



Original Article

Initiating The Future Of Da'wah (Study Of Manara Studios' Innovative Strategy In Reaching Out Alpha Generation)

Ahmad Farabi[✉]

Pascasarjana Komunikasi dan Penyiaran Islam, UIN Mataram
220405013.mhs@uinmataram.ac.id[✉]

Abstract:

This research explores the innovative digital da'wah strategy implemented by Manara Studios, Jakarta, aimed at Generation Alpha. Through comprehensive analysis, this study highlights the studio's approach to revitalizing digital da'wah, Generation Alpha segmentation, content and product development, and adaptation to cultural changes and trends. Manara Studios leverages digital platforms, social media research, and quantitative surveys to create engaging, educational content that speaks to Generation Alpha's unique preferences. This study emphasizes the importance of integrating current trends with Islamic teachings to design content that is interesting and spiritually enriching for the generation born in the digital era. This Manara Studios case study offers valuable insight into effective digital da'wah strategies for reaching and influencing Generation Alpha.

Keywords: Digital Da'wah, Alpha Generation, Content Development, Cultural Adaptation, Social Media Research.

Introduction

In the contemporary technological era, the concept of da'wah, or calling to Islam, has gone beyond traditional methods and embraced the digital realm. Digital da'wah has become essential in spreading religious messages to a broader and more diverse audience. Digital media makes it possible to adapt these messages to suit the changing context of the times, providing easy and quick access for individuals to understand Islamic teachings. This digital transformation of da'wah is not just a trend but a necessary evolution to remain relevant in a world where digital platforms dominate communication and interaction, especially among the younger generation. Digital da'wah, as Sheikh Ali Mahfud stated, encourages people to do good deeds, follow religious instructions, and avoid evil deeds to bring happiness to this world and the hereafter through digital technology. Da'wah, as Sheikh Ali Mahfud



<https://jurnal.usk.ac.id/riwayat>

Received: Januari 20, 2024 – Revised: Februari 18, 2024- Accepted: Maret 16, 2024 - Published online:
April 30, 2024

stated, encourages people to do good deeds and follow (religious) guidance, calling them to goodness and preventing them from doing evil so that they can obtain happiness both in this world and in the afterlife ([Astutik, 2000](#)).

Nowadays, advances in digital technology have changed the way of preaching in Indonesia and worldwide. The concept of da'wah, which includes invitations, examples, and concrete actions to spread Islamic teachings, is now closely connected to digital media such as websites, social media, and mobile applications ([Wafda, 2020](#)). This allows preachers, da'wah activists and da'wah institutions to convey religious messages more widely and effectively, provides easy access to sources of Islamic information, allows direct communication between clerics and audiences, and utilizes visual content to attract more attention. Digital Da'wah is a creative and innovative initiative in preaching, aiming to remain relevant to the dynamic changes of the times. As mentioned by ([Mulyanto, 2006](#)) Digital Da'wah is a new approach to expressing Islamic messages to reach a broader and larger audience in the currently developing context. The basic principles of the da'wah mission, conventionally and through digital media, remain the same. However, Digital Da'wah must stand together and be interrelated, creating a solid synergy for spreading Islamic messages. Digital Da'wah only strengthens da'wah in the real world and real da'wah.

Currently, we are witnessing the emergence of Generation Y, better known as the Millennial Generation. This generation has very different characteristics from the generation that is in the productive phase. Many young parents also belong to Generation Y. Next, we see the emergence of Generation Z, born between 1995 and 2010. It should be remembered that Generation Z has also begun to enter adulthood. In the future, they will take on a significant role in the world, replacing previously held roles by the Millennial Generation. At the same time, we also witness the emergence of a new generation called Generation Alpha. Australian social researcher Mark McCrindle introduced Generation Alpha to classify those born after 2010 ([Ziatdinov & Cilliers, 2021](#)). The alpha generation is the first generation born into the digital world, and it is very familiar with digital technology. In terms of thinking, the Alpha generation has a more open and advanced view than the previous ([Ginanjari, 2023](#)). In carrying out digital da'wah, various strategies and methods can be applied to reach a broader and more influential audience. The public can take advantage of various applications that are available to access da'wah content that da'wah creators have posted. According to [Lestari, \(2020\)](#), digital Da'wah is a suggestion for faith communication activities, which are currently faced with the progress of the era and technological developments which continue to become cutting edge. As a result, it is necessary to adapt to developments in social media, meaning that the invitation must be able to get used to the man that it wants to face. To be able to achieve the goal of solicitation in the millennial era, a da'I must have excellent knowledge and deliver solicitation modules in an actual way. Manara Studios, based in Jakarta, has recognized this shift's importance and strategically positioned itself at the forefront of digital da'wah. In an interview, the CEO of Manara Studios explained the essence of their approach, drawing parallels between missionary art and elements of contemporary life, such as technology, trends, issues, problems, anxieties, needs, and so on. The studio's philosophy is to serve as a bridge, connecting the timeless content established by Allah and His Messenger with the dynamic landscape of today's digital age. The studio's strategy is diverse and focused on revitalizing digital preaching

