

A BIBLIOMETRIC ANALYSIS ELIMINATING THE CONVENTIONAL DAKWAH IN DIGITAL ERA USING VOS VIEWER

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A BIBLIOMETRIC ANALYSIS ELIMINATING THE CONVENTIONAL DAKWAH IN DIGITAL ERA USING VOS VIEWER

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ABSTRACT

This research reveals that conventional da'wah messages are eliminated by digital media information. The transmission of the behavior of the people of Padang City is more dominantly influenced by digital media information than conventional da'wah messages. The research objective is to provide message information with conventional da'wah being eliminated, the skills of conventional da'i using digital media, and obstacles to conventional da'wah messages in the transmission of behavior in society. VOS Viewer is an online application that can map published research so that you can see new things from a research theme. The research method used is qualitative research with phenomenological methods based on a series of interviews. The results showed that conventional da'wah messages were eliminated by digital media information in transmitting people's behavior, conventional preachers who were not skilled at using digital media packaged da'wah messages and obstacles to conventional da'wah messages in transmitting people's behavior because conventional da'wah was boring, ineffective and did not answer the problem people. Limitations The study was conducted in only one city in Padang, West Sumatra. Innovation in this research provides da'i with knowledge and skills in digital-based preaching. The implications of providing information and guidance for preachers in packaging da'wah messages to transmit people's behavior, so that they contribute significantly to da'i and society and da'i have expertise in preaching by utilizing social media.

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1. INTRODUCTION (10 PT)

The message of da'wah is the process of disseminating Islamic teachings towards the social order of an Islamic society. Da'wah messages function to change the situation of society for the better. The transmission of people's behavior is more dominantly influenced by digital media information that develops from social media such as WhatsApp, Facebook, YouTube, Instagram and others. (Adhiars¹¹t al., 2019)

This study will provide an overview of the development of da'wah by comparing articles that have been published in international journals with the Scopus index and articles that have been published online. Now we can do da'wah by using digital facilities through radio, television, cell phones, internet media, Facebook, Twitter or other media.



Figure 1. Conventional Da'wah St. Peter Preaching in the Presence of St. Mark, by Fra Angelico (Damick, 2015)

Conventional Da'wah is a Da'wah model that usually uses the habit of being present and face to face with the lecturers (Hakim et al., 2021). As a quantitative analytical technique, the bibliometric approach is used to reveal the current status of conventional preaching and development trends in its various implementations.

Technology in the era of globalization has progressed so rapidly, various kinds of communication media compete in providing unlimited information. Conventional da'wah cannot compete with digital media in transmitting people's behavior. The tendency of people's behavior is transformed from digital media information. *Da'i* conventional media are not able to utilize digital media in preaching. Even though preaching through digital media in the form of YouTube (Adhiarso et al., 2019), WhatsApp (WA) (Das, 2020), Instagram (Schroeder, 2018), Facebook (Iivari et al., 2020) has become a trend and is popular with urban communities.



Figure 2. Da'wah in the Digital Age (Hasrian Rudi Setiawan, 2023)

The use of Bibliometrics is useful and useful for the following: Identifying da'wah trends and patterns of growth of knowledge in various scientific disciplines and Analyzing the novelty of da'wa models and the distribution of scientific references.

The purpose of writing this paper is to provide information that messages with conventional da'wah will be eliminated along with the development of digital technology (Setyaningsih, 2023) if the speaker (*da'i*) do not innovate carrying out da'wah in society.

This paper presents a bibliometric analysis of scientific literature on conventional da'wah in the digital era by looking into three main research questions: a. What is the impact of shifting conventional preaching in the digital era?(Setiawan et al., 2022) b. Countries and writers who are the most productive in discussing conventional preaching in the digital era (Jaffe et al., 2020) c. Which journal is the most discussing conventional preaching (Koboi, 2020) d. What kinds of methods are used for da'wah in the digital era (Nasution et al., 2019) e. Who are the most active conventional da'wah and da'wah in the digital era (Hilmi, 2021). The limitations of the research articles were only conducted in one city in Padang, West Sumatra, which can provide the behavior of religious communities in Indonesia. Continuation of the article, this research can be developed elsewhere by looking at all the factors that influence conventional preaching and preaching in the digital era. The relevant conclusion is important for *da'i* to determine the focus area of preaching.

2. METHODS

Bibliometric Analysis. Bibliometrics is a qualitative research method to assess and measure the number and trend of growth in certain subjects, for example, conventional preaching.. Scopus is one of the largest abstract and citation databases of peer-reviewed literature; it contains approximately 42 quality journals with the theme of conventional preaching and 60 million records from various areas of knowledge. Such a large database is able to provide a comprehensive overview of the world's research output. Scopus is also recognized by the international scientific community as one of the main sources of relevant information.

The process² involved identifying a title, abstract and keyword for search purposes. We used conventional preaching when querying the Scopus database for information on article titles, books, books chapter only. The search was conducted on December 04, 2022. Not The boundaries of the search specified results published , Although a bibliometric analysis on conventional preaching. We excluded erratum and duplicated document types to avoid double or false counting of documents.

We analyzed the results in various ways in order to provide input in response to our research questions. Several results were directly retrieved from Scopus through the analyze search results function. Other results were inserted manually or exported to a new Excel file. From the file created for all the results, information such as percentages was analyzed. We also used VOS Viewer to generate images to help with data interpretation. After the results were identified, analyzed, and synthesized, we wrote up the final report, which presented the findings and analysis. Through this paper we hope to contribute meaningful insights on the trends apparent in publications on conventional preaching in the digital age. Researchers can use these findings as a basis for future studies and discussions to enrich and further develop this area of research.

In general, da'wah carried out in a taklim assembly in a surau, mosque or prayer room takes place in a sacred and solemn atmosphere. Advances in technology and information allow a da'i to improvise with humor and other things (Vesisenaho et al., 2017), so that the lecture material is still interesting to listen to. Given the challenges of da'wah in the era of technology and information, especially the media, cannot be separated from entertainment. As a result, the missionary orientation played by the preachers is also growing, and even tends to be biased.

