THE INFLUENCE OF SLANG IN UNDERSTANDING THE MESSAGE OF DA'WAH AMONG THE MILLENNIAL GENERATION

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Abstrak

Penelitian ini mengkaji pengaruh bahasa gaul dalam penyampaian pesan dakwah kepada milenial, dengan fokus pada penggunaannya, dampaknya terhadap keterlibatan, serta tantangan dan peluang yang ada di era digital. Menggunakan metode studi pustaka, data dikumpulkan dari berbagai sumber akademik yang diterbitkan antara tahun 2000 hingga 2023. Sumber-sumber ini termasuk jurnal akademik, buku, dan artikel yang terkait dengan topik penelitian. Hasil penelitian menunjukkan bahwa bahasa gaul di kalangan generasi milenial memiliki pengaruh dalam menjembatani kesenjangan komunikasi antara pendakwah dan generasi muda. (1) Penggunaan bahasa gaul dalam dakwah di kalangan milenial meningkatkan keterlibatan dengan membuat pesan lebih mudah dipahami dan relevan, namun perlu menjaga keseimbangan agar tidak menyederhanakan pesan agama secara berlebihan untuk mempertahankan kedalaman dan makna spiritual. (2) Penggunaan bahasa gaul dalam dakwah di kalangan milenial efektif dalam meningkatkan keterlibatan dengan membuat pesan lebih mudah dipahami dan relevan, tetapi harus hati-hati agar tidak menyederhanakan pesan agama secara berlebihan. (3) Tantangan dalam penggunaan bahasa gaul untuk dakwah di era digital adalah menjaga keseimbangan pesan agar tetap relevan dan dalam, sementara peluangnya terletak pada meningkatkan keterlibatan generasi muda melalui media sosial yang inklusif dan menarik.

Kata Kunci: *Bahasa Gaul, Pesan Dakwah, Generasi Milenial*

Abstract

This study examines the impact of colloquial language in conveying religious messages to millennials, focusing on its usage, its effect on engagement, and the challenges and opportunities present in the digital era. Using a literature review method, data were collected from various academic sources published between 2000 and 2023. These sources include academic journals, books, and articles related to the research topic. The findings indicate that colloquial language among millennials plays a significant role in bridging the communication gap between preachers and young generations. (1) The use of colloquial language in religious preaching among millennials enhances engagement by making the message easier to understand and more relevant; however, it is important to maintain a balance to avoid oversimplifying religious messages, thereby preserving spiritual depth and meaning. (2) The use of colloquial language is effective in increasing engagement, but caution is needed to ensure that religious messages are not overly simplified. (3) The challenge in using colloquial language for preaching in the digital era is maintaining the balance of the message to remain relevant and profound, while the opportunity lies in increasing youth engagement through inclusive and appealing social media.

Keywords: *Slang, Da'wah Messages, Millennial Generation*

INTRODUCTION

Language is one of the most important communication tools in delivering messages, including da'wah messages. In the context of da'wah, the use of appropriate language can determine the extent to which the message can be understood and accepted by the audience. Slang, as a language often used by millennials, has great potential in bringing preaching messages closer to the younger generation (Suryadi, 2019). Millennials have their own characteristics in communicating and receiving information. They tend to be more open and responsive to language that is familiar and relevant to their daily lives. Therefore, the use of slang in da'wah can be an effective strategy to reach and influence millennials (Setiawan, 2020).

Da'wah is an effort to convey the teachings of Islam to the wider community. However, in today's digital era, new challenges arise, especially how da'wah messages can be received and understood by millennials who are known for their more informal and dynamic communication styles. Slang as a form of informal communication has become an inseparable part of this generation's daily life. Problems or problem formulations in this study include:

1. How is slang used in da'wah among millennials?
2. How does slang influence the millennial generation's involvement in da'wah?
3. What are the challenges and opportunities in using slang for da'wah in the digital era?

These are some of the problem formulations that researchers will study to solve the problem. This research aims to understand the influence of slang in da'wah and how it can increase or hinder the millennial generation's understanding of da'wah messages. To overcome these problems, a literature study was conducted by reviewing various relevant literature on slang, da'wah and the millennial generation.

Slang, which is a form of informal communication, has been widely discussed in the context of sociolinguistics and its influence on social interaction. Research shows that slang can facilitate communication between the younger generation because it is more suitable for their fast and dynamic lifestyle (Smith, 2014). On the other hand, da'wah as a form of religious communication requires clear and in-depth message delivery.

