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Mapping the Evolution of Islamic Da'wah in Indonesia: A Bibliometric Analysis and Future Research Directions

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MAPPING THE EVOLUTION OF ISLAMIC DA'WAH IN INDONESIA: A BIBLIOMETRIC ANALYSIS AND FUTURE RESEARCH DIRECTIONS

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Abstract

This study examines the evolution of research related to Islamic da'wah in Indonesia, sourced from reputable Scopus-indexed journals from 1995 to 2023. It explores author productivity and related keywords that depict Islamic da'wah's development in Indonesia. This research employs bibliometric analysis techniques and descriptive statistical approaches, utilizing the biblioshiny tool and R program to identify recommended research keywords with significant potential for future development. The research findings indicate that "social media" emerges as a frequently occurring keyword in studies on Islamic da'wah in Indonesia. Furthermore, two research paths emerge as recommendations for future development: the authority of Islamic da'wah in Indonesia and Islamic da'wah in the digital era. This investigation holds significant importance for stakeholders, including government authorities, Muslim preachers (da'i), and Muslim scholars, as it provides fundamental insights into the development of Islamic da'wah literature in Indonesia, thus offering prospective research directions.

Keywords: Islamic Da'wah; Evolution; Indonesia; Bibliometric; Literature.



A. Introduction

The development of Islamic preaching (*da'wah*) in Indonesia has been extensively discussed in various types of literature, including books, journals, articles, and other academic sources. However, studies that utilize reputable Scopus-indexed journals and bibliometric techniques to analyze the literature on the development of Islamic *da'wah* in Indonesia are relatively scarce. Literature on the development of Islamic *da'wah* began to appear in reputable Scopus journals only in 1995, which is considered quite late compared to scholarly studies in other fields such as science and technology or social sciences and humanities. Additionally, the history of *da'wah* in Indonesia dates to the 7th century CE, during the leadership of the Prophet's companions, who became caliphs. Therefore, research on Islam, *da'wah*, and its dissemination in Indonesia needs to be further developed in the present time.

The growth of literature on Islamic *da'wah* is substantial in Indonesia. It is due to Indonesia being the country with the largest Muslim population in the world, with approximately 231 million Muslim residents (World Population Review, 2023). Moreover, Indonesia is home to numerous Muslim scholars, preachers, *ulama*, and *muballigh* who have produced scholarly works and books and contributed to the development of Islamic studies, making them global references. Examples include "*Tafsir Al-Mishbah*", a commentary on the Quran by Quraish Shihab, "*Tafsir Al-Azhar*" by Buya Hamka, and other remarkable works produced by Indonesian Muslim scholars.

Studies on Islamic *da'wah* in Indonesia encompass a wide range of topics. Some previous studies, such as Milie et al., (2023), have examined the forms of *da'wah* disciplines in the context of Indonesia's educational system. Additionally, studies have delved into issues like radicalization in higher education, as seen in the work of Hamdi (2023), radicalization in community groups (Wildan, 2013), and the intersection of Islamic *da'wah* and politics in Indonesia (Rosidi, 2021). Previous research has also explored cultural *da'wah* (Weng, 2019), the Salafi *da'wah* movement (Hasbullah et al., 2022; Ahmad et al., 2021; Masduki et al., 2022), perception of millennial on *da'i* (Choirin et al.,

2023) and the study of Islam and politics (Syam et al., 2020; Bahri et al., 2018; Hakim, 2023).

Bibliometric analysis is a quantitative method describing a published literature collection, including journal articles or conference proceedings (Ascarya, 2023). The data collected include details of authors, journals, publication years, and the number of citations, which are beneficial for identifying research trends, measuring the impact of publications, or comparing the productivity of previous studies (Ascarya, 2023). Martí-Parreño et al., (2016) noted that bibliometric techniques are applied based on specific periods and topics of study. Sweileh et al., (2017) demonstrated that bibliometric analysis is popular among researchers for measuring trends and impacts in various research fields. Bibliometric mapping involves visualizing data graphically (Borner et al., 2003), making bibliometric analysis a favored method among contemporary researchers.

Previous studies that employ bibliometric techniques to analyze the development of Islamic *da'wah* in Indonesia remain relatively scarce. Some of these studies include research by Suhaimi et al., (2022), which explores the history of Islamic education in Southeast Asia, and a study by Bukhari et al., (2023) that investigates conventional *da'wah* in the digital era using Vos Viewer. Using bibliometric techniques has become increasingly popular for identifying trends and impacts in literature (Riani & Ikhwan, 2023), thus facilitating future research in areas that require further development.

