Islamic Philanthropy in the Digital Era: The Role of Media and Culture in Spreading the Teachings of Generosity

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Abstract

This study aims to examine the strengthening of the Islamic philanthropy ecosystem through collaboration between media, Islamic institutions, and society, with a focus on the role of media in reinforcing Islamic philanthropic values in the digital age. In this context, both traditional and digital media are identified as highly influential forces in expanding reach and encouraging public participation in philanthropic activities. However, this study also highlights the primary challenge of misrepresenting the principles of Islamic philanthropy in mainstream media, which often obscures the public's understanding of the broader characteristics and goals of charity in Islam beyond just financial donations. The study employs a qualitative approach using a literature review method, analyzing various related literature such as scholarly articles, research reports, and books on Islamic philanthropy, media, and community involvement. This research also explores the potential of social media as a tool to broaden the reach of philanthropy, particularly among the youth, as well as the importance of transparency and accountability in digital-based philanthropic campaigns. The findings of this research suggest that effective collaboration between media, Islamic institutions, and society can create a greater social impact, raise awareness about the importance of philanthropy, and increase participation in charitable activities. However, to achieve these goals, the use of media must be done wisely and ethically, with a focus on creating authentic narratives and managing transparency. This study provides new insights into how such collaboration can strengthen the Islamic philanthropy ecosystem in the modern era.

Keywords: Islamic Philanthropy, Media, Culture, Generosity

Introduction

The development of technology and information has created challenges in effectively promoting Islamic philanthropy values in society (Putra et al., 2024; Ulfahadi, 2023). One of the main obstacles is the lack of a deep understanding of Islamic philanthropic practices, which are often seen as limited to individual charity or material donations. In fact, Islamic philanthropy has a broader concept, encompassing social solidarity and collective responsibility. Although many Islam-based initiatives support social activities, many fail to make a significant impact due to the lack of public space to discuss and educate society about the importance of these philanthropic principles (Addiarrahman, 2019). On the other hand, while media plays a large role in spreading social values, the values of goodness and generosity in Islam are still rarely voiced through the media. Additionally, media often emphasizes the spread of commercial and individualistic values that can diminish the positive influence of religious teachings in social life (McDonald & Scaife, 2011). Therefore, it is important to explore the potential of media as a tool that can introduce and educate society about Islamic philanthropy in a way that is relevant to the times.

So far, research on the role of media in building an Islamic philanthropy culture remains limited. Existing studies have focused more on the potential and values of Islamic philanthropy theoretically, while the relationship between media and Islamic philanthropy has not been deeply explored. Some studies view media as a tool for building public awareness, but have not specifically examined how media can promote generosity values stemming from Islamic teachings. Other studies focus more on the importance of moral and social education but do not directly link it to the role of media in shaping an Islamic philanthropy culture. Therefore, there is still a gap in the literature that discusses how media can play a key role in building a broader culture of Islamic philanthropy in society.

This paper aims to fill the existing research gap by analyzing the role of media in building an Islamic philanthropy culture. The main focus of this paper is on how media can influence public perception of the importance of generosity and social solidarity in Islam. Some key questions to be discussed include: how can media introduce the concepts of Islamic philanthropy to the public, how can media influence public perception of generosity in the Islamic social context, and

how can media create a social ecosystem that supports Islam-based philanthropic activities? The answers to these questions are expected to provide deeper insights into how media can be effectively used to build a stronger and more sustainable Islamic philanthropy culture in Indonesia.

This study argues that the role of media in building an Islamic philanthropy culture is much more complex than merely spreading information. Media does not only function as an information channel but also as an agent that shapes public perception and changes social attitudes toward philanthropic values. By using media strategically, Islamic philanthropy values can be more easily accepted and applied by society. Media can educate society about the importance of Islamic philanthropy in social life, introduce practices such as zakat, infak, and sadaqah as part of daily life oriented toward collective goodness (Abuín-Penas et al., 2020; Hassid & Jeffreys, 2015). Thus, success in building an Islamic philanthropy culture requires a more planned media approach, grounded in deep Islamic social values, to achieve a broader and more sustainable impact.

