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# Visual Content Training and Digital Literacy Enhancement to Strengthen Santri Competence in Digital Da'wah at Al-Jauharen Islamic Boarding School Jambi

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### ABSTRACT

Digital transformation in the field of Islamic education requires santri to acquire not only strong religious knowledge but also digital literacy skills that support modern da'wah practices. This community service program was carried out at Al-Jauharen Islamic Boarding School with the aim of enhancing the ability of santri and teachers in utilizing digital media as an effective da'wah platform. The activities were implemented through material delivery, interactive discussions, demonstrations, and hands-on training in the use of creative digital applications such as Canva, CapCut, and Google Sites to design Islamic visual content. The evaluation results indicated a significant improvement in participants' competencies in producing informative and visually attractive Islamic content, as well as an increased understanding of ethical principles in digital da'wah. In addition, the program strengthened students' confidence and motivation to actively participate as digital da'i. This collaboration between the university and pesantren proved effective in integrating technology with Islamic values, supporting the achievement of Higher Education Key Performance Indicators (KPIs), while offering a digital empowerment model that can be replicated in other Islamic educational institutions.

**Keywords:** Digital Da'wah ; Islamic Boarding School ; Visual Content ; Digital Literacy ; Community Empowerment ; Islamic Education.



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## INTRODUCTION

The transformation of pesantren (Islamic boarding schools) under conditions of globalization has led to a growing need for modernization within Islamic educational institutions in Indonesia (Bashori, 2017; Motasim, 2024). As technology reshapes social interaction and information dissemination, traditional pesantren are increasingly challenged to adapt, maintaining their religious and social roles while embracing digital competencies (Faruq, 2022). This dynamic underscores the urgency for pesantren to integrate digital literacy and ICT based skills to prepare students (santri) for effective engagement in a rapidly evolving media landscape (Bashori, 2017).

In parallel, the rise of social media and digital platforms has redefined da'wah (Islamic preaching) practices by enabling preachers and educators to reach broader and more diverse audiences through visually rich and shareable content (Ulyan, 2023; Budyastomo et al., 2022). Digital da'wah not only extends the accessibility of Islamic teachings but also encourages new interactive and multimedia based styles of religious communication. However, maximizing its potential requires digital creativity and ethical awareness. Without these competencies, the communication of Islamic messages online may be ineffective or misinterpreted.

Despite the opportunities, many pesantren continue applying traditional instructional models that provide limited exposure to digital technologies in their formal curriculum (Hotimah, 2022; Anwar, 2024). As a result, santri may lack the necessary skills to design and disseminate credible and appealing content aligned with Islamic communication values. This creates a gap between classical religious learning and contemporary digital needs. Addressing this gap is vital if pesantren aim to sustain their relevance in the current era.

To overcome these limitations, integrating practical training on digital literacy and ethical media use into pesantren education is essential for empowering santri to become skilled and responsible digital communicators (Faruq, 2022; Najah, 2025). This initiative strongly supports several Higher Education Key Performance Indicators. KPI 1 emphasizes graduates who are relevant to the job market and global challenges, including Islamic digital communication skills. KPI 2 focuses on student involvement outside the campus environment to strengthen experiential learning in real community settings. KPI 3 highlights collaborative and project based learning that enhances students' problem solving abilities in authentic social contexts. Thus, the program encourages transformation from passive skill acquisition to active community based contribution.

Building on these priorities, this community service program also aligns with lecturer engagement indicators. KPI 5 promotes lecturers' active participation beyond the campus to apply academic expertise for societal improvement, while KPI 6 encourages collaboration between universities and communities to create sustainable social impact. By advancing these KPIs, the program demonstrates the university's commitment to developing digital competency among santri and strengthening Islamic education's relevance in the twenty

first century. Through training in Canva and responsible digital da'wah, santri are equipped to harmonize religious values with modern communication needs, contributing to innovative and ethical propagation of Islamic teachings in digital spaces.

## METHOD

This community service program was implemented at the Aljauharen Jambi Islamic Boarding School on October 7, 2025. The activities were conducted through a combination of interactive lectures, guided discussions, and practical demonstrations as illustrated in Figure 2.



**Figure 1. Flow of the PPM Implementation Method at the Aljauharen Islamic Boarding School, Jambi**

## RESULT

The Community Service Program titled Training on Visual Content and Digital Literacy to Enhance the Digital Da'wah Competence of Santri at Al-Jauharen Islamic Boarding School in Jambi has produced highly encouraging outcomes in improving the ability of santri and teachers in technology-driven da'wah. This initiative was specifically designed to integrate Islamic values, communication skills, and digital technology so that students are able to actively participate as conveyors of Islamic teachings through modern, ethical, and visually appealing media.

The training emphasized hands-on mastery of digital content creation relevant to contemporary da'wah practices. Participants were introduced to various creative digital tools, including Canva for religious poster design, CapCut and InShot for short Islamic video editing, as well as Google Sites and YouTube Studio for publishing digital da'wah content. Using a practical learning approach, santri practiced creating visual da'wah posters featuring Qur'anic verses and hadith, short reflective videos highlighting themes such as "Integrity in the Digital Era" and "Guarding Speech in Social Media," and short written reflections uploaded to pesantren websites and YouTube channels.