Da'wah is a call and invitation that guides individuals from one behavior and perspective to another in understanding the teachings of Islam. In the practice of Islamic *da'wah*, two dimensions are involved: internal and external (Hasbullah et al., 2022). The internal dimension of Islamic *da'wah* encompasses the Islamic teaching system, including the fundamentals of monotheism, Islamic jurisprudence (fiqh), history, Sufism, the Quran, and Islamic scholarly studies, which are delivered through calls in places of worship (Nasir et al., 2019).

On the other hand, external *da'wah* aims to invite non-Muslims to embrace Islam and learn all the virtues of Islam (Mirza, 2014). Islamic *da'wah*



not only imparts knowledge but also seeks to address everyday issues in politics, economics, and social matters (Rosidi, 2021). Thus, Islamic *da'wah* plays a significant role in self-reform for personal improvement. It is a source of happiness, satisfaction, obedience, and pride for individuals as they draw closer to Allah (Kashif et al., 2015).

The study of the development of Islam in Indonesia has become more substantial in recent years. Topics covered have become increasingly diverse, ranging from *da'wah* in the digital era to studies on Islamic moderation, examinations of Islamic groups and organizations, and studies on Islamic sects and beliefs. Islamic thought continues to evolve, providing insights and intellectual growth for the Muslim community in Indonesia.

The use of digital media in *da'wah* communication is crucial for reaching the millennial generation, which dominates Indonesia's population. Digital media principles involve utilizing various platforms, including social media (Ioanid & Scarlat, 2017; Mulyana et al., 2020). Among these platforms, YouTube and Instagram are favored by Islamic preachers (Goh et al., 2013). *Da'is* or *muballighs* use YouTube to communicate with young people by offering diverse content choices to enhance their interest in learning about religion (Majid & Noor, 2017; Slama, 2017).

The process of conveying *da'wah* messages to the public is carried out by individuals who have a clear understanding of Islamic teachings, with *da'wah* subjects (*da'is*) or *muballighs* imparting Islamic knowledge to the public (*mad'u*) by adhering to the Quran and the Hadith (Briandana et al., 2020). The teachings of Islam, delivered through *da'wah*, are derived from the genuine truth (*al-Haq*), which is directly sourced from the word of Allah through the Quran (Murthado, 2017). These teachings may involve commands, advice, trust, role modeling, or requests conveyed in a material form by the communicators (*da'is*) to the communicants (*mad'u*) based on the Quran and the Hadith (Briandana et al., 2020).

By conveying *da'wah* messages aimed at improving negative aspects of people's lives (thoughts, feelings, and behaviors), individuals or communities are guided towards Islam's peaceful, serene, and joyful



teachings (Nisa, 2018). Successful *da'wah* is achieved through dedicated and sincere efforts by *da'is* or *muballighs*, with the hope for Allah's blessings and assistance, along with effective and heartfelt communication processes (Briandana et al., 2020). Additionally, the appearance of *da'is* or *muballighs* and the messages they convey to *mad'u* are crucial for establishing active and two-way communication (Bakti, 2003).

Studies on the development of Islamic *da'wah* in contemporary Indonesia are closely related to the rise of social media to convey *da'wah* messages to the Muslim community (Fakhruroji, 2017). Using social media for *da'wah* provides an alternative for disseminating Islamic messages more widely and rapidly. Presently, *da'wah*, through social media, has become an essential tool for *da'is* or *muballighs* in promoting Islam to the public. *Da'wah* in the digital era has become a necessity, given that *da'wah* has shifted toward information technology and the broader information age. Therefore, Islamic preachers need to adapt to this new era.

This study is expected to provide an overview of current topics and related themes frequently discussed by Indonesian Muslim scholars regarding the development of Islamic *da'wah* in Indonesia, which can be used for further Islamic studies. Additionally, this research aims to summarize previous studies and analyze Islamic *da'wah* in Indonesia and how it has developed within the context of Islamic scholarship.

This study attempts to evaluate the literature on Islamic *da'wah* in Indonesia using bibliometric techniques with a quantitative approach to map the literature on related topics and periods. This study aims to gain a deeper understanding of the literature on Islamic *da'wah*, the topics discussed, and their development in Indonesia. The research draws from reputable Scopus-indexed journal articles to better understand the critical issues academics discuss. The structure of the study is as follows: The first section outlines the research objectives and background. The second section discusses previous literature on the development of Islamic *da'wah* in Indonesia. The third section describes the methodology used in the study. The fourth section presents the findings and analysis of the research, and the final section offers conclusions and recommendations based on the research results.



