Digital Da'wah Studies: A Bibliometric Analysis of Trends, Patterns, and Collaboration Networks

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Abstract: This study employs a bibliometric approach to analyze publication trends, research patterns, and collaboration networks in the field of digital *da'wah* (Islamic digital preaching) within Islamic studies. Using data extracted from the Dimensions database and visualized through VOSviewer, the research identifies significant developments in this domain. Findings reveal a marked increase in digital *da'wah* research in recent years, reflected by growing publication outputs and participation from diverse institutions and scholars worldwide. However, the analysis indicates limited collaborative networks among researchers, highlighting the need for stronger interdisciplinary and cross-regional partnerships. Key themes emerging from the literature include digital communication strategies, the role of social media in *da'wah*, and the opportunities and challenges of preaching in the digital era. This study maps the current landscape of digital *da'wah* research and suggests future directions, such as broader data coverage and deeper methodological exploration. The findings provide valuable insights for scholars and practitioners working at the dynamic intersection of Islamic propagation and evolving communication technologies.

Keywords: Digital da'wah, bibliometric analysis, social media, Dimensions, VOSviewer

Abstrak: Penelitian ini bertujuan untuk menganalisis tren, pola publikasi, dan jaringan kolaborasi dalam studi dakwah digital dalam Islam melalui pendekatan bibliometrik. Dengan menggunakan data dari Dimensions dan analisis visualisasi menggunakan VOSviewer, penelitian ini mengidentifikasi perkembangan utama di lapangan. Temuan analisis menunjukkan perluasan studi dakwah digital yang penting dalam beberapa tahun terakhir, seperti yang terlihat dari peningkatan publikasi dan partisipasi beberapa lembaga dan sarjana dari negara lain. Namun, jaringan kolaborasi antar peneliti masih terbatas, yang mengindikasikan perlunya peningkatan kerja sama lintas disiplin ilmu dan wilayah. Selain itu, taktik komunikasi digital, fungsi media sosial dalam dakwah, serta potensi dan masalah dakwah di era digital adalah beberapa subjek utama yang muncul dalam literatur. Penelitian ini berkontribusi dalam memahami lanskap penelitian dakwah digital dan memberikan rekomendasi untuk

pengembangan studi lebih lanjut, termasuk perluasan cakupan data dan eksplorasi metodologis yang lebih mendalam. Sebagai hasilnya, temuan dari penelitian ini dapat menjadi sumber daya yang berharga bagi para akademisi dan praktisi dakwah dalam menavigasi lanskap teknologi komunikasi yang berkembang pesat.
Kata Kunci: Dakwah digital, analisis Bibliometrik, media sosial, Dimensions, VOSviewer

INTRODUCTION

The dissemination of Islamic teachings through da'wah has undergone significant changes as a result of the advancement of digital technology.[1][2] Da'wah has expanded into a variety of digital channels, including social media, websites, podcasts, video streaming, and Islamic-based applications, and is no longer restricted to the mosque pulpit or actual knowledge gatherings in this digital age.[3][4] This phenomenon is known as digital da'wah, which refers to the delivery of Islamic messages using technology and digital media as the main means.[5]

The study of digital da'wah is growing along with the increasing use of the internet and communication technology by Muslims in various parts of the world.[6] Numerous research has been carried out to investigate the efficacy of digital da'wah, the communication tactics employed, and the difficulties encountered while attempting to disseminate Islamic teachings in the digital age.[7] However, a more systematic and comprehensive study of how digital da'wah studies develop in the academic realm is still limited.[8] Therefore, a bibliometric analysis is needed to understand the landscape of digital da'wah research globally, including publication

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[1] Shaimaa El Naggar, "The Impact of Digitization on the Religious Sphere: Televangelism as an Example," *Indonesian Journal of Islam and Muslim Societies* 4, no. 2 (2014): 189–211, https://doi.org/10.18326/ijims.v4i2.189-211.

[2] Nesrine Mansour, "The Holy Light of Cyberspace: Spiritual Experience in a Virtual Church," *Religions* 13, no. 2 (2022), https://doi.org/https://doi.org/10.3390/rel13020121.

[3] Christoph Novak et al., "Religious 'Bubbles' in a Superdiverse Digital Landscape? Research with Religious Youth on Instagram," *Religions*, 2022, https://doi.org/https://doi.org/10.3390/rel13030213.

[4] Mansour, "The Holy Light of Cyberspace: Spiritual Experience in a Virtual Church." https://doi.org/https://doi.org/10.3390/rel13020121.

[5] Nakhi Mishol-Shauli and Oren Golan, "Smartphone Religious Networking: Negotiating Contested Identities within a Pious Community over WhatsApp," *Religions* 13, no. 11 (2022), https://doi.org/10.3390/rel13111034.

[6] Giulia Isetti, "Online You Will Never Get the Same Experience, Never: Minority Perspectives on (Digital) Religious Practice and Embodiment during the COVID-19 Outbreak," *Religions* 13, no. 4 (2022), https://doi.org/10.3390/rel13040286.

[7] Novak et al., "Religious 'Bubbles' in a Superdiverse Digital Landscape? Research with Religious Youth on Instagram." https://doi.org/10.3390/rel13030213.
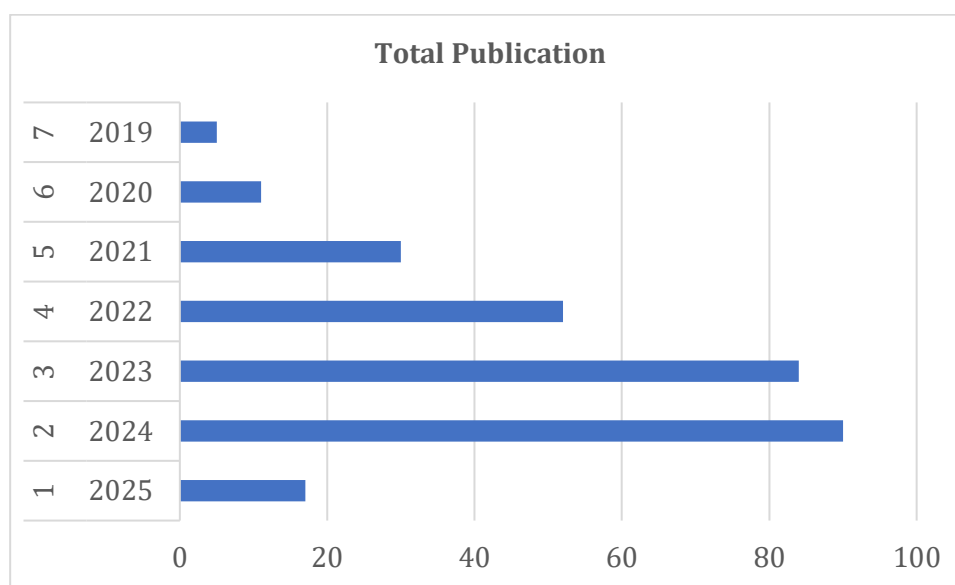
[8] Anton Törnberg and Petter Törnberg, "Author ' s Accepted Manuscript Topic Modeling and Critical Discourse Analysis," *Discourse, Context and Media*, 2016, http://dx.doi.org/10.1016/j.dcm.2016.04.003.

