Utilization of Information and Technology in the Development of Da'wah in the Era of Society 5.0

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ABSTRACT

The Society 5.0 era is the development of civilization in which humans can not only interact through one dimension of space and time, but humans interact between physical space and cyberspace (virtual) in dimensions of space and time that may be different. The development of technology and information in the Age of Society 5.0 can be utilized as a medium for developing da'wah through social media networks and the internet. On the other hand, this also supports the use of positive communication and cuts costs and time in connecting with a wider audience in conveying religious, educational, and human moral values. The da'wah strategy in the Era of Society 5.0 is very effective in reaching all elements of society, from the elderly to the millennial generation who make extensive use of technology and information. This research focuses on two problems, namely; 1) Is technology and information in the Era of Society 5.0 useful for the development of da'wah? 2) What is the strategy for utilizing Technology and Information in developing da'wah in the Society 5.0 Era?. This research is a type of qualitative library research, with a phenomenological and descriptive analysis approach to obtain answers to the use of technology and information in the development of da'wah in the Era of Society 5.0. The benefits of technology and information in the Age of Society 5.0 are useful in developing da'wah, especially in disseminating religious values and branding a preacher on the virtual world stage. The use of these media must of course also be balanced with digital skills, delivery methods, as well as reliable referrals or references, so that they can provide quality da'wah presentations.

Keywords:
Technology and Information, Da'wah Development, Society Era 5.0

INTRODUCTION

It cannot be denied that information technology is developing massively every year. The development of information technology has a very significant impact on all aspects of human life. Apart from digitalization, various technological conveniences such as artificial intelligence (*Artificial intelligence*) almost dominate all daily human activities (*Daily Activities*). To access various information, humans are not required to come directly to the location or send messages using pigeons, nowadays all information can be easily accessed just by using a smartphone and the internet, especially in this era. *society 5.0* like now, as human civilization continues to advance, technological developments also evolve every year.

The Society 5.0 era is a development of civilization in which humans can not only interact through one dimension of space and time but can interact between physical space and cyberspace (virtual) in different dimensions of space and time. In 2019, the Japanese business federation Keidantren formulated a concept of *Society 5.0* as a refinement of the German technology concept, namely *Industry 4.0* which only focuses on optimizing technology and information systems for the benefit of productivity and business processes only. The concept of Society 5.0 was launched to reduce various disruptions in society who think that technology will dominate all areas of their industry. So that the role of humans begins to be replaced. This has been predicted by Sam Altmal, CEO of OpenAI which developed Chat GPT, although there will be many jobs lost in the future, new and much better jobs will soon emerge. Likewise with the da'wah process, even though face-to-face da'wah has become less effective, in this era we can take advantage of developments in information technology as the next medium for da'wah.

Da'wah is inviting and mobilizing people to obey the teachings of Allah (Islam) including amar ma'uf nahi munkar to obtain happiness in this world and the hereafter (Drs. H. Masdar Helmi). In general, da'wah is any form of activity in conveying the teachings of the Islamic religion to other people in various wise ways to create individuals and communities who appreciate and practice Islamic teachings in all aspects of life. Da'wah is a very important activity in Islam. With da'wah, Islam can spread and be well-received by people. With da'wah, Islamic teachings can create a harmonious and happy society. Because of the importance of the da'wah process, Allah SWT has established the obligation of preaching to all Muslims. The basis for the obligation to preach is stated in the Al-Qur'an, one of which is in the letter At-Taubah verse 122 and several Hadiths of Rasulullah SAW.

The development of technology and information in the Society 5.0 Era can be used as a medium for developing da'wah through social media networks and the internet. On the other hand, this also really supports the use of positive communication and cuts costs and time in connecting with a wider audience in the process of conveying religious, educational and human moral values. In this concept, Japan prioritizes optimizing technology developed to meet humanitarian needs. This is implemented to create a super smart society that is able to manage the Internet of Things (IOT), Big Data, and Artificial Intelligence (AI). So that the process of conveying da'wah messages can be well received by the community.

Various da'wah strategies must also be developed in the Society 5.0 Era, so that da'wah more effectively reaches all elements of society, from the old generation to the millennial generation who are more dominant in utilizing technology and information. It is hoped that this method will be able to move people to become innovative, adaptive and productive individuals in dealing with various complex challenges of the times, as well as being more creative in developing da'wah in this era of smart society.