This study uses a qualitative approach with a literature review method to explore and analyze various concepts, theories, and findings from previous research related to Islamic philanthropy, particularly in the context of media, Islamic institutions, and society. This approach was chosen because it provides a deeper understanding of complex phenomena through textual analysis of secondary sources, such as scholarly journals, articles, books, research reports, and other documents. The research process begins with the identification and selection of relevant literature, prioritizing works that discuss the role of media, collaboration among institutions, and the impact of Islamic philanthropy on society. The data obtained from these various sources are analyzed systematically and thematically to identify patterns and relationships that can provide new insights into strengthening the Islamic philanthropy ecosystem. The literature review method allows this study to explore various perspectives, including the fundamental concepts of Islamic philanthropy, the role of media in promoting charitable activities, and the challenges faced in implementing philanthropy in the digital era. This study also aims to assess the effectiveness of collaboration between Islamic institutions, media, and society in enhancing philanthropic activities. Through an in-depth analysis of existing literature, this research contributes to the development of theory and practice in Islamic

philanthropy, as well as offering relevant recommendations for stakeholders involved.

The Role of Media in Promoting Islamic Philanthropy Values

The role of media in promoting Islamic philanthropy values is highly complex, encompassing various traditional and modern platforms that facilitate charitable giving and raise awareness about the principles of Islamic generosity. Media serves as a channel for spreading information about charitable initiatives, educating the public on the importance of zakat (obligatory charity) and sadaqah (voluntary charity), and fostering a culture of giving within the Muslim community. This article will explore how various forms of media, especially social media, contribute to promoting Islamic philanthropy values, the impact of digital technology, and the psychological factors that influence charitable behavior. The integration of artificial intelligence (AI) and information technology into the realm of Islamic philanthropy has been identified as a significant advancement in improving the efficiency of zakat distribution. Laylo emphasizes that modern technological solutions can streamline the process of charitable giving, ensuring that funds reach those in need more effectively, thereby benefiting millions globally (Laylo, 2023). This technological shift not only enhances operational efficiency but also aligns with Islamic principles that prioritize ensuring charitable contributions are used in the most impactful way. Furthermore, the growing dependence on digital platforms for charitable activities reflects a broader trend where technology is utilized to promote philanthropy values, making it easier for individuals to engage in charitable actions.

Social media platforms have emerged as powerful tools for spreading Islamic teachings and encouraging charitable giving. Hatab's research shows that social media significantly influences religious practices among its users, providing space for the dissemination of Islamic values and charitable initiatives (Abu Hatab, 2016). The interactive nature of social media allows for direct engagement and community building, which can increase the visibility of charitable campaigns and motivate individuals to participate in giving. Additionally, Kadir and Salim discuss how social media serves as a credible source of information on Islamic teachings, fostering a sense of solidarity and shared responsibility among users (Ab Kadir et al., 2018). This is especially

relevant for younger generations, who are more likely to seek information and engage with charitable organizations through digital platforms.

The psychological foundation of charitable giving in Islam is deeply rooted in religious teachings that emphasize generosity, compassion, and social responsibility. Rizal and Amin explain the relationship between ihsan (excellence in conduct), Islamic egalitarianism, and charitable giving, suggesting that a strong sense of religious duty can enhance the intention to give (Rizal & Amin, 2017). This intrinsic motivation is further reinforced by the belief that charity not only benefits the recipient but also purifies the wealth of the giver, as taught in Islam. Media plays a crucial role in reinforcing these values by showcasing stories of individuals and communities positively impacted by charitable contributions, thus creating narratives that inspire others to follow suit. Moreover, the impact of media coverage on charitable giving cannot be underestimated. Research by Chapman et al. demonstrates that international media coverage of disasters can significantly increase donations by raising awareness of urgent needs (Chapman et al., 2023). This phenomenon is highly relevant in the context of Islamic philanthropy, where media can mobilize resources for humanitarian efforts in response to crises affecting Muslim communities worldwide. The presentation of charitable initiatives in the media can shape public perceptions and attitudes toward giving, making it essential for organizations to craft compelling and motivating narratives for potential donors.