trends, dominant topics, and collaboration between researchers and institutions contributing to this field.[9][10]

In recent years, there has been a surge in the popularity of studies on Digital Da'wah in Islam. This is owing to the fast growth of digital technology and the increased use of social media and internet-based platforms as a means of da'wah that is broader and more successful than in old ways.[11] Digital Da'wah provides flexibility in spreading Islamic teachings without being limited by time and space, thus attracting the attention of academics and practitioners to study this phenomenon in more depth.[12]

The growing trend of publications in recent years indicates the growing popularity of studies on Digital Da'wah in Islam, according to online Dimensions search results. This data shows that Digital Da'wah is increasingly becoming a concern in the academic world, both in terms of communication strategies, message effectiveness, and the challenges faced in its dissemination in the digital era.

Illustration 1. Graph of The Increase in The Number of Digital Da'wah in Islam Publications (2019-2025)

Source: Dimensions

From the chart above, it is apparent that there is a growth in the number of publications relating to Digital Da'wah in Islam every year. The significant increase occurred especially since 2021, with the number of publications continuing to grow

[9] Yuan Chih Fu et al., "An Evolving International Research Collaboration Network: Spatial and Thematic Developments in Co-Authored Higher Education Research, 1998–2018," *Scientometrics* 127, no. 3 (2022): 1403–29, https://doi.org/10.1007/s11192-021-04200-w.

[10] Debmalya Mukherjee et al., *2006 to 2020 : A Bibliometric Analysis and Future Directions*, *Management International Review*, vol. 61, 2021, https://doi.org/10.1007/s11575-021-00454-x.

[11] Wahyudi Akmaliah and Ibnu Nadzir, "The 'Elective Affinity' of Islamic Populism: A Case Study of Indonesian Politic Identity Within the Three Elections," *Studia Islamika* 31, no. 1 (2024): 31–61, https://doi.org/10.36712/sdi.v31i1.36305.

[12] Adya Danaditya, Lynnette Hui Xian Ng, and Kathleen M. Carley, "From Curious Hashtags to Polarized Effect: Profiling Coordinated Actions in Indonesian Twitter Discourse," *Social Network Analysis and Mining* 12, no. 1 (2022): 1–24, https://doi.org/10.1007/s13278-022-00936-2.

until it peaked in 2024. All things considered, the quantity of papers in this area is rising quickly, suggesting that researchers and scholars are becoming more interested in Digital Da'wah. This increase reflects the growing role of digital technologies in Islamic da'wah activities, where various social media platforms and internet-based technologies are widely utilized in the dissemination of Islamic teachings. In addition, this trend also indicates more attention to the effectiveness, strategies, and challenges of Digital Da'wah, which encourages further research in this area.

Based on the trends seen in the graph, it can be concluded that Digital Da'wah in Islam is a rapidly growing field of study that continues to receive attention in the academic world, both in the context of communication, social, and Islamic education. The purpose of this study is to locate articles on digital da'wah in Islam and describe their characteristics. Bibliometric analysis was used in this study to examine the characteristics of publications on the subject of Digital Da'wah in Islam and to understand the research trend in this field.

A statistical technique for examining publications is called bibliometrics.[13] Bibliometrics is the basis for determining the most popular and significant books in a given field.[14] An extremely comprehensive research approach that combines science, mathematics, and statistics to analyze knowledge quantitatively is called bibliometrics.[15] To assess publications on a certain topic, bibliometrics is a statistical technique that includes publication-related data.

According to Mohamed Abouzid,[16] One crucial technique for evaluating publications on certain topics both qualitatively and quantitatively is bibliometric research. According to S. H. Zyoud,[17] In bibliometric research, data is analyzed using both qualitative and quantitative indices, such as the year of publication, affiliation, document type, country name, topic category, journal name, publisher language, collaboration, and citation trends. Journal, the publisher's language, collaboration, and citation style.

Bibliometrics has developed throughout time and is now widely used to map and analyze ideas and information produced in a variety of sectors.[18] Regardless,

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[13] Seuk Yen Phoong, Shi Ling Khek, and Seuk Wai Phoong, "The Bibliometric Analysis on Finite Mixture Model," *SAGE Open* 12, no. 2 (2022), https://doi.org/10.1177/21582440221101039.

[14] Yunqiang Chen et al., "An Overview of Augmented Reality Technology," *Journal of Physics: Conference Series* 1237, no. 2 (2019), https://doi.org/10.1088/1742-6596/1237/2/022082.

[15] Sa'ed H. Zyoud et al., "Olfactory and Gustatory Dysfunction in COVID-19: A Global Bibliometric and Visualized Analysis," *Annals of Otology, Rhinology and Laryngology* 132, no. 2 (2023): 164–72, https://doi.org/10.1177/00034894221082735.

[16] Mohamed Abouzid, Anna K. Główka, and Marta Karaźniewicz-Łada, "Trend Research of Vitamin D Receptor: Bibliometric Analysis," *Health Informatics Journal* 27, no. 4 (2021), https://doi.org/10.1177/14604582211043158.

[17] S. H. Zyoud et al., "Global Research Production in Glyphosate Intoxication from 1978 to 2015: A Bibliometric Analysis," *Human and Experimental Toxicology* 36, no. 10 (2017): 997–1006, https://doi.org/10.1177/0960327116678299.

[18] Ivan Zupic and Tomaž Čater, "Bibliometric Methods in Management and Organization," *Organizational Research Methods* 18, no. 3 (2015): 429–72, https://doi.org/10.1177/1094428114562629.

according to,[19] [20] Currently, bibliometrics in the field of dakwah digital does not have all the desired performance, in terms of data collection and individualization. As a result, a study on digital da'wah is required, particularly bibliometric research on digital da'wah in Islam.

