Da'wah Through Animation Media in the Perspective of Da'wah Verses

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Abstract: This research aims to explore the potential of animation media as a tool for da'wah from the perspective of Quranic verses relevant to the principles of da'wah. Animation media was chosen due to its high visual appeal, its ability to simplify complex religious concepts, and its relevance to the lifestyle of the digital generation. In this study, a qualitative method with a descriptive-analytical approach was used. Data were collected through a literature review of Islamic sources, content analysis of available Islamic animation, and interviews with experts in the fields of da'wah and animation media. The results indicate that animation has great potential to support da'wah by delivering Islamic values in an engaging manner, especially for children and young generations. Other findings show that the use of animation as a media for da'wah often does not fully leverage the principles of Islamic da'wah as outlined in Quranic verses such as QS. An-Nahl: 125 and QS. Ali Imran: 104. The main challenges identified include the lack of high-quality Islamic animation production, limited understanding of audience preferences, and the dominance of non-Islamic content on digital platforms. This research concludes that a more systematic strategy is needed to integrate Islamic da'wah values into animation production. With the right approach, animation can become an effective and relevant media for supporting the spread of Islamic values in the digital age

Abstrak: Penelitian ini bertujuan untuk mengeksplorasi potensi media animasi sebagai alat dakwah dalam perspektif ayat-ayat Al-Qur'an yang relevan dengan prinsip dakwah. Media animasi dipilih karena daya tarik visualnya yang tinggi, kemampuannya untuk menyederhanakan konsep-konsep agama yang kompleks, dan relevansinya dengan gaya hidup generasi digital. Dalam penelitian ini, metode kualitatif digunakan dengan pendekatan deskriptif-analitis. Data dikumpulkan melalui studi pustaka terhadap sumber-sumber Islami, analisis konten animasi Islami yang tersedia, dan wawancara dengan para ahli di bidang dakwah dan media animasi. Hasil penelitian menunjukkan bahwa animasi memiliki potensi besar untuk mendukung dakwah dengan menyampaikan nilai-nilai Islam secara menarik, terutama bagi anak-anak dan generasi muda. Temuan lain menunjukkan bahwa penggunaan animasi sebagai media dakwah sering kali belum sepenuhnya memanfaatkan prinsip dakwah Islami sebagaimana diatur dalam ayat-ayat Al-Qur'an, seperti QS. An-Nahl: 125 dan QS. Ali Imran: 104. Tantangan utama yang diidentifikasi meliputi kurangnya produksi animasi Islami berkualitas, minimnya pemahaman preferensi audiens, dan dominasi konten non-Islami di platform digital. Penelitian ini menyimpulkan bahwa diperlukan strategi yang lebih sistematis untuk mengintegrasikan nilai-nilai dakwah Islami dalam produksi animasi. Dengan pendekatan yang tepat, animasi dapat menjadi media dakwah yang efektif dan relevan dalam mendukung penyebaran nilai-nilai Islam di era digital.

INTRODUCTION

In today's digital era, the use of media as a tool for preaching is increasingly growing. Various media are used as a means that can be utilized by Muslims to increase their faith and piety (Aisyah, 2022). Mass media not only functions as a source of information but also as a tool for education and entertainment (Hendra, 2019). With easy and wide access, the media has the ability to reach various levels of society, so it is widely used for various purposes, including preaching (Herawati, 2016). In this case, the media becomes a strategic means of conveying religious messages, especially in the era of information and communication technology that continues to develop. The influence of communication technology on preaching includes a new perspective on teaching and discussing religion that is more interactive and effective. One form of technology utilization that is increasingly popular is animation programs (Agama et al., 2024). The main problem to be solved in this study is how animation media can be an effective tool for preaching from the perspective of preaching verses. Researchers want to answer the main problem because animated media has great potential as an effective da'wah tool in the digital era, but there has not been much research that has explored its effectiveness in depth based on the perspective of da'wah verses.

