



Training Model Development: Transforming a Conservative Da'i to a Moderate by Leveraging Digital Tools

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Abstract. This research aims to determine the development of a training model to transform conservative da'i into moderate ones by utilizing digital tools. The research involves a comprehensive analysis of the Da'i current beliefs and practices, as well as an assessment of the available digital tools that can be utilized to facilitate the transformation process. The results of this research are a training model development that incorporates various digital tools, such as online courses, social media platforms, and digital libraries, to provide the Da'i with a broader understanding of different perspectives and teachings. The potential impact of this study is significant, as it could lead to the development of a more inclusive and progressive religious community. By transforming a conservative Da'i into a moderate one, we can promote understanding, tolerance, and unity among different religious groups. Furthermore, the findings of this study can be applied to other religious contexts, demonstrating the potential of digital tools in promoting religious harmony and understanding. Transforming a conservative Da'i to a moderate by leveraging digital tools requires a comprehensive understanding of the digital landscape, a clear vision for change, and a well-planned and executed digital transformation strategy.

Keyword: Da'i, Moderate, Digital

Abstrak. Penelitian ini bertujuan untuk mengetahui pengembangan model pelatihan untuk mengubah pengkhotbah konservatif menjadi moderat dengan menggunakan alat digital. Penelitian ini melibatkan analisis komprehensif terhadap keyakinan dan praktik Da'i saat ini, serta penilaian terhadap alat digital yang tersedia yang dapat digunakan untuk memfasilitasi proses transformasi. Hasil dari penelitian ini adalah pengembangan model pelatihan yang menggabungkan berbagai perangkat digital, seperti kursus online, platform media sosial, dan perpustakaan digital, untuk memberikan para Da'i pemahaman yang lebih luas tentang berbagai perspektif dan ajaran. Potensi dampak studi ini cukup besar karena dapat mengarah pada pengembangan komunitas keagamaan yang lebih inklusif dan progresif. Dengan mentransformasi

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Da'i yang konservatif menjadi moderat, kita dapat meningkatkan pemahaman, toleransi, dan persatuan di antara kelompok agama yang berbeda. Selain itu, temuan penelitian ini dapat diterapkan pada konteks agama lain, yang menunjukkan potensi alat digital dalam meningkatkan kerukunan dan pemahaman umat beragama. Mengubah Da'i yang konservatif menjadi moderat dengan memanfaatkan perangkat digital memerlukan pemahaman komprehensif tentang lanskap digital, visi perubahan yang jelas, dan strategi transformasi digital yang terencana dan dilaksanakan dengan baik.

Kata Kunci: *Da'i, Moderat, Digital*

INTRODUCTION

Dai who have a conservative approach often follow strong traditions in religious interpretation. (Wawarah, Saidpudin, 2021) They tend to adhere to traditionally established values and principles, sometimes finding it difficult to adapt to social, cultural and technological changes. (Farhan, 2022) This then causes a gap between their way of communicating with the younger generation who are more open to innovation and change. (Goffar, Apang Abdul, 2022) Ultimately, they tend to maintain certain views and are less open to dialogue or inclusive understanding of diverse perspectives.

One prominent example is the increasing divide between traditional da'is and youth regarding the use of social media. Many conservative preachers find it challenging to engage with young people who are highly active on platforms like Instagram, TikTok, and YouTube. These platforms are crucial for modern communication and influence, but traditional da'is often lack the skills or understanding to use them effectively, leading to a disconnect. (Saragih & Suraya, 2022)

It's different from Khalid Basalamah and other conventional ustadz. In terms of tools, they use technological tools, but in terms of their religious understanding, they are still conventional. According to Idi, for example, Khalid Basalamah has a rigid communication pattern and is not open to different views and perspectives, which can create the impression that he is less responsive to contemporary issues and prefers to maintain traditional views. (Warsah, I., Putra, R., & Morganna, 2021) One of the most prominent controversies is Khalid Basalamah's views on music. He stated that music is haram (forbidden) in Islam. This view sparked widespread debate as there are varying opinions among scholars on this issue. Some people feel that his views are too rigid and incompatible with modern life.

