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Revitalizing the Reading, Understanding, and Practicing the Qur'an: An Analysis of Marginalization Factors, Implications, and Recommendations Based on Social Cognitive Theory

[PEMUGARAN PERINTAH BACA, FAHAM DAN AMAL AL-QURAN: ANALISIS FAKTOR PEMINGGIRAN, IMPLIKASI, DAN CADANGAN BERASASKAN TEORI KOGNITIF SOSIAL]

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Johari, Arina [a] ; Ismath, Nurul Hanilah Mohd. [b] ; Mokhtar, Nor Zainiyah Norita [c] ; Ahmad, Siti Yuliandi [d]

[a] Department of Malay Language, Kulliyyah of Sustainable Tourism and Contemporary Languages, International Islamic University Malaysia (IIUM), Malaysia

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Abstract

The command to baca-faham-amal al-Quran (read, understand, and practice the Qur'an) has served as a fundamental basis of Islamic civilization since the revelation of the first divine message. However, this concept is increasingly marginalized due to the growing influence of materialism, secularized thinking, digital culture, and weaknesses in religious education that emphasize memorization over meaningful engagement and application. This study aims to examine the factors contributing to the marginalization of baca-faham-amal al-Quran, analyse its implications for Muslim society, and propose a framework for its revitalization. A qualitative approach was employed through a two-stage content analysis. The first stage involved analysing scholarly discussions from journal articles, academic books, and relevant literature on Qur'anic literacy, digital Muslims, religious authority, and digital communication ethics. The second stage applied a thematic tafsir approach by examining two classical exegeses and one contemporary exegesis of four Qur'anic verses associated with the four principles of Social Cognitive Theory (Bandura, 1986). The findings identified five factors contributing to the marginalization of baca-faham-amal al-Quran: (i) social media addiction, (ii) fragmentation of religious information, (iii) digital ritualization, (iv) digital algorithm dominance, and (v) the lack of authoritative religious guidance. These factors may contribute to six major implications, namely the weakening of Qur'anic knowledge culture, identity confusion, diminished spiritual engagement, reduced influence of the Qur'an in daily life, deterioration of digital communication ethics, and the dissemination of unauthentic religious content. The findings further suggest that the marginalization of baca-faham-amal al-Quran may contribute to the phenomenon of digital impoliteness. To address these challenges, the study integrates four principles of Social Cognitive Theory with four selected Qur'anic verses to develop a revitalization framework for baca-faham-amal al-Quran. This study contributes to contemporary Qur'anic scholarship by proposing a conceptual framework that strengthens Qur'anic engagement and promotes the development of a Digital Qur'anic Culture in the contemporary technological era. © 2026 Centre of Quranic Research (CQR), University of Malaya, Malaysia.

Author keywords

Baca-Faham-Amal Al-Quran; Digital Impoliteness; Digital Muslims; Digital Qur'anic Culture; Social Cognitive Theory

Corresponding authors

Corresponding author	A. Johari
Affiliation	Department of Malay Language, Kulliyyah of Sustainable Tourism and Contemporary Languages, International Islamic University Malaysia (IIUM), Malaysia
Email address	arinajr@iium.edu.my

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Corresponding authors

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