A Model of Islamic Animated Infographic as an Innovative Approach for Digital Da’wah Dissemination

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ABSTRACT
The animated infographic is becoming increasingly popular because it can attract audience attention instead of simply writing. It becomes a practical approach in disseminating information in most appealing, fun and easiest way. As people are living in myriad information, somehow it creates some problems such as confusing and difficult in recalling such information. Thus, it is unable to give an understanding for each information. Despite this, animated infographics could be a solution to convey the information successfully. Moreover, in this context of the study, Islamic animated infographic turns into one of an innovative approach to convey the Islamic da’wah in the digital era. There were still limited studies to assist in producing a model for Islamic animated infographic for da’wah dissemination. Moreover, there was a lack of reference on Islamic animation specifically in Islamic animated infographic corresponding with the nature of da’wah dissemination through digital towards Muslim community in Malaysia. Therefore, this study intends to develop a model of Islamic animated infographic as an innovative approach in digital da’wah. The method of this study was using assessment by the experts and survey of the 111 respondents both in Islamic background and design field. The significance of the research revealed that the Islamic animated infographic model can gives total comprehension and absorption of da’wah values to understand and practice in life. Islamic animated infographic model as a tool for da’wah dissemination is not just accepted by the
audience as mere entertainment but also for the purpose of da‘wah dissemination as well. It can be concluded that Islamic animated infographic could be an innovative approach in disseminating da‘wah using digital technology towards the Muslim community in Malaysia by express the beauty of Islam through a creative and attractive approach.

**Keywords:** Islamic animated infographic, digital da‘wah, da‘wah dissemination, model

1. **Introduction**

In today’s era of technology, technocentrism was becoming a phenomenon since the value system was centered more on technology. People have absolute faith in digital technology and believe is capable to control over nature (Shaikh Mohd Saifuddeen Shaikh Mohd Salleh, 2003). Digital technology gives abilities to people for getting and sharing any kind of information. It tends to offer risk through spread false information and not accurate. As Muslims, it is essential to search for information in order to discover the truth behind uncertainties especially when people lives in the era of digital Information and Communication Technology (ICT) (Wan Noor Hazlina Wan Juso & Kamaruzaman Jusoff, 2009). From an Islamic point of view, ICT has interconnection with each other. It is because all knowledge originally comes from the Qurān. ICT should be used according to Islamic teaching particularly in the context of *Maqāsid al-Sharī‘ah* (purpose of *Sharī‘ah*) (Nur Nazihah Rahim, Nik Zulkarnaen Khidzir, Anuar Mohd Yusof, & Aznan Zuhid Saidin, 2016; Nur Nazihah Rahim, Nik Zulkarnaen Khidzir, Anuar Mohd Yusof, & Khairul Azhar Mat Daud, 2015). According to Aznan Zuhid Saidin (2012a), the *Maqāsid al-Sharī‘ah* in ICT is categorized as *al-Ḍarūriyyāt* (the essentials) that keep five basic necessities such as religion, life, intellect, lineage, and property. In terms of religion, ICT can help in spreading the message and information of Islam more broadly (Aznan Zuhid Saidin, 2012b).

Interest on animated infographic is at an increasing trend as it is able to make eye attraction (Nur Nazihah Rahim, Nik Zulkarnaen Khidzir, Anuar Mohd Yusof, & Aznan Zuhid Saidin, 2017). As Soyluçıçek (2015) distinguished, the animated infographic is able to convey huge information with a series of images compared to the static images. Moreover, animated infographic is capable to serve more understandable information (Bennett, 2015).
Islamic animated infographic is the same concept as the animated infographic, but the former is guided by Islamic content. In this day and age, Islamic da’wah needs to cope with the millennia situation. Da’wah through the digital provides the “change in space and time as well as the appearance of new values in the society” (Fadzli Adam, Marhana Mohamed Anuar, & Ab. Hamid Ali, 2014). The method of new da’wah that alligns with the millennia situation is significant to make sure that da’wah can be delivered more effectively. Hence, there is no excuse for the Muslim not to deliver the message of Islam as a way to uphold this sacred religion as well as to obey the command of Allah as narrated in Surah Al-Nahl:

Invite to the way of your Lord with wisdom and good instruction, and argue with them in a way that is best. (An-Nahl, 16:125)

From the Quranic verse, Allah commands man to convey the message in a thoughtful manner and with good advice (Abd. Aziz Ahmad, 2011; Nor Raudah Hj. Siren, 2006; Norrodzoh Hj. Siren, 2006). Islamic animated infographic provides a useful tool as Islamic education through infographics and acts as an alternative way to uphold the righteous of Islam (Nur Nazihah Rahim, 2017).

