

Analyzing big data of da'wah manuscripts based on Dimensions: Mapping research on da'wah on social media

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Abstract

Purpose – This study aimed to explore big data analysis on social media da'wah manuscripts to understand and gain deeper insights into the phenomenon of da'wah in the digital era.

Method – Using the big data analysis method, this study describes the main trends, interaction patterns, and impact of da'wah-themed texts on social media. Data was collected from the Dimension indexer as it is one of the platforms recognized by Arjuna (a national journal accreditation agency), and it is able to identify the most discussed and cited articles as well as other interaction analyses.

Result – This big data analysis provides a deep understanding of the dynamics of the study of da'wah on social media. This allows us to see how da'wah messages on social media are adapted, accepted, and used by society in a digital context.

Implication – This article details the implications of big data analysis findings for developing da'wah studies in social media. It presents potential future research directions to enrich our understanding of the dynamics of da'wah in the digital age.

Originality/Value – This article makes a new contribution by examining extensive data from da'wah manuscripts through the Dimensions platform to track da'wah research on social media. This study stands out for its fresh method of merging big data analysis with Dimensions-indexed data, an area that has not been thoroughly investigated.



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Kata kunci:

Dakwah di Media Sosial, analisis bibliometrik, naskah dakwah, analisis konten, era digital.

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Abstrak

Tujuan – Tujuan dari penelitian ini adalah untuk mengeksplorasi analisis big data pada naskah dakwah di media sosial sebagai sarana untuk memahami dan mendapatkan wawasan yang lebih dalam tentang fenomena dakwah di era digital.

Metode – Dengan menggunakan metode analisis big data, penelitian ini mendeskripsikan tren utama, pola interaksi, dan dampak dari teks-teks bertema dakwah di media sosial. Data dikumpulkan dari pengindeks Dimensions karena merupakan salah satu platform yang diakui oleh Arjuna (lembaga akreditasi jurnal nasional), dan mampu mengidentifikasi artikel yang paling banyak dibicarakan, paling banyak dikutip, serta analisis interaksi lainnya.

Hasil – Hasil dari analisis big data ini memberikan pemahaman yang mendalam tentang dinamika studi dakwah di media sosial, yang memungkinkan kita untuk melihat bagaimana pesan-pesan dakwah di media sosial diadaptasi, diterima, dan digunakan oleh masyarakat dalam konteks digital.

Implikasi – Artikel ini merinci implikasi dari temuan analisis big data untuk pengembangan studi dakwah di media sosial dan menyajikan potensi arah penelitian di masa depan untuk memperkaya pemahaman kita tentang dinamika dakwah di era digital.

Orisinalitas/Nilai – Artikel ini memberikan kontribusi baru dengan mengkaji data ekstensif dari naskah dakwah melalui platform Dimensions untuk melacak penelitian dakwah di media sosial. Penelitian ini menonjol karena menggunakan metode optimum dalam menggabungkan analisis data besar dengan data yang diindeks oleh Dimensions.

Introduction

In the era of globalization and the advancement of information technology, social media has become a primary platform for various activities. One interesting phenomenon arising from this dynamic is the dissemination of da'wah (Islamic preaching) on social media. Da'wah on social media has become a phenomenon that attracts the attention of many parties (Masri et al., 2022; Mutia, 2022), creating a highly dynamic digital footprint. With the increasing public engagement on various social media platforms, da'wah manuscripts have become vital in conveying religious messages and moral values (Junaidi, 2020; Tahir et al., 2020; Riyadi & Karim, 2023).