In this research, the transformation of moderate da'i is not only about the technology used, it is also about the religious understanding of da'wah,

which means adopting a more inclusive, tolerant and open approach to various views and contemporary social realities. This means that the transformation of conventional preachers to moderate preachers is complete in terms of tools, understanding and attitudes using digital technology

This technological gap not only limits their reach but also creates friction, as young people may see these da'is as out of touch with contemporary issues and modes of communication. For instance, some da'is have expressed concerns about the moral impacts of social media, while failing to engage with these platforms in a way that resonates with the youth. This can result in the youth turning to other, more technologically savvy influencers who might not share the same conservative values. (Nuwairah, 2021)

Conservative Dai may have difficulty responding to contemporary challenges faced by society, such as social, humanitarian, or technological issues. This can make them less relevant or difficult to understand for younger generations living in a modern context. (Farhan, 2022) Dai who are conservative may face difficulties in interacting with different groups or ideas in society. (Sheila Jasanoff, 1991)

A comparison between moderate da'i and conservative da'i discusses the differences in their approaches, views, and attitudes toward religion, society, and contemporary issues. A moderate da'wah approach tends to be more inclusive and open to various religious views and understandings. They emphasized the importance of dialogue, tolerance and adapting to the times. Conservative preachers tend to have a more traditional and rigid approach in conveying religious messages. (Fuadi, 2022) They may emphasize affirmation of religious values and principles without much openness to different interpretations. Then Moderate preachers tend to respond to contemporary issues more openly and sensitively, seeking solutions that take into account the interests and needs of today's society. Whereas Conservative Da'i Their responses to contemporary issues may be more conservative, with a tendency to refer to established religious views and laws, even if these conflict with current social trends or norms. (Aini et al., 2022)

For example, in recent years, many religious figures have promoted literal and textual interpretations of religion, which are not contextual to modern socio-historical conditions. This contributed to increasing radicalism

and discontent among Muslim youth, eventually pushing some of them to agnosticism or atheism.

However, in a pluralist society, differences in religious views and religious understanding often cause friction and tension. (Donna M. Gollnick, 2009). For example, the 2016 DKI Regional Election Case regarding Ahok. This case is one of the most prominent examples of religious tension in Indonesia. Basuki Tjahaja Purnama or Ahok, former Governor of DKI Jakarta, was accused of committing religious blasphemy after quoting verses from the Koran in his speech. (Republika, 2016) This sparked massive protests from conservative Muslim groups who accused him of insulting Islam. Then the Rejection of the Church in Bekasi and Bogor - 2010-2012: In Bekasi and Bogor, West Java. There have been several cases where the establishment of Christian churches was opposed by local Muslim communities. (Kompas, 2012) A well-known example is the Yasmin Church in Bogor, where the church construction permit was revoked by the city government after pressure from local Islamic groups. This case raises tensions between religious communities and shows how strict interpretation of religious rules can hinder religious freedom in Indonesia

This requires preachers to have a broader and more inclusive understanding of existing social realities. In an effort to overcome tensions between religious communities and realize inclusive da'wah, the development of a cadre model for conservative preachers to moderate preachers is an alternative that needs to be explored.

Preachers who have a conservative understanding often face difficulties in interacting with heterogeneous communities. (David M. Bourchier, 2019) Along with that, the development of a cadre model for conservative preachers to moderate preachers can help preachers to broaden their horizons, increase empathy, and create a more inclusive dialogue space in spreading da'wah messages. (Chen, Xinzhong, 2019)

The cadre of preachers or the training of preachers has several problems that often arise in various contexts, including a lack of consistent standards or guidelines in the training of preachers, both in terms of training materials, teaching methods, or performance evaluation. This can result in differences in quality or competence between preachers. (Qatawneh & Rababah, 2021) Some preacher cadre programs do not take into account contemporary challenges faced by society, such as technological

developments, social change, and the evolving needs of diverse audiences. (Warsah, I., Putra, R., & Morganna, 2021)

In fact, sometimes there is a gap between the teaching methods adopted by cadre institutions and the understanding, lifestyle or needs of the newly developing young generation of preachers. Including some cadre programs may not emphasize the importance of tolerance, respect for differences, and openness to various views in the context of da'wah. (Putra, 2018)

Previous research relevant to this research includes Dai Training Programs in the Digital Era which explores studies that discuss the adaptation of traditional dai training programs to include elements of digital literacy, communication in the digital era, and strategies for interacting with various audiences.