Theoretical studies show that adapting da'wah language into slang can be an effective strategy to reach the millennial generation (Al-Ghamdi, 2019). This research is expected to provide a deeper understanding of effective da'wah strategies for the millennial generation and provide practical recommendations for preachers in delivering religious messages in a more relevant and attractive way to the younger generation. In addition, the results of this study are also expected to add academic insight in the field of communication and da'wah.

Although there are several studies that discuss da'wah communication and the millennial generation, specific research that examines the influence of slang in understanding da'wah messages is still limited. This research fills the gap with a special focus on the use of slang in the context of da'wah.

This study aims to determine the effect of using slang in preaching on the millennial generation's understanding of Islamic religious messages. In today's digital era, the millennial generation is known for its informal and dynamic communication style, so challenges arise in delivering da'wah messages that are relevant to them. A literature study was conducted to determine the extent of the use of slang in da'wah among the millennial generation, analyze the effect of slang on the understanding of da'wah messages, and explain the challenges and opportunities of using slang for da'wah in the digital era (Siti, 2019).

This research is expected to provide insight into effective da'wah strategies for the millennial generation and provide practical recommendations for preachers in delivering religious messages in a way that is more relevant and attractive to the younger generation.

The background that has been presented forms the basis for the author to conduct a literature review on the variables in the title of this study.

1. Slang

Slang is an informal form of communication often used by the younger generation in daily interactions. Experts have various views on the definition and characteristics of slang: According to Trudgill (2000) and Wardhaugh (2006), slang is a language variety used by social groups to assert their identity and differentiate themselves from others. It serves purposes like demonstrating group identity, bypassing authority, or expressing linguistic freedom, and is typically more expressive, creative, and rich in unique metaphors and idioms. Chaer (2007) explains that slang is a language variety used by teenagers or young people, featuring new terms, abbreviations, or altered words not found in standard language. It reflects the users' dynamics and creativity, and is often influenced by popular culture, media, and technology. Kridalaksana (2008) states that slang is a situational and contextual form of communication understood within specific social groups. It is often used to express familiarity or solidarity among users. Suwandi (2013) notes that slang develops spontaneously among teenagers, reflecting their lifestyle, thinking, and values. It arises in response to technological advances, social changes, and global cultural influences. Overall, slang is a language form used by teenagers in everyday communication, featuring unique vocabulary, phrases, and idioms not common in formal language. It serves to express identity, foster cohesiveness, and create a sense of uniqueness in communication.

2. Da'wah

Da'wah involves conveying Islamic teachings to others. Experts offer various definitions based on its goals, methods, and contexts. According to Hasan (2013) and Anwar (2006), da'wah goes beyond delivering religious messages; it also aims to guide and transform individuals and society to live according to Islamic teachings. It involves social and spiritual transformation through good deeds and setting a positive example. Aziz (2004) and Abdul Basit (2002) define da'wah as the act of calling, inviting, affirming, or defending to attract attention to Islamic teachings. It is conducted with wisdom and good instruction, aiming to convey the truth of Islam and provide guidance from Allah. Qardhawi (2000) and Hamka (1990) state that da'wah is a Muslim obligation to spread Islamic messages wisely,

patiently, and compassionately, tailored to the community's context. Its goal is to offer a correct understanding of Islam and strengthen the faith and morals of Muslims. In summary, da'wah involves conveying, inviting, and spreading Islamic teachings to encourage others to follow and practice Islam in daily life. It can be carried out through oral, written, and behavioral methods that reflect Islamic values, and includes efforts to improve society and build strong religious awareness.

3. Da'wah Message

According to Jafar & Amrullah (2018), da'wah messages involve the material presented in religious sermons, tailored to the audience's context through observation, interviews, or written sources. These messages include core elements like the Qur'an, hadith, scholarly opinions, research findings, stories, and current information. For millennials, using slang and communication styles that match their preferences is crucial for making da'wah messages more understandable and effective. According to Ariyanto (2019), da'wah messages are central to da'wah activities, and listener understanding depends on how well these messages are designed to fit the audience's characteristics. Effective communication requires preachers to use slang and styles that resonate with millennials. Understanding the audience helps avoid controversy and ensures that the message is clear and well-received.