Table 1. Summary of previous studies

No	Author	Data Source	Title	Research purposes
1	Rengga Mahendra	¹⁰ Proceeding of The 1stConference on Strengthening Islamic Studies in the Digital Era(FICOSIS https://prosiding.iainponorogo.ac.id/index.php/ficosis/article/view/88/38	Da'wah of Islam through digital and conventional media (Mahendra, 2021)	¹⁵ The purpose of this study was to determine the effect of Islamic da'wah through digital and conventional media on interest in studying religion. This study uses a quasi-experimental research type
2	Salman Yoga S.	²³ Jurnal Al Bayan https://jurnal.ar-raniry.ac.id/index.php/bayan/article/download/148/125	Da'wah on the Internet: Ideal Concept, Objective Conditions and Prospects (Salman Yoga S., 2020)	This study tries to present a number of reviews and analyzes in viewing and discussing internet mass media. In accordance with current issues and conditions, with a brief overview of the history of the emergence of the internet as a mass media and its ideal concept, related to its objective conditions as one of the media that is being loved by the world, as well as regarding its prospects and possibilities as a medium for spreading Islamic teachings.
3	Muhidinur Kamal	³³ an Journal Of Da,wah Studies https://ejournal.uin-suka.ac.id/dakwah/jurnaldakwah/article/view/2015.16204/942	Empowerment of Local Preachers From Conventional Da'wah To Professional	to know the role of Da'i Nagari Da'wah and participation in various development activities

			Da'wah in Pasaman Regency, West Sumatra (Kamal, 2015)	also allows for the establishment and development of good communication, the establishment of a close relationship between Da'i Nagari and community members.
4	Awaludin Pimay, Fania Mutiara Savitri	24 Jurnal Ilmu Dakwah https://journal.walisongo.ac.id/index.php/dakwah/article/download/7847/3375	18 The dynamics of Islamic da'wah in the modern era (Pimay & Savitri, 2021)	3 to review effective da'wah strategies in the midst of changing dynamics of da'wah. This research method is descriptive qualitative using data collection techniques through literature studies.
5	Wahyunisa Twedia Budi Hapsari	17 Fakultas Agama Islam, Universitas Muhammadiyah Yogyakarta http://repository.umy.ac.id/bitstream/handle/123456789/31725/12.%20NASKAH%20PUBLIKASI.pdf?sequence=12&isAllowed=y	4 The Effectiveness of Accepting Conventional Da'wah Messages and Online Da'wah Congregational Terrace Da'wah (Wahyunisa, 2013)	4 for: (1) Knowing the comparison of the effectiveness of conventional preaching and online preaching on Da'wah Terrace. (2) Knowing whether there is an effect of effectiveness on conventional preaching and online preaching on the Da'wah Terrace

The first title is Da'wah Islam through digital and conventional media. The purpose of this article is to determine the effect of Islamic da'wah through digital and conventional media on interest in studying religion. This study uses a quasi-experimental research type. The results of this study indicate that preaching Islam through conventional media can increase interest in learning religion more significantly than preaching Islam through digital media. This research is a quasi-experimental research. The conclusion of this study is that preaching Islam through conventional media can increase interest in learning religion more significantly than preaching Islam through digital media. This is because in Islamic da'wah through conventional media there is direct two-way interaction between lecturers and students which allows for better understanding of the material. Suggestions for advanced researchers are to conduct more in-depth research related to da'wah methods through digital media. This is because in this study the method of da'wah through digital media is only limited through the Youtube and Instagram applications. This article was published in 2021 in the Proceedings of The 1st Conference on Strengthening Islamic Studies in the Digital Era (FICOSIS). So this article still maintains the conventional da'wah model to get maximum results because it is done face to face while still suggesting the use of the application of technology in the future.

The second title is Dakwah on the Internet: Ideal Concepts, Objective Conditions and Prospects, the research method used is an analysis of a number of literature by comparing it with current conditions, the focus of the research is first, on the history of the emergence of the internet as a mass media and ideal concept, second, its objective conditions as one media that is being loved by the world and the third, regarding the prospects and possibilities of becoming a medium for disseminating Islamic teachings. The conclusions obtained by the progress of communication technology, which is accompanied by increasingly pluralist and homogeneous social attitudes and interactions between humans, which are stretched, demands a pattern of dissemination *si'ar*, methods, media, approaches and Islamic da'wah itself inevitably have to follow these developments and changes. So this article shows technological developments in the application of da'wah models and provides information on the importance of information technology-based da'wah.

The third title is Empowerment *Dai* Local From Conventional Da'wah To Professional Da'wah In Pasaman Regency, West Sumatra, this article discusses the Program *Da'i* Nagari, which was proclaimed by the Pasaman district government of West Sumatra Province, was inspired by the existence of Ulama in Minangkabau in the past who had a big hand and made an extraordinary contribution in building Minangkabau society. Existence of empowerment programs *Da'i* nagari in Pasaman Regency, expanding the function *Da'i* not only as a preacher who focuses on lectures and religious studies alone (conventional da'wah) but more than that as a social transformation in responding to and solving social problems, both economic, social and cultural of the people (professional da'wah). Purpose of the Program *Da'i* Nagari which aims to create an independent civil society. Closing The preaching that is done is no longer limited to conventional preaching but towards professional preaching. The paradigm shift from conventional preaching to professional preaching also had an impact on the appointment of Human Resources (HR) *Da'i* Nagari by carrying out requirements and selection that are quite stringent in order to obtain human resources who can support and succeed in the potential empowerment program. So this article provides Empowerment information *Da'i* Local From Conventional Da'wah Towards Professional Da'wah.