Inclusivity and Interfaith Dialogue in Da'wah, namely research focuses on how da'wah can adapt their approach to be more inclusive, emphasizing interfaith dialogue, understanding different perspectives, and encouraging tolerance in their da'wah efforts.

Digital Literacy and Religious Communication is a study that analyzes the impact of digital literacy and skills in using various digital platforms to spread inclusive da'wah while maintaining the core values of conservatism. Then the research entitled Transformation of Dai's Role in Contemporary Society investigates studies that highlight the development of the role of preachers in modern society, specifically focusing on how they adapt their methods to deal with changing societal dynamics and technological advances. The next research is Strategies for Bridging Conservative and Moderate Approaches, namely research that proposes or explores strategies to bridge the gap between conservative and moderate approaches in preaching, by integrating digital literacy in this transition.

Previous research that focuses on this theme may include aspects such as the transformation of preachers from conservative to moderate, the role of digital technology in da'wah, the public's response to da'wah delivered by moderate preachers, and the impact of the transformation of preachers in the context of religious tolerance. (Putra et al., n.d.)

However, because this topic is a theme that continues to develop, new research that is more focused on developing a cadre model for conservative preachers to moderate preachers by considering aspects of digital literacy and

inclusiveness in da'wah is very important to deepen our understanding and provide a more concrete contribution to the development of da'wah. inclusiveness in an increasingly diverse society.

In this context, research on the development of a cadre model from conservative to moderate dai is considered important for further exploration. This is also in line with efforts to advance a more inclusive religious understanding and build a society that is more united and tolerant of religious differences.(Sugiyono, 2017)

It is hoped that this research can provide a strong basis for the development of a preacher cadre model that can promote inclusive da'wah and contribute to building a society that is more tolerant of religious differences. In the context of a multicultural and multireligious society, da'wah is very important in forming an inclusive and tolerant understanding of religious differences. One of the approaches proposed to achieve this goal is through the development of a cadre model for conservative preachers (preachers) to moderate preachers. It is hoped that this transformation can help dai to face diverse social realities in a more open and inclusive way.

RESULTS AND DISCUSSION

Da'i is a central figure in the Shia Islamic tradition, responsible for spreading the teachings of the faith and providing guidance to believers. However, the role of the Da'i has been subject to criticism and controversy, particularly in relation to their conservative views on certain aspects of Islamic teachings. This paper proposes a training model that aims to transform a conservative Da'i into a moderate by leveraging digital tools. The model is based on the principles of Islamic education and aims to promote tolerance, understanding, and open-mindedness among Da'is.(Sangeeta Singh and Stephan Sonnenburg, 2012)

Digital tools have become increasingly important in Islam, providing a platform for diverse perspectives and engaging young learners. Online courses, social media platforms, and virtual reality simulations can help Da'is to gain a more comprehensive understanding of Islamic teachings and promote tolerance and understanding among believers. These tools can also help to address some of the challenges faced by traditional Islamic education, such as limited access to resources and the need for more inclusive and diverse perspectives.

Understanding the Current Digital Landscape

The first step is to understand the current state of digital tools and their impact on well-being, including the positive and negative effects they have on individuals and communities. This involves evaluating the use of digital tools for problem-solving, enhancing lives, and improving productivity, as well as their potential for censorship, discrimination, and harassment

The current digital landscape for da'i to dakwah in Indonesia has undergone significant changes due to the rapid growth of Internet access and the extensive usage of social media platforms among the Muslim community. This has enabled open expression of religiosity, the sharing of Quranic exegesis (tafsir), and the starting of conversations on Islamic matters. Social media platforms and private chat groups, such as Telegram and WhatsApp, have become popular channels for da'i to dakwah activities.

In the context of digitalization, the planning of da'wah (Islamic outreach) has been influenced by the use of technology. The digital era has brought about new opportunities for da'i to dakwah, including the use of artificial intelligence (AI) in the adoption of new technologies and the development of digital platforms for religious education and outreach. The use of digital technology has also led to the mainstreaming of Islam in Indonesian society, with television playing a significant role in shaping Muslim identity and the middle class. The transformation of Indonesian Islam in the post-authoritarian era has been marked by the expansion of digital technology and its impact on religious expression and practice.