In addition to scopus, there are still a lot of other data sources available for use in future studies, including the science web and additional data sources.[21] As a result, metadata based on database dimensions was employed in this investigation. According to am S. Rusydiana, [22] All articles in the Dimensions indexation have a digital object identifier (DOI). According to Benjamin K. Sovacool,[23] Dimensions is a database that includes 142 million patents, 6 million grants, and millions of research. Meanwhile, according to A. Kh Khakimova,[24] Co-authorship and different citations are analyzed collectively using database dimensions. The researcher employed descriptive and evaluative bibliographic analysis in addition to retrieving and analyzing data from the database dimensions.

Research associated with this study, specifically research carried out by Soleh Hasan Wahid,[25] The findings of this study, which focused on digital da'wah in Islam utilizing bibliometric analysis and visualization, suggest that digital technologies are becoming more and more integrated into Islamic practice. According to the number of publications in their nation, authors from Asia, specifically Indonesia, also rank in the top 10. The study recommends using data sources other than Scopus and using applications other than VOSviewer to analyze bibliometric data and finish the visualization.

Furthermore, research conducted by Ismandianto Ismandianto.[26] The results showed that there were fluctuations in the rise of radio da'wah publications, with a relatively low number of articles in Scopus. In the meanwhile, there has been a notable

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[19] José Antonio Marín-Marín et al., "Big Data in Education. A Bibliometric Review," *Social Sciences* 8, no. 8 (2019), https://doi.org/10.3390/socsci8080223.

[20] Novak et al., "Religious 'Bubbles' in a Superdiverse Digital Landscape? Research with Religious Youth on Instagram." https://doi.org/10.3390/rel13030213.

[21] Eka Budhi Santosa et al., "Augmented Reality for Student Learning Media: A Bibliometric Analysis and Visualization," *Indonesian Journal of Instructional Media and Model* 3, no. 2 (2021): 47, https://doi.org/10.32585/ijimm.v3i2.2007.

[22] Aam S. Rusydiana et al., "A Bibliometric Analysis of Islamic Accounting Research Indexed by Dimensions.Ai," *Library Philosophy and Practice* 2020, no. January (2020): 1–15, https://digitalcommons.unl.edu/libphilprac/4803.

[23] Benjamin K. Sovacool, Chux Daniels, and Abbas AbdulRafiu, "Science for Whom? Examining the Data Quality, Themes, and Trends in 30 Years of Public Funding for Global Climate Change and Energy Research," *Energy Research and Social Science* 89, no. March (2022): 102645, https://doi.org/10.1016/j.erss.2022.102645.

[24] A. Kh Khakimova, O. V. Zolotarev, and M. A. Berberova, "Coronavirus Infection Study: Bibliometric Analysis of Publications on COVID-19 Using PubMed and Dimensions Databases," *Scientific Visualization* 12, no. 5 (2021): 112–29, https://doi.org/10.26583/SV.12.5.10.

[25] Soleh Hasan Wahid, "Exploring the Intersection of Islam and Digital Technology: A Bibliometric Analysis," *Social Sciences and Humanities Open* 10, no. August (2024): 101085, https://doi.org/10.1016/j.ssaho.2024.101085.

[26] Ismandianto Ismandianto, Hasan Sazali, and Ahmad Tamrin Sikumbang, "Bibliometric Analysis of the Radio Da'wah Research," *Jurnal Dakwah Risalah* 35, no. 1 (2024): 16, https://doi.org/10.24014/jdr.v35i1.28927.

rise in publishing in national journals and nationally authorized journals. From Vosviewer visualization, Islamic institutions or universities are dominant in radio da'wah research. From the results of these studies, no one has discussed Digital Da'wah in Islam specifically, only discussing Digital Da'wah in general, then researchers expanded the keywords to Digital Da'wah in Islam, and also researchers used databases other than scopus in finding data sources, such as dimensions. Finding and visualizing papers about digital da'wah, particularly in the area of digital da'wah in Islam, is the aim of this study.

RESEARCH METHOD

Finding and visualizing papers pertaining to digital da'wah, particularly in the area of digital da'wah in Islam, is the goal of this study.

1. Research design
   This study makes use of both bibliometric analysis and bibliometric visualization. Bibliometric analysis is a quantitative technique that represents research patterns and features of a collection of publications using descriptive and evaluative methods. To display a structural overview of a certain field of study, the bibliometric visualization approach is employed.[27]

2. Research subject
   According to the chosen keywords, 289 papers from the Dimensions database make up the study's sample. The study's keywords are ("Digital Da'wah" OR "Islamic Digital Preaching" OR "Online Islamic Proselytization" OR "Islamic Preaching in Digital Age" OR "Islamic Da'wah in Digital Era" OR "New Media and Islamic Da'wah" OR "Cyber Da'wah" OR "Virtual Da'wah" OR "Internet Da'wah") AND (Islam OR Muslim). The majority of the 311 publications are articles.

3. Research indicators
   The selected articles are from the last seven years (2019–2025) and make use of the VOSviewer application with three views: network visualization, overlay visualization, and density visualization. The indicator may be found by looking at the overall connection strength between the items shown, both the quantity of publications and citations.
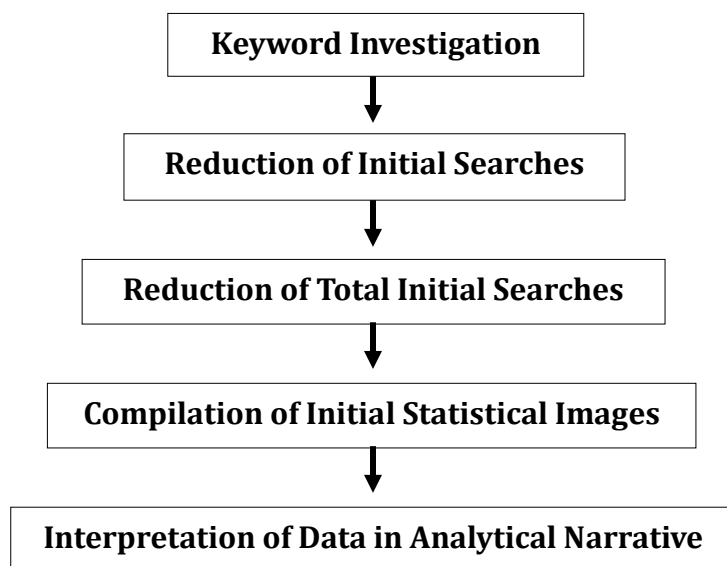
4. Research procedure
   Over the course of the previous seven years (2019–2025), the researcher gathered info on digital da'wah in Islam based on database dimensions. All of the data on publications that have been gathered in this field, including bibliographic pairs of authors, countries, institutions, journals, and events with author keywords, were