The role of influencers in shaping charitable behavior, especially among millennials, is another important aspect of media's influence on Islamic philanthropy. Studies show that social media influencers can effectively engage young audiences and promote charitable initiatives through easily digestible content and authentic messaging (Dean et al., 2022). This aligns with the findings of Chetioui et al., who emphasize the importance of religiously based messages in enhancing the effectiveness of charitable campaigns in predominantly Muslim markets (Chetioui et al., 2023). By leveraging the reach and credibility of influencers, charitable organizations can cultivate a giving culture that resonates with the values of younger generations. In addition to social media, traditional media still plays a crucial role in promoting Islamic philanthropy values. The presentation of charitable giving in print and broadcast media can influence public attitudes toward philanthropy. McDonald and Scaife's research shows how national culture shapes media representations of charitable actions, which in turn affects social norms about giving (McDonald & Scaife, 2011). This cultural

dimension is vital to understanding how Islamic philanthropy values are communicated and received in different contexts, as media narratives can either reinforce or challenge existing beliefs about charity.

Furthermore, the psychological motivations behind charitable giving are complex and multifaceted. Research by Bock et al. shows that factors such as gratitude and altruism significantly influence individuals' willingness to donate (Bock et al., 2018). In the context of Islamic philanthropy, these motivations are often tied to religious beliefs and the desire to fulfill moral obligations. Media can reinforce these motivations by showcasing the positive outcomes of charitable giving and the emotional rewards associated with helping others, thus encouraging more individuals to engage in philanthropic activities. The intersection of media, technology, and Islamic philanthropy values also raises important considerations regarding transparency and accountability in charitable organizations. As highlighted by Musa, effective zakat accounting is crucial to ensuring that funds are managed responsibly and reach the right recipients (Syed Musa & Freddie Mail, 2024). Media can play a key role in promoting transparency by providing oversight and disseminating information about the operations of charitable organizations. This builds trust among donors and encourages greater participation in philanthropic activities.

In conclusion, the role of media in promoting Islamic philanthropy values is multifaceted and dynamic, involving both traditional and digital platforms that facilitate charitable giving and raise awareness about Islamic principles. Through the integration of technology, the influence of social media, and the psychological motivations behind charitable giving, media serves as a powerful tool for building a culture of generosity within the Muslim community. As the landscape of charitable giving continues to evolve, it is crucial for organizations to effectively utilize media to promote Islamic philanthropy values and engage potential donors in meaningful ways.

The Influence of Social Media in Increasing Philanthropic Participation Among the Younger Generation

The influence of social media on philanthropic participation among the younger generation is a complex phenomenon that has garnered significant attention in recent years. Social media platforms serve as powerful tools for mobilizing youth engagement in philanthropic activities, facilitating communication, and building a sense of community among young individuals.

This article explores the various dimensions of how social media affects philanthropy among youth, referencing a range of scholarly sources. The role of social media in increasing philanthropic participation among youth can be explained through its ability to raise awareness and spread information about charitable causes. Platforms such as Facebook, Twitter, and Instagram allow organizations to reach a broader audience, particularly the younger age group, which is often more active online. For example, Ulfahadi highlights that social media is an effective tool for youth volunteer movements, enabling the dissemination of information, fundraising, and collaboration with philanthropic institutions (Ulfahadi, 2023). Similar findings are also presented by Changning, who notes that social media facilitates social participation and can influence the psychological factors that drive youth involvement in charitable activities (Changning et al., 2023). The accessibility of information on social media empowers young individuals to make more informed decisions about their philanthropic involvement, thus increasing their participation rates.

