THE ACCEPTANCE OF TIKTOK AS A DA'WAH AND LEARNING PLATFORM

Muhammad Syahmi Fitri Abdul Wahid[1,a], Abdul Rauf Ridzuan[2,b], Nur Lisa Ridzuan[3,c], Nurul Atiqah Nasrin[4,d], Intan Nur Amira Abdul Wahab[5,e] Yusa Djuyandi[6,f], Noorazura Durani[7,g*]

[1,23,4,5,7]*Faculty of Communication and Media Studies, UiTM Cawangan Melaka, Malaysia*
[6]*Padjadjaran University, Bandung, Indonesia*

[b]*raufsan@yahoo.com*
[c]*2022616288@student.uitm.my*
[d]*2022458346@student.uitm.my*
[e]*2022498518@student.uitm.edu.my*
[f]*yusa.dyujandi@unpad.ac.id*
[g]*azuradurani@uitm.edu.my*

Corresponding Author: azuradurani@uitm.edu.my

Abstract: *With its widespread recognition and substantial global user base, TikTok is one of the most prominent social media platforms. For many users, browsing through TikTok for a few hours daily has become a habitual or essential routine. This study is done in order to find the level of acceptance towards TikTok as a da'wah and learning platform. TikTok has been chosen since it has many users that used TikTok for gaining knowledge about learning and religious matters. With the technology improvement, people nowadays can easily gain information about da'wah and learning purposes. The minimum sample size was determined through Raosoft Calculator software. The study employs a quantitative approach via the Google Form platform, with 411 respondents. The survey questions were distributed to the public through various forms of social media such as WhatsApp, Instagram and Twitter via a link specially created to gather more respondents. Based on the results and findings, it indicates that the level acceptance of TikTok as a da'wah platform is high (M= 3.39). Same goes to the level acceptance of TikTok as learning platform is high (M= 3.50). So, throughout this research, it shows that people are accepting TikTok as a da'wah and learning platform. TikTok serves as an invaluable platform for the general public, facilitating both learning and preaching endeavours.*

Keywords: Acceptance,TikTok, Da'wah, Learning

1.   Introduction

The evolution of social media has had a significant influence in that it now serves a wide range of societal interests. This is demonstrated by the fact that social media not only serves as the primary platform for news, entertainment, and communication but also influences how individuals connect with one another to get information. People may now more easily obtain news and information from a variety of sources thanks to social media, which also offers a forum for citizen journalism and alternative viewpoints. As a result, there is now more accountability and openness, as well as better decision-making. TikTok and other social media

platforms have grown popular for creative expression and entertainment, with users sharing videos that transmit information and news. According to Rainie (2012), with the growth of technology, new sources of knowledge have emerged, particularly for young people.

Despite the enormous number of social media users, this platform provides users with a choice of social media kinds and characteristics. Individuals do not use social media just to contact or connect with others. Reality speaking, social media serves as a centre for job searches, inspiration for sharing and presenting work, and a guide to places such as café hunting and short vacations. The social media use at work attracted numerous attentions (Zoonen, 2017). Even now, some professional sectors might use social media as a career platform. For instance, a lot of jobs, like customer service, online tutoring, reviewing academic papers and preaching, use social media as a platform. According to Anna (2022), Social media jobs have grown at a 9% annual pace over the last 10 years.

TikTok not only functions as an entertainment platform, but it also serves as a religious platform in Malaysia. The appeal of TikTok across diverse age groups has piqued the curiosity of several religious researchers in attempting a new technique to transmit religious information. In other words, the widespread usage of TikTok has resulted in the creation of preaching video-sharing platforms. This is so because according to Farhanah (2022), a preacher must be creative and engage the audience by responding to their worries and inquiries so that they feel the contact has had a beneficial effect and they have gained information. This has indirectly elevated the popularity of certain preachers in Malaysia, resulting in a larger number of preachers joining the TikTok platform. The evidence lies in the fact that Ustaz Wadi Anuar, an authentic and down-to-earth preacher, has successfully captivated the interest of numerous viewers across different age groups on TikTok. He has gained 1.8 million followers just by uploading preaching videos on TikTok.The preaching video that he uploaded proved to get a lot of support because he received 11.8 million likes from all the uploaded videos.