Though animated infographic is important, there has been lack of reference on Islamic animation specifically in Islamic animated infographic corresponding with the nature of da’wah dissemination through digital towards the Muslim community in Malaysia. Aesemphasized in literature, Islamic animated infographic content could provide more information to people particularly those who have interest in Islam. Such content is also able to invite reverts Muslim to an understanding of Islam. This study aimed to develop a model of Islamic animated infographic as an innovative approach in digital da’wah.

2. Literature Review

2.1. Types of Infographics

Infographics can be divided into three types which are static, interactive and motion. Figure 1 shows the types of infographics. The best infographic is determined based on the effectiveness of the information contents being delivered for communication (Lankow, Ritchie, & Crooks,
Different infographics have different approaches and privileges. The static infographic uses still image because it contains fixed information which consists of viewing and reading for users’ interaction (Lankow et al., 2012).

The static infographics’ design provides simple information instead of a complex one which consists of graphics, charts and text (Giardina & Medina, 2013). The interactive infographic has additional elements including the click and search function through data display and may include fixed or dynamic information input (Lankow et al., 2012). Motion graphic is also known as animated infographics. These graphics often use animation (Lankow et al., 2012). One of the methods in using infographics is by telling stories through the animated form (Mendenhall, 2013). Animated infographics itself consists of viewing, listening and reading for users’ interaction (Lankow et al., 2012). Animated infographics can convey the same information with other infographics but in a moving image. That’s among the reason for the animated infographics to attract more attention to the viewers (Giardina & Medina, 2013).

2.2. Animated Infographic

The term animated infographic is not commonly used in the multimedia field. Nevertheless, both motion graphic and animated graphic are in the same category (Nur Nazihah Rahim, 2017). An illustration of the formation of an animated infographic is described in Figure 2 below.
What makes motion graphics (animated graphic) different from an animated infographic is the information attached in the graphic.

![Figure 2: Venn Diagram of animated infographic](source)

Source: Nur Nazihah Rahim et al. (2016); Nur Nazihah Rahim (2017)

### 2.3. Islamic Animated Infographic

In Islamic animated infographic, a model was developed based on the requirement established by digital da’wah dissemination. This model was adapted from the basic communication model developed by Gallagher and Paldy (2007) and it was suited with the elements of da’wah from Fadzli Adam et al. (2014). Among the elements in Islamic animated infographics are information, communication, and technology, while da’wah elements involved in the model are da’e (preacher), mad’u (public), maudhu’ (topic), manhaj (methodology) and wasā’il (medium). Figure 3 shows a proposed model for Islamic animated infographic. It becomes a practical medium (wasā’il) in disseminating the da’wah. It begins with the input in which the da’e must refer to the primary sources namely the Qurān and Hadith as reference in preaching. As stated by Norrodzoh Hj. Siren (2006) and Abd. Aziz Ahmad (2011), da’e refers to those who are entrusted to convey the message of Allah to the people (mad’u).

Essential elements of Islamic animated infographic are information, communication, and technology. Information element acts as maudhu’ or topic of the infographic. While the other two elements namely communication and technology, act as manhaj or the methodology of the whole process of Islamic animated infographic. The attractive design in Islamic animated infographic appeals to the eyes of
the audience and it also gives advantage in effectively deliver religious knowledge. When a heavy message is delivered through an innovative approach like Islamic animated infographic, audiences able to understand, thus, would practice it in daily life. The absorption of da’wah value then prevailed.