In dealing with da'wah's complexity and extensive digital footprint, big data analysis emerges as an essential tool for uncovering structures and patterns in the digital space. Big data, with its ability to process large and varied volumes of data (Conrow et al., 2023; SK & Aji S, 2023; Wiltshire & Alvanides, 2022), opens the door to a deeper understanding of how da'wah messages are conveyed, received, and reflected in social media dynamics. Big data analysis of da'wah manuscripts on social media not only seeks the presence of religious messages but also details their impact on developing thought and behavior among da'wah researchers. Furthermore, bibliometrics, as a quantitative analysis method of scientific literature, can be used to create a picture of the development and impact of da'wah on social media. Bibliometrics allows us to see the trends in da'wah development on social media from a quantitative perspective (Merigó et al., 2015). Analyzing the number of articles, research, and scientific publications related to da'wah on social media can provide insights into how significant the role of social media is in spreading religious values. This analysis can reflect the interest and focus of researchers in exploring the potential of da'wah in the digital world.

Bibliometrics provides information on how frequently a topic is discussed and can also reveal its impact. By measuring citations, we can assess how much writings or da'wah materials on social media contribute to the development of thought and their influence on society. This analysis can provide insights into how effective da'wah on social media shapes public opinion and behavior. Bibliometrics can also be used to analyze the collaboration networks among researchers and da'wah communities on social media (Bakar et al., 2018; Bukhari et al., 2023; Sahin, 2023; Siamian et al., 2023; Ullah et al., 2022). Who are the active contributors in developing the scientific literature related to da'wah on social media? How is their involvement in building communities and online da'wah networks? These questions can be answered through bibliometric analysis, which allows us to understand the dynamics and structure of collaboration within the digital da'wah domain.

Da'wah on social media is an integral part of the dynamics of social and cultural change in the digital era (Abdurrahman & Badruzaman, 2023; Dhora et al., 2023; Mudhofi et al., 2023; Mudhofi & Karim, 2024; Ridwan, 2022). We can delve deeper into digital da'wah trends, impacts, and collaboration networks through a bibliometric approach. By better understanding these dynamics, we can optimize the potential of da'wah on social media to spread religious messages and strengthen moral values in an increasingly digitally connected society.

One of the tools that can be used in this analysis is Dimensions, a platform developed by Digital Science for research indexing and analysis. Dimensions is a platform that indexes various scientific publications, including journal articles, books, book chapters, conferences, and other data (Jiao et al., 2023b, 2023a; Singh et al., 2021). Dimensions present a new dimension in displaying the wealth of information related to da'wah manuscripts on social media. Dimensions provide open access to

multidimensional data, opening up a broader and deeper analytical space. One of the advantages of Dimensions is its ability to provide in-depth quantitative analysis. By utilizing the statistical and visualization tools provided by Dimensions, researchers can track trends in popular articles and see changes in manuscript dynamics over time. Graphs, diagrams, and statistics can give these manuscripts a clear picture.

Dimensions offer open data integration, enabling researchers to combine and compare data from various primary sources such as journals, books, and proceedings. In the context of manuscripts about da'wah on social media, this can open doors to identifying author collaborations, measuring the impact of a manuscript on the development of scientific literature on da'wah on social media, and delving deeper into the inter-topic relationships that emerge in da'wah on social media. These advantages make Dimensions one of the indexing systems recognized by Arjuna (the official national journal accreditation body, <https://arjuna.kemdikbud.go.id/>) in evaluating journals in Indonesia.

Utilizing Dimensions in analyzing da'wah manuscripts on social media opens new dimensions in our understanding of da'wah dynamics in the digital era. By approaching the analysis in a multidimensional, in-depth, and integrated manner, we can uncover the digital traces of da'wah more holistically. This new dimension promises a richer and more contextual understanding of how religious messages infiltrate and interact within the increasingly complex social media environment. As researchers and observers, optimizing the use of Dimensions is key to unlocking a richer narrative when analyzing da'wah manuscripts in the digital era.

In this article, we will explore the application of big data analysis in opening new avenues for understanding and gaining deep insights into the dynamics of manuscripts themed around da'wah on social media. By enhancing our understanding of the role of big data, we can present a richer and more in-depth picture of the impact of da'wah in the digital era. This article makes a new contribution by examining extensive data from da'wah manuscripts through the Dimensions platform to track da'wah research on social media. This study stands out for its fresh method of merging big data analysis with Dimensions-indexed data, an area that needs to be thoroughly investigated. By conducting this mapping, the research offers an in-depth understanding of da'wah's influence on social media trends, patterns, and outcomes, which is essential for creating improved and pertinent da'wah tactics in the digital age.