This study examines the literature on the analysis of Islamic *da'wah* in Indonesia and its evolution over recent periods, along with recommendations to enhance its contribution further. Employing bibliometric techniques aids in identifying research gaps and advancing the study of Islamic *da'wah* within a broader and more profound theoretical and societal implementation context.

B. Method

This research analyzes previous studies sourced from Scopus-indexed journals from 1995 to 2023. The sources of prior research from Scopus journals were obtained online and are publicly available. This research method employs a quantitative approach with descriptive statistical analysis of 86 publications related to the development of Islamic *da'wah* in Indonesia. Among these 86 sources are 69 articles, one book, five chapter documents, five conference paper documents, and six review documents.

The method of this study involves collecting literature from the Scopus database, totaling 86 documents, by filtering keywords "Islam" AND "Da'wah" OR "Da'wah" AND "Indonesia" to obtain relevant literature on the research topic. Subsequently, the retrieved literature documents will be analyzed using bibliometric techniques employing the biblioshiny tool.

Bibliometric analysis is a quantitative method used to measure the quality of academic journals, employing statistical methods such as citation analysis with cautionary principles (IGI Global, 2024). Bibliometric techniques involve mapping data composition, including keywords from each document, abstracts, author productivity, current topic developments, and recommendations for future research advancements. An operational tool, biblioshiny, is required to analyze literature data using bibliometrics. This software tool assists in processing and analyzing the obtained document data to execute bibliometric methods.

C. Result and Discussion

1. Result

Based on the development of scholarly publications regarding Islamic *da'wah*, there has been a continuous increase from 1995 to 2023. The growth of

studies on Islamic *da'wah* in Indonesia before 2011 was relatively slow, resulting in only a limited number of Scopus-indexed articles. However, after 2011, the literature on Islamic *da'wah* in Indonesia saw a significant boost in development. The highest number of scholarly publications on Islamic *da'wah* in Indonesia was recorded in 2022, with 15 academic journals. This achievement provides a significant opportunity for Muslim scholars and *da'is* to continue producing scholarly works on the literature of Islamic *da'wah* in Indonesia.

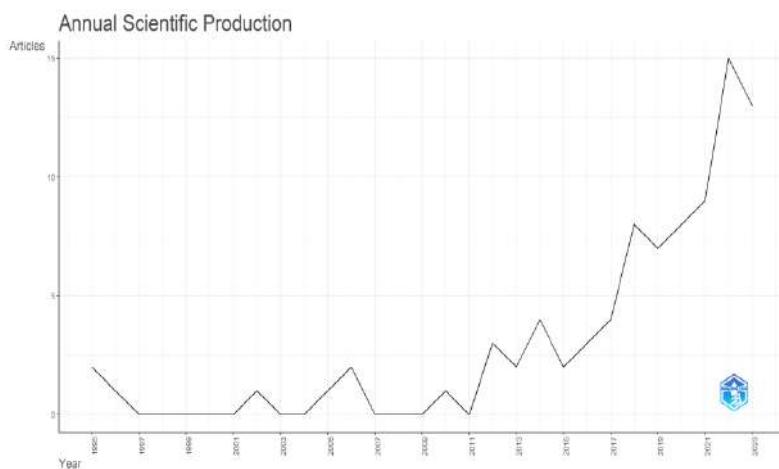


Figure 1. Annual scientific production

a. Productivity of Journals

The source documents published by journals show that most publications regarding the study of Islamic *da'wah* in Indonesia came from the *Studia Islamika* journal, which has seven articles. The *Studia Islamika* journal from Indonesia has the Scopus Q1 standard, which has the best writing impact in studying Islamic *da'wah* in Indonesia. Furthermore, the journals HTS Teologiese Studies/ Theological Studies and Indonesian Journal of Islam and Muslim Societies (IJIMS) produced four articles on studying Islamic preaching in Indonesia. The HTS Teologiese Studies/ Theological Studies journal originates from South Africa with Scopus Q1 standards, so it has quality publication articles studying Islamic *da'wah* in Indonesia that have an outstanding impact. Lastly, the Indonesian Journal of Islam and Muslim Societies (IJIMS) is a journal originating from Indonesia with Scopus Q1



publication standards, so it has publication quality that has an excellent impact on the articles produced.