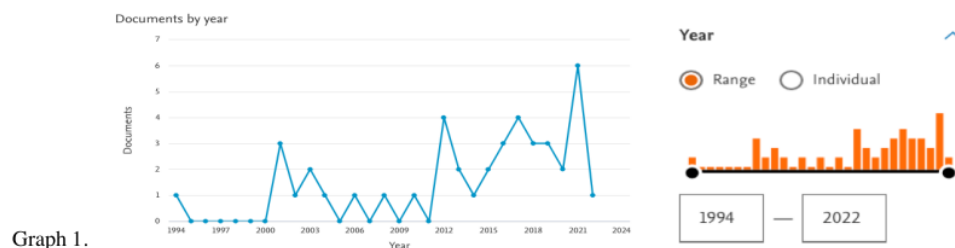
The fourth title is the dynamics of Islamic da'wah in the modern era, the aim of this research is to review effective da'wah strategies in the midst of changing dynamics of da'wah. This research method is descriptive qualitative using data collection techniques through literature studies. The results of the study show that da'wah can play an active role in the modern era if *da'i* as a preacher is able to participate in the development of the times so that preaching an enlightener is able to give a role to a society that defies science and technology. *da'i* In modern life, da'wah must be oriented towards *mad'u* with approach "*bil hikmah* *mauizah hasanah* and with the use of media (*bi al-tadwin*). This step is also accompanied by preachers, both individuals and groups who are qualified, have extensive knowledge and insight, master the material or messages of da'wah, methods, and media that are appropriate and relevant to the conditions and progress of the modern society they face. The conclusion is that there are still many scholars who still carry out da'wah in the conventional way. In modern times, da'wah is required to be able to keep up with the times in its spread, namely through social media. Where almost all people are familiar with the internet and social media, if da'wah appears in technological advances in modern times, da'wah will become commonplace for the community. So this article provides information in order *da'i* immediately improve the ability to preach in a modern way so that they can take advantage of information technology in dissemination *syiar* Islam.

The fifth title is the Effectiveness of Accepting Conventional Da'wah Messages and Online Da'wah Congregational Da'wah Terraces, the objectives are: To find out the comparison of the effectiveness of conventional da'wah and online da'wah on the Da'wah Terrace, to find out whether there is an effect of effectiveness on conventional da'wah and online da'wah on the Da'wah Terrace. The method used is descriptive quantitative, with data collection techniques using questionnaires, interviews and The Pre-Post Test Control Group Design. The results of the study show online preaching is more effective than conventional preaching. The conclusion is that the acceptance of da'wah messages on the Da'wah Terrace is well received by conventional and online congregations. However, based on the results, the average value of the online congregation is higher than the average value of the conventional congregation. So this article directly compares the conventional da'wah model with da'wah that uses the application of information technology online.

The author uses articles originating from Indonesia to provide a complete picture of the existing conditions.

Search Strategy

TITLE-ABS-KEY (conventional AND da'wah) search documents "conventional da'wah" generate Scopus 3 documents if using the keywords conventional AND da'wah, then the author uses the following data: TITLE-ABS-KEY (conventional AND preaching) search documents "conventional preaching" if using the keywords conventional preaching which produces Scopus 42 documents



Graph 1.

Published Documents per Year

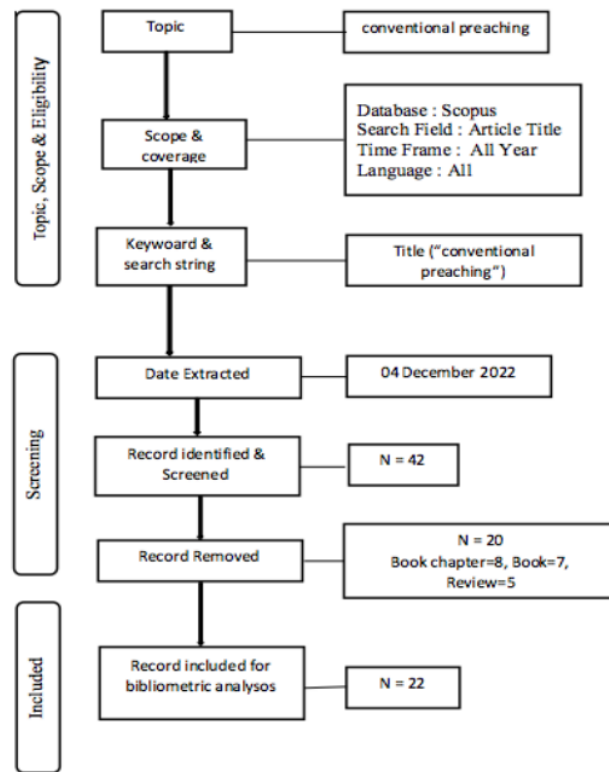


Figure 3. Flow diagram of the search strategy

Data Analysis

In this analysis process there are 3 main stages, namely: Topic, Scope & Eligibility, Screening and Included. The Topic, Scope & Eligibility stages consist of determining the Topic, namely: conventional preaching, then determining scope and coverage using Database: Scopus, Search Field: Article Title, Time Frame: All Year, Language: All, then determining Keyword & search string, namely the process determine in general in the search for metadata according to the theme, namely Title ("conventional preaching"). The initial stages in Topic, Scope & Eligibility have been completed which resulted in the metadata concept. Furthermore, the Screening stage is one of the processes carried out to obtain the metadata that best fits the research question, in this case there are also 3 steps, namely: Date Extracted is a data processing process that provides time information in the Extracted data, which is around 30 January 2023. In this process continuing with the next stage, namely Record Identified & Screened, which is an in-depth selection process related to research questions, producing 42 documents consisting of articles, book chapters, books and reviews. Next is the Record Removed stage, which is a process carried out to remove all metadata that is not in accordance with the research question so that as many as 20 metadata are deleted consisting of book chapters, books and reviews. This process is the final part of the screening stage. The final stage is Included, which is a process that includes all metadata which is thought to be able to answer the research question which leaves 22 metadata. This metadata is then processed in VosViewer to get answers to research questions.