Furthermore, social media platforms foster a sense of belonging and ownership among young philanthropists. The interactive nature of these platforms allows users to connect with like-minded individuals and organizations, creating networks that can strengthen their philanthropic efforts. For instance, research by Yang shows that fan communities on platforms such as Weibo can mobilize large-scale philanthropic initiatives, encouraging individual participation in charitable projects (Yang, 2023). This sense of community is crucial because it not only motivates individuals to engage in philanthropic activities but also strengthens their commitment to social causes. The communal aspect of social media can create a collective identity among youth, enhancing their desire to contribute to philanthropic endeavors.

The impact of social media on youth philanthropy is also evident in how it shapes perceptions and attitudes toward charitable giving. Some studies suggest that exposure to philanthropic content on social media can positively influence youth attitudes toward giving and volunteering. For example, research by Abuín-Penas et al. emphasizes that social media functions as a tool for communicating corporate social responsibility (CSR), which can enhance the philanthropic image of organizations and encourage youth participation (Abuín-Penas et al., 2020). The visibility of philanthropic initiatives on social media can inspire young individuals to mimic such behaviors, subsequently increasing their involvement in charitable activities. Additionally, the role of social media

in promoting philanthropic participation is closely linked to the concept of social capital. As noted by Zeng et al., social media can enhance social capital by facilitating connections and interactions among individuals, which in turn can increase volunteerism and charitable giving (Zeng et al., 2018). The ability to share experiences and successes related to philanthropy on social media can motivate others to participate, creating a ripple effect that amplifies the impact of individual contributions. This interconnectedness fosters a culture of giving among youth, as they are more likely to engage in philanthropy when they see their peers doing the same.

However, it is important to recognize the challenges and limitations associated with the influence of social media on youth philanthropy. While social media can increase engagement, it can also lead to shallow participation, where individuals may feel compelled to contribute without making a sincere commitment to the cause. This phenomenon, often referred to as "slacktivism," can diminish the impact of philanthropic efforts. As noted by Nurnadia and Amin, social media representations of community service can raise volunteer awareness, but it is crucial to ensure that this awareness translates into meaningful action (Nurnadia & Amin, 2020). The challenge lies in transforming online engagement into real-world contributions that benefit society. In addition to the challenge of slacktivism, the potential negative impact of social media on youth behavior also needs to be considered. Excessive use of social media can lead to issues such as anxiety, depression, and low self-esteem, which may reduce an individual's capacity to engage in philanthropic activities (Woods & Scott, 2016). As highlighted by Twenge et al., the relationship between social media use and mental health outcomes is complex, with implications for youth involvement in various activities, including philanthropy (Twenge et al., 2019). Therefore, it is essential for stakeholders to promote healthy online behavior and digital literacy skills to ensure that social media can serve as a positive force in youth philanthropy.

The intersection of social media and philanthropy also raises questions about the motivations behind youth involvement in charitable activities. Research shows that the desire for social validation and approval from peers can drive young individuals to participate in philanthropic efforts, often influenced by the visibility of these actions on social media (Riehm et al., 2021). This dynamic may lead to a focus on personal image rather than genuine altruism, which can complicate the understanding of the motivations behind youth philanthropy.

Understanding these motivations is vital for organizations seeking to effectively engage youth in charitable initiatives. Furthermore, the role of influencers and celebrities in shaping philanthropic participation among youth should not be overlooked. The presence of prominent figures on social media platforms can significantly influence youth perceptions of philanthropy and their willingness to engage in charitable activities. As noted by Hassid and Jeffreys, celebrity endorsements can increase the visibility of charitable causes, motivating young individuals to participate in initiatives that align with their values (Hassid & Jeffreys, 2015). This highlights the importance of strategic partnerships between organizations and influencers to maximize the reach and impact of philanthropic campaigns.