METHOD

This research is a type of qualitative library research, with a phenomenological and descriptive analysis approach to obtain answers to the phenomenon of the use of technology and information in the development of da'wah in the Era of Society 5.0. Where phenomena are consciously and individually experienced by a group of individuals in their lives. Phenomenology explains phenomena and their meaning for individuals by conducting interviews with a number of individuals. Phenomenological studies assume that each individual experiences a phenomenon with his or her awareness. In other words, phenomenological studies aim to explore the subjects' deepest awareness regarding the experience of an event.

The phenomenological approach also tries to capture not only what we receive from the senses. However, this approach tries to study the structure of our thoughts regarding an object that we see. Phenomenology is closely related to the study of consciousness, namely by describing or interpreting it and then connecting it to the relevant context. This research focuses on two problems, namely; 1) Is technology and information in the Era of Society 5.0 useful for the development of dakwah? 2) What is the strategy for utilizing Technology and Information in developing da'wah in the Society 5.0 Era?

RESULTS AND DISCUSSION
Utilization of technology and information in developing da'wah in the era of Society 5.0

Apart from being real, in the era of society 5.0, da'wah can be developed virtually by utilizing sophisticated information and communication technology media. The reason is that in the era of society 5.0, the development of information technology has had an extraordinary impact on human life. This era, known as the smart society, is more focused on improving human welfare. In line with the opinion of a Japanese technology expert, Okomodo (2019) "Society 5.0 is a historical representation of the development of the 5th society. "Where chronologically the development starts from the era where society had a pattern of hunting (Society 1.0), continuing into the era of agriculture (society 2.0), industry (Society 3.0) and information (Industry 4.0)" (Setiawan and Lenawati: 2020)

Apart from being a medium for conveying messages, in the era of society 5.0, information technology has increasingly multifunctional functions. One of them is as a medium for da'wah. The concept of society 5.0 places HR (Human Resources) as the main focus amidst rapid technological developments. There is massive disruption related to IoT (Internet of Things), big data, and Artificial Intelligence (AI), none other than to boost human welfare. As dynamic creatures, humans must

immediately adapt to this era. Awareness is needed to always be open, responsive, and adaptive to changes. As Allah SWT says in the Qur'an (QS. 13:11) which emphasizes the importance of humans changing and improving for good.

In historical records, Muslims were able to become world pioneers like the golden era of the previous Khilafah. At that time, Muslims did not only focus on mastering religious knowledge but were enriched with science and various technological discoveries that advanced civilization. This intellectual peak also made Western nations busy learning. It's just that moral degradation and division among Muslims have made its existence dim and forced it to give up its cloak of glory (Fauzi and Jannah: 2021). This fact should be a basis for the current generation of Muslims to always be open (updated) to various developments in better science.

Based on research results (Figure 1.1), people are considered to be very active on social media. More than 170 million active users from various circles. So by using social media as the main medium for preaching, da'I (transmitters of da'wah messages) can reach mad'u (recipients of da'wah messages) widely and comprehensively from various groups.

Furthermore, to develop da'wah in the era of society 5.0, preachers can use metaverse media. Metaverse is an abbreviation of the term meta, which is another name for Facebook by Mark Zuckerbeg. Meta is a virtual space that is integrated by virtual reality, augmented reality, and the internet by giving users an experience as if they were in the real world in cyberspace. Based on research (Figure 1.2), social media which are included in the metaverse internet network such as Instagram, Whatsapp, YouTube and Facebook have the highest number of users in 2021. With this, da'I can spread da'wah messages with an even wider reach by utilizing metaverse technology. The following platforms have been successfully created by the Muslim community to facilitate the process of technology-based preaching:

1. Manasik Hajj VR

    Before the era of society 5.0, people who wanted to learn or simply access information regarding the implementation of the Hajj were required to read books or texts about the Hajj, and they had to carry out the practice and be guided directly by people who knew better. However, in this era, people, especially those who are busy, can immediately access information about the Hajj rituals virtually. Even with Manasik Haji VR, people will feel the sensation as if they were in the holy land of Mecca.