1 RESULT AND DISCUSSION

This part displays the results obtained from the bibliometric analysis to solve the problems raised in the research. The current research aimed to answer the current trend and impact of publication in conventional preaching studies. Secondly, to recognise the most productive and influential countries, institutions and authors on conventional preaching studies. Third, the name of the most journals that discuss da'wah used in the digital era. Fourth, the da'wah method used in the digital era, and finally, to know the most influential articles on

conventional preaching studies. The analysis for the extracted academic work in the search process was based on the following attributes: annual growth of publication, document and source type, documents languages, subject area, keywords analysis, distribution of publication by countries, authorship analysis, title and abstract analysis and citation analysis. Annual growth data up until February 2023 were also presented in the findings, including their frequency and percentage. To understand the current trends and impact of publications in conventional preaching research, we used a total of publications divided by year, country, journal, author and organisation to analyse publication trends in conventional preach. We use bibliographic data collected from the Scopus database to calculate the data for this analysis. The discussion over the annual growth will show the trend and impact of publications in conventional preaching is the first point for showing the current trends.

Analyze search results

Table 2. Document Type

No	Document Type	Total Publication (TP)	Percentage
1	Article	22	52%
2	Book Chapter	8	19%
3	Book	7	17%
4	Review	5	12%

The documents in the table above show that as much as 52% of the writing related to conventional preaching comes from articles that have been published in various Scopus indexed journals, while book chapters produce 19% writing and books 17%. Book chapters and books are writings with the theme of conventional preaching which explain it more generally so that readers can use it as a reference in understanding conventional preaching. Document type reviews contribute 12% of all existing documents, this review document is an in-depth understanding of conventional preaching themes so that readers can choose the type of document according to their needs.

Tabel 3. Publication by Year

No	Year	Total Publication (TP)	Percentage
1	2021	6	14%
2	2012	4	10%
3	2017	4	10%
4	2016	3	7%
5	2019	3	7%
6	2018	3	7%
7	2001	3	7%
8	2013	2	5%
9	2015	2	5%
10	2003	2	5%
11	2020	2	5%
12	2008	1	2%
13	2022	1	2%

14	2002	1	2%
15	2010	1	2%
16	1994	1	2%
17	2006	1	2%
18	2014	1	2%
19	2004	1	2%
Total		42	100%

Information on the publication of articles with the theme of conventional preaching began in 2004, until 2008 the number of articles published annually was only 1 article, but from 2013 to 2015 the number of articles published had increased by 2 articles each year and from 2016 to 2017 it had increased again. to 3 articles each year. Furthermore, after 2017 to 2019 there was another increase, namely 4 articles each year and the peak in 2021 was the number of articles published 6. Based on this information it can be illustrated that the theme of conventional preaching is interesting to discuss along with the development of information technology, which will provide information that conventional preaching is one of the da'wah models that needs to be integrated with information technology in developing online da'wah.

Tabel 4. Publications by Authors

No	Author	Total Publication (TP)	Percentage
1	Undefined	3	6%
2	Yang, S.	2	4%
3	Murphy, A.R.	2	4%
4	Gutterman, D.S.	2	4%
5	Yang, S	1	2%
6	Wenzel, S.	1	2%
7	Tkaczynski, A.	1	2%
8	Thirion, G.	1	2%
9	Svetlov, R	1	2%
10	Stoppa, F	1	2%
11	Smidt, C.E.	1	2%

12	Schierup, C.U	1	2%
13	Ritchey, J.A	1	2%
14	Revire, N	1	2%
15	Redwood, A	1	2%
16	Poloma, M.M	1	2%
17	Perrone, S.T	1	2%
18	Panuju, R	1	2%
19	Oliver, P.M	1	2%
20	Muchtar, N	1	2%
21	Merzyn, K	1	2%
22	McKanan, D	1	2%
23	Marga, A.	1	2%
24	Long, M.B	1	2%
25	Leichtman, M.A	1	2%
26	Lakey, M.J	1	2%
27	Kriel, J.R.	1	2%
28	Kratochwil, F	1	2%
29	Kozinets, R.V.	1	2%
30	Kloos, D.	1	2%
31	Kim, M.D.	1	2%
32	Jenkinson, M	1	2%
33	Henson, S.C.	1	2%
34	Handelman, J.M.	1	2%
35	Hall, D.D.	1	2%
36	Guth, J.L.	1	2%
37	Green, J.C	1	2%
38	Gertz, G.	1	2%
39	Fitchett, D.A	1	2%
40	Duffy, E.	1	2%
41	Cocks, P	1	2%
42	Brueggemann, W.	1	2%
43	Botha, N	1	2%
44	Amstutz, G	1	2%
45	Alymova, E	1	2%
46	Alrebh, A.F	1	2%
47	Alcidi, C	1	2%
48	Adhikari, M	1	2%
49	Adams, D.W	1	2%
Total		54	100%

This table shows 54 authors who have published articles with the theme of conventional preaching, the most authors are 3 articles but not detected by

various factors, then the names Yang S and Yang, S who wrote 2 and 1 article, it is possible that these two authors' names belong to the same identity, then Murphy, A.R and Gutterman, D.S. also wrote 2 articles. Other authors who have published have produced 1 article, meaning that it is still very rare for writers to publish articles with the theme of conventional preaching on the Scopus index.

Tabel 5. Publications by Countries

No	Country	Total Publication (TP)	Percentage
1	United States	20	45%
2	Undefined	5	11%
3	United Kingdom	4	9%
4	South Africa	2	5%
5	Italy	2	5%
6	India	2	5%
7	Australia	2	5%
8	Thailand	1	2%
9	Sweden	1	2%
10	Russian Federation	1	2%
11	Nederlands	1	2%
12	Indonesia	1	2%
13	Canada	1	2%
14	Belgium	1	2%
Total		44	100%

The table above provides very useful information for readers because the United States is the country that produces the most articles by 45% or 20 articles. This is because the theme of conventional preaching is written by various religions other than Islam. As a democratic country, many writers are interested in discussing conventional preaching along with the development of information technology. Even an Islamic country like Saudi Arabia has never published a scientific paper with the theme of conventional preaching. Indonesia, as one of the largest Islamic countries in the world, only produced 1 article with the theme of conventional preaching which was published at a higher Scopus index than the United Kingdom, Italy, India and Australia which produced 1 more article. This provides information that Islamic countries seem to lack interest in discussing conventional preaching, the possible cause of which is the da'wah model that is developing at this time has begun to apply information technology. Another possible cause is the da'I's lack of knowledge in using information technology devices.

