guidelines, and instructions taught by the Prophet Muhammad Saw, which aims to get happiness in the world and the hereafter.

In doing da'wah, preachers or da'wah practitioners really need da'wah instruments to complement and help broadcast da'wah. At the beginning of the spread of Islam, the Prophet and his companions carried out da'wah activities with very limited instruments, which only focused on da'wah by word of mouth and good deeds and examples, coupled with media dissemination through letters. Afterward about a century after that, it began to be added by using the media of poets and the writings of scholars. Until now, progress in the field of knowledge and technology has been very rapid, but it cannot be denied that the negative influences obtained also grow and have an impact on da'wah. (Farihah, 2013).

While the word transformation is a form of change (form, function, nature), transformation is a change into something different but still has the same values. Transformation can be concluded as a process of total transfer from the initial form to a new form, which must be undergone gradually but has the same surface structure and function. (Mandey, 2011). There are several factors that cause transformation, namely changes in lifestyle, the influence of other cultures, changes in the structure of society, and the emergence of new technologies and discoveries about humans and their environment. The need for self-identity makes people just want to be known and famous in their environment. The influence of new technology causes the desire to follow fashion; in the process, technically usable goods are forced to be replaced to keep up with the times. (Oktora, 2014).

The transformation has the characteristics of difference; historically, the transformation process always describes the occurrence of periodic and historical differences; there is a plan or concept that is the basis for differences in the transformation process. (Dewi, 2012). The transformation process can be described as a change that occurs slowly and unpredictably when it starts and when the process will end, sustainable and comprehensive; changes that occur have a close relationship with existing norms in society. (Oktora, 2014).

Therefore, the transformation of Islamic da'wah strategy is a process of changing the face and strategy of Islamic da'wah from old methods to new methods but does not eliminate the existence and face of Islam that has long been attached as an effort to improve the teaching patterns and mindset of the Islamic generation in every different era. In the process, changes need to be made to adapt technological developments to better methods of preaching. The goal to be achieved is how to strengthen Islamic behavior by conveying Islamic knowledge to increase knowledge and make religious behavior better.

History of the NIDA Institute of Pesantren Mudi Mesra Aceh and Its Existence in Islamic Da'wah

The beginning of the birth of the NIDA Institute of Pesantren Mudi Mesra Aceh in 2008 was spearheaded by the board of teachers of Pesantren Mudi Mesra Aceh, namely Tgk. Sulaiman Langkawe and Tgk. Karimuddin Matangkuli had the full support of Mr Muhammad Nazar, who was the deputy governor at that time. The pioneers wanted an organisational forum for students of Pesantren Mudi Mesra and students from STAI Al-Aziziyah (now it has become UNISAI) to take part in preaching and broadcasting Islamic law to all levels of society, so the HAMAS organization was formed (Inter-Student and Santri Association) which became the forerunner of the formation of the NIDA Institute in the future (Interview NIDA Institute Manager Pesantren Mudi Mesra Aceh Tgk. Akhy Munawir).

HAMAS's program from the beginning of the organization's formation has been to preach and engage with communities in rural and border areas, most of which are in a state of limited media, technology, region, and knowledge. Starting from the interior of Aceh until now it has spread to several provinces in Indonesia, such as Sabang Island, North Sumatra, Jambi, Riau Islands, Bangka Belitung, Jakarta, Madura, Kalimantan, Bali, and several regions in Indonesia. (Tadha, 2022).

HAMAS Mudi Mesra Aceh began to vacuum in early 2019 due to the COVID-19 outbreak that hit Indonesia until 2022. HAMAS was vacuumed due to regulations from the Indonesian government that did not give permission for any organization to hold activities that were gatherings or enlivened the place. After a long vacuum, HAMAS Mudi began to return to its usual da'wah activities. However, during the grand deliberation held in 2021, the entire board of teachers, along with the water of the Pesantren, planned to change the name of HAMAS to a name that was more familiar with da'wah due to the close similarity of the name HAMAS in Mudi Mesra Aceh with the naming of HAMAS in Palestine. Referring to this, with various name proposals submitted, finally came the name of the dai community abbreviated as Lembaga NIDA Pesantren Mudi Mesra Aceh Mesra Samalanga (Interview of the Management of Lembaga NIDA Pesantren Mudi Mesra Aceh Tgk. Mustafa Al-Bayuni).