Digital content creation

In the digital age, the way we communicate and share messages has drastically changed. With the rise of social media platforms, video-sharing websites, and other online tools, it has become easier than ever to reach a global audience. For da'is, or Islamic missionaries, this presents an opportunity to spread the message of Islam far and wide. In this article, we will explore the various ways in which digital content creation can be used by da'is to effectively communicate the teachings of Islam and engage with their audience.

One of the most powerful ways to convey a message is through visual storytelling. This can include creating short videos, infographics, or

animations that illustrate key Islamic teachings or stories from the Quran and Hadith. These visual aids can be shared on social media platforms like YouTube, Instagram, and Facebook, where they can reach a wide audience. By using engaging visuals, da'is can make complex Islamic concepts more accessible and easier to understand for a diverse range of viewers.

Social media campaigns can be a powerful way to raise awareness about various aspects of Islam and engage with a global audience. Da'is can create campaigns that focus on specific themes, such as the importance of charity, the significance of the Islamic month of Ramadan, or the role of women in Islam. By using visually appealing graphics, catchy slogans, and engaging content, da'is can create campaigns that resonate with their audience and encourage them to share the message of Islam with their own networks. This could include training on how to create engaging and inclusive content for digital platforms, such as videos, podcasts, and social media posts. Digital content creation for a da'i can involve various strategies to increase their online presence and reach a wider audience. (Chakim, 2022)

Create valuable and informative content that is relevant to your target audience. This can include blog posts, articles, videos, podcasts, or social media updates. The content should provide value to the audience and address their questions or concerns related to the da'i's teachings or guidance. Then ensure your website is technically sound. Optimize your site's structure, fix broken links, improve site speed, and use proper HTML tags. This will help search engines understand your content and rank it higher in search results.

Make sure your website is mobile-friendly and provides an excellent user experience on smartphones and tablets. This is important as more users are accessing the web on mobile devices. Build high-quality backlinks from other reputable websites to improve your website's authority and search engine rankings. This can be achieved by guest posting on other blogs, collaborating with other websites, or creating valuable content that others want to link to.

Digital marketing and outreach

In today's digital age, the role of da'i has evolved significantly. With the rise of social media, search engines, and online platforms, da'i outreach has become more accessible and efficient than ever before. Digital marketing

strategies can be employed to effectively reach out to potential converts and engage with the Muslim community. This article will discuss various digital marketing techniques and best practices for da'i outreach.

Social media platforms such as Facebook, Twitter, Instagram, and LinkedIn are powerful tools for da'i outreach. Creating engaging content, sharing educational resources, and starting conversations can help attract new followers and potential converts. It is essential to tailor the content to the specific audience on each platform. For example, Facebook can be used for longer, detailed posts, while Twitter is ideal for short, concise messages.

SEO is the process of optimizing a website to rank higher in search engine results. By incorporating relevant keywords and phrases, creating high-quality content, and building backlinks, da'i websites can attract more organic traffic. This can significantly increase the visibility of da'i outreach efforts and make it easier for potential converts to find and engage with the content. (D. Zeng, H. Chen, 2010)

Creating and sharing valuable, informative, and engaging content is a key aspect of digital marketing for da'i outreach. This can include blog posts, videos, podcasts, and infographics. By providing content that addresses the needs and interests of the target audience, da'i can establish themselves as credible and trustworthy sources of information. Email marketing is a cost-effective and personalized way to reach out to potential converts. By building an email list and sending regular newsletters, da'i can share updates, resources, and promotions with their subscribers. It is essential to ensure that the emails are visually appealing, easy to read, and provide value to the recipient.

Paid advertising, such as Google Ads or social media ads, can help increase the reach of da'i outreach efforts. By targeting specific demographics, interests, and keywords, da'i can attract more qualified leads and potential converts. It is crucial to monitor the performance of these ads and adjust the targeting and messaging as needed.

Collaborating with influencers in the Muslim community can help expand the reach of da'i outreach efforts. By partnering with influencers who share the same goals and values, da'i can tap into their followers and potentially gain new converts. It is essential to choose influencers who have a genuine interest in the da'i mission and can effectively communicate its message.