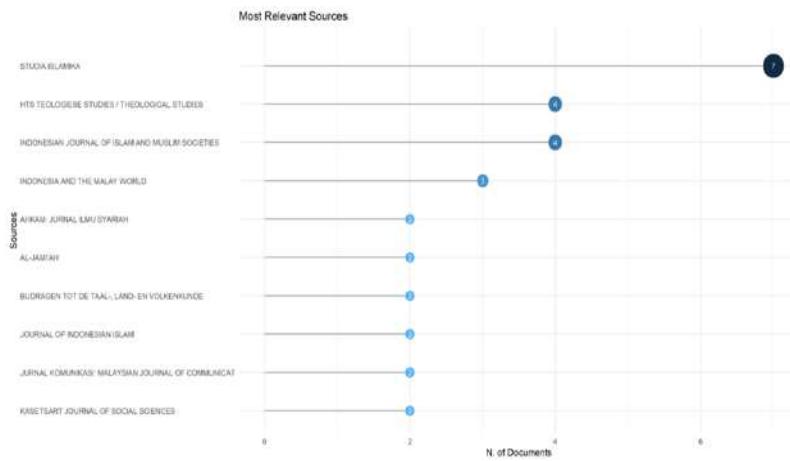


Figure 2. Most relevant sources

b. Country Scientific Production

Table 1. Country scientific production based on authors

No.	Country	Authors
1.	Indonesia	139
2.	Australia	11
3.	Malaysia	9
4.	USA	8
5.	UK	3
6.	Japan	2
7.	New Zealand	1
8.	Singapore	1
9.	Sudan	1
Total		175

Based on the production of scholarly articles, the journals' origin indicates that most publications on Islamic *da'wah* in Indonesia come from Indonesia, with 139 authors or 79.43% of the total authors. It signifies that Indonesia has the highest number of Muslim scholars in this field compared to other countries. Furthermore, Australia, Malaysia, the United States, and the United Kingdom have contributed with 11 authors, nine authors, eight authors, three authors, and two authors, respectively, in producing studies on Islamic *da'wah* in Indonesia.

When examining the production of articles by authors on the study of Islamic *da'wah*, it becomes evident that Indonesia has experienced the most rapid growth in the number of articles over the years, particularly from 2019 to the present. However, countries like Australia, Malaysia, the United Kingdom, and the United States have seen relatively stagnant or slower growth in the number of articles produced each year. It indicates that Indonesian authors are the most productive in generating studies on Islamic *da'wah* in Indonesia.

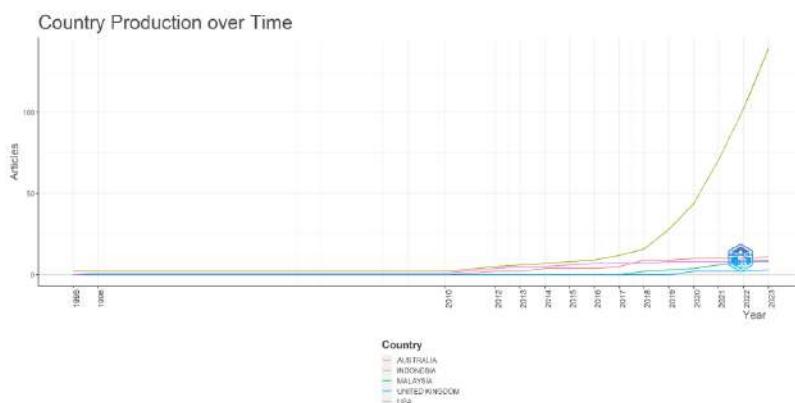


Figure 3. Country production over time

c. Most Cited Countries

The findings of this study provide novel insights into the development of author productivity analyzed based on the number of scholarly works produced from reputable Scopus journals. Based on the analyzed articles, the research findings indicate that the most cited articles originate from Malaysia, with 93 citations, followed by Indonesia, with 58 citations; the United States, with 45 citations; New Zealand, with 28 citations; and Australia, with 24 citations. Although most publications originate from Indonesian authors, it is noteworthy that articles authored by individuals from Malaysia receive the highest number of citations from researchers worldwide. Therefore, Indonesian authors need to enhance both the quantity and quality of publications produced for better outcomes in the future.