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[27] Eugene Garfield, "From the Science of Science to Scientometrics Visualizing the History of Science with HistCite Software," *Journal of Informetrics* 3, no. 3 (2009): 173–79, https://doi.org/10.1016/j.joi.2009.03.009.

analyzed, visualized, and evaluated in this study using VOSviewer software.[28] [29] [30] [31] Software called VOSviewer is used to create network representations of phrases that are often used in a certain field. VOSviewer is a popular and highly helpful tool for bibliometric analysis.[32] VOSviewer is used not only to create network visualizations but also to analyze the evolution of certain fields by examining the often-used phrases.[33] According to Tianji Huang,[34] There are 5 stages of research in bibliometric analysis as follows.

Illustration 2. Phases of The Method of Bibliometric Analysis

Keyword Investigation

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Reduction of Initial Searches

↓

Reduction of Total Initial Searches

↓

Compilation of Initial Statistical Images

↓

Interpretation of Data in Analytical Narrative

The bibliometric analysis approach has five steps, as seen in the above image. The first stage is Keyword Investigation, where before collecting data, researchers determine keywords focused on ("Digital Da'wah" OR "Islamic Digital Preaching" OR "Online Islamic Proselytization" OR "Islamic Preaching in Digital Age" OR

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[28] Nees Jan van Eck and Ludo Waltman, "Citation-Based Clustering of Publications Using CitNetExplorer and VOSviewer," *Scientometrics* 111, no. 2 (2017): 1053–70, https://doi.org/10.1007/s11192-017-2300-7.

[29] Nees Jan van Eck and Ludo Waltman, "Software Survey: VOSviewer, a Computer Program for Bibliometric Mapping," *Scientometrics* 84, no. 2 (2010): 523–38, https://doi.org/10.1007/s11192-009-0146-3.

[30] David Opeoluwa Oyewola and Emmanuel Gbenga Dada, "Exploring Machine Learning: A Scientometrics Approach Using Bibliometrix and VOSviewer," *SN Applied Sciences* 4, no. 5 (2022), https://doi.org/10.1007/s42452-022-05027-7.

[31] Sovacool, Daniels, and AbdulRafiu, "Science for Whom? Examining the Data Quality, Themes, and Trends in 30 Years of Public Funding for Global Climate Change and Energy Research." https://doi.org/10.1016/j.erss.2022.102645.

[32] Syed Hamad Hassan Shah et al., "Prosumption: Bibliometric Analysis Using HistCite and VOSviewer," *Kybernetes* 49, no. 3 (2020): 1020–45, https://doi.org/10.1108/K-12-2018-0696.

[33] Tianji Huang et al., "Visualized Analysis of Global Studies on Cervical Spondylosis Surgery: A Bibliometric Study Based on Web of Science Database and VOSviewer," *Indian Journal of Orthopaedics* 56, no. 6 (2022): 996–1010, https://doi.org/10.1007/s43465-021-00581-5.

[34] Pramita Sylvia Dewi et al., "Web-Based Inquiry in Science Learning: Bibliometric Analysis," *Indonesian Journal of Science and Mathematics Education* 4, no. 2 (2021): 191–203, https://doi.org/10.24042/ijsme.v4i2.9576.

"Islamic Da'wah in Digital Era" OR "New Media and Islamic Da'wah" OR "Cyber Da'wah" OR "Virtual Da'wah" OR "Internet Da'wah") AND (Islam OR Muslim). Additionally, the process of categorizing or grouping searches that solely concentrate on preset keywords is known as the "Reduction of Initial Searches" step. At this point, researchers searched for pertinent publications using these keywords in the Dimensions database.

The third stage is the Reduction of Total Initial Searches, which entails choosing every search result by hand. At this point, researchers determined the threshold based on the demands of the study using the VOSviewer program. After that, the fourth stage is the Compilation of Initial Statistical Images, which is the process of grouping data as a topic description. During this procedure, visualization results on bibliographic pairings of nations, organizations, journals, publications, and authors are compiled, along with the co-occurrence of author keywords. The last stage is the Interpretation of Data in an Analytical Narrative, This explains the study's conclusions derived from the selection process. VOSviewer is used to understand the data, and the visualization that is produced shows the data as a variable map associated with the study keywords. The results of this visualization also provide insight into further development opportunities in Digital Da'wah in Islam research.

Scholars Using the following keywords, 311 publications on Digital Da'wah in Islam were first found in the Dimensions database: ("Digital Da'wah" OR "Islamic Digital Preaching" OR "Online Islamic Proselytization" OR "Islamic Preaching in Digital Age" OR "Islamic Da'wah in Digital Era" OR "New Media and Islamic Da'wah" OR "Cyber Da'wah" OR "Virtual Da'wah" OR "Internet Da'wah") AND (Islam OR Muslim). However, it became 289 papers once the researchers filtered it down using the years 2019–2025 and Publication Type, specifically the dimensions database's articles. as seen in the table that follows:

Table 1. Number and percentage of Digital Da'wah in Islam publications (2019-2025)

No	Year	Publication	Percentage (%)
1	2025	17	5,88
2	2024	90	31,14
3	2023	84	29,07
4	2022	52	17,99
5	2021	30	10,38
6	2020	11	3,81
7	2019	5	1,73
Total		289	100

Source: Dimensions

In the above table, it can be seen that the highest number of publications per year occurred in 2024, with 90 publications or around 31.14% of the total publications. There has been a significant increase compared to previous years, especially since