Figure 3: Characteristic of Islamic animated infographic model
Source: Nur Nazihah Rahim (2017)

Islamic animated infographic advantages through hand out leaflets of the da’wah effectively by delivering attractive and creative content to the target audience. Da’wah is a duty laid upon to the Muslims which appointed as a vicegerent of Allah on earth (Nor Raudah Hj. Siren, 2006). The main purpose of the da’wah is to create happiness in this world and the hereafter by obtains the pleasure of Allah (Abd. Aziz Ahmad, 2011). The mission of da’wah is still relevant even in the era of globalization (Abd. Aziz Ahmad, 2011). Da’wah consists of five elements which are da’ē (preacher), mad’u (public), maudhu’ (topic), manhaj (methodology) and wasā’il (medium) (Fadzli Adam et al., 2014). These five elements are related to each other to ensure da’wah can be delivered in a successful manner. Dissemination of the da’wah should perform in the best way and organized (Ab. Aziz Mohd. Zin, 2005). This
is because *du’at* (preachers) should have a good strategy in delivering the message of Islam so that *mad’u* can easily accepting the *da’wah* from the *da’ē*. As stated by Norrodzoh Hj. Siren (2006), *da’wah* is an invitation strategy of good planning in order to ensure its effectiveness. It must be accompanied by the *uslub* (technique) and procedures to ease the people who are invited. In this era, *da’ē* needs to be smart in using the opportunity to preach by using the technologies. The use of technology to preach is seen to have such a big impact on the target audience. As supported by Nor Raudah Hj. Siren (2006), the Islamic animated infographic is also capable of serving any information about Islam in terms of quality of content delivery to ensure its effectiveness. She also mentioned that it can disseminate the information efficiently, quickly and systematically.

**2.4. Da’wah Elements as a Platform in Islamic Animated Infographics**

*Da’ē* must be creative in using new media to convey the message of Islam to the people (audience). As stated by Norrodzoh Hj. Siren (2006) and Abd. Aziz Ahmad (2011), *da’ē* is the people who are entrusted to bring the message of Allah. The elements of Islamic animated infographic are derived from the *Qurān* and *Hadith* and act as a guideline. *Qurān* is a reminder to the humankind that is brought to the Prophet Muhammad (PBUH). Moreover, *Qurān* is a valuable gift by the Lord to provide guidance and teaching to mankind in daily life. As Allah has mentioned in the *Qurān*:

\[
\text{Ta, Ha. We have not sent down to you the Qurān that you be distressed. But only as a reminder for those who fear [Allah]. A revelation from He who created the earth and highest heavens. The Most Merciful [who is] above the Throne established. (Taha, 20: 1-5)}
\]

*Hadith* is the second major source of reference after the *Qurān*. *Hadith* is essential in understanding the contents of the *Qurān* as a reference for all the Muslims.

\[
\text{I have left with you two things. You will not go astray as long adhered to both, (namely) the Book of Allah and the Sunnah of His Messenger. (Hadith Sahih Lighairihi, HR Malik, al-}
\]

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Qurān and Hadith are needed as a guideline in designing Islamic animated infographics. There are two ways to address evidence which are from Qurān and Hadith (Norrodzoh Hj. Siren, 2006). This is because the information presented by Islamic animated infographic needs precise information based on the Qurān and Hadith, which are the primary sources. The elements contained in the Islamic animated infographic such as information, communication, and technology are linked to Qurān and Hadith, therefore, mad'u would be convinced by the message which delivered. When a heavy message is delivered through an interactive and attractive medium like Islamic animated infographic, the audience much appreciates the clarity of the knowledge which then indirectly practices it in daily life.

The elements of Islamic animated infographic reflected in the way of Prophet Muhammad (PBUH) in the da’wah dissemination. The communication method used by Prophet Muhammad (PBUH) is very special and suitable for all ages (Norrodzoh Hj. Siren, 2006). This is because the Prophet himself preaches to his people through the process of communication with the excellent and effective way which then proven as he was able to spread Islam all over the world.

Maudhu’ of the Islamic animated infographic should have interesting content. In order to obtain the quality of the message contained in the Islamic animated infographic, the requirement of perseverance and diligence of da’ē are a must. Four messages are delivered in the preaching include current issues, faith issues, issues on Sharī’ah and moral issues (Norrodzoh Hj. Siren, 2006).

Muslims need to diversify the da’wah method (Wan Adli Wan Ramli & Mohamad Kamil Hj. Ab. Majid, 2006). As Allah mention in Surah Al-Ma’īdah verse 35:

O you who have believed, fear Allah and seek the means [of nearness] to Him and strive in His cause that you may succeed. (Al-Ma’īdah, 4: 35)

need for a good presentation skill as it involves communication technology. These two combinations will produce excellent content of the Islamic animated infographic. The content of da’wah is the information which is conveyed. As such, it requires management skills (Wan Adli Wan Ramli & Mohamad Kamil Hj. Ab. Majid, 2006). Thus, it could affect the way of target audience grasping the message content delivered. Clear communication in Islamic animated infographic is the most important thing through the choice of the best style and the right language. The style of Islamic animated infographic must nice, eye-catching, perfectly arranged and at the same time looks professional. In addition, a good language should be used to avoid boredom and mess in term of graphics (Wan Adli Wan Ramli & Mohamad Kamil Hj. Ab. Majid, 2006). In verse 125 in āyāt in an-Nahl, Allah mentioned the way of preaching in Islam. There are three types which are al-hikmah (wisdom), al-mauizah hasanah (good advice) and al-mujadalah bi allati hiya ahsan (argue with them in a way that is best) (Abd. Aziz Ahmad, 2011).

Table 1: Da’wah methods in Islam

<table>
<thead>
<tr>
<th>Manhaj (method)</th>
<th>Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Al-hikmah (wisdom)</strong></td>
<td>Da’ē needs to know the purpose of da’wah and mad’u knows who the target of da’wah will be. The content should be sourced from the teachings of Islam which are Qurān and Hadith.</td>
</tr>
<tr>
<td><strong>Al-mauizah hasanah (good advice)</strong></td>
<td>It contains the definition of da’wah that will give satisfaction to those who were subjected to da’wah by means of such good advice, moral and exemplary. The diversity of format presentation and delivery strategy can be extended to attract more audiences.</td>
</tr>
<tr>
<td><strong>Al-mujadalah bi allati hiya ahsan</strong> (Argue with them in a way that is best)</td>
<td>The exchange of ideas in a way that best suits the conditions of the target audience. The interactive program will result in bilateral relations between the presenter and recipient information.</td>
</tr>
</tbody>
</table>

Source: Abd. Aziz Ahmad (2011)

At the present time, the role of the mass media or known as the new media works as an agent to transfer the information effectively to
mad’u. Wasā’il (channel/medium) that is carried by the new media influences the thought of today’s society. Wasā’il is a medium or media works to deliver the message, the content and thought to the target audience (Ab. Aziz Mohd. Zin, 2005).

Da’wah requires uslub (technique) and have careful planning by influencing the target audience (Ab. Aziz Mohd. Zin, 2005). The object of da’wah called as mad’u or audience (Abd. Aziz Ahmad, 2011). Identify the mad’u or the target audience was the first step needs to be examined to ensure the success of the da’wah approach. It is due to identify the problems faced by mad’u. Moreover, the content of the da’wah needs to be adjusted corresponding with the situation of the target. The preparation for the content of the da’wah varies according to differences in religious beliefs (Muslim and non-Muslim), culture and so on. The contents of the message for different target audiences should be evaluated based on the compatibility of the problems they faced (Ab. Aziz Mohd. Zin, 2005). The implementation of da’wah principle is essential in order to invite others to commit good and forbid the evil. There are ten guidelines that need to be considered for preaching in the era of globalization as stated by Al-Qaradawi.

<table>
<thead>
<tr>
<th>Table 2: Guideline for preaching from Al-Qaradawi</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Guideline</strong></td>
</tr>
<tr>
<td>Called upon Muslims and non-Muslims to Islam</td>
</tr>
<tr>
<td>Presenting Islam as a whole</td>
</tr>
<tr>
<td>Derived from the Qurān and Hadith</td>
</tr>
<tr>
<td>Stick to the wasathiyah (modesty)</td>
</tr>
<tr>
<td>Held principles to facilitate not troublesome</td>
</tr>
</tbody>
</table>

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Guideline | Explanation
--- | ---
Combines the originality and modernity | It means that the da‘wah must come from a genuine source of Islamic teachings, supported by advances in technology as the medium of delivery.
Not too fanatic | Not too fanatic corresponding to the opinion of the old and new thoughts. Also, not to be flocking to a person because every person, through his speech, can be taken and can be omitted.
Be gentle | Treating people with gentle. Not by rude and violent.
Combines knowledge in content and presentation of an interesting technique | It is important to draw the attention of the world community
In cooperation with the activists in Islam for da‘wah conveying | Cooperate with other preachers or Islamic activists if possible, to enhance the da‘wah activities.