Research Methods

This research aims to understand the dynamics of manuscripts themed around da'wah (Islamic preaching) on social media through a big data analysis approach. By integrating statistical techniques and data visualization, this approach seeks to detail interaction patterns, popular trends, and the impact of da'wah messages in these manuscripts. In this study, we selected Dimensions as the primary platform to investigate and analyze manuscripts on da'wah on social media. The main objective of this study is to gain deep insights into the dynamics of da'wah messages, manuscript and author interactions, and their impact by leveraging the power of multidimensional data analysis and open data integration offered by Dimensions. Additionally, Dimensions was chosen because it is one of the indexing platforms recognized by Arjuna (the official national journal accreditation body, <https://arjuna.kemdikbud.go.id/>) in the journal evaluation process in Indonesia.

The data collection process begins by determining relevant data sources within Dimensions. We explore topic categories and keywords related to da'wah manuscripts on social media, ensuring that the data collected covers a relevant period to obtain a comprehensive view. Next, we use the multidimensional analysis tools in Dimensions to unravel the complexities of da'wah manuscripts on social media. We involve indicators such as topic, time, author, and user interaction to understand the underlying relationships and patterns.

Data mining was conducted from the Dimensions database on December 12, 2023, using the following search query. The terms "dakwah" AND "social media" were used as the search query, which has garnered significant attention from researchers and has about 500 publications in Dimensions from 1970 to 2023. Once the data is collected, it is analyzed and presented through graphical and statistical visualizations such as trend graphs, thematic maps, and other diagrams to clarify the analysis findings, facilitate the understanding of critical concepts, and show changes over time. This study used the R package bibliometrix for data processing (Aria & Cuccurullo, 2017; Dervis, 2019; Zhong et al, 2024; Tsilika, 2023). In the final section, the findings from the analysis are interpreted and presented in the conclusion. This process involves formulating the main findings, presenting potential implications, and identifying future research directions.

Results and Discussion

Analysis performance

Table 1. Primary information of the dataset

Description	Results
Timespan	1970 : 2023
Sources (Journals, Books, etc.)	192
Documents	500
Annual Growth Rate %	3.96
Document Average Age	4.62
Average citations per doc	1.184
Average citations per year per doc	0.2276
Document Types	
Article	495
Chapter	1
Preprint	4
Document Contents	
Keywords Plus (ID)	24
Author's Keywords (DE)	24
Author	
Authors	817
Author Appearances	927
Authors of single-authored docs	222
Authors Collaboration	
Single-authored docs	243
Documents per Author	0.612
Co-Authors per Doc	1.85
International co-authorships %	0.6

Table 1 shows the primary information of 500 documents between 1970 and 2023 from the Dimensions database, which were published in 192 sources, mainly journals. The "Author's keywords" are the key concepts identified by the author, and there were 24 articles. "Keywords plus" is the number of keywords that often can be seen in the title of the articles, and there are 24. Within the timespan of 1970 and 2023, 243 articles were completed and published by a single author, and most were published by three authors (1.85). The percentage of International co-authorships is 0.6, which means studies related to "dakwah" and "media social" are frequently carried out by more scholars. Over the past 53 years, the overall trend has shown an increase in publications, with an annual growth rate of 3.96%. The distribution of the 500 publications included in this study is shown in Figure 1. Additionally, there are ten journals most relevant to the themes of "dakwah" and "social media," based on the volume of publications listed in Table 2, which shows that 100 percent of the relevant papers are published in these journals. By examining the most relevant sources (Table 2), researchers can quickly understand the types and trends of research developments in this field.