With a new name and spirit, the NIDA Institute of Pesantren Mudi Mesra Aceh continues the program that was previously constrained due to covid-19. Activities carried out start from the struggle for da'wah, which must be conveyed to all levels of society so that there is no understanding that Islam only sees people who are in developed areas while in areas where, in fact, they still do not get adequate facilities, there are no significant da'wah activities in the area. If truth is not well organized, it will be destroyed by well-organized falsehood. This is the foundation that is instilled for all students who are devoted under the NIDA Pesantren Mudi Mesra Aceh Institute to keep the da'wah container that has been built strong and maintained so that it is not destroyed and damaged by the times.

This potential continues to be built by NIDA as an effort to provide opportunities for students to be active in preaching through the guidance of the knowledge they have learned. The concentration of da'wah and da'wah activities that are always carried out also provides benefits for students to be ready when they enter the community. Santri will be fostered not to be rigid and accustomed to behaving with good morals and guidelines when dealing with all levels of society. This is a reflection of the da'wah of the Prophet Muhammad, his companions, and previous scholars who spread Islam through the da'wah method to their areas directly.

Seeing the economic inequality of the community to send their children to pesantren or take their children to a place of majelis ta'lim which is quite far from the area, the NIDA Pesantren Mudi Mesra Aceh Institute received a fairly good response from people who were a little far from the information centre and even economically disadvantaged. The NIDA Institute of Pesantren Mudi Mesra Aceh is not only just bersilaturrahmi and sharing knowledge with the community; NIDA is also active in contributing to social programs such as building village needs, helping aid in the midst of victims who have been hit by disasters, providing compensation and assistance for the people who are needed, making the NIDA Institute of Pesantren Mudi Mesra Aceh not only in a position to spread Islamic preaching but also embodying humanitarian values in religious teachings (Interview of the Management of the NIDA Institute of Pesantren Mudi Mesra Aceh Tgk. H. Muhammad Iqbal Jalil).

Debriefing for converts is also a special program for NIDA in the midst of the proliferation of people who want to convert to Islam or have just converted to Islam but do not understand religion properly, nor have they received complete worship guidelines. With all the limitations that are owned, it does not undermine the steps of the santri of the NIDA Pesantren Mudi Mesra Aceh to guide converts who are in remote areas. In addition, Lembaga NIDA Pesantren Mudi Mesra Aceh is also active in spreading da'wah through mass media and public activities. They use modern technology to reach a wider audience through radio, YouTube, Instagram, and other means. This helps them to reach a larger community and provide a better understanding of Islam (Interview NIDA Board Member of Pesantren Mudi Mesra Aceh Tgk. Akhy Munawir).

Guidance for the younger generation is also a program that is intensified by the NIDA Institute of Pesantren Mudi Mesra Aceh with the aim of becoming future leaders who are trustworthy and noble. They hold leadership training and character development programmes attended by santri and also other trainees from outside the pesantren. This aims to produce qualified Islamic cadres who are able to contribute positively to society and the nation.

NIDA Pesantren Mudi Mesra Aceh has a strong commitment to fostering the younger generation, which is manifested through various programs aimed at producing future leaders who are trustworthy and noble. One of their flagship programs is the leadership training and character development. This program is not only attended by students who live in the pesantren but is also open to participants from outside the pesantren so that the benefits can be felt more widely by the community.

Through the leadership training program, participants are encouraged to develop effective management, communication, and decision-making skills. They are taught to understand the basic principles of leadership based on Islamic values, such as honesty, responsibility, and justice. (Sukatin, Andri Astuti, 2022). Thus, the program aims to produce Islamic cadres who are not only intellectually competent but also have high moral integrity. (Usman, 2015).

Besides focusing on the leadership aspect, NIDA Institute also pays great attention to character development. Participants are encouraged to explore and strengthen positive values within themselves, such as patience, sincerity, and empathy. (Fitri, 2017). This activity is designed to shape individuals who are not only intelligent, but also have a strong personality and are able to contribute positively to social life.

With these efforts, NIDA Pesantren Mudi Mesra Aceh hopes to create quality young people who are ready to play an active role in community and nation building. They want to ensure that the future leaders born from this programme are trustworthy, have a clear vision, and are able to bring about positive changes in their environment. (Rasyid, 2015). This program is a real step in supporting the formation of a better society with young people who are noble and have reliable leadership capacity. (Febrianshari, 2018).