Table 6. Publications by Source Type

No	Source Type	Total Publication (TP)	Percentage
1	Journal	27	64%
2	Book	15	36%
Total		42	100%

This table shows that 64% of the publication of articles with the theme of conventional preaching comes from journals and the remaining 36% comes from books. This shows that the author mostly expresses his ideas through journals and not books because writing in journals is concise and clear.

Table 7. Publication by Language

No	Language	Total Publication (TP)	Percentage
1	English	40	95.24%
2	German	1	2.38%
3	Russian	1	2.38%
Total		42	100%

The Publication by Language table shows that English remains the main language in the publication of scientific articles in the Scopus index journal at 94.24%, while German and Russian are only 2.38%. It is possible that this is because most of the Scopus indexed journals use English and the authors are more familiar with English than German and Russian.

Table 8. Publication by Affiliation

No	Affiliation	Total Publication (TP)	Percentage
1	University of South Africa	2	4%
2	Willamette University	2	4%
3	George Fox University	2	4%
4	Rutgers University–New Brunswick	2	4%
5	Centre for European Policy Studies CEPS	1	2%
6	Institute of Buddhist Studies	1	2%
7	Ripon College Cuddesdon	1	2%
8	Luther Seminary	1	2%
9	Dorchester Team	1	2%
10	Jabalpur	1	2%

	University		
11	University of Arkansas	1	2%
12	Calvin University	1	2%
13	Erman University	1	2%
14	The Ohio State University	1	2%
15	Harvard Divinity School	1	2%
16	Royal Netherlands Institute of Southeast Asian and Caribbean Studies KITLV KNAW	1	2%
17	University of G. d'Annunzio Chieti and Pescara	1	2%
18	University of Pennsylvania	1	2%
19	La Trobe University	1	2%
20	Thammasat University	1	2%
21	Saint Anselm College	1	2%
22	Herzen State Pedagogical University of Russia	1	2%
23	Indiana University of Pennsylvania	1	2%
24	University of Notre Dame	1	2%
25	Merton College	1	2%
26	Washington and Lee University	1	2%
27	European University Institute, San Domenico di Fiesole	1	2%
28	Grand Valley State University	1	2%
29	University of Oxford	1	2%

30	The University of Edinburgh	1	2%
31	The University of Queensland	1	2%
32	Umeå Universitet	1	2%
33	University of Cambridge	1	2%
34	Michigan State University	1	2%
35	Saint Petersburg State University	1	2%
36	University of Akron	1	2%
37	University of Wisconsin-Madison	1	2%

38	Wake Forest University	1	2%
39	Universitas Dr. Soetomo	1	2%
40	The World Bank, USA	1	2%
41	The Stephen J. R. Smith School of Business	1	2%
42	The University of Queensland Business School	1	2%
Total		46	100%

This table provides information that the author's affiliation is from a Muslim minority university which produced 2 articles. The theme of conventional preaching seems to occur in all religious beliefs that exist on this earth. While 42 other affiliates only contributed 1 article.

Tabel 9. Publication by Top Keywords

No	Keyword	Total Publication (TP)	Percentage
1	Preaching	4	3%
2	Homiletic	2	2%
3	Christianity	2	2%
4	Zambia	1	1%
5	Wives	1	1%
6	Western Deccan Caves	1	1%
7	Voice	1	1%
8	Virgin Mary	1	1%
9	Ubi-ductive	1	1%
10	Theology	1	1%

11	Teaching	1	1%
12	Sweetness	1	1%
13	Subduction	1	1%
14	Speech	1	1%
15	Societies	1	1%
16	Social Problem	1	1%
17	Social Policy	1	1%
18	Social Change	1	1%
19	Social Behavior	1	1%
20	Senegal	1	1%
21	Saint Cecilia	1	1%
22	Rhetoric	1	1%
23	Religious	1	1%

	Representation		
24	Religious Identity	1	1%
25	Religion And Science	1	1%
26	Religion	1	1%
27	Racialisation	1	1%
28	Racial Inequality	1	1%
29	Race Relations	1	1%
30	Psychological Aspect	1	1%
31	Protestantism	1	1%
32	Prophets	1	1%
33	Prophecy	1	1%
34	Prelates (bishops)	1	1%
35	Pregnancy	1	1%
36	Positive Law	1	1%
37	Politics	1	1%
38	Political System	1	1%
39	Plume	1	1%
40	Plato's Doctrine Of Politics	1	1%
41	Picasso	1	1%
42	Persuasion	1	1%
43	Pentecostal Theology	1	1%
44	Paul Tillich	1	1%
45	Pastoral	1	1%
46	O mi Merchants	1	1%
47	Orthodox	1	1%
48	Negro	1	1%
49	Natural	1	1%
50	Narrative	1	1%

51	Musa	1	1%
52	Multiperspectival	1	1%
53	Multi-culturalism	1	1%
54	Mothering	1	1%
55	Missions And Missionaries	1	1%
56	Missionaries	1	1%
57	Methodism	1	1%
58	Mersenne	1	1%
59	Medieval	1	1%
60	Media Use	1	1%
61	Media Role	1	1%
62	Material Religion	1	1%
63	Martin Luther	1	1%
64	Mahayana	1	1%
65	Legal Aspect	1	1%
66	Learning	1	1%
67	Law	1	1%
68	Kamafugite	1	1%
69	Jo do Shinshu	1	1%
70	Isotope Geochemistri	1	1%
71	Islamism	1	1%
72	Islamic Muslim Leaders	1	1%
73	Intrusive Art	1	1%
74	Interviews	1	1%
75	Indonesia	1	1%
76	Ila	1	1%
77	Humans	1	1%
78	Human	1	1%
79	Homiletics	1	1%