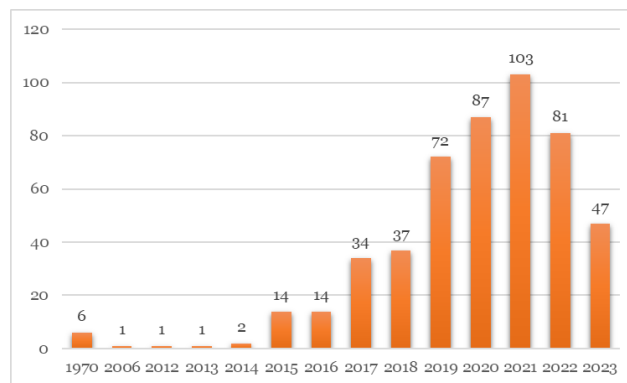


Figure 1. Annual scientific production

Table 2. Sources that involve "dakwah" and "media sosial."

Sources	Sinta (Science and Technology Index)	Articles
Komunika Jurnal Dakwah Dan Komunikasi	2	28
Orasi Jurnal Dakwah dan Komunikasi	3	18
Tabligh Jurnal Komunikasi dan Penyiaran Islam	-	18
Idarotuna	4	17
Jurnal Dakwah dan Komunikasi	4	13
Al-Balagh Jurnal Dakwah dan Komunikasi	2	12
Al-Mishbah Jurnal Ilmu Dakwah dan Komunikasi	5	11
Jurnal Ilmu Dakwah	2	11
Anida (Aktualisasi Nuansa Ilmu Dakwah)	3	10
Dakwah Jurnal Kajian Dakwah dan Kemasyarakatan	5	10

Furthermore, Figure 2 displays the top ten authors in terms of output. Most cited authors are highlighted to show the most influential authors on the query term "dakwah" AND "social media." Muhid is the most cited author (Table 3), followed by Rustandi and Triantoro, with Rustadi's article being the most cited on the themes of "dakwah" and "social media," cited 131 times.

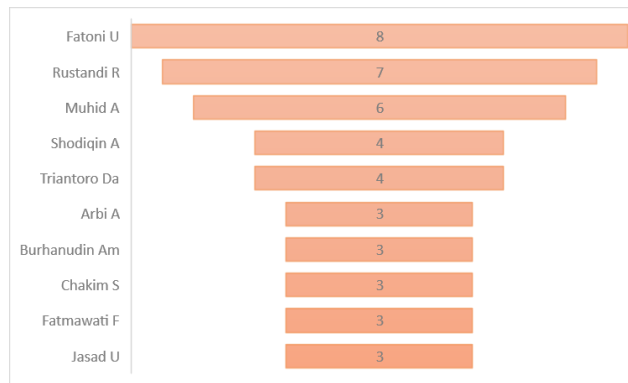


Figure 2. Most Productive Authors

Table 3. Most cited authors, most local cited references.

Most cited authors		Cited Reference	
Authors	Total Citation	Articles	Total Citation
Fatoni U	210	Pesan Dakwah tentang Nikah di Media Sosial Instagram	28
Rustandi R	586	Cyberdakwah : Internet sebagai Media Baru dalam Sistem Komunikasi Dakwah Islam	131
Muhid A	2837	Self-disclosure melalui media instagram: Dakwah bi al-nafsi melalui keterbukaan diri remaja	39
Shodiqin A	173	Media Sosial Instagram sebagai Media Dakwah	43
Triantoro Da	274	Konflik Sosial dalam Komunitas Virtual di Kalangan Remaja	54
Burhanudin Am	111	Dakwah Melalui Media Sosial	44
Fatmawati F	56	Strategi Komunikasi Komunitas Peduli Jilbab dalam Sosialisasi Pemakaian Jilbab Syar'i di Kalangan Muslimah	9
Jasad U	114	Bentuk Dakwah Di Twitter Menjelang Pilkada Dki Jakarta Tahun 2017	20