Animated media as a means of da'wah is able to attract the attention of a wide audience with its distinctive visual power. Animation has the ability to simplify complex religious concepts so that they are easier to understand by various groups. (Pada et al., 2019) With a language style that can be adjusted to the audience, animation is an ideal tool for targeting the younger generation who prefer concise and attractive visual content. In this context, animation technology can function as an effective bridge to introduce Islamic values in an innovative way without reducing the substance of the da'wah message. (Aryan & Syahputri, 2023) However, further research is needed to explore the best strategies in utilizing animation as a da'wah medium, so that it is not only visually attractive but also in accordance with religious teachings.

In the Qur'an, da'wah is explained as an effort to call people to goodness and convey Allah's revelation with full wisdom, and in accordance with the noble values of Islam. (Yuli Umrotin., 2020) Several verses of the Qur'an emphasize the importance of choosing the right and effective da'wah method, which can be accepted by the audience in a way that suits the needs of the times. (Hasep Saputra & Abdul Rahman, 2024) Therefore, it is important to explore how animated media can be aligned with the principles of da'wah reflected in the verses of the Qur'an, in order to ensure that da'wah through animation is not only visually appealing, but also maintains the essence and substance of Islamic teachings. Animation has high visual appeal, which is able to convey messages creatively and easily understood by various groups, especially children and generation Z. (Andujar, 2019). By presenting Islamic values through interesting stories, animation can be an effective da'wah tool to increase religious understanding and awareness. However, despite its great potential, da'wah through animated media still faces various challenges. Many animated media tend to be more entertainment-oriented without inserting da'wah values. In addition, the lack of attention to the production of quality Islamic animation makes the potential of this media less than optimal in supporting the da'wah mission. This is exacerbated by the lack of in-depth study of how animation can be aligned with the principles of Islamic da'wah, as regulated in the verses of the Qur'an about da'wah.

Previous research shows that animation media has great potential in supporting da'wah. Wulansari (2021) stated that the use of animation in films as a communication medium has a fairly important role, namely as a tool to convey messages to the general public. The message can have both positive and negative impacts. Using animation media is one of the audio-visual media that can be used to convey a da'wah message. This is due to its visual appeal which is easily accessible on various digital platforms, and its ability

to explain abstract religious concepts, such as the oneness of God or Islamic ethics, in a simple way. This finding is supported by Anggraini's research (2019) which found that animation in da'wah is able to eliminate the impression of rigidity in Islam, presenting Islamic values with friendlier characters and storylines. Seeing the potential of this animation media, further studies are needed to explore how animation can be used effectively in da'wah. This study seeks to investigate aspects of da'wah verses that can be applied to animated content, so that principles such as hikmah, mauidhah hasanah, and mujadalah can be guidelines in the creative process of creating animated content. Thus, this study attempts to complement the existing literature and provide guidance for da'wah activists who want to use animation as a medium for spreading Islamic teachings. This study aims to identify the benefits and potential of animation media as a da'wah tool in spreading Islamic values, especially among the younger generation. In addition, this study aims to explore the principles of da'wah verses that are relevant and can be applied in animated da'wah content, such as the hikmah approach, mauidhah hasanah, and mujadalah. This study also aims to analyze the impact of animation media on the audience's understanding and acceptance of da'wah messages, as well as provide practical recommendations regarding strategies for creating and distributing effective animated da'wah content that is in accordance with the principles of Islamic teachings. This study also tries to understand the principles in da'wah verses that can be applied in creating animated content and the impact of using animation media on the understanding and acceptance of the audience, especially the younger generation. In the process, this study will explore strategies to minimize the risk of misunderstandings arising from da'wah through animation media. By analyzing the successes and challenges of various previous studies, it is hoped that this study can provide concrete solutions for the development of more relevant and effective da'wah media in the digital era