80	History, 20th Century	1	1%
81	History	1	1%
82	Health Care Organization	1	1%
83	Hagiography	1	1%
84	Galen Strawson	1	1%
85	Finance	1	1%
86	Feminist Theology	1	1%
87	Feminist	1	1%
88	Existential	1	1%
89	Ethnology	1	1%
90	Ethnography	1	1%
91	Ethnic Relations	1	1%
92	Episodic	1	1%
93	England	1	1%
94	Edwin Smith	1	1%
95	Education	1	1%
96	Economics	1	1%
97	Dramaturgical	1	1%
98	Denmark	1	1%
99	Delivery	1	1%
100	Deconstructio n	1	1%
101	Da"wa	1	1%
102	Culture	1	1%
103	Cultural Anthropology	1	1%
104	Cubism	1	1%
105	Communicatio n Styles	1	1%
106	Colonialism	1	1%
107	Clergy	1	1%

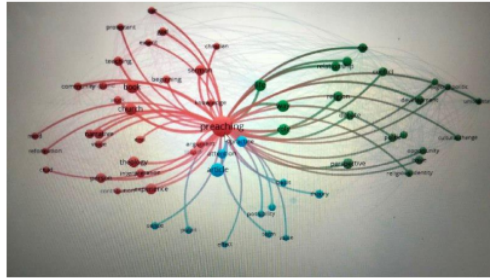
108	Cicero's Philosophy Of Law	1	1%
109	Church-State Relations	1	1%
110	Childbirth	1	1%
111	Chaucer	1	1%
112	Carbonatite	1	1%
113	Canterbury Tales	1	1%
114	Canterbury Tales	1	1%
115	Buddhist Art And Iconography	1	1%
116	Buddhism	1	1%
117	Bhadrāsana	1	1%
118	Benedictine	1	1%
119	Assembly Of The Clergy	1	1%
120	Article	1	1%
121	Anthropology, Cultural	1	1%
122	Anthropology	1	1%
123	Ajanta	1	1%
124	African Continental Ancestry Group	1	1%
125	Abdul Somad	1	1%
Total		130	100%

43

The Publication by Top Keywords table shows that Preaching is the most commonly found in published articles. Meanwhile, Christianity, Theology, Islamic Muslim Leaders, Buddhist Art and Iconography and Indonesia only present 1 data. This provides information that overall the theme of conventional preaching has progressed through the existing da'wah model of civilization.

Co-authorship Analysis

Using the minimum number of occurrences of a term : 3 so as to produce of The 1454 term, 104 meet threshold



This Network Visualization was generated from 1454 items and 104 met the Threshold with the keyword document preaching. The citation above visualizes the document being observed. The observed document will be connected to other documents that are also observed, VOS Viewer cites other articles that are equally observed. This analysis is useful for showing citations between documents, which can also be used to see author's self-citations.

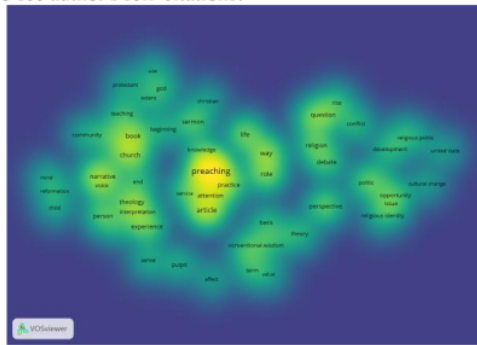


Figure 5. Density Visualisation

This density visualization can be used to see parts of research that are rarely carried out that appear in each circle, including: preaching, theology, religion and others and will show the density/emphasis on research groups.

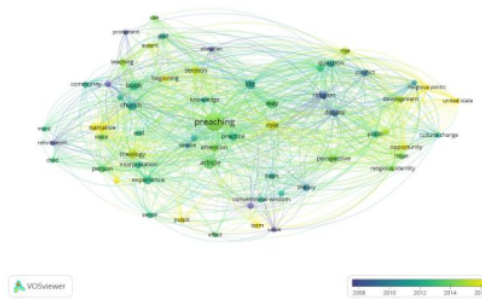


Figure 6. Overlay Visualisation

The overlay will show traces of research history, the display above displays 3 colors namely blue, green and yellow. This represents the year of each item, the blue color shows the year period between 2008 -2010, the green color period 2011-2014 and the yellow color period 2015 to 2016.

Figure 4 above is produced from 3 main clusters, namely: Cluster 1 has 29 items Cluster 2 has 20 items Cluster 3 has 18 items Field is read based on Title and Abstract, with the counting method Binary Counting, using 3 choose Thresholds so that it produces 1454 items and 104 meet the Threshold and based on this score, the most relevant terms will be selected. The default choice of is to select the 60% most relevant items. So that the Number of items to selected is 62

The first question of the study is as regarding the identification of current trends in the field of the impact of conventional preaching is shifted in the digital era? Therefore, to fulfil the primary goal, which was to explore the trend of research on conventional preaching, bibliometric analysis has been made. Using a bibliometric analysis can assess the productivity of research and publications in a particular research field. According to the research of (Donthu et al., 2021), the information obtained from

bibliometric data can evaluate the performance of the study field, and help research-related institutions to regulate some policies linked to the allocation of funds, and to compare scientific inputs and outputs. In addition, the bibliometric research findings can further explain the factors that support the research contribution of the study field and guide researchers to conduct influential research (Wijewickrema, 2022)

Therefore, the concentration of this research is on conventional preaching publications collected from the Scopus database. This study used a defined search query to find 42 documents from the Scopus database. Conventional preaching research (as per documents collected in the Scopus database) was started by Innovation: The European Journal of Social Science Research (1994) with the title The Right to be Different: Multiculturalism and the Racialization of Scandinavian Welfare Politics; the Case of Denmark. (Schierup, 1994) From then on until 2005, the number of publications increased slightly. As then, to date, the number of publications on conventional preaching has been increasing.

Most of the existing articles with the theme of conventional preaching come from countries that are not Islamic countries and have different economic growth, thus providing a perspective that is not in accordance with the conditions of Islamic countries. Most of the existing articles provide information on the importance of da'wah by utilizing the development of information technology, but the resources in Islamic countries are still lacking.

Research on conventional preaching is usually published in subject area publications, namely Arts and Humanities, Social Sciences, Business, Management and Accounting, Psychology and others. None of the journals have the subject area of religion. Research on conventional preaching is not concentrated in the field of social sciences, but on technological applications because conventional preaching will be connected with the implementation of information technology.