Social Structure Analysis

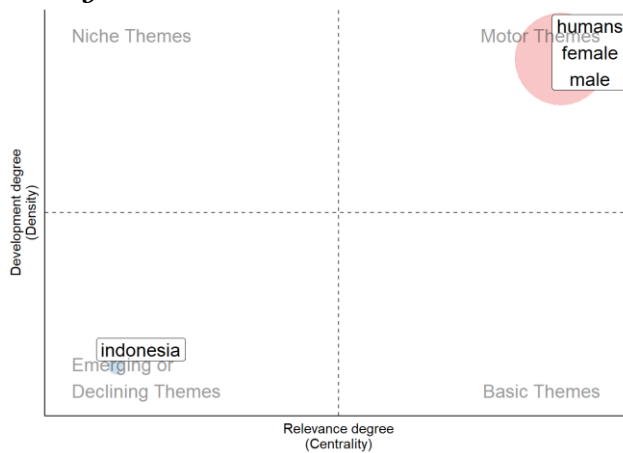


Figure 3. Thematic map

The thematic map (Figure 3) represents a conceptual structure with "author keywords" as variables, illustrating the status of topic clusters in the field of "dakwah" and "social media," as well as the relationships within and between these clusters. The thematic map consists of four quadrants based on two standards: relevance and development level. Themes in the first quadrant are characterized by high relevance and development levels with solid momentum and mature systems,

known as motor themes. Motor themes are well-developed and crucial for organizing study topics. According to [Figure 3](#), "humans," "female," and "male" fall into the first quadrant.

JID | 8 Themes in the second quadrant have higher development levels but lower relevance, indicating better development momentum but less connection with mainstream research in the current field. Such themes are categorized as niche themes. The third quadrant has low density and centrality, implying that the development must mature and form a strong core theme. Themes in this quadrant will either emerge or decline. According to [Figure 3](#), "Indonesia" falls into the first quadrant, while other themes appear in the third quadrant. The fourth quadrant has high relevance but low development, considered basic themes, usually laying the foundation for understanding a particular field.

Multiple Correspondence Analysis (MCA) is used to examine the conceptual structure of keywords related to the research on "dakwah" and "social media." The conceptual map in [Figure 4](#) presents the intellectual thrust, diversity, and breadth of keywords in four different colored clusters. [Figure 4](#) is the result of Multiple Correspondence Analysis used to visualize the relationships between words in the context of da'wah on social media. Based on this figure, two main dimensions (Dim 1 and Dim 2) are used to map words based on their associative similarities. The Principal Dimensions, Dim 1 (36.14%) and Dim 2 (20%) explain a significant proportion of the data variation. Axis X (Dim 1) and axis Y (Dim 2) represent the two main factors influencing the clustering of words. The clusters of words consist of the Green Cluster (Upper Left), Red Cluster (Upper Middle), Blue Cluster (Middle), Yellow Cluster (Lower Left), and Purple Cluster (Lower Right). The Green Cluster (Upper Left) includes words like "account" and "Instagram." This cluster focuses on using Instagram accounts and social media in Da'wah. The Red Cluster (Upper Middle) includes words such as "towards," "social," "through," "message," "migration," and "media." This cluster relates to disseminating da'wah messages through social media and the phenomenon of migration. The Blue Cluster (Middle) includes words such as "students," "as," "religious," "millennials," "study," "YouTube," "in," "on," "Muslim," "community," "era," "community," "dakwah," "role," "new," and "digital." This cluster relates to the role of students, society, and the Muslim community in da'wah in the digital era, mainly through platforms like YouTube. The Yellow Cluster (Lower Left) consists of words such as "analysis," "in," "perspective," "city," "religion," "strategy," "dai," and "Indonesia." This cluster describes da'wah strategies from the perspective of Islam in Indonesia. The Purple Cluster (Lower Right) includes words like "Covid," "pandemic," and "time." This cluster focuses on the context of the Covid-19 pandemic and its impact.

Overall, this MCA analysis depicts various critical themes in da'wah on social media, focusing on the use of social media, digital da'wah strategies, the role of students and communities, and the impact of the COVID-19 pandemic. MCA in Figure 4 indicates that words placed close to each other have strong associations, while words placed farther apart have weaker associations. Additionally, groups of words positioned at the extremes on both axes indicate the most distinct words in their respective contexts.