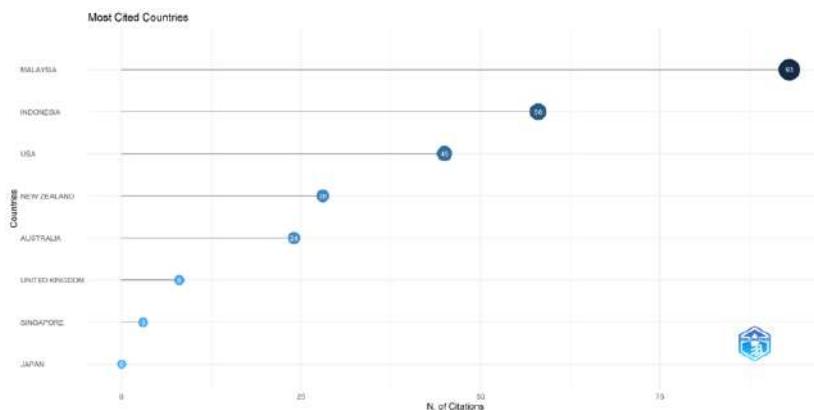


Figure 4. Most cited countries

d. Productivity of Authors

Regarding the most productive authors in generating studies on Islamic *da'wah* in Indonesia, Rosidi, Weng, and Zulkifli have each produced three research documents on the topic. Authors such as Baulch E, Millie E, Pramiyanti A, Rakhmani I, and Sakai M have contributed two published works on Islamic *da'wah* in Indonesia. Therefore, additional authors still need to emerge and contribute to the publication of research on the development of Islamic *da'wah* literature in Indonesia, which would further accelerate the growth of Islamic scholarly knowledge in this field.

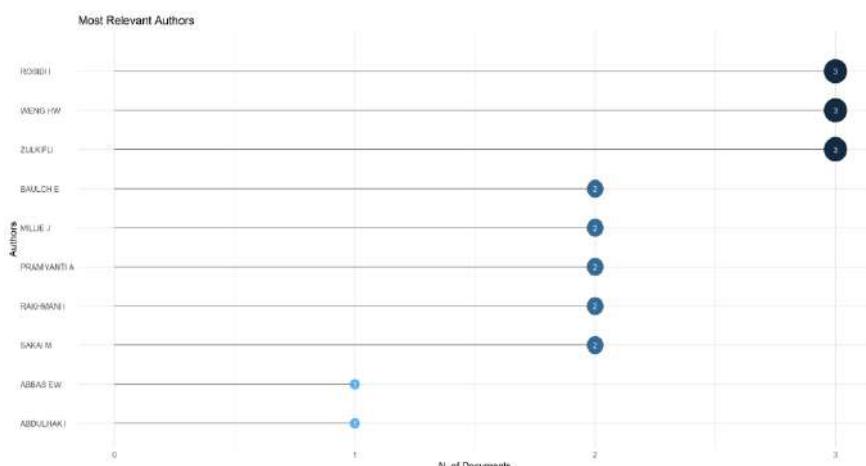


Figure 5. Most relevant authors

e. Most Relevant Affiliations

Based on the affiliation of the authors, the highest number of scholarly articles on the study of Islamic *da'wah* in Indonesia is produced by authors affiliated with Universitas Islam Negeri Sultan Syarif Kasim Riau, with a total of eight articles. Furthermore, authors affiliated with Institut Agama Islam Negeri Kudus, Tadulako University, Universitas Muhammadiyah Magelang, Universitas Pendidikan Indonesia, and Universitas Padjajaran have each contributed four articles about Islamic *da'wah* in Indonesia. Mapping the author affiliations is carried out to understand the extent to which the study of Islamic *da'wah* in Indonesia is researched and discussed within the affiliations of the authors' institutions, thereby contributing to the advancement of Islamic *da'wah* literature.

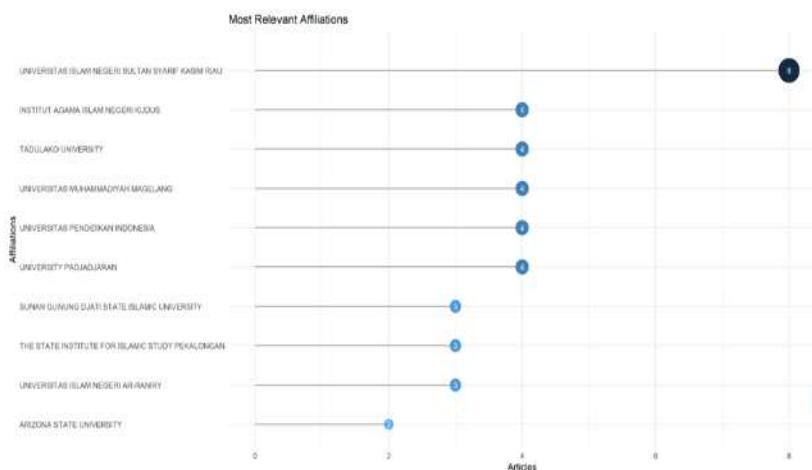


Figure 6. Most relevant affiliations

2. Discussion

The study by Bukhari et al., (2023) on conventional preaching in the digital era using bibliometric techniques found that conventional preaching messages are overshadowed by preaching conducted through digital media. It is due to the lack of proficiency among preachers in using digital platforms, leading to conventional preaching methods being abandoned as they are perceived as boring and not directly addressing societal issues. The bibliometric



techniques employed help map out the challenges of current preaching methods, which are still centered around conventional preaching, with relatively few advancements in digital preaching.

