

Bibliometric Analysis of Digital Da'wah

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ABSTRACT

The rapid development of digital technology has transformed the practice of Islamic preaching (da'wah), shifting from conventional communication methods toward digital platforms that enable broader and more interactive religious engagement. This study aims to explore the intellectual structure, publication trends, influential contributions, collaboration patterns, and emerging research themes in the field of Digital Da'wah using a bibliometric analysis approach. Data were retrieved from the Scopus database using relevant keywords related to digital da'wah, online preaching, Islamic communication, and digital religion. The collected publications were analyzed using VOSviewer to visualize co-authorship networks, country collaborations, citation patterns, keyword co-occurrence, thematic evolution, and research density. The findings indicate that Digital Da'wah research has grown significantly, with Indonesia emerging as the most prominent contributor and the primary collaboration center. The literature analysis shows that early research focused mainly on social media utilization, Islamic communication, and online religious dissemination. However, recent studies have expanded toward broader issues, including digital religious authority, mediatization, digital platforms, artificial intelligence ethics, content automation, and ethical technology. The keyword analysis reveals a transition from platform-oriented studies toward interdisciplinary discussions involving communication studies, Islamic studies, and technological innovation. This study concludes that Digital Da'wah has developed into a multidimensional research field reflecting the transformation of religious practices in the digital era. Future research should further investigate ethical frameworks for AI-assisted da'wah, digital religious literacy, algorithmic influence on Islamic content distribution, and sustainable digital religious communities.

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1. INTRODUCTION

The development of digital platforms has brought about a significant shift in the way religion is communicated and conveyed. Digital Da'wah can be defined as communicating Islamic teachings, values, and

knowledge via cyberspace through the use of tools such as social media, blogging, podcasts, video sharing sites, and apps [1], [2]. Unlike conventional modes of Da'wah which take place through physical interaction in mosques or community events, or through printed

media, digital Da'wah involves the use of a space that is marked by immediacy, interactivity, and globality [3]. The move from conventional forms of Da'wah to Digital Da'wah is characteristic of a larger socio-technological trend in which digital communication plays a crucial role in the way communities receive religious messages [4], [5]. Thus, Digital Da'wah holds a pivotal role in the contemporary practice of Islam, particularly among the younger generations who tend to access information on-line.

The advent of digital communication has brought about new ways in which religious identities are formed. The internet is seen as posing both an opportunity and a challenge to religion in terms of authority, authenticity and community formation [6], [7]. For Islam, digital technology allows for discourse on religion, law, ethics, and even social issues to happen in ways that transcend physical boundaries where scholars, preachers and even common followers interact through the medium. Whereas previously such discourses were confined to cultural or national boundaries, Muslim audiences all over the world in Asia, Africa, Europe, and the Americas can now interface with the Digital Da'wah agents who are miles apart [8]–[10].

Concurrent with these sociocultural changes, academic interest in the study of digital religiosity has also increased significantly. In the last ten years, studies conducted on digital religion, which include Digital Da'wah, have examined issues such as online rituals, virtual religious communities, algorithms in religion, and the use of immersive technology for spirituality [11]. Nevertheless, the majority of these studies utilize qualitative, interpretive, or case-based approaches, studying the platforms and religious communities separately. Although these studies generate insightful data about user activities and meaning-making processes, they lack a comprehensive overview of the field of study. Therefore, patterns of scholarly publication, common themes, prominent scholars, and the

development of knowledge in Digital Da'wah still need to be explored.

As a statistical analysis used for visualizing academic publications, bibliometrics has emerged as an indispensable meta-research method across many disciplines (Donthu, Kumar, & Pattnaik, 2021). Through analyzing citation networks, publication patterns, frequency of keywords, and author networks, bibliometrics has proven to be a useful technique in understanding research field intellectual structure. In information science and communication studies, bibliometrics has been used to trace scholarship development on a wide range of topics from social media dynamics to digital activism and religion online (Zhang & Li, 2022). However, although this technique is useful in tracing emerging trends and influence patterns, bibliometrics has never been utilized in studying Digital Da'wah. Due to the increasing number of publications on this topic and its interdisciplinary nature in that it involves communication, religion, sociology, and digital media, bibliometric analysis would help to put together all the disparate pieces.