through a deep understanding of digital platforms and the preferences of its primary audience, Generation Alpha. This generation, born into the digital world, has a unique set of characteristics and consumption patterns that Manara Studios aims to serve. By mapping the Generation Alpha segmentation, Manara Studios carefully designed content that resonates with the various age groups in this category, ensuring relevance and engagement.

Current trends, success narratives, and stakeholder expectations and needs inform Manara Studios' approach to content development. They use a holistic and informed methodology, leveraging social media research to gain insight into audience preferences and behaviour on platforms like YouTube and TikTok. Quantitative surveys and engagement analysis complement this data-driven strategy, comprehensively understanding audience responses and choices. Additionally, Manara Studios is highly aware of cultural dynamics and trends that influence its audience, such as the Korean Wave, and strives to balance cultural relevance with Islamic values in its content. This balance is important in creating content that is not only interesting but also educates and enriches the spiritual life of Generation Alpha. This article aims to explore Manara Studios' innovative strategies in digital da'wah, examining how they navigated the challenges and opportunities presented by the digital era to effectively reach Generation Alpha. Through this case study, we will delve into the complexity of their approach and its implications for the future of Islamic outreach in the digital era.

Methods

The research method used in the Manara Studios Jakarta case study adopted a qualitative approach to deeply understand the implementation of digital da'wah strategies targeted at Generation Alpha. Primary data was collected through in-depth interviews with the CEO of Manara Studios, who provided critical insights into the studio's digital da'wah philosophy and strategy. In addition, content analysis of various digital platforms used by the studio to spread da'wah, such as social media and YouTube, was carried out to understand how the target audience adapted and received the content. Data analysis was done using qualitative content analysis techniques, focusing on content development strategies, Generation Alpha segmentation mapping, and adaptation to trends and cultural changes. This research also utilized data triangulation to ensure the validity of the findings, which involved using multiple sources and methods in data collection and verification. This included interviews with other stakeholders at Manara Studios and analysis of engagement data from released content. Thus, this research method allows researchers to understand Manara Studios' approach to using digital media for da'wah, highlighting the importance of adaptation and innovation in spreading religious messages in the digital era.

Results

Revitalization of Digital Da'wah

a. Overview of Digital Da'wah Platforms

In the context of revitalizing digital da'wah, Manara Studios reviewed existing digital da'wah platforms to determine which ones are most effective in reaching and interacting with the alpha generation. Digital platforms such as social media, applications and websites have become the main tools for spreading da'wah messages, especially among generations who grew up in the

digital era ([Labib, 2023](#)). This review involves analyzing various platforms to understand their features, user demographics, and content consumption patterns by the alpha generation. The goal is to identify popular platforms enabling effective and engaging delivery of da'wah messages.

b. Significance for Generation Alpha

The alpha generation, born after 2010, is the first generation fully born into the digital era ([Wati et al., 2021](#)). They are very familiar with technology and interact differently from previous generations. Therefore, revitalizing digital da'wah is very important for this generation. Manara Studios understands that to communicate effectively with the alpha generation, preaching must be delivered in a way that suits their habits and preferences. This includes the use of relatable language and visual and interactive content ([Rahmawati et al., 2024](#)). In the researcher's view, Manara Studios' revitalization of digital da'wah is a strategic step to ensure that the da'wah message remains relevant and attractive to the alpha generation. This can be achieved by reviewing and choosing the right platform and understanding the significance of digital da'wah for this very connected generation.

1. Generation Alpha Segmentation Mapping

Audience segmentation divides a market into smaller groups with similar characteristics, needs, or behaviours that require a marketing strategy ([Panuju, 2019](#)). In the context of digital da'wah, alpha generation segmentation mapping allows Manara Studios to adapt its messages and da'wah methods to be more relevant and effective for this particular audience group. The alpha generation is a unique group with different characteristics from previous generations. They are born into a digitally connected world and have access to technology from an early age. They tend to have shorter attention spans, are more adept at multitasking, and are more accustomed to visual and interactive interactions ([Fadlurrohim et al., 2019](#)). Therefore, segmentation mapping should consider age, online behaviour, content preferences, and the values they follow.