2021, when the number of publications began to increase consistently. In 2023, the number of publications reached 84 publications (29.07%), which shows a growing research trend. Compared to 2019, which only had 5 publications (1.73%), the research field of Digital Da'wah in Islam experienced quite rapid growth. Of the total 289 publications, most of them are from recent years, which indicates that Digital Da'wah is increasingly becoming a topic of interest to academics and researchers.
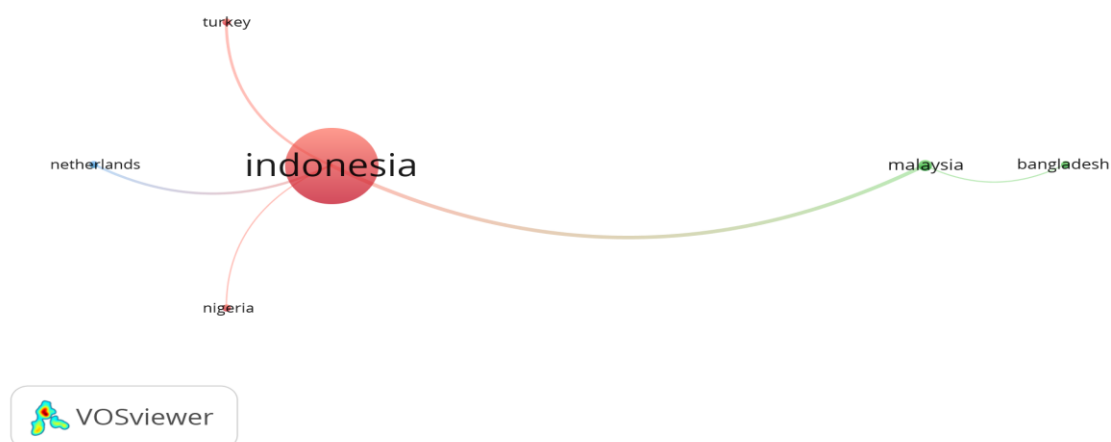
5. Data analysis technique

In order for readers to follow the information from general to more specific information, the data analysis technique used is deductive, starting from general findings to more specific findings. This includes, for instance, author bibliographic pairs, publication bibliographic pairs, journal bibliographic pairs, country bibliographic pairs, institute bibliographic pairs, and co-occurrence of author keywords.[35]

RESULT AND DISCUSSION

The researcher presents the analysis's findings using a deductive approach. In order for readers to follow the information from general to more specific information, the results of bibliometric analysis are presented in a deductive manner, starting from general findings to more specific findings. Examples of this include country bibliographic pairs, Institute bibliographic pairs, journal bibliographic pairs, publication bibliographic pairs, author bibliographic pairs, and co-occurrence of author keywords.[36]

Illustration 3. Network Visualization of Country Bibliographic Pairs

Source: VOSviewer

[35] Mehmet Karakus, Alpay Ersozlu, and Aaron C. Clark, "Augmented Reality Research in Education: A Bibliometric Study," *Eurasia Journal of Mathematics, Science and Technology Education* 15, no. 10 (2019), https://doi.org/10.29333/ejmste/103904.

[36] Karakus, Ersozlu, and Clark.

Country Bibliography Pair

The picture above, which shows a network visualization, shows the nation's bibliographic pairings. At this point, we employed a criteria where a nation had to have at least two publications. Ten of the twenty-four nations were cut. With eight total link strengths, 132 citations, and 127 publications, Indonesia leads the world in overall link strength. Then, in second place is Malaysia with 4 total link strengths, 13 citations, and 10 publications. Furthermore, to display other countries, researchers will sort as follows, the first number is the total link strength, the second number is the number of citations and the third number is publications. The countries are; Pakistan (4, 5, 5); Finland (2, 1, 2); Netherlands (2, 2, 3); Oman (2, 2, 2); Turkey (2, 4, 3); Bangladesh (1, 3, 5); Nigeria (1, 3, 4); Germany (0, 4, 2).
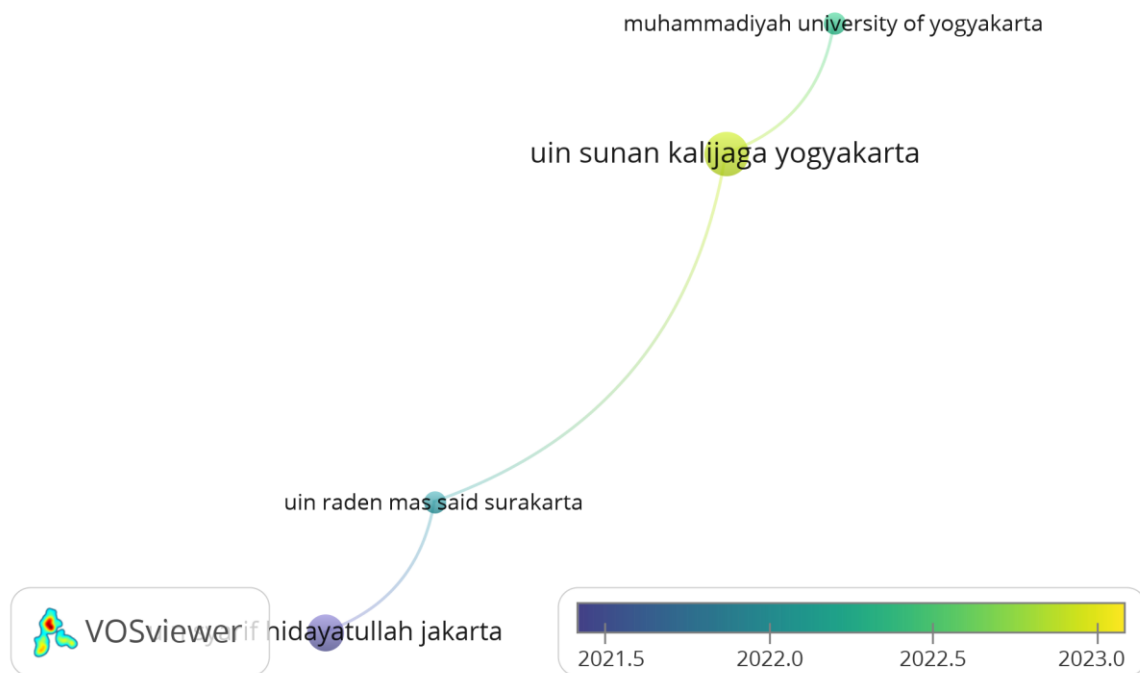
In illustration 3 above, The split of clusters or groups according to the strength of their relationships with one another is depicted by various colors. The first or largest cluster is Indonesia, Nigeria, and Turkey. The second cluster is Bangladesh and Malaysia. In the third cluster and finally the Netherlands.