The exploration of the dynamics of scholarly research on Digital Da'wah is more than an academic exercise; it has real-life applications in terms of informing policymaking, educational endeavors, and community outreach. Religious organizations, online content producers, and teachers require an evidence-based insight into the dynamics of knowledge creation regarding Digital Da'wah, the predominant topics being discussed, and possible areas where research is underrepresented, thus limiting the effectiveness of any actions taken. For instance, information on co-authoring patterns could reveal unequal representation of regions in conducting research, whereas patterns in the usage of keywords would show any shifts in priorities, e.g., from platform-specific studies to algorithmic impact and digital literacy.

Within this perspective, the current study puts forward an attempt for systematic and bibliometric exploration of literature

related to Digital Da'wah. Through examining the publication records of important scholarly databases within a specific period of time, this research is aimed at exploring the intellectual structure of the field, finding the most cited publications and authors, and discovering themes and topics of research within this area.

However, despite a growing number of studies in Digital Da'wah, there is no systematic and quantitative analysis that could present the history of development of this field of knowledge, major researchers, thematic clusters, and scientific communication. Existing researches mostly concentrate on particular case studies and/or descriptive analysis of behavioral patterns specific for certain platforms but do not provide any generalizing information about the state of art in the sphere of Digital Da'wah studies (Khan & Ali, 2023). The main aim of this research is to conduct a bibliometric analysis of researches in the field of Digital Da'wah to identify the intellectual structure, most prominent authors and organizations, trends in publications and keywords usage and thematic clusters.

2. METHODS

The current research study applied a bibliometric research methodology in analyzing the scholarly literature on Digital Da'wah. Bibliometrics is a methodology that uses numerical or quantitative methods to map scientific knowledge based on publication analysis, citation analysis, collaborative network of authors, and keyword clustering (Donthu, Kumar, & Pattnaik, 2021). Through this approach, trends in research, significant literature pieces, prominent researchers, and thematic clusters in a particular field of study can be identified in an attempt to provide an overview of the intellectual structure of the

study area. The current study considered scholarly literature from journals, conferences, and review articles only.

Data used for this study were gathered from Scopus databases, an internationally reputable resource known for its comprehensive coverage of multidisciplinary literature (Zhang & Li, 2022). The search process entailed a set of keywords associated with Digital Da'wah such as "digital da'wah," "online Islamic propagation," "cyber da'wah," and "Islamic social media communication," alongside with Boolean operators. The search was filtered by setting inclusion criteria of publications written in English and published before 2026, with editorials, correction notices, and non-academic content being ruled out from the search process. The obtained metadata included names of authors, affiliations, year of publication, sources, citations, and keywords, saved in CSV file format.

For the analysis of the bibliometric data, the VOSViewer software was used, which is specifically developed for creating and visualizing bibliometric networks like co-authorship, co-citation, and keyword co-occurrence networks (van Eck & Waltman, 2010). With VOSviewer, a map can be created for the visualization of relations between articles with an emphasis on the cluster of closely related research topics and central authors or highly cited papers. Network maps were created for author collaboration, institutional affiliation, and keyword co-occurrence enabling the identification of the intellectual structure, research hotspots, and theme development in the area of Digital Da'wah.