However, TikTok has gradually advanced to a point where it offers information and a platform for sharing information, or, to put it another way, a platform for dawah. According to Farhanah (2022) a preacher must be creative and engage the audience by responding to their worries and inquiries so that they feel the contact has had a beneficial effect and they have gained information. In consequence, Dawah activities are increasingly anticipated to rise with technological advancement. It appears that certain Dawah videos have been shared on social media. Additionally, it is evident that some preachers adopt a strategy of posting their Dawah on social media platforms like TikTok. This has demonstrated that the aesthetic element is also very important in attracting the audience to visit a preacher's account, with the more interesting feed used by the preacher being very influential in attracting more viewers and making other users return to the preacher's page repeatedly to watch the preaching video, opening the opportunity to gain more likes and shares and making future uploaded content more accessible and uninterrupted benefits all society (Ridzuan et al., 2022).

The term da'wah is used in the Qur`ān with several contexts, among them is "calling people to the way of Allah." Moreover, the word '*da'wah*' is comprehensive enough which is completing our own worship and service to God, the reason for which we are created in this world, and it is in line with Islam as *"dīn"* (religion), a way of life, according to (Amin, 2021). Dawah is a fundamental part of the Islamic faith, as it encourages Muslims to share their knowledge and understanding of Islam with others in a respectful and compassionate way. The goal of Dawah is not to force or coerce anyone into converting to Islam, but rather to educate and inform others about the teachings of the religion. According to Saad (2019) through Dawah, Muslims can help others learn about the principles of Islam, such as the importance of

belief in one God, the significance of prayer, and the value of kindness and compassion towards others. By sharing this knowledge, Muslims can help others find meaning and purpose in their lives, while also strengthening their own faith and connection to Allah.

1.1 Problem Statement

In Malaysia, the usage of TikTok as platform to mobilize Da'wah has become a common thing as it is easier to spread religious teachings as technology advances. According to an article by Dahali (2022), This platform has the potential to close the social divide, particularly between the preaching community and the younger generation, according to independent preachers and lecturers like Ustaz Ahmad Dusuki Abdul Rani, 45, who has over 743,000 followers on the TikTok application. He said in the article that he discovered that many people, especially teens, use the TikTok app, therefore he chose a strategy where the crowd is present since that is where Islamic preaching needs to be delivered to keep people from being side-tracked. "When there are **'warnings'** and information about the Islamic religion, people will not be easily swayed by worldly trends but rather live in a more focused and beneficial state," he recently stated. Due to the Covid-19 pandemic's restrictions on in-person contact and the planning of religious meetings, Ahmad Dusuki believes that preachers should intelligently employ the existing media and technologies to disseminate information. His efforts have paid off, as the TikTok videos he produced achieve a lot of attention and frequently elicit queries about religion from netizens.

As TikTok continues to receive positive impact towards religious seeker patrons, there are downside of preaching Da'wah through the popular social media platform, TikTok. According to an article by Hussain (2020), as of today, the spread of Islamic da'wah via social media platforms is regarded as inadequate. Senator Datuk Seri Dr Zulkifli Mohamad Al-Bakri, Minister in the Prime Minister's Department (Religious Affairs), claimed that the duty or task of propagating dawah appears to be placed primarily on influential individuals on social media. He believes that if more preachers join in promoting da'wah on social media platforms, several contemporary challenges concerning faith and Islamic media can be easily handled. He stated in the article that immediate action is required to avoid becoming self-absorbed and complacent, as now is the time to work, act, and plan to strategize.

2. Methods

2.1 Research Design

Quantitative research was the primary method employed in conducting and coordinating this study. The research involved an online survey that was distributed to the public through links shared on various social media platforms, including WhatsApp, Facebook, Instagram, and Twitter. The use of these platforms, especially targeting the public, was deemed essential for gathering public opinion and obtaining relevant findings and insights on the topic under investigation. This approach facilitated the researcher's ability to reach and collect responses from a wide range of respondents (Ridzuan, Ridzuan, and Ridzuan, 2018).