This study uses a qualitative approach with a literature analysis method to understand the concept of da'wah through animation media (Ahmad Rijali,.2018). The focus of the study is on an in-depth understanding of the use of animation media in accordance with the principles of da'wah verses. Primary data were collected from various sources, including books on da'wah and animation media, interpretations of verses, scientific articles, and previous research on modern media in da'wah. Digital sources, such as articles from Islamic sites and online studies, were also accessed to enrich the analysis. Data are grouped by theme, as in Marshall McLuhan's communication and technology theory (McLuhan, 1964) which in The medium is the message theory states that the media not only conveys messages, but also shapes the way messages are understood. Animation media as a visual medium has advantages in conveying complex messages in an interesting and easy-to-understand way, so to understand this, researchers group it into sub-chapters such as the urgency of animation media in digital era da'wah, understanding the principles of da'wah verses in animation media, and strategies for developing animated da'wah content in accordance with Islamic teachings. Content analysis was carried out to find the main concept and understand the integration of da'wah verses in animation content, by considering the visual aspects that support the delivery of the message. Data validity is guaranteed through source triangulation, comparing results from various literatures. This method aims to provide a comprehensive understanding of the use of animation media as an effective means of da'wah and in accordance with the principles contained in the Qur'an.

RESULTS AND DISCUSSION
Urgency of Animation Media in Digital Era Da'wah

The urgency of da'wah with animation media lies in its ability to answer the challenges of da'wah in the digital era, where people's lifestyles, especially the younger generation, are greatly influenced by visual content. (Moberg et al., 2019) Animation has high visual appeal, allowing Islamic messages to be delivered in an interesting and easily understood way by various groups. Generation Z and Alpha, who are active users of digital media, tend to be more interested in creative and interactive content. (Vizcaya-moreno, 2020) With animation, complex religious concepts can be simplified through relevant narratives and visuals, making it easier to understand without reducing the substance of Islamic teachings. In addition, animation media can be a competitive alternative amidst the dominance of non-Islamic entertainment content that is less educational. Islamic animation has the potential to instill religious values subtly through inspiring stories and characters, so that preaching does not feel preachy but still has a positive impact. (Haq, 2023) In a global context, animation is also able to transcend geographical and linguistic boundaries through digital platforms such as YouTube and social media, so that the message of preaching can spread to a wider audience.

Therefore, preaching through animation is not only relevant but also strategic, considering the need to convey Islamic teachings innovatively and in accordance with the times. Preaching through animation media has been widely carried out by various parties in various countries with quite significant results. One example is Omar & Hana from Malaysia, which was produced by the Digital Durian studio. (Omar et al., 2024) This animated series conveys Islamic values such as prayer, sharing, and doing good through interactive songs and child-friendly visuals. At the global level, there is The Journey, an epic animated film produced by Manga Productions from Saudi Arabia in collaboration with Toei Animation Japan. (Azraeny & Hum, 2024) This film tells the story of a young man's struggle to defend his city, by elevating the values of courage and sacrifice according to Islamic teachings. In Indonesia, Nussa and Rara are other successful examples, by conveying messages of da'wah through simple stories in everyday life that are relevant to local culture. (Anggraini, 2019) In addition, Bilal: A New Breed of Hero from the United Arab Emirates tells the story of the struggle of Bilal bin Rabah, a companion of the Prophet, who inspires with the values of justice and freedom. (Study et al., 2019) Other series such as Quran Stories for Kids and Learn with Zaky target children through educational Quran-based stories.

The success of these projects shows that animated media has great potential to convey Islamic messages in an interesting, relevant, and easy-to-understand way, especially for children and the younger generation growing up in the digital era. This is also proof that animation can be an effective tool for preaching if managed properly. In the world of preaching, the use of animation media as a means of conveying religious messages still reaps pros and cons. Some scholars and the public consider animation, especially those that visualize human characters or figures that resemble living creatures, as something that is not in accordance with religious teachings. They argue that visual representations of humans or living creatures in the form of pictures, statues, or animations are contrary to the principle of monotheism, especially in terms of maintaining the purity of belief in God without imitating Him in any form. This view is based on verses of the Qur'an such as in Surah Al-Ikhlas verses 1-4 which emphasize the oneness of Allah and the prohibition of equating Him with any creature:

قُلْ هُوَ اللَّهُ أَحَدٌ (1) اللَّهُ الصَّمَدُ (2) لَمْ يَلِدْ وَلَمْ يُولَدْ (3) وَلَمْ يَكُنْ لَهُ كُفُوًا أَحَدٌ

"Say: He is Allah, the One. Allah is the Lord upon whom all things depend. He begets no son nor is he begotten, and there is none equal to Him."

