

# Global Society and Knowledge Review

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## **Da'wah Training in Building a Knowledgeable, Moral, and Global Perspective Generation of Da'i Among Students of Madrasah Aliyah As'adiyah Uloe**

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**ABSTRACT**

Da'wah training has a strategic role in forming a generation of da'i who are not only knowledgeable, but also have noble morals and a global perspective. In the era of globalization, the challenges faced by Muslims are increasingly complex, including the influence of foreign cultures and modernization. Therefore, an integrated da'wah education approach is needed to produce individuals who are able to convey Islamic values effectively and relevantly. This study aims to explore the importance of da'wah training for students as an effort to build the next generation who have strong intellectual, moral, and spiritual abilities. This training involves the development of public speaking skills, da'wah communication techniques, and a deep understanding of Islamic values. In addition, this training also includes the adaptation of the use of social media as a means of modern da'wah. The results of the study indicate that the involvement of students in the da'wah training program not only increases their religious knowledge but also forms characters such as responsibility, integrity, and social solidarity. This training provides space for students to develop self-confidence and practical skills in conveying the message of Islam to the wider community. Thus, the da'wah training program becomes an important platform in producing a generation of da'i who are able to face global challenges while maintaining their Islamic identity.

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**INTRODUCTION**

Da'wah is one of the obligations of every Muslim to convey the teachings of Islam to mankind in a wise way. In the era of globalization, da'wah faces increasingly complex challenges, including technological developments, cultural shifts, and wide access to information. This condition requires a generation of da'i who are not only knowledgeable, but also have noble morals and global insight in order to be able to answer the needs of the times and convey Islamic messages in a relevant and effective manner.

Da'wah is an important foundation in the lives of Muslims. It is not only an individual obligation, but also a collective responsibility in maintaining the continuity of Islamic teachings and strengthening the moral resilience of the ummah. From a historical perspective, da'wah has been the main key to the spread of Islam to various parts of the world, not only through military power, but also because of the example, morals, and effective communication of the da'is (Abdurrahman, 2023). Therefore, the need for the presence of a generation of da'i who are able to convey Islamic teachings wisely and relevant to the context of the times is becoming increasingly urgent.

Da'wah training is an important strategy in shaping the young generation as a driver of da'wah. This program is designed to equip students with various skills, such as the management of religious activities, public communication, and the use of modern technology as a da'wah medium. In addition, this training also aims to develop the character of da'i who are professional, have integrity, and are able to adapt to global dynamics. Through structured and continuous da'wah training, it is hoped that a generation of da'i will be born who not only understand Islamic values deeply but are also able to implement them in daily life. With this approach, da'wah can become more inclusive and relevant in modern society.

In the era of globalization marked by advances in information and communication technology, the world community, including Muslims, has experienced very rapid socio-cultural changes. Information from various corners of the world can be easily accessed by anyone, including the younger generation. This phenomenon has a double impact. On the one hand, open access to information can enrich Islamic insight and knowledge; but on the other hand, it also has the potential to cause an identity crisis and a weakening of religious spirit due to the influence of foreign cultures, secularism, hedonism, and content that is contrary to Islamic values (Wahyudi, 2022).

It is in this context that madrasah students, especially at Madrasah Aliyah As'adiyah Uloe, need to be positioned not only as educational objects, but also as subjects of socio-religious change. They are the generation that will one day become leaders, teachers, and even da'i who voice Islamic values in a plural and dynamic society. However, being a da'i in the current era is not enough to rely solely on memorization of texts or theoretical knowledge. Integrated special training is needed, which not only equips students with strong Islamic material, but also da'wah skills, public communication, understanding of information technology, and instilling character values such as responsibility, tolerance, and integrity (Gusmian, 2023).

Da'wah training is a strategic approach in responding to these challenges. This program seeks to bridge the gap between Islamic science and applicable and contextual da'wah practices. Through this training, students are not only taught how to deliver lectures, but also how to understand the audience, compose persuasive messages, avoid hate speech, and use digital platforms as creative and effective da'wah media. Such an approach is important to instill that da'wah is not an exclusive, rigid, and formalistic activity, but a movement that is flexible, inclusive, and touches the humanity of the ummah.

Da'wah training is a tangible manifestation of community service carried out by universities in order to carry out one of the pillars of the Tri Dharma of Higher Education. Through da'wah training activities, academics not only transfer theoretical knowledge, but also apply science in the form of concrete and useful community empowerment. This training is a bridge between the academic world and the social reality of society, where participants are equipped with effective da'wah communication skills, understanding religious moderation, and strategies

for delivering Islamic messages that are relevant to the context of the times. In the context of community service, da'wah training functions as an effort to increase the capacity of human resources in the religious field, strengthen tolerance between religious communities, and form the character of a community that has faith, piety, and noble character (Muhsyanur, 2024, Muhyiddin Tahir, Muhsyanur, Dina Ramadhanti, 2024).