3. RESULTS AND DISCUSSION

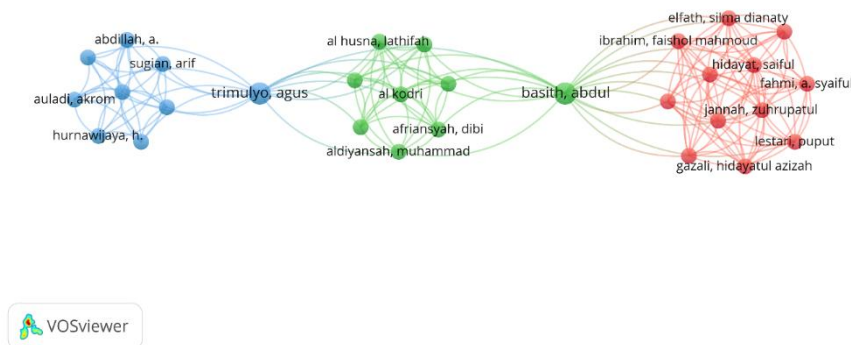


Figure 1. Author-level Visualization

Source: Data Analysis

As shown in Figure 1, there is a relationship pattern between the researchers in the study of Digital Da'wah. There are three clusters of authors based on their collaborative groups indicated by three different colors. The red cluster is the biggest cluster and the most interconnected cluster of the researchers such as Elfaith, Silma Dianaty; Ibrahim, Faisol Mahmoud; Hidayat, Saiful Fahmi; Jannah, Zuhtratul; and Gazali, Hidayatul Azizah. This cluster implies the research group with a lot of collaborative networks regarding Islamic Communication,

Religious Studies, and Digital Preaching. On the other hand, the green cluster includes researchers like Al Husna, Lathifah; Al Kodri; Basith, Abdul; and Afriansyah who are another group of researchers contributing to the development of Digital Da'wah through the study of related themes and interconnections. Then, the blue cluster consists of authors like Trimulyo, Agus; Sugian, Arif; Abdullah; and Auladi, Akrom implying a different collaborative group with small but established academic relations.

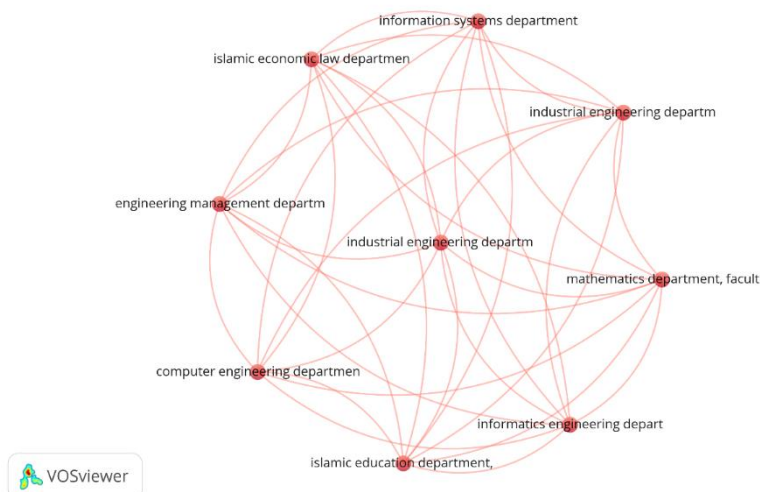


Figure 2. Institution-level Visualization

Source: Data Analysis

The connections among the departments and academic units associated with Digital Da'wah research are shown in Figure 2 below. The map reflects only one cluster (colored red), which means that the detected organizations are quite connected with each other by means of collaborative publications. Several departments of different fields, such as Islamic education, Islamic economic law, information systems, computer engineering, industrial engineering, mathematics, and informatics engineering, can be seen to belong to the same

collaboration network. This is explained by the fact that technology-related departments are present together with those of Islamic studies, making digital da'wah research an interdisciplinary sphere of inquiry where Islamic studies are combined with technologies and information systems. Nodes, such as the Information Systems Department, Islamic Education Department, and Islamic Economic Law Department, have high connectivity to other nodes, which makes them key players in organizing interdisciplinary research activities.