Social media plays a crucial role in increasing philanthropic participation among the younger generation by raising awareness, building community, shaping attitudes, and facilitating connections. While there are challenges associated with social media engagement, such as slacktivism and potential negative effects on mental health, the overall impact of social media on youth philanthropy is substantial. To fully harness the potential of social media for philanthropic purposes, organizations need to adopt strategies that promote meaningful engagement, understand the motivations behind participation, and encourage healthy online behavior. As the social media landscape continues to evolve, so too do the opportunities for youth to engage in philanthropy, shaping the future of charitable giving and community involvement

Challenges and Opportunities in Aligning Media with Islamic Philanthropy Culture

The intersection between media and Islamic philanthropy culture presents both challenges and increasingly relevant opportunities in today's digital era. As Islamic philanthropy evolves, especially through the integration of digital platforms and modern financial systems, the role of media becomes crucial in shaping perceptions, enhancing engagement, and promoting transparency. This article explores various challenges and opportunities in aligning media with the culture of Islamic philanthropy, referencing various academic studies to provide a comprehensive overview.

One of the main challenges in aligning media with Islamic philanthropy is misrepresentation and misunderstanding of Islamic charitable practices in mainstream media. These misrepresentations often arise from a lack of

understanding of the principles of Islamic philanthropy, which include not only financial donations but also ethical and social dimensions. The concept of digital philanthropy, as discussed by Z (Z., 2020), emphasizes that philanthropy in the Islamic context goes beyond monetary donations, encompassing acts of kindness and community service. However, media narratives often focus on sensational aspects, neglecting the broader ethical implications and social impact of Islamic philanthropy. This deficiency in representation can lead to inaccurate public perceptions, ultimately undermining the credibility and effectiveness of Islamic philanthropic initiatives.

Moreover, the digital transformation in philanthropic practices presents additional challenges. While digital platforms offer unprecedented opportunities for engagement and fundraising, they also bring complexities related to transparency and accountability. Research by (Rahman Ramadhan et al., 2023) highlights the importance of effective management of Zakat, Infaq, Sadaqah, and Waqf (ZISWAF) funds through digital platforms to ensure sustainable community development. However, the pace of digital transformation often outstrips the capacity of traditional philanthropic organizations to adapt, potentially resulting in mismanagement and a loss of trust among donors. This challenge requires media efforts to educate the public on the importance of transparency and the existing mechanisms in place to ensure that philanthropic contributions are directed appropriately.

In addition to these challenges, the role of youth in Islamic philanthropy also presents both barriers and opportunities. As noted by (Suryana, 2024), youth are crucial to the sustainability of Islamic philanthropic organizations, yet many face obstacles such as career instability and limited understanding of philanthropic practices. Media can play a transformative role in this context by creating engaging content that resonates with young audiences and encourages their active participation in philanthropic activities. By utilizing social media platforms, organizations can cultivate a culture of giving among youth, promoting initiatives that align with their values and interests. This approach not only enhances engagement but also helps to shape a new generation of philanthropists who are well-versed in the principles of Islamic charity.

Furthermore, the integration of Islamic philanthropy with corporate social responsibility (CSR) offers great potential to enhance the impact of philanthropic efforts. Ahmad (2021) discusses the potential alignment of CSR practices with Islamic philanthropic principles, suggesting that businesses can play a key role

in promoting social welfare while strengthening their brand image. Media can facilitate this alignment by highlighting case studies of businesses that have successfully integrated Islamic philanthropy into their CSR strategies. By showcasing these success stories, media can inspire other organizations to adopt similar practices, thereby expanding the reach and effectiveness of Islamic philanthropy.

The development of innovative financial models, such as blended finance cash-waqf models, also presents a promising opportunity for Islamic philanthropy. As noted in studies on the improvement of these models (Azhar & Dewi, 2023), the establishment of dedicated waqf institutions can increase transparency and accountability, thereby building trust among donors. Media can support these initiatives by providing coverage that highlights the benefits of these models, which in turn can encourage greater community participation. Furthermore, by reporting on the positive outcomes of these financial innovations, media can help shift public perception and increase acceptance of modernized philanthropic practices.