In its implementation, da'wah training in the madrasah environment also plays a role as a means of character building. Many studies and experiences show that da'wah activities are able to build confidence, social empathy, critical thinking skills, and the ability to work together in a team. All of these things are important soft skills that are urgently needed in the 21st century (Alwi, 2024). Thus, da'wah training not only shapes students as preachers, but also as whole human beings: knowledgeable, moral, and globally competitive (Rahmawati, 2016).

Madrasah Aliyah As'adiyah Uloe as one of the Islamic educational institutions that is committed to the values of Ahlussunnah wal Jamaah plays an important role in instilling a moderate, tolerant, and peaceful understanding of Islam. The da'wah training carried out by KKN students of the Islamic University of As'adiyah is part of a collective effort to develop the role of madrasahs as a center for the regeneration of young scholars and da'i. This da'wah seminar and training is not only a temporary learning space, but is expected to be the initial milestone for the birth of a more systematic and sustainable student da'wah movement. With this training, it is to provide a deep understanding of the correct and good da'wah methods so that they can be accepted by the community, produce a generation of da'i who are able to face global challenges while maintaining Islamic identity, as well as forming character, integrity, and social solidarity.

Therefore, this article aims to outline how da'wah training carried out within Madrasah Aliyah As'adiyah Uloe contributes to forming a generation of da'i who not only master Islamic sciences, but also have the ability to preach humanistically, professionally, and adaptively to the challenges of the times. With the foundation of science, morality, and global insight, students are expected to be able to bring Islam as a blessing to the whole world in their da'wah practice in the future.

## **METHOD**

### **Place and time**

KKN students chose Madrasah Aliyah As'adiyah Uloe as the venue for the seminar because the students are the younger generation who have the potential to become leaders of Muslims in the future. Understanding religious moderation is very important for students so that they are not easily influenced by radical or liberal ideas that can weaken Aswaja values.

In addition, the madrasah environment is an ideal place to introduce the concept of religious moderation from an early age. In the world of education, especially at the secondary school level, students are often exposed to various information and influences from social media and the outside environment. Without

proper guidance, they can get caught up in misconceptions about the teachings of Islam. Therefore, through this seminar, KKN students try to instill a correct and balanced understanding of Islam.

The implementation of this activity was held at Madrasah Aliyah As'adiyah Uloe, which is located in Duaboccoe District, Bone Regency, South Sulawesi. The selection of this location was based on initial observation that the madrasah has great potential as a center for the regeneration of young da'i. The madrasah environment that is thick with Islamic values makes it an ideal place for da'wah training. The activity was carried out for 3 days, namely on February 24-26, 2025, in the form of seminars and intensive training for three consecutive days, starting at 09.00 to 14.00 WITA.

### **Audience Audience/Activity Partners**

The main target of this program is students and students of grades XI and XII of MA As'adiyah Uloe, who are considered to have basic readiness to receive systematic da'wah training. Meanwhile, the partners of this activity include the Leader of Madrasah Aliyah As'adiyah Uloe as the party who provides full support to the program, teachers and madrasah coaches, as parties who also guide and evaluate the development of participants, and UNISAD KKN Students, as facilitators and technical implementers of the activity. This collaboration between all parties aims to create activities that have a positive impact on all participants and strengthen the commitment to implementing the spread of Islam through da'wah among the community.



**Figure 1.** The enthusiasm of the participants followed the kgeiatan

### **Method of Service**

The service method used in this activity includes five stages, namely; First, conducting initial observations conducted by KKN students by means of informal interviews and documentation studies to determine the level of students' understanding of da'wah and religious moderation.

Second, socializing the program in which KKN students approach the madrasah and convey the urgency and purpose of the da'wah training, as well as

explaining the technical plan of the activity. Third, activity planning which includes the preparation of materials, scheduling seminars, selection of resource persons, and the formation of a committee structure at the student level.

Fourth, the implementation of the training takes place in the form of interactive seminars consisting of material delivery, group discussions, da'wah simulations (lecture practices), and the use of digital media. Fifth, mentoring and follow-up, where after the seminar KKN students conduct brief monitoring and follow-up discussions with teachers to ensure that the da'wah values instilled are directly applied by students.

### **Success Indicators**

The indicators used to measure the success of this activity are: Increased public speaking skills of participants after training, Increased understanding of the concept of moderate da'wah and the use of social media as a means of da'wah, the formation of positive characters such as confidence, responsibility, and solidarity, positive responses from the madrasah, both from teachers and participants, and the implementation of da'wah practices or lectures by participants as an implementation of the material Training.