    With this technology, da'i can spread da'wah about the Hajj widely and quickly, while with this technology Mad'u can also be more motivated and enrich their knowledge about the Hajj and Mecca, and Mad'u can easily access this technology anywhere and whenever they need.

2. MetaKawn

    MetaKawn is a website inspired by Islamic ethical values in socializing. This site helps today's Muslims break bad stereotypes and change the world for the better.

    Apart from that, MetaKawn also tries to empower Muslim creators in various fields such as sports, business, art, fashion and others. This platform also makes a major contribution to social development, as well as in promoting positive communication from various cultures and societies.

3. Madrasah Land

    Madrasah Land is a platform initiated by the Indonesian Ministry of Religion which was then developed by GTK Madrasah with the aim of introducing digital-based learning in a new way to teachers and education staff.

    Through this platform, GTK Madrasah is developing AR-room technology (equivalent to a ballroom/classroom in the real world) as a learning space equipped with 3D digital objects and 3D avatars. This technology was developed in such a way that it seems real using AI technology.

Da'wah in this era can also be carried out by utilizing technological advances in applications and websites on smartphones. With this technology, preachers can create creative and innovative applications and websites to support the da'wah process, such as online Al-Qur'an, call to prayer applications, as well as various types of trusted website links such as nu.or.id, indohalal.com, ukhuwah. or.id and so on.

By utilizing various technological media that have been developed, da'wah can be spread more widely and quickly to all mankind. Apart from that, da'wah also becomes more flexible, creative, innovative and potential. Seeing the number of internet users that has the potential to increase every year. Especially for young people who dominate the use of various technologies and the internet for activities. This can produce a young generation who are religious and able to utilize advances in information

technology with various positive, wise and creative things. And can easily save costs, time and space used.xt.
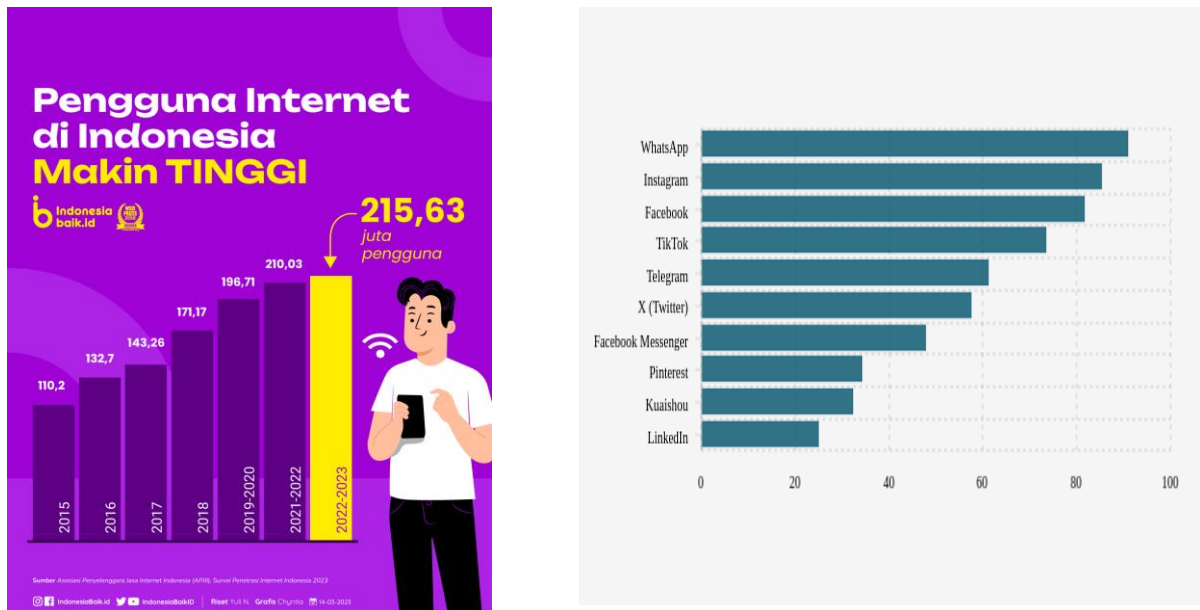