Additionally, the role of Islamic philanthropy in addressing contemporary social issues such as poverty alleviation and environmental sustainability highlights the potential for media to promote awareness and engagement. Research by (Azwar, 2023) demonstrates how Islamic philanthropy can contribute to the development of green economies, showcasing various projects aligned with sustainable development goals. Media can amplify these efforts by promoting success stories and initiatives that demonstrate the positive impact of Islamic philanthropy on social challenges. This not only increases the visibility of philanthropic efforts but also encourages broader community involvement. In the context of combating Islamophobia, media can serve as a powerful tool in reshaping the narrative surrounding Islamic philanthropy. (Khamis, 2023) emphasizes the importance of collective giving and philanthropy in countering negative stereotypes about Islam. By showcasing charitable actions from Muslim communities, media can help foster a deeper understanding of Islamic values and practices. This proactive approach can mitigate the impact of Islamophobia and promote a positive image of Islamic philanthropy as a force for good in society.

The COVID-19 pandemic further highlighted the crucial role of media in mobilizing support for philanthropic initiatives. As noted by (Mubarak Lubis et al., 2021), the pandemic created a unique environment for community solidarity,

where many organizations leveraged digital platforms to distribute social funds effectively. Media coverage of these initiatives can raise public awareness and encourage participation, ultimately leading to stronger support for philanthropic efforts during times of crisis. Aligning media with Islamic philanthropy culture presents a complex landscape, with both challenges and opportunities. Misrepresentation and misunderstanding in media narratives can hinder the effectiveness of philanthropic initiatives, while rapid digital transformation requires coordinated efforts to ensure transparency and accountability. However, the potential for media to engage youth, promote innovative financial models, and counter negative stereotypes offers significant opportunities to enhance the impact of Islamic philanthropy. By fostering a more informed and engaged public, media can play a key role in advancing the goals of Islamic philanthropy and contributing to societal improvement

Strategies for Strengthening the Islamic Philanthropy Ecosystem through Collaboration Between Media, Islamic Institutions, and Society

The Islamic philanthropy ecosystem is a multifaceted domain that requires a strategic approach to enhance its effectiveness through collaboration among media, Islamic institutions, and society. This synthesis will explore various strategies that can be employed to strengthen this ecosystem, drawing upon a wide array of scholarly references that highlight the importance of collaboration, the role of media, and the integration of Islamic values in philanthropic practices. To begin with, the historical context of Islamic philanthropy reveals that it is deeply rooted in Islamic teachings and cultural practices, which emphasize social justice and community welfare. (Nurul Huda et al., 2023) elucidate how Islamic values have historically shaped philanthropic practices, particularly in Indonesia, where social justice remains a central tenet. This historical perspective is crucial as it informs contemporary practices and highlights the need for a collaborative approach that respects these traditions while adapting to modern challenges.

The integration of belief and religiosity into philanthropic efforts is essential for fostering community engagement and ensuring that initiatives resonate with the target audience (Huda et al., 2023). Moreover, the role of media in promoting Islamic philanthropy cannot be overstated. Ulfahadi Ulfahadi (2023) discusses how social media platforms have transformed the landscape of Islamic philanthropy, particularly among youth volunteering movements. The

Muhammadiyah organization, for instance, has utilized social media effectively to mobilize support and raise awareness about philanthropic activities. This indicates that media serves as a powerful tool for outreach and engagement, enabling Islamic institutions to connect with a broader audience and encourage participation in philanthropic endeavors.

The strategic use of media can amplify the message of Islamic philanthropy, making it more accessible and appealing to diverse demographics (Ulfahadi, 2023). In addition to media engagement, the structural management of Islamic philanthropy is vital for its sustainability and effectiveness. (Mohammad Ridwan et al., 2024) re-emphasize the importance of structured management in handling zakat, infaq, and waqf funds. A well-organized approach ensures accountability and transparency, which are critical for building trust within the community. By fostering collaboration between Islamic institutions and media outlets, there is potential to create comprehensive campaigns that not only promote philanthropic initiatives but also educate the public on the importance of structured management in achieving social justice and equitable distribution of resources (Ridwan, 2024).