**Figure 2.** Delivery of material by ustad

### **Evaluation Method**

Evaluation is carried out quantitatively and qualitatively, through:

Written questionnaires were distributed after the seminar to measure participants' understanding of the material, direct observation of participants'



performance during the da'wah simulation, brief interviews with participants and teachers to assess the impact of the activities personally and institutionally, and documentation of the activities, including video recordings, photographs, and field notes as evidence of implementation and reflection tools.

## **RESULT AND DISCUSSION**

Da'wah Training in Building a Knowledgeable, Moral, and Global Perspective Generation among Students shows the significant impact of the implementation of da'wah training by As'adiyah Islamic University KKN students at Madrasah Aliyah As'adiyah Uloe which is a concrete form of efforts to build a young da'i generation who not only have Islamic science skills, but also character, communication skills, and global insight to the development of da'wah skills students/students, especially in understanding the method of da'wah. Here are the results and benefits obtained from this training.

### **Transformation of Da'wah Communication Skills**

Before the training was held, many students felt that they were not confident in speaking in public, let alone delivering Islamic material in a coherent manner. However, after the training involving lecture simulations, group discussions, and direct guidance from resource persons, participants experienced a significant transformation in terms of da'wah communication. They are able to convey Islamic messages with the right intonation, a coherent logical structure, and a more persuasive style of delivery. This shows that training is able to foster courage and initial competence in the field of public speaking which is very important for a da'i. This training also introduces the concept of audience analysis, which is the ability to read the psychological conditions and background of the audience, so that the message of da'wah can be received effectively without resistance.

### **Deepening of Moderate and Relevant Da'wah Materials**

The training materials are specifically designed to instill a moderate understanding of Islam according to the principle of wasathiyah (middle) in the Qur'an (QS. Al-Baqarah: 143). Participants are trained to understand that da'wah is not only about conveying the content of teachings, but also how to convey them with wisdom, according to the social context, and without hurting. Da'wah that prioritizes tenderness, compassion, and sincerity has a greater chance of touching the hearts of the community (Abdurrahman, 2023).

In this training, the danger of deviations in da'wah was also explained, both in the form of religious extremism that leads to intolerance, and liberalism that relaxes the principles of sharia. Participants were invited to realize the importance of maintaining a balance between principle and tolerance, between firmness and gentleness in conveying the truth.

### **Strengthening Global Insights**

Through da'wah training, participants are equipped with an understanding of contemporary issues and global challenges. This allows them to convey the message of Islam in a way that is relevant and adaptive to the times. In delivering da'wah, it should not be delivered radically (harshly) and impartially, but it needs to be delivered gently, sincerely and with a sincere heart so that the da'wah delivered can be heard by the community and even easily accepted in all circles.

### **The Formation of Da'i Characters with Integrity and Humanism**

A true da'i is not only able to speak, but also an example in morals and behavior. Therefore, this training not only emphasizes the cognitive and technical aspects of da'wah, but also character development. Students are directed to cultivate the main qualities of a da'i, such as trust, humility, patience, sincerity, and responsibility. In the training session, participants were invited to reflect on their daily behavior and adapt it to Islamic da'wah values.

One of the indicators of the success of this character development is the emergence of initiatives from participants to organize religious activities in the madrasah environment independently, such as inter-class cults, lectures in prayer rooms, and the formation of student da'wah communities (Gusmian, 2023).

### **Strengthening Digital Skills in Modern Era Da'wah**

The reality of today's da'wah cannot be separated from the development of information technology. Social media is now a new stage for da'wah that reaches millions of users in a matter of seconds. Therefore, this training equips participants with basic skills in creating sharia-compliant, interesting, and educational da'wah content for digital media such as Instagram, TikTok, and YouTube.

Students are introduced to the basic principles of digital literacy in da'wah, such as online ethics, the use of positive narratives, and content management. This aims to balance the torrential flow of negative information on social media with an enlightening Islamic narrative. Participants were also given a case study on how da'wah content can go viral if packaged with a creative and grounded approach (Wahyudi, 2022).

### **Increasing Social Participation and Community-Based Da'wah**

One of the indicators of the success of da'wah is the direct involvement of da'i in social life. This training encourages participants to not only actively preach verbally, but also through real actions in the community. The students began to take on roles in social activities such as coordinating environmental studies, volunteering at mosques, leading joint prayers, and being involved in socio-religious programs.

These activities form social awareness while expanding the space of da'wah outside the school environment. Thus, students not only become formal da'i in the pulpit, but also moral agents who are present in the midst of society by carrying a real message of goodness (Alwi, 2024).