Figure 1. Internet user and prevalency

Strategy for developing da'wah by utilizing information technology in the era of society 5.0

To manage advances in information technology in the era of society 5.0, a da'wah strategy is needed that is relevant to today's technology. In its development, preachers are required to be literate in religion and technology. Apart from having to be competent in religious knowledge, preachers in this era are required to be able to manage and innovate in using digital technology. The following are several da'wah strategies that can be applied in the digital era:

1. Building da'i's branding

   As a preacher in the digital era, it is very important to build personal branding as a preacher who is trusted and known by the wider community. In every da'wah content produced, da'i must succeed in building a good image with a good attitude and spreading da'wah messages that are based on the Al-Qur'an, Hadith, Ijma', and Qiyas. Apart from that, da'i must also be creative in spreading da'wah and answering various current problems in the various media used.

   Apart from that, the da'i must also appeal to the mad'u that a mad'u must also be observant in selecting and sorting the available content. Choose content from positive platforms that are useful and trustworthy, so you don't fall into cases of hoaxes or other digital crimes (cybercrime).

2. Expanding the reach of da'wah using various digital media

   The intensity of social media users continues to increase rapidly every year. This fact opens up wide access to da'wah for preachers. Not only can you use one media, now preachers can freely create and innovate in various available media. So that the reach of conveying da'wah messages becomes wider and covers almost all levels of society.

3. Improving the quality of the da'wah content produced

   According to developments, social media is not only used for preaching, social media also contains various entertainment content, news, and content that is less useful and even does not comply with norms. Under these conditions, it is very important for preachers to improve the quality of the da'wah content that is being developed. As a diversion from various negative perspectives of technology by highlighting the various positive content produced. Such as using various aesthetic quotes, high resolution images and videos, animated videos or interesting and entertaining podcasts.

   The multifunctionality of social media requires preachers to be more creative in developing the content they produce. Da'i are required to have their own characteristics or uniqueness that other people do not have. This is very effective for attracting viewers and building unique vibes on the preacher's account.

4. Mastering effective methods of delivering da'wah by utilizing technology

Before preaching, preachers should know the characteristics of mad'u first. Likewise on social media, by analyzing the majority of social media users, preachers can focus more on creating various content that suits the social media image used and the majority of groups who use it. Such as taking advantage of trending content and various other viral content.

Apart from being real, preaching using technological media also requires ability *public speaking* the good one. The reason is, that preaching in front of a camera with a potential audience that is higher and wider than in real life, requires special skills in conveying preaching messages. Da'i must be able to create a virtual atmosphere in front of the camera, be able to handle broadcasting and be successful in raising interesting topics in other preaching content.

5. Collaborate with community and government institutions

In order for the da'wah process to be more conducive, there needs to be a collaborative program with local institutions or government. With collaboration, various da'wah programs can be realized officially, regularly, and sustainably, so that da'wah content will be in great demand by the general public.

By implementing various da'wah strategies using information technology media, da'wah can develop and evolve well. Da'wah becomes more easily digested and accepted by society in various circles widely and comprehensively. The da'wah strategy using information technology media can also reduce the negative impact of the use of technology which has been a scourge on society. With this strategy, technology enthusiasts can access more content that is no less interesting than entertainment content or content that has a negative impact on the future of culture and the nation.

In order for a da'wah strategy to be realized well, a da'i must not only be competent in the religious field but must also be balanced with digital skills, an interesting way of delivering it, as well as reliable references or referrals, so that he can provide interesting and high-quality da'wah presentations.

CONCLUSION

Technology and information in the Era of Society 5.0 are very useful in developing da'wah, especially in spreading religious values and branding a preacher on the virtual world stage. The use of this media must of course also be balanced with digital skills, delivery methods, as well as reliable references or sources, so that it can provide quality preaching. For a da'wah strategy to be realized well, a da'i must not only be competent in the religious field but must also be balanced with digital skills, an interesting way of delivering it, as well as reliable references or referrals, so that he can provide an interesting and interesting da'wah presentation. quality. Several strategies that can be carried out by Islamic preachers in the digital era include building personal branding, expanding the reach of da'wah using various digital media, improving the quality of the da'wah content produced, mastering effective methods of delivering da'wah by utilizing technology, and collaborating with community and government institutions.

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