2.2 Sample

The questionnaire technique employed a non-probability sampling strategy. The study utilized non-probability sampling, which is a valuable sampling approach that involves selecting individuals for inclusion based on non-random criteria, according to McCombes (2021). This means that not everyone in the population had an equal chance of participating. The non-probability sampling that provided responses to this question consists of individuals who 18 years are old or older and identify as Muslim. By utilizing the Raosoft Calculator Software, it was determined that a population of 33.57 million in Malaysia would correspond to a sample size of 385 respondents, with a 95% confidence level, for the purpose of sampling; however, researchers managed to get 411 respondents.

2.3 Research Instrument

The demographic section of the questionnaire contains 26 items. The questionnaire is linked to the study's research objectives. The questions include rating scales ranging from **1 to 4** *(Strongly Disagree (1), Disagree (2), Agree (3), and Strongly Agree (4),* as well as MCQs. The respondents found the questions to be clear and easily comprehensible due to their legitimacy and credibility. Furthermore, the questions were logically organized to prevent any confusion during the question-and-answer session.

2.4 Data Analysis

The researchers utilized the Statistical Package for Social Science (SPSS) version 23 software to analyse the data. The data analysis process encompassed survey creation and data upload. The survey questions were designed to align with the study's objectives of assessing the acceptance of TikTok as a da'wah and learning platform. The questionnaire was distributed to the initial 50 respondents to assess research validity. Once 411 responses were obtained, the survey was closed and the data was analysed using SPSS, with descriptive statistics such as frequency, percentage, and mean calculated by the researchers.

3.   Findings and Discussions

3.1   Demographic Profile

The profile of the respondents is discussed in the terms of eight demographic characteristics: *Sex, Age, Marital Status, Current Residing State, Occupations, Time spent on TikTok per day, do you think TikTok is a convenient platform for Da'wah? and do you think TikTok is a convenient platform for Learning?*

Table 1. Demographic Profile

A. DEMOGRAPHIC	FREQUENCY	PERCENTAGE
Sex		
Male	279	67.9
Female	132	32.1
Age		
18 - 23 years	139	33.80
24 - 29 years	142	34.50
30 - 35 years	52	12.60
36 - 41 years	28	6.80
42 - 47 years	25	6.00
48 – 53 years	15	3.60
54 years and above	10	2.40
Marital Status		
Single	258	62.8
Married	108	26.3
Divorced	45	10.9
Current Residing State		
East Coast Region *(Pahang, Kelantan, Terengganu)*	99	24.1
	59	14.4
Northern Region *(Perak, Perlis, Kedah, Penang)*	90	21.9
	120	29.2
Central Region *(Kuala Lumpur, Selangor, Putrajaya)*	43	10.5
Southern Region *(Melaka, Johor, Negeri Sembilan)*		
East Malaysia *(Labuan, Sabah, Sarawak)*		
Occupation		
Working at Government Sector	75	18.20
Working at Private Sector	81	19.70
Student	128	31.10
Retiree	37	9.00
Unemployed	31	7.50
Self-Employed	42	10.20
Housewife	17	4.10

Table 1 above shows the demographic characteristics of the participants who are TikTok users. The results indicate that many respondents who completed the survey were female with the percentage of **(67.90%)**. The accumulative age group with the highest score representation was among the 24-29 years old **(34.50%)**, and most respondents who took part in the survey were identified as single with an accumulative percentage of **(62.80%)**. Additionally, many respondents that took part in this survey resided in the Southern Region of Malaysia, specifically Melaka, Johor, and Negeri Sembilan, scoring the percentage of **(29.20%)**. A significant portion of the respondents were retirees **(31.10%)**. In terms of TikTok usage, most respondents spent less than 2 hours or 2-3 hours per day on the platform **(29.50%)**. Furthermore, an overwhelming percentage of respondents believed that TikTok is a convenient platform for da'wah **(94.90%)** and believed that TikTok is a convenient platform for learning **(95.80%)**.

3.2 The Level of Acceptance of Tiktok as A Da'wah Platform

Table 2. The level of acceptance of TikTok as a da'wah platform.