Source: Abd. Aziz Ahmad (2011); Al-Qaradawi (2010, 2012)

### 3. Methodology

The method used in this study is qualitative and quantitative research. An expert assessment involved in validating a data collection instrument and prototype. The data instrument of data collection was developed based on the literature that focuses on the elements of Islamic animated infographic and da‘wah requirement. Meanwhile, the prototype was designed based on the case study of the Prophet’s Sunnah in Eating and Drinking. Then, it needs to reconstruct for both after getting a response from the experts. The experts that are involved in this study consists of 6 people who have expertise in design and Islamic background. Table 3 below shows the characteristics of experts involved in the study.
Table 3: Characteristics of experts involved in the validation of prototype design

<table>
<thead>
<tr>
<th>Expert Characteristics</th>
<th>Appropriateness of expert characteristics to validate and verify the prototype design</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Domain knowledge:</strong></td>
<td><strong>5-15 years of experience</strong>&lt;br&gt;Multimedia, Animation, Qur’ān and Sunnah, Islamic Studies, master’s degree, PhD&lt;br&gt;Multimedia Instructor, Animator, Lecturer, Senior Lecturer, Religious people</td>
</tr>
<tr>
<td>• Years of experience</td>
<td></td>
</tr>
<tr>
<td>• Educational background</td>
<td></td>
</tr>
<tr>
<td>• Designation level</td>
<td></td>
</tr>
<tr>
<td><strong>Cognitive Skills:</strong></td>
<td>Knowledge and technical skill about animation, multimedia, infographic, motion graphics and knowledge of da’wah.</td>
</tr>
<tr>
<td>Able to differentiate the content and the technical aspect of the prototype design</td>
<td></td>
</tr>
<tr>
<td><strong>Decision Strategies</strong></td>
<td>Experts have enough skill and knowledge in domain of research (animation, da’wah and infographic and visual communication)</td>
</tr>
<tr>
<td><strong>Expert Task Congruence</strong></td>
<td>Similar interests in research subject (Islamic animated infographic and da’wah)</td>
</tr>
<tr>
<td>• Appropriate expertise in discipline specific task</td>
<td></td>
</tr>
</tbody>
</table>
Subsequently, this study went through the data collection process. About 111 respondents involved in this study, which 50 of them from the design fields while others are from the Islamic background. This study used purposive sampling. The data was quantified because it involves responsive feeling towards Islamic animated infographic prototype as respondents need to watch the prototype and then answer the survey given.

The survey question answered by respondents through online using the website as a platform as shown in Figure 5 below. At first, they need to watch a prototype, then proceed to answer the questions. The method of distribution is one of the examples by using digital technology to spread the da‘wah using innovative approaches.
4. Result and Discussion

The Cronbach alpha value obtained from the expert assessment is 0.922. Thus, it is reliable as according to Pallant (2007) and Mohd Rafi Yaacob (2013), 0.7 is the acceptable value in getting the reliability result. The reliability test from the respondent was illustrated in Table 4 below. Overall items of Islamic animated infographic were obtained around 0.8. Thus, it matches the result of reliability that assists the Islamic animated infographic for the da’wah conveying.
Table 4: Reliability test for respondents

<table>
<thead>
<tr>
<th>Elements of Islamic animated infographic</th>
<th>N of items</th>
<th>Cronbach’s Alpha Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acceptance Level</td>
<td>5</td>
<td>0.847</td>
</tr>
<tr>
<td>Information</td>
<td>8</td>
<td>0.854</td>
</tr>
<tr>
<td>Communication</td>
<td>5</td>
<td>0.814</td>
</tr>
<tr>
<td>Technology</td>
<td>10</td>
<td>0.840</td>
</tr>
</tbody>
</table>

Table 5 below shows the mean for overall elements in Islamic animated infographic based on ranking in the model.

Table 5: Mean for overall elements in Islamic animated infographic

<table>
<thead>
<tr>
<th>Element</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>No. Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information</td>
<td>4.111</td>
<td>0.566</td>
<td>3</td>
</tr>
<tr>
<td>Communication</td>
<td>4.126</td>
<td>0.532</td>
<td>2</td>
</tr>
<tr>
<td>Technology</td>
<td>4.235</td>
<td>0.430</td>
<td>1</td>
</tr>
</tbody>
</table>