The research findings outline the analysis of the literature on the development of Islamic *da'wah* in Indonesia across several categories, including topic trends, keyword analysis, a Three-Fields Plot, a Co-occurrence Network, and a Thematic Map. The subsequent section provides a detailed explanation of each indicator.

The results of the study, obtained by analyzing 86 documents related to Islamic *da'wah* in Indonesia, reveal the most frequent keywords used in these documents. The most frequently occurring keyword is "Indonesia", which appears eight times. It suggests that previous researchers have focused on Indonesia as a central object of research on the development of *da'wah* in Indonesia. The second most common keyword is "Islamism", which appears five times in the keywords. Following that, the third most common keyword is "social movement", which appears three times in the document keywords. The presence of "social movement" as the third most frequent keyword suggests that the development of Islamic *da'wah* in Indonesia is closely associated with social movements. *Da'is* or *muballighs* carry out these social movements to propagate Islamic teachings in Indonesia (Nasor et al., 2022). Finally, the fourth and fifth most common keywords are "religion" and "social media", each appearing twice concerning the development of Islamic *da'wah* in Indonesia.

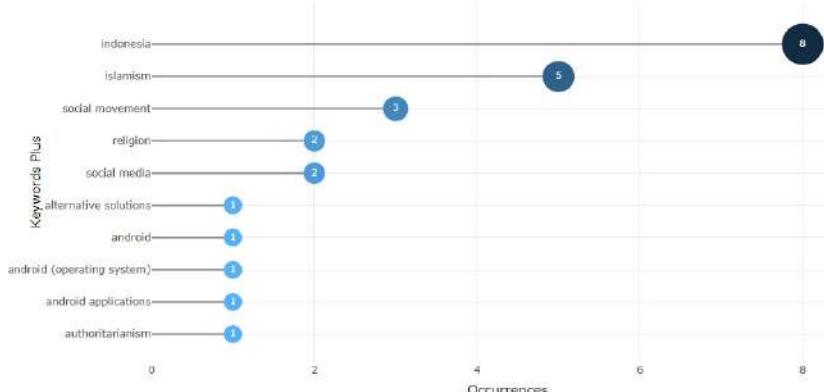


Figure 7. Most relevant word

a. Trends Topic

Based on the analysis of the titles of research documents related to Islamic *da'wah* in Indonesia, it is crucial to understand the trends in topics discussed to gain an overview of the development of specific issues related to Islamic *da'wah* in Indonesia, categorized by year. It allows us to identify long-standing and more recent topics that scholars frequently discuss. Additionally, the formation of these topics is influenced by the frequent appearance of terms related to Islamic *da'wah* in Indonesia. Since 2016, various issues have been discussed with considerable frequency by authors. Authors and Muslim scholars have frequently addressed topics such as Indonesia, Islam, and *da'wah* in developing studies on Islamic *da'wah* in Indonesia.

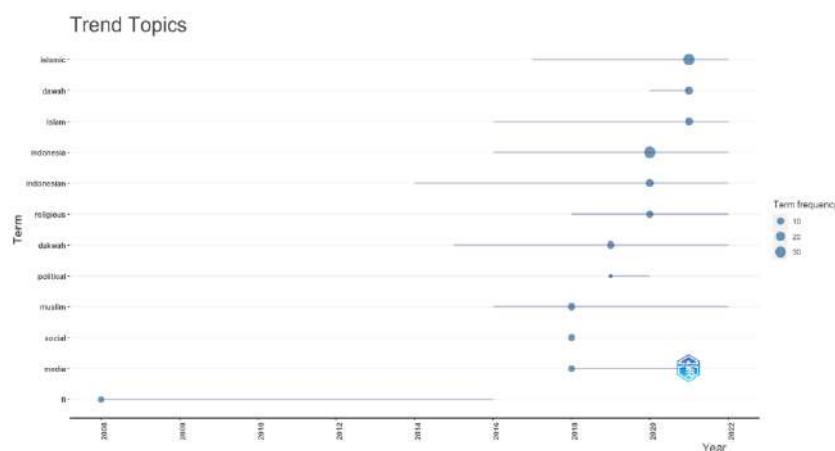


Figure 8. Trend topics

b. Keyword Analysis

Furthermore, the findings related to keywords in the study of Islamic *da'wah* topics in Indonesia will be presented in the form of a word cloud. A word cloud is a visual representation of terms frequently appearing in the studied articles' data collection, using the keywords "Islamic *Da'wah* and Indonesia" from their titles. In a word cloud, terms are displayed in various sizes and colors based on their frequency, and their placement is randomized. The most dominant terms appear at the center and are presented more significantly for better visibility.