According to Nadzifah (2013), preachers use various platforms like social media, instant messaging apps, and podcasts for da'wah. Social media, in particular, allows direct communication with the audience and is highly effective with millennials. Therefore, using slang and communication styles that resonate with this generation is crucial for ensuring that da'wah messages are well-received and impactful. According to Suryana, Nirmayanti, & Sainuddin (2019), da'wah messages can be based on any content that aligns with the principles of the Qur'an and Hadith. They are generally categorized into core messages derived from the Qur'an and Hadith and supporting messages from other sources.

4. Millennials

Millennials, or Generation Y, are a demographic group born between the early 1980s to the mid-1990s or early 2000s. The definition of millennials has been studied by many experts with various perspectives: According to Strauss and Howe (2009), millennials, born between 1982 and 2004, are characterized by growing up with digital technology and information. This generation is noted for being collaborative, optimistic, self-confident, team-oriented, and more conservative in values compared to previous generations. Tapscott (2009) and Twenge (2017) describe millennials as those born between 1980 and 1994. Tapscott highlights that this generation, growing up with the internet and digital technology, is adept at using technology and adaptable to change. Twenge notes that millennials exhibit high individualism, a reliance on technology, more liberal social values, and also highlights the effects of digital technology on their mental health and social life. Experts agree that millennials are significantly influenced by digital technology and information. Slang, widely used by millennials, is crucial in bridging the communication gap between preachers and the younger generation. In sociolinguistics, slang is seen as a form of informal

communication that enhances social interaction among millennials. It helps them better understand da'wah messages through familiar language and aligns with their dynamic lifestyle, thereby increasing their engagement in religious discussions (Smith, 2014).

The use of slang in proselytizing presents challenges in delivering deep and substantive messages. Al-Ghamdi (2019) notes that while slang can attract attention, it may compromise the clarity and depth of the da'wah message. Therefore, a balance between slang and formal language is necessary to maintain the strength and clarity of the message. Anderson (2018) suggests that combining slang with formal language can effectively balance audience engagement and in-depth message delivery.

The use of social media platforms like Instagram, YouTube, and TikTok has transformed how slang is utilized in da'wah, allowing preachers to deliver messages through memes, short videos, and infographics. Rahman (2020) notes that this approach makes messages more understandable and shareable, expanding their reach. However, Davis (2021) warns that slang may obscure the original meaning of religious messages if its connotations vary among older audiences or those outside the millennial community.

RESEARCH METHODS

This research employs a literature review method to compile, evaluate, and synthesize information from relevant written sources to gain a comprehensive understanding of the topic. The study focuses on literature discussing slang, da'wah, and the millennial generation, with samples drawn from publications between 2000 and 2023. Data were collected from academic databases, journals, books, and articles, using a reference list of primary sources as the main instrument. The analysis involves a comparative study, which examines similarities and differences between facts and characteristics based on a theoretical framework. Validity is ensured through specific steps and criteria.

1. Content Validity

   To ensure content validity, the study assessed the alignment between the research objectives, problem formulation, and data collected. It focused on how slang affects the understanding of da'wah messages among millennials, evaluating this through various related literatures. The selected literature includes studies on slang, da'wah, and millennial characteristics, ensuring comprehensive representation of all relevant aspects.

2. Construct Validity

   Construct validity was ensured by referencing established theories and concepts from existing literature. Key concepts like slang, da'wah, and millennial characteristics were informed by theoretical and empirical sources, including Smith (2014), Al-Ghamdi (2019), and Anderson (2018). This approach provided a robust theoretical framework based on widely accepted literature in the field.

3. Reliability

   Reliability in the study was maintained through consistent and systematic data collection methods. Data were gathered from reliable sources, including academic

journals, books, and articles published between 2000 and 2023. This approach ensures that the data is dependable and replicable by other researchers.

4. Triangulation

Triangulation in the study involves comparing findings from various literatures and data sources to ensure consistency and reduce bias. Using comparative studies, the research analyzes similarities and differences across related studies, such as those by Syamsuddin (2016) and Wulandari (2018). This approach helps ensure that the conclusions drawn are reliable and unbiased (Yin, 2017).

5. Source Credibility

Source credibility was ensured by using literature from reliable sources, including recognized academic journals, reputable books, and expert-written articles. The researcher also verified that these sources were widely accepted by the academic community (Hart, 2019).