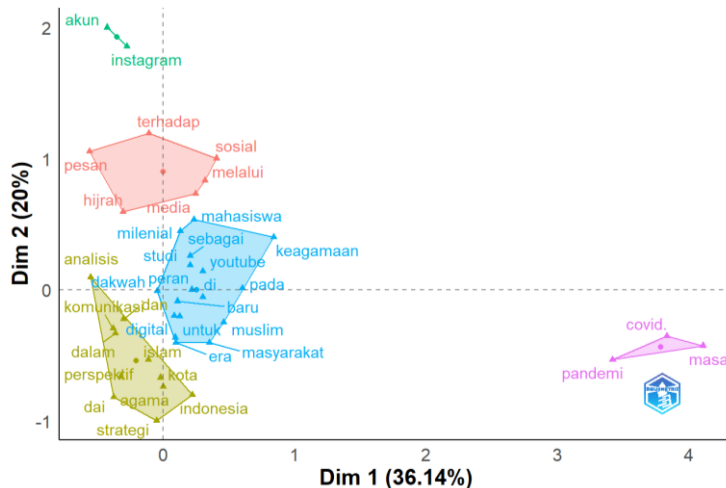


Figure 4. Multiple correspondence analysis (MCA) map

The function of the dendrogram map (Figure 5) is to illustrate the hierarchical order and relationships among the keyword clusters observed through hierarchical clustering. Each item essentially represents a set of keywords related to "dakwah" and "social media." The image is a dendrogram showing the results of hierarchical cluster analysis based on words related to "dakwah" and "social media." This dendrogram illustrates the similarity relationships among the words used in this context. On the Y-axis, the distance or dissimilarity between clusters is measured. The higher the position of merging two clusters, the more significant the difference between those clusters. The X-axis shows the objects or keywords grouped based on similarity. This dendrogram divides words into four major color-coded groups. The Orange Group consists of words such as "pandemic" (pandemic), "masa" (period), "covid," and "pada" (on/at). This group may be related to the context of the Covid-19 pandemic and its impact. The Red Group includes words such as "keagamaan" (religious), "youtube", "sebagai" (as), "studi" (study), "milenial" (millennial), "mahasiswa" (students), "masyarakat" (community), "muslim", "era", "komunitas" (community), "dakwah" (propagation), and "di" (in). This group relates to studies on the role of students and the Muslim community in da'wah in the millennial era through platforms like YouTube. The Green Group comprises words such as "baru" (new), "digital", "untuk" (for), "perspektif" (perspective), "strategi" (strategy), "di" (in), "Indonesia", "Islam", "kota" (city), "agama" (religion), "analisis" (analysis), and "dan" (and). This group depicts digital da'wah strategies from the perspective of Islam in Indonesia. The Blue and Purple Groups include words such as "komunikasi" (communication), "akun" (account), "Instagram," "media" (media), "sosial" (social), "melalui" (through), "hijrah" (migration), "terhadap" (towards), and "pesan" (message). These groups indicate the use of social media platforms like Instagram in delivering da'wah messages and the phenomenon of hijrah. This

dendrogram illustrates how these words are grouped based on content similarity, reflecting the main topics in da'wah on social media.