The transformation observed was substantial. Students who previously acted only as listeners in traditional da'wah activities developed the ability to become digital da'i who creatively package religious messages in forms relevant to youth communication styles today. This initiative has fostered a spirit of da'wah bil hikmah conveying Islamic teachings wisely and contextually. The messaging addressed spiritual, social,

and moral dimensions while utilizing digital media as an inclusive outreach platform that reaches broader audiences.

Beyond technical skill improvement, the program also prioritized ethics in digital da'wah. Through sessions such as "Becoming a Digital Khalifah: Da'wah with Ethics, Aesthetics, and Creativity," participants learned the importance of moral conduct in online engagement. Values such as honesty, respectful communication, and accountability in sharing information were emphasized throughout the workshop, reinforcing the idea that digital da'wah is not merely technology use but an expression of da'wah bil amal — spreading goodness through impactful actions.

During the program, santri were encouraged to develop a variety of visual da'wah outputs, including: 1) Digital posters featuring Qur'anic and hadith messages with modern infographic design. 2) One to three-minute spiritual reflection videos. 3) Social media content utilizing hashtags such as #SantriDa'wahDigital and #DigitalKhalifah to increase audience reach. 4) A pesantren website via Google Sites containing articles, reflections, and student-created da'wah documentation.

Positive impacts were evident in santri's growing confidence, creativity, and digital literacy. They became adept not only in using technological tools but also in filtering information and producing Islamic content aligned with wasathiyah (religious moderation), presented in a persuasive and educational format. The program confirms that digital da'wah must evolve from traditional oral preaching into transformative visual communication capable of shaping behavior and public awareness.

As a result, Al-Jauharen Islamic Boarding School has positioned itself as a pioneer in digital da'wah within the pesantren environment. Technology is utilized not to replace spirituality but to strengthen and contextualize it within modern realities. The synergy between Islamic knowledge, digital skills, and creative visual expression forms a new model of da'wah that is adaptive to the digital era, enabling santri to become not only heirs of classical da'wah traditions but also ethical and innovative digital communicators.



**Figure 2. Documentation of Activity Implementation**

Overall, the outcomes indicate that combining visual content training and digital literacy with Islamic principles is an effective approach for enhancing the capacity of santri in digital da'wah. Through this program, students not only develop technical competency but also understand how digital technology can serve as a strategic medium for spreading Islamic values creatively and responsibly.

The collaboration between the university and Al-Jauharen Islamic Boarding School has generated strong synergy between academic knowledge, technological empowerment, and the strengthening of Islamic spirituality. This synergy has shaped a model of santri empowerment that is grounded in religious values and responsive to digital transformation. The pesantren is no longer solely a site for conventional religious instruction but has evolved into a productive and innovative center for digital da'wah.

The success of this initiative demonstrates that pesantren have remarkable potential to transform into spiritual and digital learning ecosystems capable of producing not only knowledgeable preachers but also intelligent, ethical, and influential Islamic content creators. This model can be replicated by other Islamic boarding schools in Jambi Province and across Indonesia as a tangible representation of the integration of Islamic education, digital technology, and da'wah missions in the current era of transformation.

## **CONCLUSION**

The community service program focused on visual content training and digital literacy enhancement at Al-Jauharen Islamic Boarding School has successfully achieved its intended objectives. This initiative positively contributed to strengthening the digital competence of both santri and teachers in utilizing technology as a medium for creative, educational, and contextual da'wah. Through this program, participants not only learned the technical aspects of producing visual content such as graphic design, short video creation, and social media publication but also gained an understanding of effective communication principles for digital da'wah.

The integration of digital platforms and media into da'wah activities has proven effective in reinforcing the learning process and increasing the appeal of Islamic messages delivered to the public. Santri have become more skilled in transforming Islamic values into visually engaging, informative, and relevant content that responds to the needs of modern society. Furthermore, this initiative has strengthened collaboration between Universitas Jambi and Pondok Pesantren Al-Jauharen as strategic partners in supporting pesantren digital capacity building and the advancement of technology based da'wah.

The results indicate that Islamic boarding schools possess great potential to transform into centers of Islamic digital literacy, where classical da'wah traditions are combined with technological innovation to meet contemporary challenges. The approach implemented not only emphasizes technical skills but also cultivates critical awareness of digital ethics, social responsibility, and spiritual values in every stage of content creation.

Overall, this program not only provides direct benefits to the partner pesantren but also supports the achievement of university Key Performance Indicators (KPIs) through the active involvement of students and lecturers in community oriented service programs. The community based and technology driven strategy proven in this activity is highly relevant for strengthening santri da'wah competence in the digital era and serves as a replicable model for other Islamic boarding schools seeking to innovate in the creative and sustainable spread of Islamic values.

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