

The Role of Young Generations in Promoting Islamic Values

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Abstract

Young people play a strategic role in promoting and strengthening Islamic values amid the rapid development of globalization and digital technology. This study aims to examine the role of the younger generation in promoting Islamic values through a literature based analysis. The research employed a qualitative approach using a library research method by collecting and analyzing relevant scholarly publications from previous studies. The findings indicate that young people serve as agents of change who exert significant influence in both social and religious spheres. They possess substantial opportunities to disseminate Islamic teachings and other positive values within society through various forms of engagement, including digital platforms and community-based activities. However, the rapid advancement of technology also presents considerable challenges, as exposure to negative influences and unfiltered information often affects young people and may hinder the effective dissemination of Islamic values. The study concludes that young generations have a crucial responsibility to preserve, promote, and develop Islamic values in the midst of accelerating social and technological changes. Strengthening Islamic education, digital literacy, and community support is essential to enable young people to contribute positively to society while maintaining strong Islamic principles.

Keywords: Islamic values; youth; young generation; Islamic education; digital da'wah.

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INTRODUCTION

Young people have long been recognized as a crucial driving force in social transformation and societal development. As argued by Anderson (as cited in Hasan, 2000), youth represent not only a stage of human development but also an autonomous cultural force characterized by a strong capacity to challenge existing social structures and initiate change. Their dynamic nature, adaptability, and openness to innovation position them as strategic actors in addressing contemporary social issues and contributing to sustainable societal development. Consequently, the role of youth extends beyond preserving cultural and religious traditions to actively participating in the creation of positive social change.

Within the Islamic context, young people occupy a particularly important position as future leaders and agents of moral transformation. The Qur'an presents numerous narratives of young individuals whose faith, perseverance, and commitment to righteousness serve as exemplary models for subsequent generations. These narratives emphasize the significant potential of youth to become catalysts for positive change through the implementation and promotion of Islamic values in both personal and social life. However, previous studies have indicated that many contemporary Muslim youths face challenges in understanding and internalizing Islamic teachings due to limited religious literacy and the increasing influence of secular lifestyles and global cultural trends (Ushuluddin & Pemikiran, 2024).

The rapid advancement of information and communication technologies has fundamentally transformed the way young people communicate, learn, and engage with religious knowledge. Digital platforms have become an integral part of daily life, enabling young Muslims to access religious information, participate in online discussions, and disseminate Islamic teachings to wider audiences. Rather than acting solely as passive recipients of globalization, contemporary Muslim youth have increasingly emerged as active contributors to global religious discourse through the creative use of digital media (Pratama et al., 2024). This transformation demonstrates how technological innovation can facilitate the dissemination of Islamic values in more accessible, interactive, and contemporary forms.

At the same time, the digital era presents significant challenges for the preservation and promotion of Islamic values. The unrestricted flow of information exposes young people to misinformation, moral relativism, religious extremism, consumerist lifestyles, and other influences that may contradict Islamic teachings. Karim (2020) argues that Generation Z, having grown up in a highly digitalized environment, possesses advanced technological competencies while simultaneously facing greater vulnerability to digital influences. Consequently, the ability to critically evaluate information and maintain a strong Islamic identity has become increasingly important for young Muslims in navigating contemporary society.

Several studies have examined the role of youth in Islamic education, digital da'wah, community empowerment, and character development. Previous research highlights the increasing involvement of young Muslims in utilizing social media and digital technologies to promote Islamic teachings and engage in religious communication (Pratama et al., 2024). Other studies have emphasized the contribution of youth to social development and community based empowerment initiatives rooted in Islamic values (Anggraeni et al., 2024). Nevertheless, existing literature tends to examine these dimensions separately, focusing on either digital engagement, Islamic education, or social participation without comprehensively integrating them into a broader framework of youth empowerment and Islamic value promotion.

Therefore, a significant gap remains in understanding how young people simultaneously function as religious communicators, social actors, and agents of change in the context of globalization and rapid technological transformation. Addressing this gap is essential because contemporary challenges require an integrated understanding of how youth contribute to the preservation, dissemination, and development of Islamic values across multiple social domains.