This verse is often the basis for the view that all forms of visualization, especially those that resemble living creatures, can potentially lead to deviation from the faith. (Wahyudi & Filma Eka, 2017) On the other hand, there are groups who support the use of animated media, on the grounds that visual content can help clarify the message of da'wah, especially in the modern era which is very visual. Supporters of animation argue that Islam as a religion that is flexible in facing changes in the times, innovative methods of da'wah as long as they do not violate sharia principles. This is supported by verses that prioritize the spread of da'wah in the best and most effective way, such as in Surah An-Nahl (16:125):

اُدْعُ اِلٰى سَبِيْلِ رَبِّكَ بِالْحِكْمَةِ وَالْمَوْعِظَةِ الْحَسَنَةِ وَجَادِلْهُمْ بِالَّتِيْ هِيَ اَحْسَنُّ اِنَّ رَبَّكَ هُوَ اَعْلَمُ بِمَنْ ضَلَّ عَنْ سَبِيْلِهٖ وَهُوَ اَعْلَمُ بِالْمُهْتَدِيْنَ

"Call (people) to the way of your Lord with wisdom and good instruction, and refute them in a way that is good."

This verse emphasizes the importance of using methods that are wise and in accordance with the context of the times, which in this digital era can mean the use of visual and animation technology. (Staniyah et al., 2024) Along with the development of technology and changes in information consumption patterns in the digital era, the method of preaching has also undergone a major transformation. In the past, preaching was mostly delivered verbally through pulpits, religious study groups, or live lectures in mosques. (Siti, 2021) However, with the advancement of digital technology, preaching can now be delivered in various formats, one of which is through animation. One of the factors supporting this change is Allah's command to deliver preaching in the most effective way in different situations. This is reflected in the verse of the Qur'an, Surah Al-Maidah (5:67):

يٰٓاَيُّهَا الرَّسُوْلُ بَلِّغْ مَآ اُنْزِلَ اِلَيْكَ مِنْ رَّبِّكَ وَاِنْ لَّمْ تَفْعَلْ فَمَا بَلَّغْتَ رِسٰلَتَهٗ

"O Messenger, convey what has been revealed to you from your Lord. If you do not do (what is commanded, it means) you have not conveyed His message." (Pito, 2019)

The use of digital media such as YouTube, Instagram, and TikTok as a platform for preaching is increasingly widespread, and animation has become one of the popular contents because of its visually appealing nature and ability to convey messages briefly but effectively. Previous research such as that conducted by M Alfian (2020) found that young people in Indonesia are more interested in watching audio-visual content, including animation, than reading articles or listening to long lectures. This shows that preaching messages must be adjusted to the social and cultural context of the audience so that they can be well received.

The trend of using animation in preaching continues to grow in this digital era. Many preaching institutions, both formal and non-formal, have begun to utilize digital platforms to spread religious messages through animation. In Indonesia, religious animated series such as Nussa, Adit Sopo Jarwo (Religious Episode), Tekotok series full movie why ft. ustadz FelixShiaw1453 and the time tunnel. is a real example of how animated media can be packaged in an educational way but still interesting for the audience, especially children. In addition, the trend of animated preaching has also penetrated social media with shorter formats such as short videos lasting 1-3 minutes uploaded on platforms such as TikTok and Instagram.