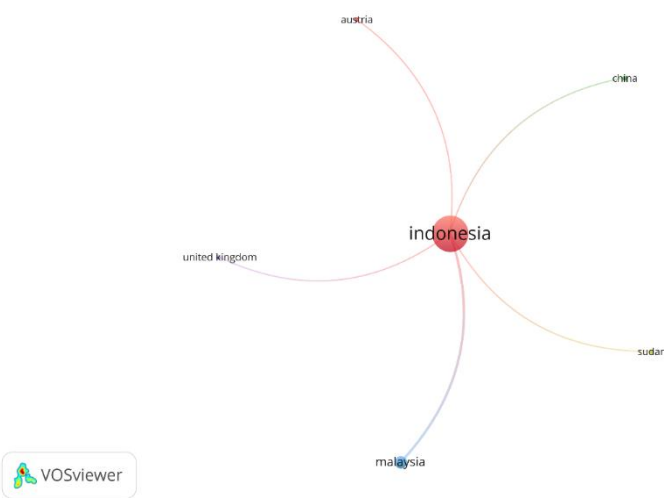


Figure 3. Country-level Visualization
Source: Data Analysis

Figure 3 shows the geographic distribution and international collaboration in the field of Digital Da'wah. From the figure, it is clear that Indonesia forms the center and the most dominant research contributor because of its biggest node size and being the main connection point within the network. It collaborates with other countries like Malaysia, China, Austria, United Kingdom, and Sudan, which means the research on digital da'wah has been internationally disseminated and is no longer confined to any national boundary. In this regard, Malaysia

emerges as one of the closest collaborators for Indonesia due to geographic proximity and common religious and cultural contexts in Islamic and communication research. On the other hand, collaborations with countries like Austria, China, United Kingdom, and Sudan imply international involvement from various regional perspectives. The small number of connected countries implies that international collaboration in digital da'wah research is still in its nascent stage and revolves around Indonesian scholars.

Table 1. The Most Impactful Literatures

Citations	Authors and year	Title
21	[12]	Da'wah communication and social media: The interpretation of millennials in southeast Asia

Citations	Authors and year	Title
15	[13]	Digital Islam: new space for authority and religious commodification among Islamic preachers in contemporary Indonesia
12	[14]	Digital Da'wah Indonesia Ulema in the Discourse of Theology
11	[9]	MEDIATIZATION OF HADITH AND THE SPIRIT OF DA'WAH MODERATION IN INFOGRAPHIC CONTENT OF ONLINE MEDIA
11	[15]	HATRED SHE WROTE: A COMPARATIVE TOPIC ANALYSIS OF EXTREME RIGHT AND ISLAMIC STATE WOMEN-ONLY FORUMS
11	[16]	Cloud-based online portal and mobile friendly application for the holy Qur'an
9	[17]	Visionary Leadership in Islamic Boarding Schools: Implications for Institutional Management within the Barakka Framework
8	[18]	Da'wah and politics among Muslim preachers in contemporary Indonesia
7	[4]	Islam in the digital infrastructure: the rise of Islamic cyber practices in Northern Nigeria
5	[19]	Islamic Animation: Netnographic Analysis on Digital Processing Transformation in Social Media

Source: Scopus, 2026

Table 1 presents the most impactful literature in Digital Da'wah research based on citation frequency, highlighting the key publications that have significantly contributed to the development of this research field. The most cited article is by [12] with 21 citations, entitled "Da'wah Communication and Social Media: The Interpretation of Millennials in Southeast Asia," indicating the importance of understanding how younger generations engage with Islamic messages through social media platforms. This study serves as a foundational reference for examining the relationship between digital communication technologies and contemporary da'wah practices. The second most influential work is [13] with 15 citations, focusing on "Digital

Islam: New Space for Authority and Religious Commodification among Islamic Preachers in Contemporary Indonesia," which reflects recent scholarly attention toward changes in religious authority and commercialization within digital Islamic spaces. Other highly cited studies address various dimensions of digital da'wah, including theological discourse among Indonesian ulema [14], the mediatization of hadith and da'wah moderation through online infographic content [9], and the utilization of digital platforms for Qur'anic learning [16]. Furthermore, several publications expand the discussion by examining broader issues such as religious politics, cyber Islamic practices, Islamic educational leadership, and digital Islamic content creation.