Based on these considerations, this study aims to analyze the strategic role of young generations in promoting Islamic values and to examine how digital transformation influences their contributions to Islamic da'wah, social development, and community empowerment. The findings are expected to contribute to the growing discourse on Islamic education, youth empowerment, and digital religious engagement while providing practical insights for educators, policymakers, families, and religious institutions in strengthening Islamic values among younger generations in the digital era.

METHODS

This study employed a qualitative research approach using a Systematic Literature Review (SLR) design to examine the role of young generations in promoting Islamic values in contemporary society. The SLR method was selected because it enables a systematic, comprehensive, and transparent synthesis of existing scholarly literature relevant to the research topic. The data analyzed in this study consisted exclusively of secondary sources

obtained from peer-reviewed journal articles, conference proceedings, books, academic reports, and other scholarly publications discussing youth, Islamic values, Islamic education, digital da'wah, and community empowerment. Relevant literature was identified through searches conducted in academic databases, including Google Scholar and national scientific journal repositories, using keywords such as young generation, youth, Islamic values, Islamic education, digital da'wah, religious engagement, and youth empowerment.

To ensure the quality and relevance of the reviewed literature, publications were selected based on several criteria. The included studies were required to discuss topics related to youth participation in promoting Islamic values, be available in full text, and demonstrate academic credibility. Publications that were unrelated to the research objectives, duplicated across databases, or lacked sufficient scholarly rigor were excluded from the review process. The literature review was conducted through several stages, including identification, screening, eligibility assessment, and final selection of relevant studies. Subsequently, the selected publications were examined critically through reading, interpretation, comparison, and synthesis of their findings.

The collected data were analyzed using descriptive qualitative analysis. This process involved organizing the literature into thematic categories, identifying recurring patterns and relationships among the studies, and synthesizing the findings to generate a comprehensive understanding of the role of young generations in promoting Islamic values. Particular attention was given to themes related to digital religious engagement, Islamic education, social empowerment, and the challenges faced by young Muslims in the digital era. To enhance the credibility and trustworthiness of the findings, source triangulation was employed by comparing evidence from various scholarly publications. This approach enabled the researchers to verify the consistency of information across different sources and develop a more comprehensive interpretation of the phenomenon under investigation.

RESULTS & DISCUSSION

Results

The literature review reveals that young generations play a strategic role in promoting Islamic values in contemporary society. The findings indicate that youth are not merely recipients of religious teachings but also active contributors to the dissemination and development of Islamic values through various social, educational, and digital activities.

One of the main findings is the increasing involvement of young people in digital da'wah. Social media platforms such as Instagram, TikTok, YouTube, and other digital communication channels are widely utilized to disseminate Islamic teachings through creative and accessible content. These platforms enable Islamic messages to reach broader audiences while encouraging greater participation among young Muslims in religious communication.

The findings also demonstrate that youth contribute significantly to community empowerment and social development. Their involvement includes organizing religious activities, facilitating educational programs, initiating social campaigns, and participating in community service projects. Such activities reflect their commitment to applying Islamic values in practical ways that benefit society.

Another important finding concerns the role of youth in addressing social issues affecting younger generations. Through religious engagement and community based activities, young people contribute to the prevention of juvenile delinquency, substance

abuse, violence, and other forms of deviant behavior. Their participation in these activities reflects their potential to serve as positive role models within their communities.

Despite these positive contributions, the findings reveal several challenges faced by young generations in promoting Islamic values. The rapid development of digital technology exposes young people to misinformation, ideological polarization, consumerist lifestyles, and cultural influences that may contradict Islamic principles. These challenges require young Muslims to possess strong religious understanding and critical digital literacy skills in order to navigate the contemporary information environment effectively.

Furthermore, the literature highlights the importance of Islamic education, family support, and community involvement in strengthening the ability of youth to preserve and promote Islamic values. These factors contribute significantly to the development of religious awareness, moral character, and social responsibility among young people.