Institution Bibliography Pair

Illustration 3 displays the Institute's bibliographic pairings with an overlay visualization. Researchers used a threshold at this stage, which is the minimum number of publications from an Institution is 3 publications that have been cited by at least 3. Of the 244 institutions, only 13 met the threshold. Researchers sorted by total link strength, where UIN Raden Mas Said Surakarta ranks first with 2 total link strengths, 8 citations, and 3 publications. Then followed by UIN Sunan Kalijaga Yogyakarta with 2 total link strengths, 8 citations, and 6 publications.

The first number is the total link strength, the second number is the number of citations and the third number is the number of publications, Muhamadiyah University of Yogyakarta (1, 4, 3), UIN Syarif Hidayatullah Jakarta (1, 4, 5), Islamic University (0, 3, 5), Padjajaran University (0, 3, 3), Syarif Hidayatullah State Islamic University (0, 5, 6), UIN Sunan Gunung Djati Bandung (0, 55, 12), Universitas Ahmad Dahlan (0, 6, 5), Universitas Islam Negeri Mataram (0, 18, 5), Universitas Islam Negeri Sultan Syarif Kasim (0, 17, 4), Universitas Islam Negeri Sumatra Utara (0, 6, 7), Universitas Islam Negeri Sunan Ampel Surabaya (0, 8, 10).

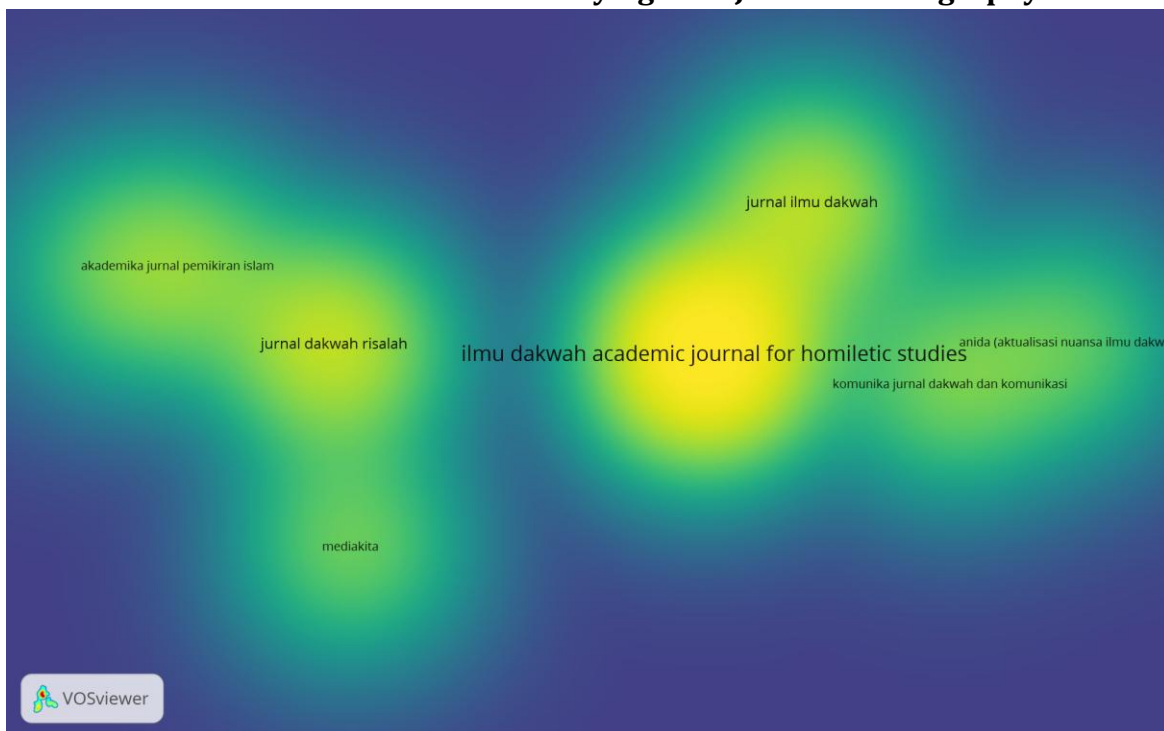**Illustration 4. Visualization of Overlays on Institution Bibliographic Pairs**

Source: VOSviewer

There are a variety of hues in the image above, including blue, green, and yellow. Golden hue, with yellow denoting the most recent release. UIN Sunan Kalijaga Yogyakarta and Muhamadiyah University of Yogyakarta are the universities with recent publications related to Digital Da'wah in Islam.

Journal Bibliography Pair

Illustration 4 displays journal bibliographic pairings with density visualization. A journal's density is indicated by its yellow hue. More articles in the relevant journal are indicated by a hue that turns solid yellow. At this point, researchers employed a threshold, which states that a journal must have at least three papers that have received at least three citations. Of the 183 journals, only 12 journals met the threshold. The researchers ranked the journals based on the total link strength, where Ilmu Dakwah Academic Journal For Homiletic Studies ranks top with 65 total link strengths, 13 citations and 18 publications, then successively, namely, Jurnal Dakwah Risalah, Jurnal Ilmu Dakwah, Komunika Jurnal Dakwah dan Komunikasi, Akademika Jurnal Pemikiran Islam, Anida (Aktualisasi Nuansa Ilmu Dakwah), Digital Muslim Review, Mediakita, Jurnal Dakwah dan Komunikasi, Jurnal Komunikasi Islam, Komunike, and Muharrik Jurnal Dakwah dan Sosial.

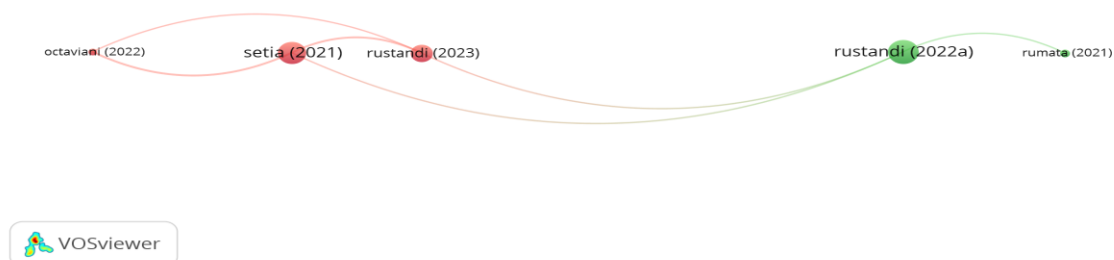**Illustration 5. Visualization of Density Against Journal Bibliography Pairs**

Source: VOSviewer

Bibliographic pairs of publications

Illustration 5, which features network visualization, displays the bibliographic pairings of publications. At this point, researchers employed a threshold, meaning that an article must have a minimum of four citations. Of the 289 publications, only 18 publications met the threshold. Setia (2021) ranks first with 17 citations, in second place is Rustandi (2023) with 13 citations, then successively, Octaviani (2022), Rustandi (2022a), Rumata (2021), Musyarrofah (2023), Sikumbang (2023), Verolyna (2021), Kholis (2021), Hamzah (2023), Ibrahim (2024), Ramadhan (2022), Ummah (2020), Rustandi (2022b), Ali (2021), Mutia (2022), Kushardiyanti (2021), Makassar (2022).