Transformation and Challenges of the Da'wah Strategy of the NIDA Institute of Pesantren Mudi Mesra Aceh

From 2008 to 2024, Lembaga NIDA Pesantren Mudi Mesra Aceh has undergone a significant transformation in its approach and methods of Islamic da'wah. This transformation is reflected in the various programs and activities implemented by this organisation during this period. NIDA Pesantren Mudi Mesra Aceh began to adjust to the rapid development of information and communication technology, so da'wah communication also experienced significant changes. At first, da'wah was limited to lectures, recitations and direct activities in the community. They increased their activeness on social media by utilising platforms such as Facebook, Instagram, and Twitter to spread Islamic da'wah messages to a wider audience. This allows them to connect with the younger generation, which is more active in the digital world (Interview of NIDA Board Member of Pesantren Mudi Mesra Aceh Tgk. Akhy Munawir).

NIDA Pesantren Mudi Mesra Aceh has also started to expand its da'wah scope through online programmes, such as webinars, podcasts, and online courses. This allows them to reach audiences located in various geographical locations without the limitations of time and space. These online programmes also help NIDA Pesantren Mudi Mesra Aceh to stay relevant to the growing trends and needs of the community. NIDA Pesantren Mudi Mesra Aceh strengthens its efforts in educating the younger generation through innovative educational programs. They develop a more contextualized curriculum and blend religious education with practical learning that is relevant to the needs of modern society. These programs include leadership training, social skills, and character development (Interview NIDA Pesantren Mudi Mesra Aceh Administrator Tgk. Salamuddin AY).

NIDA Pesantren Mudi Mesra Aceh continues to be active in organising humanitarian and social programmes. They provide assistance to victims of natural disasters, the poor, and people in need, as well as continuing to provide religious services in areas that are religiously illiterate or lack education about religion such as rural communities and converts. Their involvement in these humanitarian activities is not only an implementation of Islamic values, but also an effort to strengthen social connectedness and human solidarity. Along with this transformation, Lembaga NIDA Pesantren Mudi Mesra Aceh also continues to strengthen the capacity and quality of its cadres. They provide regular trainings for their da'i and dakwah activists to improve their competence in delivering Islamic messages effectively and relevantly. (Idris, 2023).

NIDA Pesantren Mudi Mesra Aceh also continues to develop new strategies in disseminating Islamic da'wah messages. They utilise various new media and technologies, such as mobile applications, video streaming, and multimedia content, to reach a wider audience and strengthen the impact of their da'wah. They are addressing the problems faced by the community, which at first could only be obtained directly through recitations in the majelis, until now it has begun to open

questions on social media (Interview with the Management of the NIDA Institute of Pesantren Mudi Mesra Aceh Tgk. Muhammad Khaled).

Based on the interview results, it can be understood that the NIDA Institute of Pesantren Mudi Mesra Aceh continues to innovate in disseminating Islamic da'wah messages by utilising modern technology. They have adopted various new media such as mobile applications, video streaming, and multimedia content as a means to reach a wider audience and increase the impact of their da'wah. This utilisation of technology is not only a tool to disseminate information, but also a response to the challenges of the times that require religious messages to be accessed more easily and quickly. (Dyah Apriliani et al., 2022).

In the past, da'wah messages were often only accessible through direct recitation at religious assemblies or community gatherings. However, with the development of information and communication technology, especially through social media platforms, NIDA Agencies have been able to overcome these limitations. They not only disseminate live religious lectures and teachings, but also utilise online interactions to answer questions and solve problems that people face on a daily basis.

The use of mobile applications and video streaming platforms allows NIDA Institutes to provide a more interactive learning experience that can be accessed anytime and anywhere by users. This not only facilitates access to religious knowledge, but also extends the reach of their da'wah beyond the geographical boundaries of the pesantren and local community. (Ferdiansyah, 2020); (Shamad, 2017). Thus, Lembaga NIDA Pesantren Mudi Mesra Aceh not only maintains the relevance of da'wah in this era of digitalisation, but also strengthens its position as a leading centre of knowledge and spiritual guidance within its community.