Based on the findings from the word cloud, two frequently occurring words have been selected. “Social media” is the most prevalent word across all document titles. “Social media” is the most discussed topic among Islamic scholars today, indicating that the study of Islamic *da’wah* in Indonesia has adapted to current technological advancements, with social media playing a significant role in influencing the behavior of the Muslim population in Indonesia (Nasor et al., 2022).

Other frequently occurring words include "boarding school", "contemporary Indonesia", "Islamic boarding", "Islamic propagation", and "Java Indonesia". Interpreting these terms suggests that a prevalent topic among Muslim scholars in Indonesia is the influence of Islamic *da'wah* on students residing in boarding schools, particularly in the Java region of Indonesia. Consequently, contemporary Islamic studies are advised to focus on the development of Islamic boarding schools and other contemporary issues.



Figure 9. Word cloud

c. Three-Fields Plot

The Three Fields Plot illustrates three interconnected components: the journal names on the far left, the authors in the middle, and the topics discussed on the right. The relationships between these three fields are marked by gray connecting bands, starting from the journal name, passing through the author's name, and ending with the respective topics. The size of the rectangles in each field indicates the quantity of connections.

On the far left (journal names), there are 14 journals. The journal that publishes the most articles is "Social Media and Society", represented by an orange rectangular shape, connected to two authors, Baulch E and Pramiyanti A.

Additionally, several authors are not linked to any journal such as Afifullah M, Rakhmani I, Akbar T, Abbas EW, and Alatas R. The top 19 authors have published articles in Scopus journals in the middle field. Each author is linked to the respective topics in the right field, which contains a list of terms related to the most common subjects. Lastly, there are 11 keywords listed, with "Indonesia" being the most frequently mentioned keyword by the authors. Additionally, "da'wah" and "Instagram" are the most used by authors in research related to Islamic *da'wah* in Indonesia.

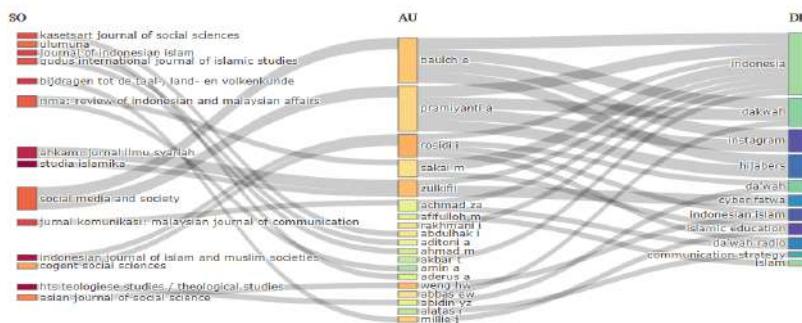


Figure 10. Three-fields plot

d. Co-occurrence Network

The Co-occurrence Network displays document keywords related to Islamic *da'wah* in Indonesia in a colored format, considering the relationships between one keyword and another. Several keywords that frequently appear in the study of Islamic *da'wah* in Indonesia are divided into two clusters:

- 1) Cluster one (red) includes keywords: Indonesia, Islam, women, religious authority, and Islamic propagation.
- 2) Cluster two (blue) includes keywords: *da'wah*, post-feminism, hijabers, microcelebrity, and Instagram.

Furthermore, the author offers two research paths based on the results of the keyword cluster mapping. The author searched for literature in the Scopus database to identify the cluster map and determine whether the interrelated keywords are directly relevant to this research. It is important to note that each cluster is not just distinct lines, as each cluster may not cover a



single topic, and keywords from one cluster may have already been included in another cluster. Additionally, there is a possibility that two keywords in the same cluster may represent different topics. The evaluation was performed by analyzing each abstract of the articles containing keywords from the previous network map.

Research Path 1: Islamic *Da'wah* Authority in Indonesia. The development of Islamic *Da'wah* in Indonesia presents various opportunities, issues, and challenges. The sizeable Muslim population and the ease of societal acceptance make Islamic *da'wah* readily embraced by multiple segments of society and cultures. The teachings of Islam that emphasize "*rahmatan lil' alamin*" make it highly compatible with Indonesian society's welcoming and open cultural aspects (Sule & Sulaiman, 2021). However, there are challenges and issues to address, including distancing society from Islamic values and other social problems.