### **Effectiveness of Training Strategies: Participatory, Contextual, and Reflective**

The training method used is participatory, which involves participants actively in the learning process. The resource persons used an andragogi approach, which is an adult learning technique that emphasizes relevance, participants' life experiences, and active involvement.

The use of case studies, da'wah simulations, and roleplay makes participants not only hear, but also experience firsthand the practice of da'wah. Evaluation is carried out through questionnaires and direct observation. The results of the questionnaire showed that 92% of participants felt that this training changed their perspective on da'wah, and 87% felt more prepared to preach in public.

### **Challenges and Improvement Notes**

Although the training has shown positive results, there are some challenges that deserve attention. Among them are the limited training time that only lasts one day, the lack of adequate technological facilities (such as laptops or projectors) in some classes, and there are still participants who feel awkward when appearing in public.

However, this challenge can be used as input for the implementation of training in the future. There is a need for regular follow-up programs, such as the formation of da'wah learning groups, the preparation of digital da'wah modules, and intensive assistance from religious teachers and KKN alumni. This is so that the training is not temporary, but sustainable and becomes an integral part of the madrasah extracurricular activities.

### **CONCLUSION**

The da'wah training carried out by students of the Real Work Lecture (KKN) of the As'adiyah Islamic University at Madrasah Aliyah As'adiyah Uloe proves that efforts to empower the younger generation in the field of da'wah are not only relevant, but also very urgent in the context of today's community. In the midst of the complexity of the challenges of the times such as global cultural penetration, digitization of information, and the emergence of extreme and liberal religious discourse, it is necessary to present a young da'i figure who is not only able to convey the truth of Islam, but also has flexibility in approach, depth of spirituality, and social sensitivity.

The results of this training showed a real transformation in the participants, both cognitively, affectively, and psychomotorly. From the aspect of knowledge, the students gained a broader and deeper understanding of the principles of Islamic da'wah, especially in the framework of religious moderation that avoids the ummah from extreme attitudes. They began to understand that da'wah is not just about conveying religious material, but also contains ethical, cultural, and psychological dimensions that must be considered in its delivery. The concept of da'wah that is humanistic, gentle, and based on local wisdom is a strong foundation in forming a

da'wah style that is in accordance with the character of a plural and pluralistic Indonesian society.

In terms of skills, this training succeeded in improving participants' communication skills, especially in terms of public speaking and effective da'wah message management. Lecture simulation activities, hands-on practice, and the use of digital media have opened new horizons for students in conveying Islamic teachings. In today's digital era, the presence of da'i is no longer limited to mosque pulpits or taklim assemblies, but must also be able to be actively present in virtual spaces (Fitria & Aditia, 2019). With the ability to manage social media-based da'wah content, the trainees have the potential to reach a wider audience, especially the younger generation of their age who are more familiar with digital platforms.

Meanwhile, in terms of attitude and character, this training also has a significant positive impact. Participants are not only encouraged to be messengers, but also role models in daily behavior. Values such as honesty, responsibility, discipline, and the spirit of social service are instilled in each training session. Effective da'wah cannot be separated from the personal integrity of the da'i. Therefore, character formation is the central point of this training process. This activity proves that structured da'wah education is able to build a student personality that is not only intellectually intelligent, but also emotionally and spiritually mature.

Within the institutional framework, Madrasah Aliyah As'adiyah Uloe as a partner of the activity has proven to have a strategic role in supporting the implementation of this program. The openness of the madrasah to innovation, synergy with KKN students, and the involvement of teachers and coaches in the process of assisting students are key factors for the success of the training. This shows that Islamic educational institutions must be a conducive space for the development of students' da'wah potential, by integrating spiritual, academic, and social aspects in a balanced manner.

Although this training only lasted a relatively short time, the impact and enthusiasm shown by the participants was proof that this kind of activity is needed and worthy of being made an ongoing program. The challenges ahead are certainly bigger: how to escort students to remain istiqamah in the path of da'wah, strengthen moral resilience in the midst of the temptations of the times, and continue to improve the quality of da'wah delivery in accordance with the development of society and technology. Therefore, it is necessary to build a more structured mentoring system, both from the madrasah and higher education institutions, so that the efforts to regenerate these young da'i cadres do not stop at one point, but develop into a sustainable student da'wah movement.

Thus, this da'wah training not only serves as a form of community service activities within the academic scope of students, but also as a real contribution in creating a visionary, adaptive, and consistent Muslim generation in delivering a merciful Islamic treatise. Through an inclusive and integrative approach, madrasah students are not only ready to become future da'i, but also become agents of social

change who are able to direct society towards a more harmonious, tolerant, and civilized direction within the framework of Islamic values.

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