Discussion

The findings of this study confirm that youth occupy a strategic position in promoting Islamic values within contemporary society. Their role extends beyond participation in religious activities to include contributions to social development, community empowerment, and digital religious engagement. This finding supports previous studies emphasizing that young people possess significant potential to function as agents of social and religious transformation.

The growing use of digital technology has fundamentally transformed the methods through which Islamic values are communicated and disseminated. Digital platforms have enabled young Muslims to adapt traditional da'wah practices to contemporary communication patterns, making religious messages more accessible and relevant to modern audiences. This transformation demonstrates the capacity of youth to integrate technological innovation with religious commitment, thereby expanding the reach and effectiveness of Islamic communication.

The findings also suggest that youth participation in community empowerment initiatives represents a practical manifestation of Islamic values. Through educational programs, social campaigns, and community service activities, young people contribute to social welfare while strengthening communal solidarity. These activities reflect Islamic principles related to cooperation, responsibility, and social justice, highlighting the broader societal significance of youth engagement.

However, the study also identifies several challenges associated with the digital era. The widespread availability of information creates opportunities for learning while simultaneously increasing exposure to misinformation, moral degradation, and ideological extremism. Without adequate religious education and critical digital literacy, these influences may weaken the religious identity and moral commitment of young people. Therefore, strengthening digital literacy alongside religious education has become increasingly important in contemporary Muslim societies.

Another important implication concerns the role of Islamic education. The findings indicate that Islamic education should not be limited to the transmission of religious knowledge but should also foster critical thinking, ethical awareness, digital literacy, and social responsibility. Such an approach can equip young people with the competencies necessary to respond constructively to contemporary challenges while maintaining their Islamic identity.

The findings further emphasize the importance of collaboration among families, educational institutions, religious organizations, and local communities. The successful promotion of Islamic values among young generations requires collective support from

these stakeholders to create an environment that encourages positive religious and social development.

Although this study provides a comprehensive understanding of the role of youth in promoting Islamic values, it is limited by its reliance on secondary data obtained from existing literature. Consequently, the findings remain conceptual and may not fully capture the diversity of experiences across different social and cultural contexts. Future research is therefore recommended to employ empirical approaches, including qualitative, quantitative, or mixed-methods designs, to examine the practical implementation of Islamic values among young people in diverse settings.

CONCLUSION

This study examined the role of young generations in promoting Islamic values through a systematic review of relevant scholarly literature. The findings demonstrate that youth play a strategic role in preserving, disseminating, and strengthening Islamic values in contemporary society. Their contributions extend beyond traditional religious activities to include digital da'wah, community empowerment, social development, and educational initiatives. As active agents of change, young people possess significant potential to promote Islamic teachings while responding to the challenges and opportunities presented by globalization and technological advancement.

The study further reveals that digital technology has become an important medium for the dissemination of Islamic values. Through social media and other digital platforms, young Muslims are able to communicate religious messages in innovative and accessible ways that resonate with contemporary audiences. However, the rapid development of digital technology also presents challenges, including exposure to misinformation, ideological polarization, consumerism, and other influences that may conflict with Islamic principles. These challenges highlight the importance of strengthening religious understanding, moral education, and digital literacy among young people.

The findings emphasize that the successful promotion of Islamic values requires the collective support of families, educational institutions, religious organizations, and local communities. Islamic education should not only focus on the transmission of religious knowledge but also foster critical thinking, ethical awareness, social responsibility, and digital competence. Such an approach can equip young generations with the necessary skills to maintain their Islamic identity while actively contributing to contemporary society.

Despite providing valuable insights, this study is limited by its reliance on secondary sources and literature-based analysis. Future research is therefore recommended to employ empirical approaches, including qualitative, quantitative, or mixed-methods designs, to investigate how young people implement and negotiate Islamic values in different social, cultural, and educational contexts. Such studies would contribute to a deeper understanding of youth empowerment and the sustainability of Islamic values in the digital era.

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