6. Transparency and Replicability

The research is described transparently, detailing the data collection and analysis methods. The clear presentation of these steps allows other researchers to replicate the study and test the validity of the results (Nurhayati A., 2018).

The research employs a literature study approach to collect, analyze, and interpret data from relevant sources. This method helps researchers explore and present existing information, critically analyze relevant literature, and build a strong theoretical foundation for the study (Kothari, 2004).

RESEARCH RESULTS

Use of Slang in Da'wah

Slang is used in preaching to make the message more interesting and easily accepted by the millennial generation. Examples of the use of slang in preaching include the use of popular terms in lectures and social media content. The use of this language can bridge the communication gap between the speaker and the young audience (Jones, 2017). Apart from that, slang can provide a more relaxed and familiar feel, so that religious messages feel more relevant and less rigid. According to research by Smith (2014), the use of language that is closer to everyday life among the younger generation increases their involvement in religious discussions, which in turn can deepen their understanding of religious teachings.

Challenges of using slang in preaching include the risk of diminishing the clarity and depth of the message (Al-Ghamdi, 2019). Preachers need to avoid sacrificing substance for style, as the primary goal of da'wah is to convey profound religious messages. Anderson (2018) suggests that blending slang with formal language can effectively balance audience engagement with delivering clear and meaningful messages.

The use of slang in da'wah among millennials has become an effective strategy to reach and engage the younger generation. A more relaxed and familiar language makes da'wah messages more relatable and easily understood by millennials. A study by Syamsuddin (2016) showed that the use of slang in lectures and da'wah content on social

media succeeded in attracting attention and increasing millennial participation in religious activities. In addition, research by Wulandari (2018) confirms that informal language can break the impression of formality and rigidity in da'wah, thus creating a more inclusive and comfortable atmosphere for the younger generation. However, it is important to remember that slang should be used with caution to ensure that religious messages remain appropriately conveyed and not oversimplified (Rahman, 2020).

Research by Rahman (2020) shows that social media platforms like Instagram, YouTube, and TikTok have transformed the use of slang in da'wah. By employing memes, short videos, and infographics, preachers can deliver religious messages in a visual and interactive format. This approach makes the messages easier to understand and share, thereby extending the reach of da'wah.

Davis (2021) warns that slang can sometimes obscure the original meaning of religious messages, particularly if terms have different connotations for older audiences or those outside the millennial community. Hence, preachers should regularly assess and adjust their approach based on audience feedback to ensure clarity.

While slang can effectively bridge the communication gap with millennials, it is crucial to balance an engaging language style with the depth of the message conveyed (Anderson, 2018).

The Influence of Slang on Understanding Da'wah Messages

The influence of slang on the understanding of da'wah messages among the millennial generation gives rise to interesting discussions. Kurniawan (2020) shows that the use of language that is more relaxed and closer to the daily life of the millennial generation can increase their level of understanding of the da'wah message. Slang allows religious messages to be more relevant and easily digested by young audiences who are used to informal communication styles in everyday life.

The use of slang in da'wah has a significant influence on the engagement of the millennial generation. More relaxed and familiar language makes da'wah messages easier to understand and accept by the younger generation, who tend to be more responsive to communication that is relevant to their lifestyle. According to a study by Ali (2015), the use of non-rigid language can increase millennials' participation in religious activities, as they feel more connected and valued. In addition, research by Hasanah (2019) shows that slang used effectively on social media can expand the reach of da'wah and attract millennials who often spend time on digital platforms. However, it is important for preachers to maintain a balance so as not to oversimplify religious messages, which can reduce the depth and spiritual meaning of the da'wah itself (Nugraha, 2021).

However, the other side of the use of slang in the context of da'wah must also be considered. Rifqi (2022) highlights that when slang is used excessively or uncontrolled, there is a risk that the da'wah message loses the depth and substance necessary to properly convey religious teachings. Focusing too much on an attractive language style can obscure the essence of religious messages that should be conveyed clearly and deeply.

Finding the right balance between using slang to engage millennials and preserving the depth of religious messages is crucial. Preachers must carefully choose their language style based on the context and goals of their communication to ensure that da'wah remains both effective and substantive (Rifqi, 2022; Kurniawan, 2020).