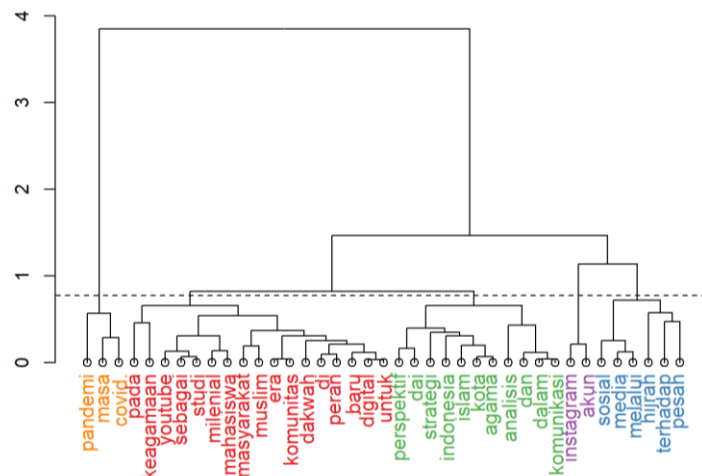


Figure 5. Topic dendrogram

Implications of the Study

The study of da'wah on social media has garnered significant attention in recent years, particularly with the rise of online platforms. A bibliometric analysis of Dimensions data has provided valuable insights into the current research landscape of da'wah in this field. The analysis reveals that most research focuses on technical aspects of da'wah, such as using social media platforms and creating content. However, there is a need for more research on the effectiveness of da'wah in reaching target audiences and the impact of social media on the spread of Islamic teachings.

They are aligned with (Muhammad et al. Akbar Surbakti, 2023), who emphasize the importance of implementation of da'wah management for propagators to effectively disseminate da'wah via social media through planning, organizing, actuating, and controlling. Propagators aiming to convey their messages through social media must prioritize effective da'wah management. By utilizing basic management processes like planning, organizing, actuating, and controlling, propagators can enhance the effectiveness and reach of their da'wah efforts. This organized approach enhances da'wah material delivery's attractiveness, effectiveness, and productivity and ensures broader message dissemination (Karim et al., 2021). By applying these management principles, preachers (da'i) can significantly enhance their visibility on social media and create a more profound influence.

One of the main implications of this study is the necessity for da'wah researchers to move beyond mere technical analysis and focus on the social and cultural contexts of da'wah on social media. This intention requires a nuanced understanding of online audiences and how they interact with Islamic content, in line with Agus (2023), who discusses several issues to consider when engaging with millennials, such as authenticity, relevant content, and visually appealing aesthetics to reach the millennial generation effectively and have a positive impact in delivering Islamic messages in this digital era.

Furthermore, this article highlights the need for a more interdisciplinary approach in da'wah research, integrating insights from various fields such as communication studies, sociology, and Islamic studies. The importance of communication in da'wah aligns with Kholili (2023), who examines the process of da'wah activities (interconnection-integration) from a communication theory perspective. His study asserts that the current prominence of da'wah must be distinct from how a da'i prepares as a communicator in the da'wah communication process, mapping and composing da'wah messages suitable for their audience and using da'wah communication methods appropriate for the congregation. Moreover, integrating da'wah with sociology aligns with Chabibi (2019), who states that sociology and da'wah are two scientific entities born from different scholarly authorities but can interact and complement each other for social improvement and scientific development. Da'wah's studies are closely related to the social realm (Riyadi & Karim, 2024), thus necessitating scientific interaction between different disciplines for its development.

Another important implication of this study is the need for policymakers, educators, and researchers to take a more proactive role in shaping the online da'wah landscape. While social media platforms have empowered scholars and Islamic communities to reach a broader audience, they pose significant challenges, such as hoaxes or misinformation. Policymakers, educators, and researchers must collaborate to develop strategies promoting responsible online engagement and mutual respect while fostering critical thinking and media literacy among young Muslims.

Conclusion

From the results and discussion above, the highest number of publications on da'wah in social media occurred in 2021, totaling 103 publications. Researchers who have had a significant impact (in terms of citations) on the study of da'wah on social media platforms include Ridwan Rustandi. *Jurnal Dakwah Dan Komunikasi* is the journal with the most articles discussing research on da'wah in social media. The research topics discussed in this paper could serve as a guide for future researchers interested in studying da'wah on social media platforms. The interrelation between these keywords could be an exciting focus point in research on da'wah on social media platforms that could benefit further studies. Researchers can also seek information from Scopus, WoS, and Google Scholar databases. The data compiled in this study only includes data obtained on December 12, 2023; studies published after that date were not included in this analysis, which could lead to some differences.

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