Fourth question What kind of methods are used for da'wah in the digital era, based on the keyword table generated from 125 keywords, the da'wah model that is used in general still uses the old model with the main keywords Teaching, Social Behavior, Learning, Cultural Anthropology and the like and only one keyword that is close to the modern da'wah model, namely Communication Styles can contain elements of information technology when combined with communication using electronic devices.

And finally the fifth question Who are the most active conventional preaching and preaching in the digital era, in table 4 the most productive authors who produce conventional preaching articles are Yang, S., Murphy, A.R., Gutterman, DS, Undefined producing more than 1 published article on Scopus index. A search for Yang, Siluo on Scopus comes from Wuhan University, Wuhan, China, has 39 documents, then a search for authors using the name Murphy, A.R on Scopus has 113 authors and after being combined with table 8 which is the affiliation table, the authors come from Rutgers Robert Wood Johnson Medical School Piscataway United States, with a total of 4 documents but has an H-Index of 4 with a total of 228 Citations by 187 documents. And the last author Gutterman, DS comes from Willamette University city Salem United States which has 4 H-Index 3 documents with a total of 20 Citations by 20 documents.

The contribution of the study shows that conventional preaching is a theme that is commonly used by writers in various implementations in conveying messages.

Future research direction with the theme of conventional preaching can be implemented following the development of information technology by increasing the quality for someone who will convey da'wah messages besides that it is also necessary to increase the quality of the technological hardware that supports the software.

Geographical distribution by Countries

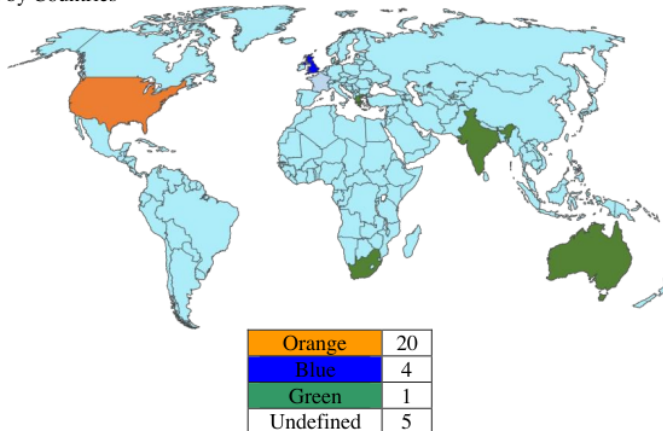


Figure 7. Author's Country Map

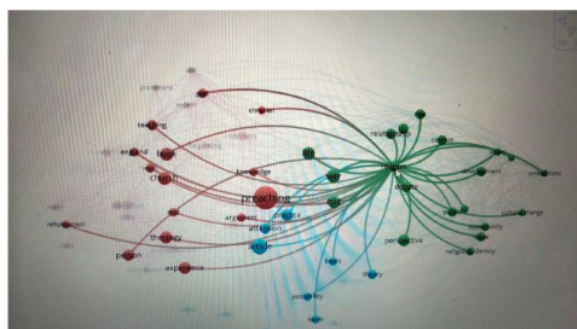


Figure 8. Network Visualisation "Religion"

Network religion is connected with approximately 15 red items which provide information related to da'wa models in religion, then connected with 7 blue items which provide information related to religion documents and finally approximately 19 green items provide information on perspectives in religion.



Figure 7. above shows the Theology relationship in displaying the year the article was published, in the figure there are 3 colors namely blue which displays the years between 2008-2010 while green color displays the years between 2011-2014 and yellow color which shows the latest theology above in 2015. This gives information that the relationship between theology and conventional preaching is still very possible for research with various implementations.

Tabel 10. Citation Overview

Check/Select row	Documents	Citations	<2019	2019	2020	2021	2022	2023	Subtotal	>2023	Total
	Total		521	55	45	62	64	7	233	0	754
1	16 "Intrusive Art" at Ajaṅṭā in the Late Middle Period: The Cas... (Revire, 2022)	2022							0		0
2	49 Risky Appearances, Skillful Performances: Female Islamic Pre...(Kloos, 2021)	2021					3		3		3
3	Preaching to possible selves: A contextual homiletic for sec... (Kim, 2021)	2021							0		0
4	Buddhism (continued)	2021							0		0
5	Buddhism (continued)	2021							0		0
6	Buddhism (continued)	2021							0		0
7	Extracting Religious Identity: The Cyber-Ethnography of Abdu...	2021							0		0

Check/Select row	Documents	Citations	<2019	2019	2020	2021	2022	2023	Subtotal	>2023	Total
	Total		521	55	45	62	64	7	233	0	754
	(Panuju, 2021) 16										
8	Picasso for preaching: The demand and possibility of a cubis... (Yang, 2020)	2020							0		0
9	Martin luther and the early modern beginnings of a feminist ... (Yang, 2020) 36	2020					1		1		1
10	Pulpits and politics: The protestant clergy in the 1988 pres... (Guth et al., 2019) 48	2019	4						0		4
11	Preaching to episodic ears: Practicing a dramaturgical homil... (Yang, 2019)	2019							0		0
12	Introduction	2019		1					1		1
13	Donne's God 40	2018							0		0
14	The concept of natural law: From plato to philo (Svetlov & Alymova, 2018) 5	2018							0		0
15	Shi'i preaching in West Africa: The Dakar sermons of Lebanes...(Leichtman & Alrebh, 2018) 34	2018		1					1		1
16	Take me to church: What ministries are of perceived value fo... (Tkaczynski, 2017) 6	2017			1				1		1
17	The Stabilising Role of US Federal Fiscal Institutions — Wha...(Alcidi & Thirion, 2017) 32	2017							0		0
18	"O sweete and wel biloved spouse deere": A pastoral Reading ... (Alcidi & Thirion, 2017) 28	2017			1	1			2		2
19	Academic vocation in the church and academy today: 'And with...(Henson & Lakey, 2017) 42	2017							0		0
20	Unsettling Theology: Sunday school children reading the text...(Botha, 2016)	2016		1					1		1
21	An other-typological	2016							0		0