Nurhayati (2019) and Smith (2018) both highlight that using slang in da'wah can improve communication with millennials by aligning with their preference for informal and relatable styles. Adapting language to slang can engage a broader young audience that might feel disconnected from traditional religious messages.

Al-Farabi (2021) highlights that preachers should avoid overusing slang, as it can undermine the clarity and substance of the da'wah message. Preserving the depth of religious content is essential to keep the message engaging and spiritually enriching.

Preachers can balance their approach by blending slang with formal language, ensuring da'wah remains culturally relevant to millennials while preserving its essence and deep religious values.

Challenges and Opportunities in the Use of Slang

The main challenge in using slang is maintaining a balance between relevance and depth of message. It is important for preachers to still convey substantive messages even though they use more relaxed language. The opportunity is the increasing involvement of the millennial generation in da'wah activities and their understanding of religious teachings (Halim, 2021). This challenge also includes the risk that the use of slang may lead to misunderstanding or oversimplification of complex religious messages (Rahman, 2020). Preachers need to develop the ability to adapt their messages to their audiences without losing the meaning and integrity of religious teachings.

Additionally, research by Ahmad (2019) shows that the use of slang can present challenges in terms of acceptance by older and conservative generations, who may view the use of informal language as impolite or disrespectful to tradition. Therefore, preachers must be good at navigating generational differences and ensuring that their message remains acceptable to various groups within the Muslim community.

Using slang in preaching offers significant opportunities by making religious teachings more relatable and engaging for millennials. This approach can enhance their participation in religious activities and deepen their understanding of Islamic teachings. For instance, employing slang on social media can broaden the reach of da'wah, enabling messages to spread quickly among millennials who are active on digital platforms (Fahmi, 2020; Nurhayati, 2019).

The use of slang in da'wah in the digital age offers various challenges and opportunities. One of the main challenges is maintaining a balance between relevance and depth of message. The use of slang that is too informal can result in the simplification of complex religious messages and reduce the authority of the preacher (Nugroho, 2017). In addition, there is a risk of misunderstanding if the language used is out of context or inappropriate (Putri, 2019).

Slang offers significant opportunities for engaging younger generations by aligning with their lifestyle. Hasan (2021) notes that social media is an effective platform for using slang in da'wah, reaching a wider and more diverse audience. When used appropriately, slang can make da'wah more inclusive and appealing to millennials and Gen Z (Setiawan, 2020). Using slang in preaching presents challenges, it offers valuable opportunities to boost millennial engagement and understanding of religious teachings. Preachers should balance relevance with message depth to effectively reach diverse audiences.

Putri (2022) found that slang can build emotional connections between preachers and young audiences, enhancing understanding and fostering trust and closeness. This personal relationship is crucial in da'wah, as message reception is often influenced by the relationship between the sender and recipient. Yusuf (2021) warns that the effectiveness of slang in preaching relies on context and the preacher's skill. Misuse of slang can undermine the preacher's authority and seriousness, potentially reducing the message's impact. Despite the challenges, using slang in preaching presents significant opportunities to boost millennial engagement and understanding of religious teachings. Preachers should balance relevance with depth to effectively reach and impact diverse audiences.

Interpretation of Findings

Research by Rahmawati (2021) highlights the need to balance slang and message substance in da'wah, as overusing slang may diminish message depth. Zulkifli (2019) finds that while slang can extend audience reach, it must be used cautiously to avoid distorting the message. Overall, judicious use of slang can enhance da'wah effectiveness among millennials.

Research by Zulkifli (2019) indicates that using slang in da'wah can broaden audience reach, particularly on social media popular with millennials. He notes that appropriate use of slang fosters inclusiveness and friendliness, attracting young audiences. However, Zulkifli warns that improper use of slang can lead to message distortion. Research shows that slang can significantly enhance da'wah among millennials if used wisely. By blending the appeal of slang with the depth of religious messages, preachers can create effective da'wah that positively impacts millennials spiritually.

Language and Media Adaptation in Da'wah for the Millennial Generation

The study supports the communication theory that adapting language to the audience enhances effectiveness. In da'wah, using language familiar to the audience improves understanding and engagement. This aligns with the message adaptation concept, which highlights that effective communication depends on tailoring messages to the audience's characteristics and preferences (Anderson, 2018; Smith, 2016).