Figure 6. Network Visualization of Publication Bibliographic Pairs
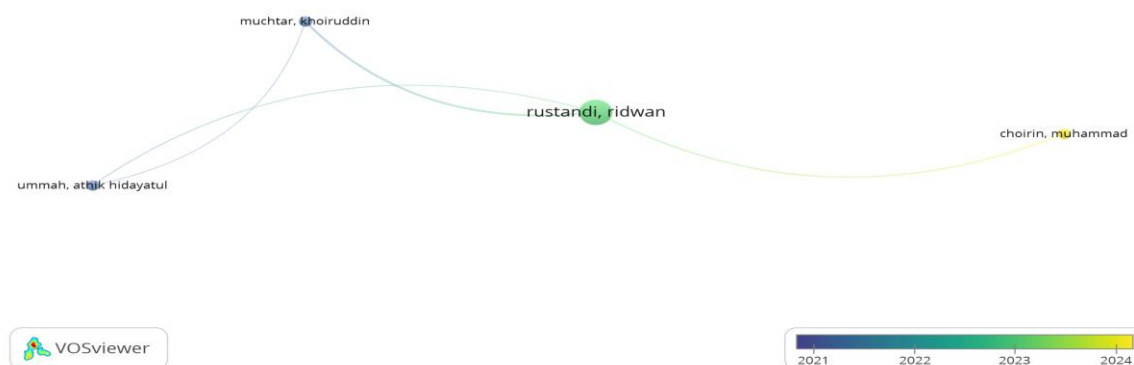

Source: VOSviewer

From the figure above, it is clear that the largest circle is Setia (2021). Setia (2021) is the most influential article related to Digital Da'wah in Islam and has a total link strength of five and seventeen citations. Understanding the evolution of digital da'wah in the contemporary era particularly the use of digital platforms and social media to spread Islamic teachings is greatly aided by this article. The findings in this article show that the digitalization of da'wah allows for a wider reach as well as more dynamic interactions between preachers and audiences. For future research, further exploration of the effectiveness of various digital platforms in improving religious understanding and practice among the public is recommended.

The second influential article related to this field is Rustandi (2023) has three overall link strengths and eighteen citations. The evolution of digital da'wah in Islam and how digital technology has altered da'wah practices in the contemporary period are covered in this article. In its review, the article presents three main perspectives in understanding digital da'wah, namely the aspects of communication, audience participation, and the effectiveness of delivering Islamic messages. In addition, it reviews the various digital platforms that have been used in da'wah and guides preachers and religious institutions in optimally utilizing digital technologies for the dissemination of Islamic messages. Both in the academic setting and in community practice, the study emphasizes the prospects and obstacles for future digital da'wah implementation.

Author's bibliographic pairing

Illustration 6, which has an overlay view, displays the bibliographic pairings for the authors. We used a threshold at this stage, where the minimum number of publications of Anas, Norazmi ranks first with 74 total link strength, 4 citations, and 3 publications, in second place is Baharom, Shahrel Nizar with 74 total link strength, 4 citations, and 3 publications, then successively, Choirin, Muhammad, Fauzi, Anwar Ahmad, Jauhari, Minan, Muchtar, Khoiruddin, Mutia, Tika, Rustandi, Ridwan, and Ummah, Athik Hidayatul.

Illustration 7. Visualization of Overlay on Author Bibliographic Pairs
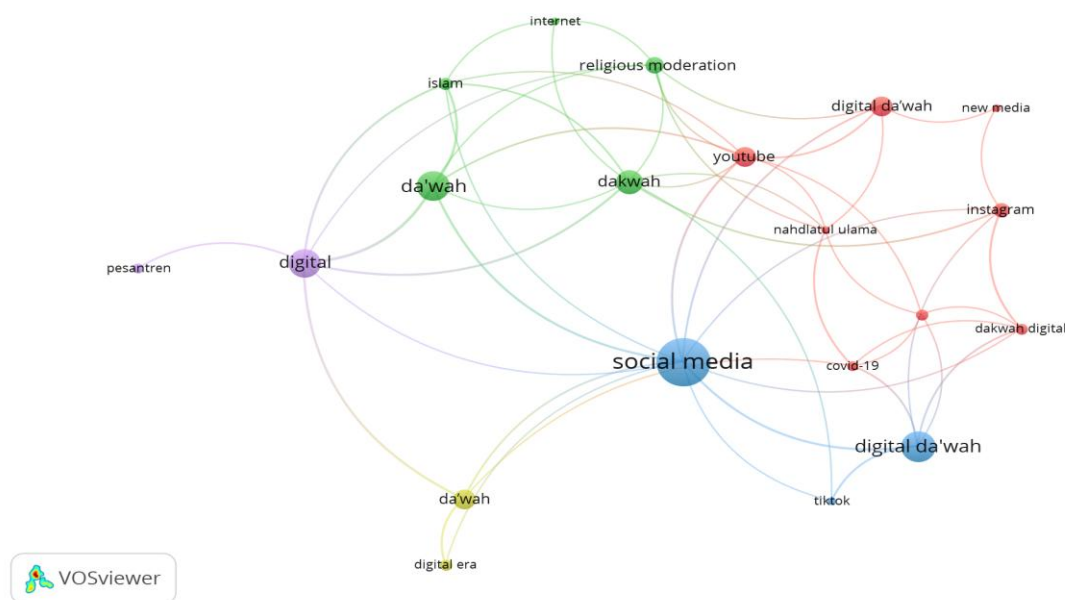

Source: VOSviewer

The data is shown with an overlay visualization in the above picture, which includes many hues including blue, green, and yellow. The article's publication date with the appropriate author is indicated by the color. The yellow color indicates the new article was published around 2024, The article was published sometime in 2023, as shown by the green hue, and so on. Choirin, Muhammad is an author with a yellow color, meaning that Choirin, Muhammad has published several articles around 2024. Articles that have long been published in this field are written by Ummah and Athik Hidayatul.