Check/Select row	Documents	Citations	<2019	2019	2020	2021	2022	2023	Subtotal	>2023	Total
	Total		521	55	45	62	64	7	233	0	754
	illustration of the Exodus story accord...(Yang, 2016)										
22	Political religion and religious politics: Navigating identi... (Gutterman & Murphy, 2016)	2016	1	1	1	1			3		4
23	Political religion and religious politics: Navigating identi...(Gutterman & Murphy, 2015)	2015		1		2	1		4		4
24	Mersenne and the art of delivery(Gutterman & Murphy, 2015)	2015	1						0		1
25	Preaching, community, and convergence: Use of old and new me... (Muchtar & Ritchey, 2014)	2014			2		1		3		3
26	A grateful response among pentecostals (Brueggemann, 2013)	2013							0		0
27	[Year after year: Practical-theological considerations on th... (Swart, 2013)	2013							0		0
28	Preaching at the Court of James II, 1685–1688 (Jenkinson, 2012)	2012							0		0
29	Materiality and Spiritual Economies in Premodern Japanese Bu...(Amstutz, 2012)	2012	1	2					2		3
30	Heresy trials and English women writers, 1400-1670 (Gertz, 2012)	2012	12	1	1				2		14
31	The use of the bible in preaching (Francis, 2012)	2012	2	1	1				2		4
32	The implicit religion of radicalism: Socialist party theolog...(McKanan, 2010)	2010	3						0		3
33	Constructivism: What it is (not) and how it matters (Wilson, 2005)	2005	29	2	1	3	3		9		38
34	The New England background	2006	2						0		2

Check/Select row	Documents	Citations	<2019	2019	2020	2021	2022	2023	Subtotal	>2023	Total
Total			521	55	45	62	64	7	233	0	754
35	Adversaries of consumption: Consumer movements, activism, an...(Kozinets & Handelman, 2004)	2004	414	41	34	53	54	7	189		603
36	The voices of Morebath: Reformation and rebellion in an Engl...(Duffy, 2003)	2003	19	1	1	2	1		5		24
37	Consensus and open questions about Italian CO ₂ - ...(Stoppa, 2003)	2003	13						0		13
38	History and story: Unconventional history in Michael Ondaatj...(Adhikari, 2002)	2002	7	2	1				3		10
39	Being a Christian without a Christ? Exploring John Shelby Sp...	2001	1						0		1
40	Clerical opposition in Habsburg Castile (Perrone, 2001)	2001	6						0		6
41	Musemunuzhi: Edwin Smith and the restoration and fulfillment...(Cocks, 2001)	2001	1						0		1
42	The Right to be Different: Multiculturalism and the Racializ...(Schierup, 1994)	1994	5		1				1		6

The total citation of 42 articles from 1994 to 2023 continues to decrease along with the development of the da'wah model which has been carried out in a modern way by utilizing information technology in accordance with the information above with details for 2019 as many as 521 2019 as many as 55 2020 as many as 45 years 2021 as many as 62 years In 2022 there were 64 and in 2023 there were 7 so that the Subtotal was 233 and the total citations from 1994 -2023 were 754.

4. CONCLUSION

This study found that conventional da'wah messages were eliminated by digital media information in transmitting the behavior of the people of Padang City. This is because the behavior of the people of Padang City is much influenced by digital media information rather than conventional da'wah messages. The preachers are not skilled at packaging da'wah messages with digital media. The more incessant digital media information that floods the people of Padang City, the less congregation and people attend conventional da'wah in mosques, prayer rooms and places of recitation. The boredom of the community attending conventional da'wah causes the da'i's interaction with the congregation and the community to be less intense. The boredom of the people of Padang City attending conventional da'wah is due to their active use of digital media. Conventional da'wah messages do not function to transmit the behavior of the people of Padang City because the influence of digital media information is more dominant than conventional da'wah messages. The more active the people of Padang City are in accessing digital media information, the less congregants and people attend conventional da'wah. The cause of the reduced presence of the people of Padang City in conventional da'wah is because it does not answer the problems of everyday life. Likewise, because the preacher is busy with his duties as a civil servant and private and independent, the inner contact of the preacher with the congregation and the community is not well established, so that conventional da'wah messages are eliminated by digital media information.

This research was only conducted on one religion, namely Islam in a city in Padang, West Sumatra, which can provide the behavior of religious people in Indonesia. Continuation of the article, this research can be developed elsewhere by including religions other than Islam looking at all the factors that influence conventional preaching and preaching in the digital era.

6 CONFLICT OF INTEREST

All authors have participated in (a) conception and design, or analysis and interpretation of the data; (b) drafting the article or revising it critically for important intellectual content; and (c) approval of the final version

CONCLUSION

This study found that conventional da'wah messages were eliminated by digital media information in transmitting the behavior of the people of Padang City. This is because the behavior of the people of Padang City is much influenced by digital media information rather than conventional da'wah messages. The preachers are not skilled at packaging da'wah messages with digital media. The more incessant digital media information that floods the people of Padang City, the less congregation and people attend conventional da'wah in mosques, prayer rooms and places of recitation. The boredom of the community attending conventional da'wah causes the da'i's interaction with the congregation and the community to be less intense.

The boredom of the people of Padang City attending conventional da'wah is due to their active use of digital media.

Conventional da'wah messages do not function to transmit the behavior of the people of Padang City because the influence of digital media information is more dominant than conventional da'wah messages. The more active the people of Padang City are in accessing digital media information, the less congregants and people attend conventional da'wah. The cause of the reduced presence of the people of Padang City in conventional da'wah is because it does not answer the problems of everyday life.

Likewise, because the preacher is busy with his duties as a civil servant and private and independent, the inner contact of the preacher with the congregation and the community is not well established, so that conventional da'wah messages are eliminated by digital media information.

This research was only conducted on one religion, namely Islam in a city in Padang, West Sumatra, which can provide the behavior of religious people in Indonesia. Continuation of the article, this research can be developed elsewhere by including religions other than Islam looking at all the factors that influence conventional preaching and preaching in the digital era.

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