Using tools like Google Analytics, da'i can track the performance of their digital marketing efforts and identify areas for improvement. By analyzing metrics such as website traffic, conversion rates, and engagement rates, da'i can make data-driven decisions and optimize their outreach strategies accordingly. In conclusion, digital marketing offers a wide range of opportunities for da'i outreach. By leveraging social media, SEO, content marketing, email marketing, paid advertising, influencer marketing, and analytics, da'i can effectively reach out to potential converts and engage with the Muslim community. It is essential to stay up-to-date with the latest digital marketing trends and best practices to maximize the impact of da'i outreach efforts.

This could include training on how to use digital marketing tools and strategies to reach a wider audience, including social media advertising, email marketing, and search engine optimization. In conclusion, digital marketing offers a wide range of opportunities for da'i outreach. By leveraging social media, SEO, content marketing, email marketing, paid advertising, influencer marketing, and analytics, da'i can effectively reach out to potential converts and engage with the Muslim community. It is essential to stay up-to-date with the latest digital marketing trends and best practices to maximize the impact of da'i outreach efforts.

Digital Tools for Da'wah

The digitalization of Da'wah has transformed the way Islamic teachings are disseminated and received. The internet has provided a global platform for sharing and accessing Islamic content, making it possible for individuals to engage with Da'wah materials from anywhere in the world. Social media platforms have also played a crucial role in this process, allowing for the creation and sharing of content that resonates with diverse audiences. Digital tools can significantly help in reaching a wider audience for da'wah, the Islamic practice of inviting others to embrace the faith. The use of digital tools has become increasingly important in the current era of mass media, digital communication, and the internet.

Understanding digital tools is crucial for da'i to da'wah Islam, as the digital age has significantly impacted the way Islamic messages are conveyed and received. Social media platforms, for instance, have become a significant tool for Islamic da'wah, but they also present challenges such as ensuring the

accuracy and authenticity of religious messages and adapting to new communication dynamics. Additionally, the rise of digital technology has facilitated the dissemination of Islamic teachings through online courses, websites, and blogs. Therefore, da'wah activists must learn to adapt to these new tools and understand the preferences of increasingly digital audiences to effectively communicate and deliver relevant religious messages

Some examples of digital tools used in Islamic da'wah include Social media platforms: Social media platforms such as Facebook, Twitter, and Instagram are widely used for Islamic da'wah to reach a large audience and engage in discussions about Islam. Digital tools like websites and online courses provide a platform for teaching Islamic knowledge and principles, making it easier for people to learn about Islam. Also Blogs are a popular tool for sharing personal experiences, thoughts, and insights about Islam, and can be used to engage with a global audience. Creating digital content such as videos, podcasts, and infographics can be an effective way to share Islamic teachings and reach a wider audience. Digital libraries: Digital libraries of Islamic texts, such as the Qur'an and Hadith, can be accessed and studied online, making Islamic knowledge more accessible to people around the world.

The digital era has brought about significant changes in the way da'wah is communicated. Preachers and da'wah activists must adapt and utilize digital tools effectively to reach and engage people in Islamic teachings. This may involve digital training, multimedia content, and a variety of platforms and strategies to reach a diverse audience.

Digital community building

The Importance of Digital Community Building for Da'i are Connecting People. Digital communities allow Da'i to connect with individuals from different parts of the world, fostering a sense of unity and shared purpose. This connection can lead to meaningful conversations, collaborations, and partnerships that can further the cause of Islam. Then Engaging with the Audience: Digital communities provide a platform for Da'i to engage with their audience in a more personal and interactive way. By sharing knowledge, insights, and experiences, Da'i can inspire and motivate their followers to live a more purposeful and fulfilling life. Digital communities can serve as a catalyst for positive change. By sharing inspiring

stories, ideas, and resources, Da'i can encourage their followers to take action and make a difference in their own lives and in the world.

Digital community building is a powerful tool for Da'i, enabling them to connect, engage, and inspire their followers in meaningful ways. By choosing the right platform, creating engaging content, encouraging participation, building relationships, and measuring performance, Da'i can create thriving digital communities that promote unity, inspire change, and spread the message of Islam. This could include training on how to build and engage with online communities, including forums, social media groups, and online discussion boards.

By combining these elements, DAI's training could help conservative Da'is transition to a more moderate approach and create an inclusive Da'wah that is effective in the digital space.