Moreover, the t-test also was tested in this study between respondents’ background either Islamic or design. The acceptance level with the elements of information and communication indicate no significant result represented by the designers and Islamic religion experts. Meanwhile, the technology element shows a significant difference. This is proved that the designers and Islamic background people have the same perception on the elements of information and communication with the acceptance level of Islamic animated infographic. For the element of technology, there is a different perception of Islamic animated infographic. This is due to the designers who were too focused on technical things such as the design of the Islamic animated infographic. Meanwhile, the expert in Islamic religion was more focus on the content of the Islamic animated infographic. Figure 6 below shows the detail of the model, which particularly describe more in mechanism part of the Islamic animated infographic.
In the mechanism of the model, the highest item involved is the technology element. The designers need to collaborate with religious people in order to produce more Islamic-based interactive product. This collaboration is needed for the future undertaking the creative inventions to promote Islamic-based interactive products. The finding is consistent with the findings of past studies by Shaikh Mohd Saifudddeen Shaikh Mohd Salleh, Khairul Khalil Ishak, and Muhammad Zaki Ramli (2015), the collaboration is essential to the people who involve in a technical field which is an ICT practitioner as a technology enabler and religious people as a content provider. These two groups of people have a different background, but they have the same objective which is to uphold the righteous of Islam. Furthermore, the second highest item in the technology element is the Islamic animated infographic which then regarded as the best platform of da’wah to non-Muslims. The infographic also applicable to the non-Muslims as it serves the basic knowledge of Islam. It could be the starting point or the introduced platform for them to...
learn about Islam. Furthermore, the third item shown by the model indicated that invented technology should be sophisticated in order to attract more people to learn deeply about Islam. It shows that the producing software and hardware of Islamic animated infographic need to cope with the current sophisticated technologies that is used. The current and sophisticated technologies will attract more people who intend to watch Islamic animated infographic due to the outputs’ fascinating. The next item in Islamic animated infographic for the technology element it is to bring benefits to people. The knowledgeable *du’at* (preachers) provides people with the values and wisdom in each of the information that serves to the audience (Md. Asham Ahmad, 2015). Thus, people can differentiate what is right or wrong in any particular issue. The item rank number five in the technology element is Islamic animated infographic can bring benefits to the life of a Muslim. It is in line with the statement by Tengku Asmadi Tengku Mohamad, Mohd. Nabil Madji Arip, and Rosidi Shahari (2015), the technology development offers the information that is interpreted by the senses and the mind thus contribute to action that eventually becomes a habit and creating their personal. Moreover, item number six in the model is Islamic animated infographic contains attractive technology-based context. Mesmerizing animation combined with appealing content gives value added to Islamic animated infographic. All those things could come into realization by having a good technological invention. Then, item number seven indicates that Islamic animated infographic assists a person to become better. Therefore, Islamic animated infographic is one of the alternative tools to be a good Muslim by keeps closer to The Creator. As Muslims, we are required to find whatever medium to keep closer to Allah. As Allah mention in Surah Al-Ma’idah verse 35:

> O you who have believed, fear Allah and seek the means [of nearness] to Him and strive in His cause that you may succeed. (Al-Ma’idah, 5:35)

Rank number eight indicates that Islamic animated infographic contributes towards the deed’s advancement. The good deeds can be increased by assisting with the infographic. The infographic helps people to commit kindness in their daily routine. Next, the rank number nine shows that Islamic animated infographic is an adequate motion graphics element such as colour, typography, and sound. The sufficient element of motion graphics makes the animation much more amusing. The technical
production needs an expert in animation in order to design it. The indication of the lowest rank in technology element which provides specific knowledge of Islam. There is various knowledge in Islam, such as a belief (‘aqīdah), worship (‘ibādah), ethics (akhlāq) and social relations (mu’amalah) that could be animated. Islamic animated infographic is capable to animate the story for all these knowledge topics.

The middle ranking is a communication element which contain the component of Da’wah in which the principle of al-amru bi ma’ruf wa al-nahiya munkar (commanding good and forbidding evil). Islamic animated infographic is capable to be an important factor in spreading the da’wah. The ethics which required by du’at while preaching. It depends on the manhaj Rabbāniyyah (method of Divine origin) which is through verse 125 in Surah Al-Nahl (Zulkilpie Abd. Ghani, 2015). The second rank in this element is that Islamic animated infographic makes people remember God. By creating this infographic, thus, the audience will remember to the Creator and can assure their heart indirectly.

Those who have believed and whose hearts are assured by the remembrance of Allah. Unquestionably, by the remembrance of Allah hearts are assured. (Ar-Ra’d, 13: 28)

The next rank is communication activities in Islamic animated infographic which increases the level of Taqwa (conscious of Allah). The term Taqwa is considered as obeying His commands and forbid from His prohibitions. As Allah mentions in Surah Yunus verse 6 which is Allah command to the mankind for observing the creation created by Him as a sign to fear Allah which point to those with taqwa.