Co-occurrence of keywords from Authors

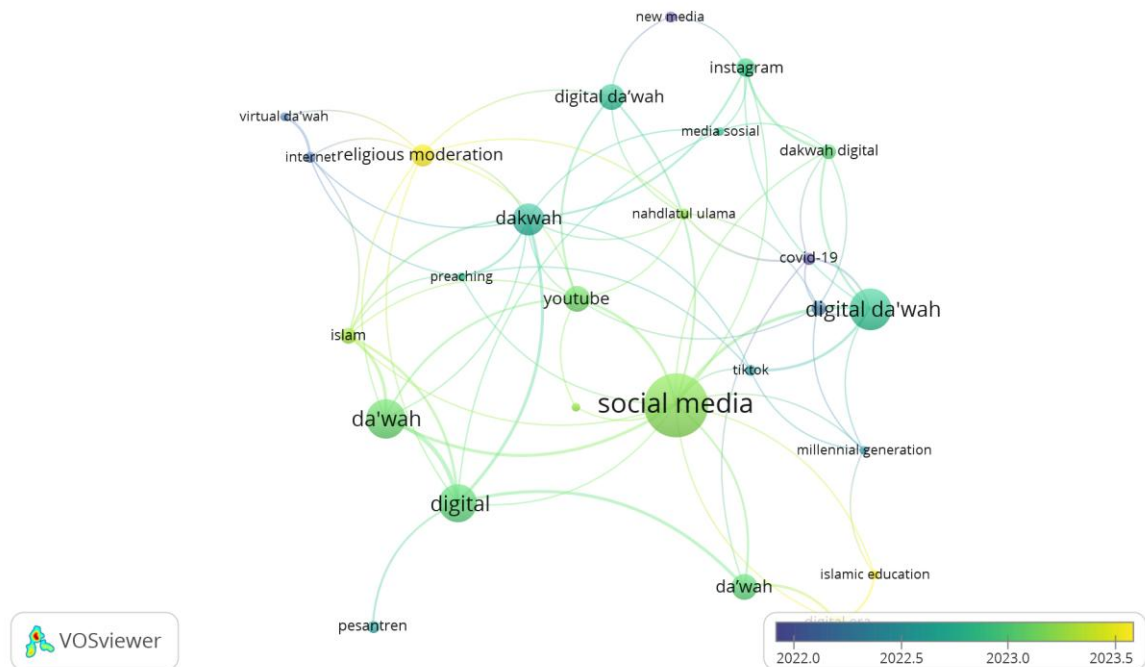**Illustration 8. Network Visualization of Co-Occurrence of Author Keywords**

Source: VOSviwer

The following figure shows the network visualization of the co-occurrence of the author's keywords. At this point, researchers employed a threshold, meaning that there must be at least six co-occurrences. Of the 788 keywords, 21 keywords met the threshold. Digital ranks first with 20 occurrences and 22 total link strength, in second place is the keyword social media, with 34 occurrences, and 21 total link strength, then with the keyword Digital Da'wah with 22 occurrences, and 13 total link strength, then successively namely, da'wah, dakwah, digital da'wah, Islam, YouTube, dakwah digital, Instagram, COVID-19, Nahdlatul Ulama, religious moderation, Muhammadiyah, TikTok, digital era, internet, new media, pesantren, and digital media.

In illustration 8 above, Clusters of terms that are frequently related to one another are displayed in a variety of colors. In this research, there are five main clusters that group various keywords related to Digital Da'wah in Islam. Cluster 1 consists of eight items, namely COVID-19, digital da'wah, digital da'wah, Instagram, Muhammadiyah, Nahdlatul Ulama, new media, and YouTube. Cluster 2 includes five items, namely da'wah, dakwah, internet, Islam, and religious moderation. Cluster 3

contains three items focusing on digital da'wah, social media, and TikTok. Cluster 4 consists of two items, namely da'wah and digital era. Cluster 5 includes two items, digital and pesantren. In the study of Digital Da'wah in Islam, this grouping aids in comprehending how different concepts are related to one another. Additionally, As seen here, the researcher uses an overlay visualization to present the data.

Illustration 9. Visualization of Overlay Against Co-Occurrence of Author Keywords

Source: VOSviwer

Predicated on the overlay display of the keyword co-occurrence data in the study of Digital Da'wah in Islam, it can be seen that the terms appearing in recent publications (in yellow) are digital era and religious moderation, indicating that this theme began to develop around 2023. Green keywords, such as social media, digital da'wah, da'wah, YouTube, and Islam, have been widely used in recent years, while blue keywords, such as covid-19, internet, and virtual da'wah, are more dominant in older publications, around 2022. Over time, research in this field has experienced changes in terms, for example from da'wah media to social media, and from new media to digital da'wah. In addition, research on digital da'wah has not linked other variables such as pesantren and the millennial generation, while studies on social media rarely involve aspects of religious moderation and preaching. This shows a research gap that can be an opportunity for researchers to develop further studies within the framework of the digitalization of Islamic da'wah.

CONCLUSION

This research examines bibliometric studies on digital da'wah in Islam, highlighting trends, publication patterns, and collaboration networks in related research. Through a bibliometric approach using VOSviewer and data from Dimensions, The evolution of digital da'wah research, its key players, and the subjects that predominate in scholarly discourse are all identified in this study. The findings demonstrate that there has been a notable surge in studies on digital da'wah in Islam in recent years. The findings contribute to a deeper understanding of how digital technologies are used in da'wah dissemination, as well as how these developments affect Islamic communication strategies in the digital age. In addition, this research reveals that the network of collaboration between researchers still needs to be strengthened in order to produce more comprehensive and impactful research.

The implications of this research include theoretical and practical aspects, where the results can be a reference for academics who want to further explore digital da'wah as well as for da'wah practitioners in designing more effective communication strategies. However, this research also has limitations, especially in the scope of data used, so in the future, further studies can expand data sources and consider more in-depth analysis methods to obtain a more comprehensive picture. As a result, this study not only improves knowledge of digital da'wah research trends in Islam but also creates avenues for future research that will enhance the body of knowledge and application in this area. Academics and practitioners are expected to continue exploring innovations in digital da'wah to respond to the challenges and opportunities that arise along with the development of information technology.

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