

THE PSYCHOLOGY OF DA'WAH IN THE DIGITAL AGE (Religious Communication Strategies for Generation Z)

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Abstract

This study aims to analyse and describe the application of da'wah psychology in formulating effective religious communication strategies for Generation Z in the digital age. The research employs a descriptive qualitative approach utilising literature review and the phenomenology of digital media. Informants and data sources include observers of religious communication, digital da'wah practitioners (religious content creators), and representatives of Generation Z who actively engage with religious content on social media. Data collection techniques comprised digital observation, in-depth interviews and documentation, whilst data analysis utilised the Miles and Huberman interactive model, which encompasses data reduction, data presentation and drawing conclusions. Data validity was ensured through source triangulation, methodological triangulation, member checking, dependability and confirmability. The research findings indicate that the implementation of digital da'wah psychology for Generation Z is carried out through four main stages: content strategy planning, the execution of persuasive communication, the evaluation of perceptual and behavioural impacts, and the identification of supporting and inhibiting factors. Planning was carried out by mapping the psychological profile of Generation Z, their cognitive characteristics, and levels of existential anxiety (FoMO, burnout, identity crisis). The delivery of religious communication took place in a personalised, non-doctrinal, and empathetic manner through *short-form audio-visual content* that combined the principles of *the elaboration likelihood model* and *self-determination theory*. Evaluation is carried out on an ongoing basis using parameters such as engagement rates, emotional responses, and reflections on changes in religious attitudes. Supporting factors include the availability of digital platforms, accessibility of information, and Gen Z's openness to issues of spiritual and mental health. Meanwhile, inhibiting factors include a short attention span, the 'echo chamber' phenomenon, algorithmic bias, and high resistance to a judgemental style of da'wah. Psychological da'wah strategies have proven to be effective in bridging normative religious values with the psychological needs of Generation Z through a relevant, empathetic, and humanistic communication approach.

Keywords: *psychology of da'wah, digital age, communication strategies, Generation Z, social media.*

INTRODUCTION

The development of information and communication technology in the digital age has significantly reshaped the social, cultural and religious landscape. The transformation of