Indeed, in the alternation of the night and the day and [in] what Allah has created in the heavens and the earth are signs for a people who fear Allah (Yunus, 10:6)

The lowest rank for communication element is that Islamic animated infographic considered as a part of worshipping acts in Muslim life.

And I did not create the jinn and mankind except to worship Me. (Adh-Dhariyat, 51:56)

The man created by Allah to worship Him alone. Any medium used for the purpose to get closer to Allah should contain the sincerity of Niyyah
(intention of man’s actions) and consider as *ibādah* (worship). Islamic animated infographic is one of manifestation to get closer to Allah, hence, must be attached with sincere intention.

Information element was considered the lowest ranking among the elements of Islamic animated infographic. However, it is necessary for designing a good infographic in the da'wah context. The highest ranking for the item shows that the information provided a good example to the public. Then, animated infographic must be upholding the *amar ma’ruf* (good deeds) and prohibiting *nahy munkar* (evil conduct) as a guideline. The second item rank in information element is that the Islamic animated infographic provides precise information based on the fact sourced from the Qurān and Hadīth. Qurān and Hadīth are the primary sources for Muslims to refer as a baseline in life in which for those who follow would succeed in the world and Hereafter (Mohamad Fauzan Noordin, 2009). These two primary sources of Muslims are also known as a Tawḥīdic paradigm to be upheld as a foundation in handling any aspects of ICT. The third item rank in the Islamic animated infographic is that it serves a better understanding to retain the information for long-term memory. An attractive graphics blended with excellent content provides an opportunity to people in order to remember that particular topic. It is because the human brain can recall the pictures in their memory for a long-lasting period. The rank number four in this model indicates that the information is clear enough. The clarity of the information served on Islamic animated infographic gives understanding to the audience, thus, applies it in life. Next, rank number five is that the information contains the commandment in Islamic teaching. In Islam, there is do and don't which was clearly stated in Qurān and Hadīth. Islamic animated infographic tries to visualize it in animated form to attract people to learn Islam with an attractive medium. The next ranking in the Islamic animated infographic is that the information contains manipulative facts. However, it could not have come into realization because everything related to Islam needs for compliancy to the command from Allah. The lowest ranking in information elements is that the information is delivered by using harsh words. This indicates the negative statement in the survey in order to test the respondent’s focus while answering the survey questions. Thus, it could not have happened since Islam is emphasizing the words or the actions to be gentle in all deeds. There are a lot of Quranic verses mentioned about the good manner in doing all things.
Even though all the elements and items comprise the highest and lowest ranking in this model, all the components are essential in designing an excellent Islamic animated infographic as an alternative in the da’wah spreading. Therefore, the major findings from this study contribute to the production of religiosity animations. Indeed, da’wah cannot widely circulate without wealth technologies since it generates no physical boundaries. Hence, Da’wah through digital technology may contribute into major impact toward society as associates with the Quranic phrase of becoming a man who can give benefits to the other man and become the best slave to the Creator.

5. Conclusion

The study has developed a model for Islamic animated infographic as an innovative approach in digital da’wah dissemination. In addition, this study evaluated the elements of Islamic animated infographic such as the elements of information, communication and technology that were forming an essential element in the model. The results signify that the Islamic animated infographic model provides a good acceptance level to convey the da’wah through a creative and innovative approach because it gives total comprehension and da’wah absorption to people practicing it in daily life. The findings showed that animated infographic model is capable to convey da’wah with a great potential to go further for the future enhancement. Thus, it would unexpectedly heighten the animated infographic model in spreading the da’wah through the digital medium. Da’wah through digital is not meant to replace da’wah that has been done by the Prophet Muhammad (PBUH) but da’wah must be continuously carried out in varies of ways which cope with the current times so that the da’wah of Islam could be delivered in a more efficiently and effectively. Through this study, Islamic animated infographics as a da’wah medium have proved that it can be accepted by the Muslim respondents in Malaysia as an innovative approach in the digital world nowadays. Therefore, the study clearly shows that the Islamic animated infographics may provide the new impetus to the da’wah approach through digital and also contribute towards maslahah ummah (benefit of people).

6. References