This trend is in line with the spirit of the Qur'an which encourages the spread of goodness in all good and effective ways. In Surah Al-Mujadilah (58:11), it is stated:

يٰٓاَيُّهَا الَّذِيْنَ اٰمَنُوْٓا اِذَا قِيْلَ لَكُمْ تَفَسَّحُوْا فِى الْمَجٰلِسِ فَافْسَحُوْا يَفْسَحِ اللّٰهُ لَكُمْۚ وَاِذَا قِيْلَ انْشُزُوْا فَانْشُزُوْا يَرْفَعِ اللّٰهُ الَّذِيْنَ اٰمَنُوْا مِنْكُمْۙ وَالَّذِيْنَ اُوْتُوا الْعِلْمَ دَرَجٰتٍۗ وَاللّٰهُ بِمَا تَعْمَلُوْنَ خَبِيْرٌ

"O you who believe, when it is said to you, "Make room in the assemblies," make room, surely Allah will make room for you. When it is said, "Stand up," (you) stand up. Allah will surely raise up those who believers among you and those who have been given knowledge to some degree. Allah is most accurate in what you do."

This shows that da'wah through visual media, which involves science and technological skills, can be an effective way to adapt da'wah to current developments. This condition becomes even more important when considering the fact that the younger generation, who are the main targets of da'wah in the digital era, are more susceptible to the influence of popular culture and social media which are often not in line with Islamic values. Negative content such as violence, pornography and hedonism can be easily accessed via various digital platforms, and is often more attractive to the younger generation compared to preaching content which is considered rigid and monotonous. In this context, animation-based da'wah has great potential to counter this negative content. The emergence of animated media that carries religious messages is an important solution to reach the younger generation and protect them from negative influences. The verse in Surah Ali Imran (3:104) reinforces the importance of conveying the truth in critical situations:

وَلْتَكُنْ مِّنْكُمْ اُمَّةٌ يَّدْعُوْنَ اِلَى الْخَيْرِ وَيَأْمُرُوْنَ بِالْمَعْرُوْفِ وَيَنْهَوْنَ عَنِ الْمُنْكَرِۗ وَاُولٰۤىِٕكَ هُمُ الْمُفْلِحُوْنَ

"And let there be among you a people who call to goodness, enjoin what is right and forbid what is wrong; they are the successful ones."

To answer this challenge, the development of animation-based da'wah content must pay attention to theological and artistic aspects so as not to violate sharia principles, and be relevant to the audience. Ulama and animation creators must work together to create content that is not only interesting but also in accordance with Islamic teachings. Increasing digital literacy among da'wah and religious institutions is also important so that they can use digital media effectively in delivering da'wah. In addition, support from the government and related institutions in the development of animation-based da'wah will be very helpful. Policies that support the production of positive content will create a healthier digital media ecosystem. With the right strategy, animation in da'wah can be an effective way to spread Islamic teachings more widely and relevantly in this digital era, in line with the command in Surah Al-Hajj (22:67):

لِكُلِّ اُمَّةٍ جَعَلْنَا مَنْسَكًا هُمْ نَاسِكُوْهُ فَلَا يُنَازِعُنَّكَ فِى الْاَمْرِ وَادْعُ اِلٰى رَبِّكَۗ اِنَّكَ لَعَلٰى هُدًى مُّسْتَقِيْمٍ

"For each nation, We have established certain laws that they follow, so let them never argue with you about this matter."

Understanding the Principles of Da'wah Verses in Animation Media

The principles of da'wah taken from the Qur'an emphasize the importance of conveying the message of Islam in a good, wise manner, and in accordance with the social and cultural context. (Atabik, 2014) One of the verses that is often used as a reference in da'wah is Surah An-Nahl (16:125):

اُدْعُ اِلٰى سَبِيْلِ رَبِّكَ بِالْحِكْمَةِ وَالْمَوْعِظَةِ الْحَسَنَةِ وَجَادِلْهُمْ بِالَّتِيْ هِيَ اَحْسَنُّ اِنَّ رَبَّكَ هُوَ اَعْلَمُ بِمَنْ ضَلَّ عَنْ سَبِيْلِهٖ وَهُوَ اَعْلَمُ بِالْمُهْتَدِيْنَ

"Call (people) to the way of your Lord with wisdom and good lessons, and refute them in a way that is good."

