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Influence of Muslim Celebrity Da'ie (Preachers) on Beliefs in Islamic Da'wah Contents Among Social Media Users in Malaysia

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Abstract

In tandem with the rapid development and advancement of mobile technology and social media, Muslim celebrity da'ie (preachers) in social media are on the rise. Communicating religious or da'wah messages is no longer limited to preaching at the mosque, religious institutions, or through traditional media but also extended to the use of social media. The awakening of Muslim celebrity preachers has influenced social media users, who mainly consist of youths, in regard to their understanding of religious issues. The credibility and attractiveness of celebrity da'ie and their persuasive messages influence their followers' perceptions of religious issues. While many previous studies have examined the credibility and persuasiveness of the messages posted by social media influencers, research focusing on Muslim celebrity da'ie is scarce. Therefore, this study is aimed at examining the attractiveness, trustworthiness, and credibility of Muslim celebrity da'ie on social media and social media users' belief in the da'wah messages posted by these Muslim celebrity preachers. Using the elaboration likelihood model as a framework of this study, the researchers conducted a cross-sectional survey involving 400 respondents who followed Muslim celebrity da'ie on Instagram, YouTube, Twitter, or Facebook. One sample t-test, hierarchical regression, and chi-square were utilised to analyse the data. The practical and theoretical implications of the study are discussed. The study's findings will enrich the literature on da'wah through social media. © 2026, Penerbit Universiti Kebangsaan Malaysia. All rights reserved.

Author keywords

Credibility; da'wah messages; elaboration likelihood model; muslim celebrity da'ie; social media

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