An example of a digital community related to this research is IslamicBoard Indonesia, which is an online forum that focuses on discussions about Islam. Here, members can share experiences, ask questions about religion, and interact with fellow Muslims. The Muslimah Blogger Community is mainly filled with Muslim women who are active in the world of blogging. They share experiences, writings and inspiration about daily life and Islamic values via digital platforms. the third community is the Digital Da'wah community. Various groups and individuals in Indonesia use social media and other digital platforms to spread da'wah (transmission of Islamic teachings). They share lectures, writings and educational content about Islam to a wide audience.

These three communities have activities that are quite unique and have an influence on their audiences. In this community there is a Religion Discussion, where members can participate in discussions about various aspects of the Islamic religion, ranging from interpretation of the Koran, hadith, Islamic law, morals, to contemporary issues related to religion.

Then there was a Q&A activity. There is a question and answer feature where members can ask about things they do not understand related to the Islamic religion, and other members or forum administrators will try to provide appropriate answers and explanations. Then there is Experience Sharing. This means members can share their personal experiences related to religious practices, spiritual journeys, or challenges they face as Muslims in everyday life. Of course there is also routine study in it. Some forums or

threads on IslamicBoard Indonesia may hold regular studies, both online and offline, that discuss certain topics in Islam in more depth. Sometimes, there are also spiritual guidance facilities where members can consult privately with forum administrators or related religious experts to get advice and guidance in implementing Islamic teachings.

These communities provide a platform for structured learning about the Islamic religion. Conservative preachers can take examples of how religious knowledge is conveyed systematically and in a balanced manner. Of course, this activity uses technology, not using paper manually. This makes it easier for the new generation to be interested and consistent in studying religion. Despite its focus on conservative values in Islam, this community often provides a space for open discussion and is tolerant of various points of view. This allows preachers to understand diverse perspectives and broaden their horizons. This means that conservative preachers are able to open dialogue with the complexity of the new generation's character so that they are more tolerant, which does not mean they are more secular, but prioritize mutual blessings based on true Islamic teachings.

Through interaction on this platform technology, which is already used by this community, conservative preachers can learn effective communication patterns in conveying religious messages to a wider audience. They can know the right way to encourage discussion, provide advice, and respond to questions tactfully. This community also shows the importance of active involvement in da'wah through digital media. Conservative preachers can utilize online platforms to spread religious messages widely and effectively to a larger audience.

Da'i often creates interesting digital content such as video lectures, infographics, blog articles and podcasts. This content is designed to attract the attention of online audiences and convey religious messages in a clear and inspiring way. Lecture videos accompanied by interesting animations or interesting visuals can make the preaching message easier to understand and entertaining for viewers.

The transformation from conservative to moderate preaching is a process that requires patience, openness and strong determination. However, by taking advantage of the digital tools available, conservative preachers have the opportunity to respond to the call of the times in a way that is consistent with religious values and the demands of modern life. Inclusive, moderate

and adaptive da'wah is the key to bridging the gap between tradition and modernity in contemporary Islamic society. By continuing to explore and implement new strategies, conservative preachers can become agents of change who bring religious messages into a context that is more relevant and meaningful for the wider community.

On the other hand, technology not only facilitates the spread of da'wah but can also play an important role in broadening the understanding of preachers to become more moderate. Through broad access to information, global collaboration, and more inclusive interactions, technology can help preachers adopt a more balanced and relevant view of contemporary challenges. Here are several ways to open moderate understanding for preachers by utilizing technology. Technology provides access to various sources of information, allowing preachers to study various perspectives in Islam. Conventional preachers can access using Digital Libraries such as Google Books, Project Gutenberg, and Islamic digital libraries to access books, journals, and articles about Islam from various perspectives.

CONCLUSION

The results of this research are a training model development that incorporates various digital tools, such as online courses, social media platforms, and digital libraries, to provide the Da'i with a broader understanding of different perspectives and teachings. The potential impact of this study is significant, as it could lead to the development of a more inclusive and progressive religious community. By transforming a conservative Da'i into a moderate one, we can promote understanding, tolerance, and unity among different religious groups. Furthermore, the findings of this study can be applied to other religious contexts, demonstrating the potential of digital tools in promoting religious harmony and understanding. In conclusion, transforming a conservative Da'i to a moderate by leveraging digital tools requires a comprehensive understanding of the digital landscape, a clear vision for change, and a well-planned and executed digital transformation strategy.

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