This verse emphasizes that da'wah must be carried out with wisdom, namely wisdom, good lessons (mau'idzah hasanah), and constructive debate. (Afra, 2021) In the context of animated media, this principle means that the da'wah content delivered must be creative, in accordance with Islamic values, and delivered in a way that touches the hearts of the audience without causing hatred or division. Animated media is increasingly relevant as a means of da'wah in the digital era because animation has visual power that can attract the attention of a wider audience, especially the younger generation who are more familiar with technology. In the world of da'wah, conveying the message of Islam is often faced with the challenge of how to make deep and serious religious teachings easy to understand and accept by an increasingly visual society. In addition, the Qur'an also mentions the importance of effective da'wah in Surah Al-Maidah (5:67):

اَيُّهَا الرَّسُوْلُ بَلِّغْ مَآ اُنْزِلَ اِلَيْكَ مِنْ رَّبِّكَ وَاِنْ لَّمْ تَفْعَلْ فَمَا بَلَّغْتَ رِسٰلَتَهٗ

"O Messenger, convey what has been revealed to you from your Lord. If you do not do (what is commanded, then) you have not conveyed His message."*

This verse shows the urgency of conveying da'wah clearly and effectively. In the digital era, where visual media consumption dominates, animation is one of the effective means of conveying da'wah messages in an interesting and clear way. Research by Sutrisno (2021) shows that millennials and Gen Z are more likely to choose visual content than long texts or traditional lectures. This creates an opportunity for the use of animated media in da'wah as a way to reach them more effectively.

The use of animation in da'wah has a significant impact on the spread of the message of Islam. One of the most obvious results is the ability of animated media to simplify complex theological concepts to make them easier for the audience to understand. Animation can have an effect on da'wah to reach various age groups, including children, who have difficulty understanding traditional religious lectures. For example, animated series such as "Nussa" in Indonesia, which uses a simple story but is rich in Islamic values, has succeeded in attracting the attention of many people, especially children and families. This is in accordance with the principle of da'wah contained in the Qur'an, namely making religion something easy to understand, as explained in Surah Al-Baqarah (2:286):

"Allah does not burden a person except according to his ability."

The use of animation for da'wah creates space for the delivery of religious messages that are not only entertaining but also educational. As a result, people who are exposed to da'wah content through animation tend to be more receptive to the moral messages conveyed because of their light but profound form. Although the positive impact of animation in da'wah is quite significant, it cannot be denied that there is still controversy regarding its use. Several scholars and community groups oppose visualization in the form of images or animation because they are considered to be contrary to Islamic

teachings, especially those related to the principle of monotheism. They argue that the depiction of living things in visual form can be considered to resemble creation, which is prohibited in the Qur'an, as in Surah Al-Ikhlas (112:4):

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لَا يُكَلِّفُ اللّٰهُ نَفْسًا اِلَّا وُسْعَهَاۗ

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"And there is nothing equal to Him."

However, on the other hand, some scholars support the use of animation as long as its purpose is to strengthen the delivery of da'wah and educate the people, as long as it does not violate the principles of sharia. This view is based on the importance of delivering da'wah in the most relevant and effective way in accordance with the development of the times. As mentioned in Surah An-Nahl (16:44):

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بِالْبَيِّنٰتِ وَالزُّبُرِۗ وَاَنْزَلْنَآ اِلَيْكَ الذِّكْرَ لِتُبَيِّنَ لِلنَّاسِ مَا نُزِّلَ اِلَيْهِمْ وَلَعَلَّهُمْ يَتَفَكَّرُوْنَ

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"And We have sent down to you the Adz-dhikr (the Qur'an), that you may explain to mankind what has been revealed to them, so that they may reflect."