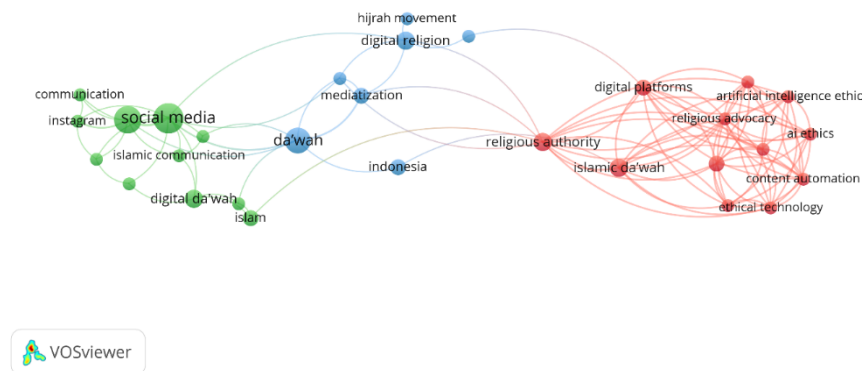


Figure 4. Network Visualization

Source: Data Analysis

Figure 4 presents the intellectual structure and thematic evolution of Digital Da'wah scholarship. Several keyword clusters can be observed in the network map, which signifies the multi-angle approach to digital da'wah research from the perspectives of social media communication, digital religion, religious authority, and emerging technologies. The larger the size of each node, the more frequent the appearance of keywords, while the connections show the strength of the relationship between keywords. From the figure, one can observe that the topic of digital da'wah is studied not only from the perspective of religious communication but also from the wider perspective of technological change and ethics.

The green cluster includes those research articles which investigate social media and digital Islamic communication. Social media, Instagram, communication, Islamic communication, and digital da'wah are some of the closely associated terms within the green cluster, and this implies that the role of social networking sites as channels through which Islamic messages are delivered has grown significantly. This cluster includes those studies which analyze the production, delivery, and consumption of

religious messages through the online community and mostly the youth.

Keywords like digital religion, mediatization, hijrah movement, da'wah, and Indonesia prove that scholars are concerned with how digital technology affects religious experience and practice. The term mediatization proves that scholars investigate how religious messages are mediated in the process of digital communication. Moreover, the relation between digital religion and hijrah movement shows that the internet became one of the major means for identity construction, religious learning, and creation of modern Muslim community.

The cluster of colors "red" reflects the trend of research in terms of digital platforms, religious authority, and artificial intelligence ethics. The keywords such as digital platforms, religious authority, Islamic da'wah, artificial intelligence ethics, AI ethics, content automation, and ethical technology demonstrate that nowadays researchers pay more attention to the connection between technological innovations and religious communication. It can be concluded that in recent years scientific papers have shifted from the traditional topic of online sermons to the challenges of content automation in religion and AI ethics.

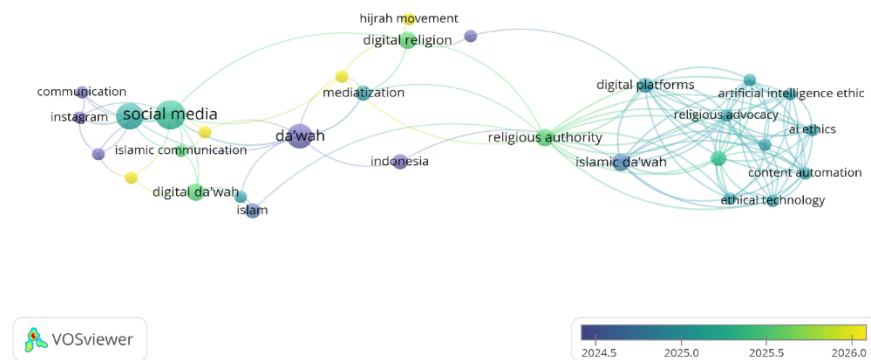


Figure 5. Overlay Visualization

Source: Data Analysis

Figure 5 depicts the chronological development of research themes within Digital Da'wah literature depending on the average year of publication for each keyword. The color scale is used to denote the period of emergence of research themes, with the darkest shades of blue and purple referring to relatively old research themes, and the lighter shades of green and yellow to the most recent ones. It can be seen from the visualization that initially researchers were concerned about such issues as social media, communication, Islamic communication, and digital da'wah.