Every activity carried out certainly goes through a considerable process and challenge in a digital era that is increasingly sophisticated and makes it easier for humans in all their activities. Some of the challenges faced by the NIDA Institute of Pesantren Mudi Mesra Aceh in preaching include:

1. Young Generation's Use of Technology: The younger generation is currently the main user of digital technology, including social media and other online platforms. While these technologies provide unlimited access to information, they also pose a risk of moral decline and loss of religious values. Therefore, da'wah in the digital age needs to adapt its strategies to reach the younger generation in the places they actively visit.
2. Ethics and Safety Guidelines: Amid the proliferation of digital content, especially on social media, the risk of misinformation and misuse of technology is a real problem. Islamic Da'wah in the digital age needs to observe strict ethical guidelines and ensure the security of the information being disseminated so that it is not misused or misunderstood.
3. Polarisation and Ideological Conflict: The digital world is often a place where ideological conflict and societal polarisation thrive. Islamic Da'wah must meet this challenge by providing messages that encourage interfaith dialogue, tolerance and understanding, while remaining firmly grounded in pure Islamic values.
4. Speed of Technological Change: The rapid development of digital technology requires da'wah organisations to keep abreast of these developments so as not to be left behind

in spreading religious messages. Readiness and flexibility in adopting new technology is the key to success in Islamic da'wah in the digital era.

5. Limited Access to Education and Information for Disadvantaged Communities: Underdeveloped or rural areas often face limited access to formal education and information related to religious knowledge. This can hinder NIDA Pesantren Mudi Mesra Aceh in its efforts to spread the message of Islamic propagation.

6. Limited Financial Resources: So far, the NIDA Institute of Pesantren Mudi Mesra Aceh has been assisted by donors from all walks of life, but the ability of financial resources from NIDA itself has always been constrained in carrying out da'wah activities, especially those in rural areas. The cost of transport, accommodation, and other logistics can be a heavy burden for students and preachers from NIDA (Interview of the Management of the NIDA Institute of Pesantren Mudi Mesra Aceh Tgk. Muhammad Khaled).

Of all the challenges faced, there are several solutions carried out by the NIDA Pesantren Mudi Mesra Aceh Institution so far, namely:

1. Wise Use of Technology: The NIDA Institute of Pesantren Mudi Mesra Aceh began to provide training to the younger generation on the wise and responsible use of technology. This is done through training programmes or workshops involving da'wah practitioners and technology experts.

2. Quality Content Development: NIDA Pesantren Mudi Mesra Aceh also focuses on creating informative, educative, and inspirational da'wah content. The content has been adapted to Islamic values and can inspire the younger generation to live a more meaningful life.

3. Use of Filters and Verification: In view of the proliferation of sites that are damaging to future generations, Lembaga NIDA Pesantren Mudi Mesra Aceh ensures that content disseminated through social media and online platforms is verified and does not violate Islamic ethical principles. The use of filters and verification can help in avoiding the spread of false and harmful information.

4. Use of Technology in Education: NIDA Pesantren Mudi Mesra Aceh utilises technology to provide people in disadvantaged areas access to religious education and information. This is done through the creation of digital platforms or applications that provide religious education content for free or at an affordable cost.

5. Collaboration and Fundraising: The financial difficulties faced by NIDA are always addressed by raising funds from various sources, including donors and financial institutions, to support Islamic da'wah activities. Collaboration with other institutions that share the same vision and mission is also very helpful in expanding the reach of da'wah and overcoming the limitations of financial resources (Interview of NIDA Board Member of Pesantren Mudi Mesra Aceh Tgk. Muhammad Khaled).

By effectively implementing the above solutions, it is hoped that Islamic da'wah can remain relevant and competitive in facing the challenges of this digital era.

Conclusion

The transformation of Islamic preaching faced by the NIDA Institute of Pesantren Mudi Mesra Aceh shows significant differences from the beginning of its establishment until now. The challenges faced are also quite diverse. Lembaga NIDA Pesantren Mudi Mesra Aceh conducts

various da'wah activities, including traditional forms and adaptations to modern communication technology through social media, online programmes, and multimedia content. The organisation also engages in humanitarian and social initiatives to spread the teachings of Islam and embody humanitarian values. This research highlights the challenges faced by Lembaga NIDA Pesantren Mudi Mesra Aceh in the digital era, such as online communication ethics and security, ideological conflicts, and access to education and information in remote areas. However, the organisation has responded to these challenges with responsible use of technology, content quality control, and collaboration for financial support. Overall, Lembaga NIDA Pesantren Mudi Mesra Aceh responds to the changing landscape of Islamic da'wah by integrating traditional methods and modern approaches to reach diverse audiences and address contemporary challenges.

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