Furthermore, the socio-economic context of Islamic philanthropy must be considered when devising strategies for collaboration. (Nia Zulinda & Samsul Hidayat, 2023) highlights the potential of Islamic philanthropy to address socio-economic issues by engaging with the economic sector to enhance productivity and reduce income disparities. This suggests that collaboration should extend beyond traditional philanthropic activities to include partnerships with businesses and economic institutions. By aligning philanthropic efforts with economic development goals, Islamic institutions can create a more significant impact on community welfare and empowerment (Zulinda, 2023).

The integration of local culture and community needs into philanthropic programs is another critical aspect that can enhance the effectiveness of Islamic philanthropy. (Putra et al., 2024) argues that philanthropic institutions that consider local cultural contexts are more likely to succeed in attracting participation. This underscores the importance of tailoring initiatives to reflect the values and needs of the community, thereby fostering a sense of ownership and commitment among participants. Collaborative efforts between media, Islamic institutions, and local communities can facilitate this process, ensuring that philanthropic activities are culturally relevant and impactful (Putra, 2024).

Moreover, the digital era presents unique opportunities and challenges for Islamic philanthropy. (Setawan et al., 2024) discusses the significance of intercultural communication strategies in enhancing the effectiveness of zakat, infaq, and sadaqah (ZISWAF) campaigns. By leveraging digital platforms, Islamic institutions can reach diverse audiences and engage them in meaningful dialogue about philanthropy. This approach not only broadens the reach of philanthropic initiatives but also encourages cross-cultural understanding and collaboration, which are essential for building a cohesive philanthropic ecosystem (Setawan, 2024). In addition to communication strategies, the empowerment of youth through Islamic philanthropy is crucial for ensuring the sustainability of these efforts. (Shofiyyah et al., 2023) emphasizes the importance of nurturing Islamic values among young people to encourage their involvement in philanthropic activities. By fostering a culture of giving and social responsibility among youth, Islamic institutions can cultivate future leaders who are committed to advancing philanthropic goals. Collaborative programs that engage youth in hands-on philanthropic projects can enhance their understanding and appreciation of Islamic values while also contributing to community development (Shofiyyah, 2023).

Furthermore, the role of Islamic banking in supporting philanthropic initiatives should not be overlooked. (Aisyah & Muiz, 2022) highlight how Islamic banking incorporates philanthropic values through zakat and other virtue funds, which aim to enhance economic growth and prosperity. By fostering partnerships between Islamic banks and philanthropic organizations, there is potential to create innovative funding mechanisms that support community development projects. This collaboration can lead to a more integrated approach to philanthropy, where financial institutions actively contribute to social welfare initiatives (Asiyah et al., 2019).

Additionally, the challenges faced by Islamic philanthropic organizations in the digital age necessitate a reevaluation of strategies. (Kailani & Slama, 2020) discuss how the immediacy of social media has shifted the focus of Islamic charity from social welfare to economic gain. This shift underscores the need for Islamic institutions to adapt their strategies to meet the evolving expectations of donors and beneficiaries alike. By collaborating with media and leveraging digital tools, Islamic organizations can enhance their outreach and effectiveness while remaining true to their philanthropic mission (Kailani & Sláma, 2019).

Moreover, the potential for Islamic philanthropy to address pressing global issues, such as climate change and economic inequality, is significant. Azwar Azwar (2023) explores the role of Islamic philanthropy in supporting green economy projects, emphasizing the need for capacity building within the philanthropic community. Collaborative efforts that focus on environmental sustainability can enhance the relevance of Islamic philanthropy in contemporary discourse, attracting support from diverse stakeholders who are committed to addressing global challenges (Azwar, 2023). Strengthening the Islamic philanthropy ecosystem through collaboration among media, Islamic institutions, and society requires a multifaceted approach that integrates historical context, structured management, cultural relevance, and innovative strategies. By leveraging the power of media, engaging youth, and fostering partnerships with economic institutions, Islamic philanthropy can enhance its impact on community welfare and social justice. The evolving landscape of digital communication presents both opportunities and challenges that must be navigated thoughtfully to ensure the sustainability and effectiveness of philanthropic initiatives. