

## Media as Platforms of Da'wah among Muslim Converts in Borneo

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### **Abstract**

*The study examined the use of media as tools of Muslim converts' da'wah in Sabah, Sarawak and Brunei. There were two categories of media used in this study; social media (Facebook, YouTube, website, blog) and traditional media (television, radio, book, newspaper). The study interviewed 42 informants who lived in the city areas of Sabah, Sarawak and Brunei. The data obtained was arranged into themes and evaluated using descriptive and interpretive analysis approach. The study revealed that most informants partook in disseminating da'wah in media, primarily social media. The informants mostly 'share' the posts of others such as famous quotes and the videos of preachers. There were different levels of frequency of the informants' posts on social media ranging from always to seldom. A few informants however, refrained from using media as platforms to disseminate da'wah because they did not want to offend their non-Muslim 'friends' on Facebook, and also they believed they did not have sufficient knowledge to disseminate da'wah.*

**Keywords:** Muslim convert, da'wah, social media, traditional media, role

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## INTRODUCTION

### The Use of Media in Da'wah

These days, media have become the primary tools that people use in order to receive all kinds of information including religion. Mohd Adam Mahadi (2013: 8) stated that technology has broadened religious standpoints, from old-fashioned, limited activities to borderless global engagement. For example, the internet enables endless virtual search through millions of websites (Nor Shahriza Abdul Karim & Norzelatun Rodhiah Hazmi 2005: 51).