Manara Studios uses various methods to map the alpha generation segmentation, including demographic data analysis, surveys, and online behaviour observations. By understanding this segmentation, Manara Studios can develop preaching content tailored to the interests and needs of the alpha generation, using exciting stories, animation, games, and interactive educational applications ([Wardhani & Romas, 2022](#)). This segmentation also helps determine the most appropriate platform to deliver the content: YouTube, Instagram, mobile applications, or other popular platforms among the alpha generation. Alpha generation segmentation mapping is a critical step in Manara Studios' digital da'wah strategy. By understanding and targeting specific audience segments ([A. H. Ummah et al., 2020](#)), Manara Studios can increase the relevance and effectiveness of its preaching, ensuring that the messages delivered match the needs and preferences of the generations that will shape the future.

2. Content Development

Manara Studios emphasizes the importance of understanding and following popular trends among Generation Alpha. This includes using attractive music

(musicals) and bright colours (colourful) in preaching content. By integrating these elements, Manara Studios strives to create content that is not only visually appealing but also capable of attracting the attention and retaining the interest of Generation Alpha ([Ramadhan, 2022](#)). In addition, Manara Studios also considers narratives that have proven successful in attracting young audiences. This includes using artwork or determining what art forms are acceptable and aligned with current trends. The art used in preaching content must be able to communicate with Generation Alpha audiences, who often look for aesthetic and visual content ([Chan, 2023](#)).

Manara Studios also highlights the importance of creating "Fast Facing" content, which can be delivered quickly and straight to the point. Generation Alpha is known to have a shorter attention span than previous generations, so the content created must be able to attract their attention quickly ([Prismanata & Tinjung Sari, 2022](#)). Manara Studios adapted this strategy by creating short content, only one to five minutes, to ensure that the content can be enjoyed without making the audience feel bored or lose interest. In designing digital da'wah content, Manara Studios also considers the hopes and needs of stakeholders, including parents of Generation Alpha and the wider community. This means that the content must be attractive to children and teenagers and convey the values and messages of da'wah by the principles and expectations of stakeholders. This is similar to preparing educational curricula, which must be emphasized within a comprehensive framework involving historical, economic, political, parent, administrator and teacher contexts ([Masykur, 2019](#)).

3. Product Development

a. Leveraging Social Media Research

Manara Studios utilizes social media research to inform the development of their digital da'wah products. They can identify what resonates with Generation Alpha by monitoring trends and audience behaviour on popular platforms like YouTube and TikTok. This research allows Manara Studios to adapt its preaching products to suit the interests and needs of dynamic audiences. Using data from social media research ensures that the products developed are relevant and attractive to their target audience ([N. H. Ummah, 2022](#)).

b. Quantitative Surveys and Engagement Data

Besides social media research, Manara Studios relies on quantitative surveys and engagement data analysis to develop digital da'wah products. This survey provides direct information from the audience about their preferences and responses to da'wah content. Engagement data, such as that obtained from pollsters like AC Nielsen, provides insight into audience demographics, viewing time, and other preferences. This information is invaluable in measuring the effectiveness of da'wah products and guiding ongoing content development ([Admin LP2M, 2021](#)). Manara Studios' digital da'wah product development strategy, which combines social media research and quantitative surveys, shows a data-driven approach. Effective content planning strategies for various digital marketing channels. This includes determining the type of content to be shared, such as articles, infographics, videos or images, and determining

whether the content presented is consistent with your brand and relevant to the needs and interests of the target market ([Erwin et al., 2023](#)). By understanding audience trends and behaviour and collecting specific engagement data, Manara Studios can continue to update and perfect its da'wah products. This ensures that the da'wah products they offer are exciting, relevant to Generation Alpha, and effective in conveying da'wah messages.