In da'wah, adapting language involves using familiar terms and media formats for millennials. Research by Kurniawan (2020) indicates that millennials respond better to messages via digital media like social media when the language and visuals are familiar. This supports media adaptation theory, which suggests that media should align with

audience preferences to enhance engagement and effectiveness. The study also supports audience engagement theory, which highlights the need for relevant interactions to boost engagement. Using slang can strengthen emotional connections with millennials, improving their understanding and application of teachings.

The results underscore the need for balance in using slang to avoid diminishing the depth of the da'wah message. The Meaning Maintenance Model emphasizes that while adapting language is important, preserving the core and depth of the message is essential to maintain its substance and ensure it has a meaningful impact on the audience (Heine, 2010).

The study provides empirical evidence that adapting language in da'wah can enhance communication effectiveness with millennials. It highlights the need to balance language adaptation with maintaining message depth and meaning. Integrating slang aligns with theories of message adaptation and audience engagement, reinforcing how effective communication is achieved through appropriate language and media use.

Duality Theory and Modification of Da'wah Communication in the Use of Slang

This research proposes a theory that the use of slang in da'wah can increase engagement while requiring special strategies to maintain the depth and substance of the message. The theory emphasizes the duality of slang's function: as a tool to enhance the attractiveness and relevance of the message for the millennial generation, and as a challenge to preserve the essence and spiritual depth of religious teachings.

1. Duality Theory of Slang in Da'wah
   a. Relational and Engagement Functions:
      Slang can serve as a communication bridge between preachers and millennials, facilitating attention and emotional engagement. Nugroho's research (2020) demonstrates that using popular terms in da'wah can enhance millennials' understanding and involvement with religious messages.
   b. Substance and Depth Challenges:
      Using slang in da'wah requires careful strategy to preserve the depth and substance of the message. Rahmawati (2021) highlights that excessive slang can diminish the solemnity and depth of religious messages. Preachers must balance slang with content rich in religious values to maintain spiritual meaning while using a casual style.
2. Modification of Da'wah Communication Theory
   Traditional missionary communication theory stresses clear and formal messaging to uphold the authority and depth of religious messages. However, with millennials favoring informal communication styles, this theory needs adaptation to incorporate slang while preserving the substance of the message.
   a. Inclusive Communication Model:
   b. Language and Message Balance:

This modification of the theory highlights the need for balance between language and message. Preachers must manage slang usage to avoid diminishing the solemnity and depth of the da'wah message. This can be achieved by:

a. Providing special training for preachers to effectively use slang without losing the message's substantial meaning.

b. Regularly evaluating the effectiveness of slang in preaching, including feedback from millennial audiences, to ensure the message is both understood and conveyed in depth (Rahmawati, 2021).

This new approach advocates for a more inclusive communication model that uses slang to connect with and attract young audiences while preserving the integrity of the religious message. This model involves strategies such as:

a. Use of analogies and metaphors that are relevant to millennials' daily lives to explain complex religious concepts.

b. Include actual stories or examples that use slang but still contain strong moral and spiritual messages (Zulkifli, 2019).

This new theory provides a framework for effectively using slang in preaching, enhancing millennial engagement while preserving the depth and substance of the religious message.

CONCLUSION

From the description described above, it can be concluded that:

1. The use of slang in da'wah among millennials has proven effective in reaching and engaging the younger generation. Relaxed and familiar language makes da'wah messages easier to understand and accept. Studies show that slang in lectures and social media content increases millennial participation in religious activities and creates a more inclusive and comfortable atmosphere. However, the use of slang should still be careful that the religious message is not oversimplified and still delivered appropriately.

2. The use of slang in proselytizing has a significant influence on millennial engagement. Studies show that non-rigid language increases millennial participation in religious activities as they feel more connected and valued. The use of slang on social media also expands the reach of da'wah and attracts millennials. However, preachers need to maintain a balance so as not to oversimplify religious messages, so that spiritual depth and meaning are maintained.

3. The use of slang in da'wah in the digital era presents challenges and opportunities. The challenges include maintaining a balance between relevance and depth of message, as well as avoiding oversimplification of complex religious messages and misunderstanding. However, the opportunities are immense as slang can increase the engagement of the younger generation who are more responsive to communication that fits their lifestyle. Social media becomes an effective platform for dawah with slang, allowing religious messages to reach a wider and more

diverse audience, and making dawah more inclusive and appealing to millennials and Gen Z.

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