In this context, animation is seen as a means to explain religious teachings that are difficult to understand without the aid of visuals. The challenge is how animation creators can maintain a balance between visual creativity and religious values so as not to deviate from the basic teachings of Islam. Another challenge is to ensure that animated da'wah content can compete with entertainment content that is not in line with Islamic values. Social media and digital platforms are filled with various types of content that often contradict religious moral messages, such as violence, pornography, and hedonism. This is where da'wah through animation has an important role to play in providing a positive and meaningful alternative for society, especially the younger generation. From the explanation above, it can be concluded that the use of animation media in da'wah in the digital era is very relevant and effective, especially in reaching the younger generation who are more familiar with visual technology. Animation makes the delivery of complex religious messages easier to understand and accept by the audience in a fun but still educational way. Despite the controversies and challenges in its implementation, the principles of da'wah in the Qur'an, such as the importance of wisdom and good lessons (Surah An-Nahl: 125) and the delivery of da'wah in a clear and effective manner (Surah Al-Maidah: 67), support the use of methods that are relevant to the development of the times. With collaboration between scholars, preachers, and animation creators, this media can be further developed to spread Islamic values widely. Ultimately, animation is not only a means of entertainment, but also a strong da'wah tool to shape the character and morals of future generations in facing the challenges of globalization and the digital era.

Strategy for Developing Da'wah Animation Content in Accordance with Islamic Teachings

Da'wah in the digital era requires adaptation to developments in technology and media. (Hidayat, 2024) Animation, as a form of visual media, offers great opportunities to convey Islamic messages to a wider audience, especially the younger generation who are more familiar with visual content. However, in order for da'wah animation content to remain in accordance with Islamic teachings, a mature strategy needs to be formulated. This strategy not only covers technical aspects, but also pays attention to theological and artistic values. With a strategic approach, da'wah animation can be an effective means of conveying Islamic teachings in an interesting and relevant way.

Animated media is also able to reach a global audience through digital platforms such as YouTube, social media, and streaming applications. With inspiring stories and

captivating visuals, animation not only attracts attention but can also touch the heart and build a deeper understanding of religion. The importance of strategy in developing da'wah animation content lies in the need to maintain a balance between visual appeal and adherence to religious teachings. Without a clear strategy, there is a risk that the content presented can cause controversy or even deviate from sharia principles. In the Qur'an, there is a command to preach with wisdom and good lessons, as mentioned in Surah An-Nahl (16:125):

اُدْعُ اِلٰى سَبِيْلِ رَبِّكَ بِالْحِكْمَةِ وَالْمَوْعِظَةِ الْحَسَنَةِ وَجَادِلْهُمْ بِالَّتِيْ هِيَ اَحْسَنُّۗ اِنَّ رَبَّكَ هُوَ اَعْلَمُ بِمَنْ ضَلَّ عَنْ سَبِيْلِهٖ وَهُوَ اَعْلَمُ بِالْمُهْتَدِيْنَ

"Call (people) to the way of your Lord with wisdom and good instruction, and rebuke them in a way that is good."

This verse underlines the importance of wisdom in preaching, including in choosing the right media. In an era where visual content is the main consumption, a strategy for developing da'wah animation is needed to ensure that the message conveyed is not only understandable but also attractive to a wider audience. If not prepared properly, da'wah content presented through animation can lose its spiritual meaning or even get caught up in mere entertainment. Therefore, a comprehensive and mature strategy is needed in developing da'wah animation. And the use of animation in da'wah is very urgent to ensure that Islamic values can continue to be disseminated effectively amidst the development of technology and the lifestyle of modern society. The right strategy in developing da'wah animation content will have a significant impact, especially in terms of reaching a wider and more diverse audience. Da'wah content packaged in the form of animation is able to simplify complex religious concepts so that they are easier to understand by various groups, including children and adolescents. This makes Islamic da'wah more inclusive and positively received by society. One real example of this impact is the animated series "Nussa", which has successfully attracted the attention of many viewers, especially families and children. With attractive visuals and a simple yet profound narrative, this series is able to convey moral messages that are in line with Islamic teachings. The development of content like this shows that da'wah animation can be an effective means of spreading religious teachings more widely and deeply.