4. Adapt to Trends and Cultural Change

a. Case Study on the Influence of the Korean Wave

Manara Studios recognizes that global cultural trends such as the Korean Wave significantly influence Generation Alpha's media consumption preferences and behavior. To stay relevant, they conduct an in-depth analysis of this phenomenon to understand why and how the trend is received by society. By understanding the factors that led to the popularity of the Korean Wave, such as the production of high-quality content and engaging narratives, Manara Studios was able to identify elements that could be integrated into their preaching content to increase appeal and relevance ([Annisa, 2023](#)).

b. Balancing Cultural Relevance with Islamic Values

Manara Studios strives to balance cultural relevance with Islamic values in their preaching content. They adapted their delivery methods to appeal to audiences influenced by cultural trends such as the Korean Wave while ensuring that the content remained aligned with Islamic teachings. This involves taking inspiration from aspects such as storytelling and developing interesting stories from Korean culture but infusing the content with messages that reflect Islamic values. We have often found previous research on integrating the culture and values of Islamic teachings. One of the studies conducted in Aceh shows how Islam and traditions in Acehnese society cannot be separated from each other, with religion and culture integrated into their way of life, social system, and Islamic values. The mauled tradition in Aceh is an example of a solid religious practice that integrates religious and traditional values ([Nurdin, 2016](#)).

In the researcher's view, Manara Studios' strategy of adapting to trends and cultural changes shows a dynamic and flexible approach to digital preaching. By studying and adapting elements from popular cultural trends such as the Korean Wave, Manara Studios can create da'wah content that appeals to Generation Alpha and maintains the integrity of the Islamic message. This allows them to build bridges between popular culture and da'wah, expanding the reach and increasing the impact of da'wah in an ever-changing society.

Conclusion

This research reveals the comprehensive approach taken by Manara Studios in implementing a digital da'wah strategy to reach Generation Alpha. Through in-depth analysis, several key conclusions can be drawn from this research: 1) Manara Studios recognizes the importance of digital da'wah in the current technological era, which allows religious messages to reach a broader and more diverse audience. This studio seeks to revitalize digital da'wah by integrating contemporary elements such as

technology, trends and social needs into da'wah content, making it relevant and attractive to modern audiences. 2) Manara Studios' da'wah strategy focuses heavily on understanding the characteristics and preferences of Generation Alpha. Through careful segmentation mapping based on age ranges and preferences, this studio has succeeded in designing content that is appropriate and relevant to the needs of its target audience. This includes the use of music, colours, and short content duration to grab their attention. 3) Manara Studios leverages social media research and quantitative surveys to inform its content development strategy. By observing trends and audience behaviour on platforms like YouTube and TikTok, the studio can identify relevant topics and design content that appeals to Generation Alpha. Quantitative surveys and engagement data analysis also help studios measure content effectiveness and adjust their strategies on an ongoing basis. 4) Manara Studios shows its ability to adapt to cultural dynamics and evolving trends, such as the influence of the Korean Wave. The studio not only follows trends but also performs in-depth analysis to understand why specific trends are accepted by society. In this way, Manara Studios has succeeded in balancing cultural relevance with Islamic values in its preaching content, thereby creating a message that is resonant and meaningful for Generation Alpha.

Recommendation

Based on the conclusions from the results of this research, several recommendations can be proposed to increase the effectiveness of digital da'wah, especially in reaching Generation Alpha. First, da'wah institutions need to continuously update their understanding of digital platforms and audience preferences. This includes leveraging social media research and quantitative surveys to identify emerging trends and audience content preferences. Second, da'wah institutions must consider designing content that is not only educational but also interesting and interactive by utilizing musical elements, colours and short content duration to attract the attention of Generation Alpha. Next, it is essential to segment your audience carefully, understanding the differences in developmental stages and interests between age groups within Generation Alpha. This will enable Da'wah institutions to design content that is more appropriate and relevant to the needs of their target audience. In addition, da'wah institutions must adapt to cultural changes and global trends, such as the Korean Wave, by balancing cultural relevance with Islamic values so that da'wah content remains relevant and attractive to young audiences.

Finally, this recommendation emphasizes the importance of innovation and adaptation in digital da'wah strategies. By understanding and implementing strategies that suit Generation Alpha's needs and preferences, da'wah institutions can increase the reach and impact of their da'wah in the digital era.