THE LEVEL OF ACCEPTANCE OF TIKTOK AS A DA'WAH PLATFORM	MIN
I found preaching on TikTok is the fastest way to obtain information.	3.49
I found delivering Da'wah in TikTok is an inviting way.	3.46
I think that TikTok's function is convenient for gaining more knowledge on Da'wah.	3.42
I found that I am often fascinated by Da'wah's Content on TikTok.	3.41
I think the content of Da'wah on TikTok is rich and informative.	3.40
I found that I tend to apply the knowledge of Da'wah from TikTok videos in my life.	3.38
I believe sending Da'wah messages on TikTok can help people understand religious matters easily.	3.38
I found that the source of Da'wah on TikTok is reliable.	3.32
I found that Da'wah given by preachers can be trusted.	3.28
OVERALL	3.39

The data analysis in Table 2 showed that most of the respondents accept that preaching on TikTok is the fastest way to obtain information (**M=3.49**). According to an article by Maghfirah, Andriani, and Mirzal (2021) which stated that TikTok was one of the social media platforms that can be used to deliver a da'wah message to a broad society as it was packaged in an easy-to-understand and attractive way. This data shows that TikTok is being used as a da'wah platform and is increasing in society, mainly by students. The reason for this is due to millennials who have creativity in preaching managed to bring together in developing of a delivery method with this application.

According to Aisa (2021), the effectiveness of learning Islam through TikTok depends on who is using this application. If it is used as well as possible, meaning that students put into practice the knowledge that they gained, the benefits will be maximum. The overall mean of the level of acceptance of TikTok as a da'wah platform is (M=3.39). This notion has been supported by Zukri (2021) as more and more preachers now turn to TikTok to share religious content. The reason for this is due to most people, especially Gen Z, do not like to listen to long lectures. Therefore, it is easy to use a prudent preaching approach to convey heavy topics in a light and easy manner.

3.3 The Level of Acceptance of Tiktok as A Learning Platform

Table 3. The level of acceptance of TikTok as a learning platform

THE LEVEL OF ACCEPTANCE OF TIKTOK AS A LEARNING PLATFORM	MIN
I think TikTok helps in sharing learning information.	3.53
I found that watching educational and informative videos on TikTok helped me gain much knowledge.	3.52
I believe TikTok has an advantage in learning.	3.51
I found TikTok provides accurate information.	3.51
I think TikTok is an easy tool for gaining more information.	3.50
I think TikTok has sufficient learning information.	3.49
I think TikTok can be a tool to improve education skills.	3.47
I think that I tend to apply educational tips from TikTok videos in my studies.	3.46
I realize that TikTok's function is convenient for improving my grades.	3.43
OVERALL	3.50

The data analysis in Table 3 showed that most people accept that TikTok helps in sharing learning information to them **(M=3.53)**. This statement has been supported by Loana 2021 that TikTok gives students a chance to experience online learning, which is beneficial for their education. According to this research, student use of online learning is growing and becoming more integrated. The reason for this is that TikTok videos typically range from 15 seconds to 1 minute in length. Consequently, the majority of TikTok videos contain concise and precise information to ensure comprehension by the audience. This can be supported by Nasiri (2020), TikTok offers a vast array of freely available video content that can be easily searched within the platform. Additionally, TikTok provides video creators with various tools such as editing features and online subtitles to enhance their content. The overall mean of the level of acceptance of TikTok as a learning platform is (M=3.50). This notion has received support from Lunden (2020), TikTok's dedication to expanding its role in education marks noteworthy progress. The effectiveness of video content as an educational tool, exemplified by platforms like YouTube and others, is well-established. This strategy not only engages the platform's younger users but also opens new opportunities for others to effectively harness its potential.

4.   Conclusion

According to the findings, TikTok is highly accepted as both a Da'wah platform and a learning platform, with mean scores of 3.39 and 3.50 respectively, resulting in an overall mean of 3.45. Users believe that TikTok is a fast and convenient way to access religious information and learn practical tips for daily life. Additionally, TikTok offers an opportunity to challenge misconceptions about Islam and showcase diverse perspectives, reaching a wide audience and countering misinformation. However, it is important to approach TikTok Da'wah with honesty, authenticity, and respect for different opinions while adhering to Islamic ethics. TikTok also presents advantages as an educational tool, including its accessibility, bite-sized content, visual and interactive learning, user-generated content, informal environment, multimodal learning experience, and microlearning opportunities.

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