Some newer trends in research are denoted by key terms that are located in green and yellow zones, such as digital religion, hijrah movement, mediatization, and

questions related to religious authority. It is seen that there is a tendency to move beyond the mere study of digital media as communication platforms to the analysis of the effect that digital environment has on religious experience, identity, and authority in Muslim communities.

The new research trends include issues like digital platforms, ethics of artificial intelligence, artificial intelligence ethics, content automation, ethical technology, and religious advocacy. These new terms indicate that there is an expansion of the scope of study in Digital Da'wah into the intersection of Islamic communication and advanced technologies.

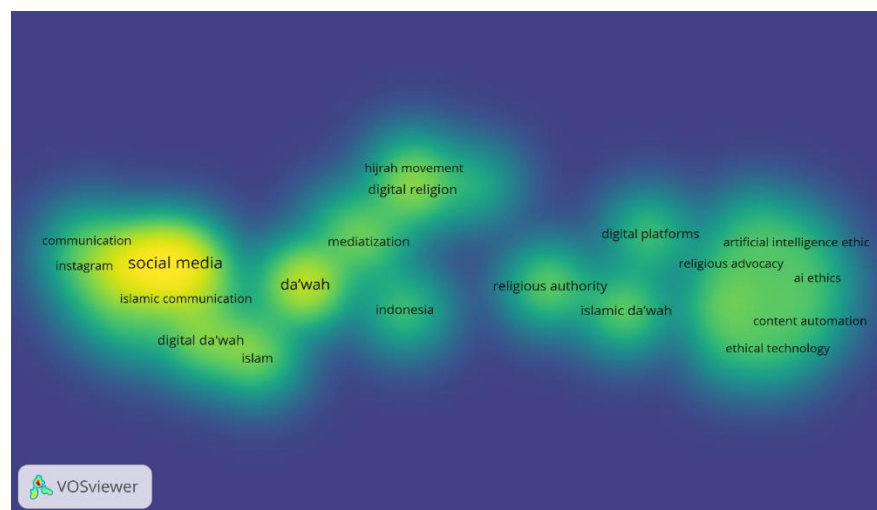


Figure 6. Density Visualization

Source: Data Analysis

Figure 6 depicts the concentration and density of research topics in Digital Da'wah. The yellow region consists of keywords that have a higher frequency of occurrences and research interests while the green and blue regions are comprised of keywords with lower density of occurrence and research interest. The most dominant research topic in Digital Da'wah is the one that revolves around social media, which shows that digital media is a very important part of the research on contemporary practices of da'wah. Keywords such as communication, Instagram, Islamic communication, and digital da'wah suggest that previous research focused on the use of social media in the distribution and interaction of Islamic messages.

However, the visualization also brings out other themes emerging in wider circles of the more recent research which includes digital religion, mediatization, religious authority, digital platforms, ethics of artificial intelligence, automation of content, and ethical technology. These themes emerge with moderate frequency, indicating that these areas are gaining new momentum as part of the research into the field of digital da'wah. The shift from the study of social media towards issues of technology and ethics is quite evident.

4. CONCLUSION

The present bibliometric study offers an extensive view of the evolution, intellectual structure, and developing trends of Digital Da'wah research. According to the results, there have been numerous academic advances related to digital da'wah, and Indonesia became the key author and hub of the research field in connection with cooperation with multiple countries and institutions. Concerning influential literature in Digital Da'wah, one may say that initially the primary emphasis was placed on the utilization of social media as a medium of Islamic communication in terms of attracting youth. However, at some point, the research area expanded into wider aspects related to digital religion, mediatization, digital religious authority, and transformations in Islamic practices. According to keyword mapping, it should be noted that social media, digital communication, and Islamic communication are currently the key concepts in the literature on digital da'wah; however, artificial intelligence ethics, content automation, ethical technology, and digital platforms are expected to become its developing trends.

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