Research Path 2: Islamic *Da'wah* in the Digital Era. The rapid development of information and technology significantly impacts changes in people's behavior, favoring instant gratification and individualistic characteristics. Technology development in the digital era needs to align with the practices of *da'wah* carried out by Islamic *da'is* or *muballighs*. Therefore, appropriate strategies and methods are required to conduct *da'wah* to the public in the current digital era.



Figure 11. Co-occurrence network

e. Thematic Map

The Thematic Map illustrates the density and centrality or relevance of various topics. The thematic map is categorized into four clusters, based on

the titles of articles in the database, to capture a broader range of issues related to Islamic *da'wah* in Indonesia. First, in the right quadrant, topics that are highly central and frequently discussed include "Indonesia, Islamic, Islam", "*da'wah*, religious, and acceptance", "Indonesia, role, system", "context, English, and implementation", and "religion based on culture". Hence, future studies should expand on these topics for more frequent discussion.

Next, the upper-left quadrant depicts topics with low centrality but experiencing rapid growth or frequent discussion. Topics in this quadrant include "visual, construction, hijabers" and "*da'wah fi sabilillah*". The lower-right quadrant represents topics with high centrality but low density or minimal discussion. Topics in this category include "Muslim, social media" and "education, model, curriculum". Finally, the lower-left quadrant portrays topics with low centrality and low density, indicating minimal interest from Islamic scholars in producing studies related to Islamic *da'wah* in Indonesia. Topics like "law, program, and Muhammadiyah" fall into this less-attended category.

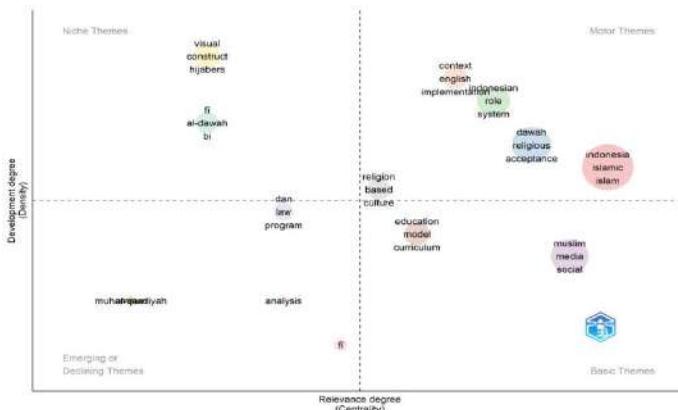


Figure 12. Thematic map

D. Conclusion

This study aimed to identify 86 articles from Scopus-indexed journals spanning 1995 to 2023, focusing on expanding previous research on Islamic *da'wah* in Indonesia. Bibliometric techniques were employed to analyze a set of critical literature. The study's findings revealed that the frequently occurring keyword in the context of Islamic *da'wah* in Indonesia is "social media". Contemporary studies on Islamic *da'wah* using social media platforms are a

more prevalent subject of discussion among Muslim scholars in Indonesia, making it a suitable recommendation for further research. Additionally, several other keywords, such as "boarding school", "contemporary Indonesia", "Islamic boarding", "Islamic propagation", and "Java Indonesia", were identified as topics that Muslim scholars in Indonesia relatively often discuss. These terms are associated with education in Islamic institutions that impart Islamic values, making them intriguing subjects for recent research.

Based on the mapping results, the study recommends two research paths: 1) "Islamic *Da'wah* Authority in Indonesia" and 2) "Islamic *Da'wah* in the Digital Era". This research is recommended for further development to enhance the productivity of contemporary Muslim scholars. The study of Islamic *da'wah* in modern times has garnered significant interest among Muslim scholars for further examination.

This research provides valuable insights into the development of Islamic *da'wah* literature in Indonesia. The advancement of studies on Islamic *da'wah* has recently been massive and published in recent years. Therefore, there is a need to enhance author productivity to generate a wealth of studies on Islamic *da'wah* and how to broaden the reach of Islamic propagation implementation. Additionally, strategic collaboration is needed between the central government, such as the Ministry of Religious Affairs, and *da'wah* practitioners, such as preachers and propagators, as well as community leaders, to engage in *da'wah* activities that address society's social and economic issues.

Although the literature on Islamic *da'wah* in Indonesia has only recently been widely published, this presents a significant opportunity for contemporary Muslim scholars to conduct more research on this topic. This study can be further developed with a focus on modern subjects such as social media and Islamic educational institutions in the context of the development of Islamic *da'wah* in Indonesia.

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