In developing a strategy for da'wah animation content, there are several key components that must be considered. The first is the theological aspect. Da'wah animation must comply with sharia principles, especially in terms of visual representation. Some scholars argue that depicting living things in the form of animation can cause theological problems, especially if the animation resembles the creation of living things. Therefore, animation creators must be very careful in packaging character visualizations so that they remain in accordance with Islamic teachings. For example, by avoiding depicting humans or living things realistically and focusing more on the moral values to be conveyed. In addition to the theological aspect, the artistic aspect is also very important in the development of da'wah animation.

Visually attractive content will be more easily accepted by the audience. However, this visual appeal must remain within the limits of sharia. Animation creators must be able to present a modern and attractive visual style without violating religious rules. For example, simple, not excessive character designs, and narratives that are in accordance with Islamic teachings. Artistic animations that still maintain religious values will be more effective in conveying the message of da'wah. The narrative or storyline in da'wah animation is also an important component. Stories from the Qur'an and Hadith can be an inspiration for creating plots that educate and arouse the spirituality of the audience. A strong narrative, supported by attractive visuals, will make religious messages easier to remember and understand by the audience. For example, stories of the Prophet and his

companions, or exemplary stories from everyday life adapted into animation, can be a rich source of inspiration for da'wah. Other components that are no less important are technology and distribution.

In this digital era, social media platforms such as YouTube, Instagram, and TikTok are very effective means of spreading animated-based da'wah content. The animation technology used must be up-to-date in order to compete with other content on the same platform. In addition, the distribution of animated content must be adjusted to the media consumption patterns of the target audience, especially the millennial and Gen Z generations who are more familiar with digital platforms. To ensure that animated content remains in accordance with Islamic teachings, collaboration between scholars, preachers, and animation creators is very important. Scholars and religious scholars can provide guidance in terms of theology, while animation creators can process it into interesting and easily accepted content. This collaboration will ensure that da'wah animation is not only effective in terms of visuals, but also remains based on the correct teachings of Islam. Overall, the strategy of developing animated da'wah content that is in accordance with Islamic teachings is an important step to ensure that da'wah remains relevant in the digital era. This strategy covers various aspects, from theology, artistic, to technology and distribution. With a structured and collaborative approach, animated da'wah content can be an effective means of conveying Islamic teachings in a more interesting and easily understood way by a wider audience, especially the younger generation. Collaboration between scholars, preachers, and animation creators is essential to ensure that the content produced is not only creative, but also in accordance with religious principles. Thus, animated da'wah can play an important role in shaping the moral and spiritual character of the next generation amidst the challenges of globalization and the digital era.

CONCLUSION

The conclusion of the results of this research analysis is that animation as a medium of da'wah has great potential in spreading Islamic values, especially among children and the younger generation who are accustomed to visual content. This study emphasizes that animation is not only visually appealing, but also able to simplify the delivery of complex messages related to religious teachings. However, the results of the analysis show that the use of animation in da'wah often does not fully utilize the principles of da'wah contained in the Qur'an, such as in QS. An-Nahl: 125 about da'wah that is carried out wisely, and QS. Ali Imran: 104 which emphasizes the importance of inviting to goodness in the right way. There is still a gap between the potential of animation as a medium of da'wah and its optimal implementation. The main challenges faced are the limited quality of Islamic animation production that is able to compete with popular content in digital media, as well as the lack of in-depth understanding of audience preferences, especially the younger generation who are the main target of da'wah through animation. This study concludes that to maximize the effectiveness of animation as a medium of da'wah, a more planned and systematic strategy is needed. Efforts that are more focused on developing animated content that is in accordance with the principles of Islamic preaching, as well as more optimal use of digital platforms, can support the spread of Islamic values more widely and relevantly in today's digital era. With the right approach, animation can be one of the preaching tools that is not only entertaining but also enlightening and provides a deeper understanding of Islam.

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