References

- Admin LP2M. (2021, December 14). *Mengenal Penelitian Survei: Definisi, Metode dan Manfaatnya*. Lp2m.Uma.Ac.Id.
- Annisa, S. N. (2023, October 6). *Memfaatkan Korea Wave ke dalam Strategi Digital Marketing*. Wwww.Purwadhika.Com.
- Astutik, S. (2000). Kreativitas dan Dakwah Islamiyah. *Dalam Jurnal Ilmu Dakwah*, 3(2).
- Chan, N. (2023, November 14). *Generation Alpha Characteristics That Marketers Need*

- to Know. Wwww.Spiralytics.Com.
- Erwin, E., Ardyan, E., Ilyas, A., & Ariasih, M. P. (2023). *DIGITAL MARKETING (Penerapan Digital Marketing pada Era Society 5.0)*. Sonpedia Publishing Indonesia.
- Fadlurrohimi, I., Husein, A., Yulia, L., Wibowo, H., & Raharjo, S. T. (2019). MEMAHAMI PERKEMBANGAN ANAK GENERASI ALFA DI ERA INDUSTRI 4.0. *Focus: Jurnal Pekerjaan Sosial*, 2(2), 178–186.
- Ginanjar, R. A. (2023, July 23). *GENERASI ALPHA DAN PENDIDIKAN 4.0*. Kaksetoschool.Sch.Id.
- Labib, M. A. D. I. (2023). Konsep Dakwah Digital Melalui Platform Sosial Media (Studi Analisis Feed Instagram pada Akun @Thesunnah_Path). *Al Munir: Jurnal Komunikasi Dan Penyiaran Islam*, 14(1), 29–38. <https://ejournal.uinib.ac.id/jurnal/index.php/almunir/index>
- Lestari, P. P. (2020). DAKWAH DIGITAL UNTUK GENERASI MILENIAL. *Jurnal Dakwah*, 21(1), 41–58. <https://doi.org/10.14421/JD.2112020.1>
- Masykur, R. (2019). *Teori dan Telaah Pengembangan Kurikulum*. Aura.
- Mulyanto, A. (2006). E-Dakwah Sebagai Alternatif Media Dakwah. *Jurnal Kaunia*, 2(1), 1–17.
- Nurdin, A. (2016). INTEGRASI AGAMA DAN BUDAYA: Kajian Tentang Tradisi Maulod dalam Masyarakat Aceh. *El-HARAKAH (TERAKREDITASI)*, 18(1), 45. <https://doi.org/10.18860/el.v18i1.3415>
- Panuju, R. (2019). *Komunikasi Pemasaran*. Prenadamedia Group.
- Prismanata, Y., & Tinjung Sari, D. (2022). *Formulasi Media Pembelajaran untuk Peserta Didik Generasi Z dan Generasi Alfa pada Era Society 5.0*. <http://ejournal.iainponorogo.ac.id/index.php/jtii>
- Rahmawati, Y., Hariyati, F., Abdullah, A. Z., & Nurmiarani, M. (2024). Gaya Komunikasi Dakwah Era Digital: Kajian Literatur. *Concept: Journal of Social Humanities and Education*, 3(1), 266–279. <https://doi.org/10.55606/concept.v3i1.1081>
- Ramadhan, D. N. S. (2022, March 9). *Generasi Alpha senangi pembelajaran instan, perspektif informasi luas*. Wwww.Antaraneews.Com.
- Ummah, A. H., Khatoni, M. K., & Khairurromadhan, M. (2020). PODCAST SEBAGAI STRATEGI DAKWAH DI ERA DIGITAL: ANALISIS PELUANG DAN TANTANGAN. *KOMUNIKE*, 12(2), 210–234. <https://doi.org/10.20414/jurkom.v12i2.2739>
- Ummah, N. H. (2022). PEMANFAATAN SOSIAL MEDIA DALAM MENINGKATKAN EFEKTIVITAS DAKWAH DI ERA DIGITAL. *Jurnal Manajemen Dakwah*, X(1), 151–169. <http://journal.uinjkt.ac.id/index.php/jmd>
- Wafda, I. K. (2020). E-Dakwah melalui Media Virtual Di tengah Social Distance. *Vol II*, 2.
- Wardhani, A. K., & Romas, A. N. (2022). Analysis of Digital Marketing Strategies in the Covid-19 Pandemic. *EXERO : Journal of Research in Business and Economics*, 4(1), 29–53. <https://doi.org/10.24071/exero.v4i1.5025>
- Wati, K., Lubis, M., & Walid, A. (2021). PERANAN PESANTREN DALAM MENGHADAPI GENERASI ALFA DAN TANTANGAN DUNIA PENDIDIKAN ERA REVOLUSI INDUSTRI 4.0. *Attadib: Journal of Elementary Education*, 5(2), 131. <https://doi.org/10.32507/attadib.v5i2.952>
- Ziatdinov, R., & Cilliers, J. (2021). Generation Alpha: Understanding the Next Cohort of University Students. *European Journal of Contemporary Education*, 10(3).

<https://doi.org/10.13187/ejced.2021.3.783>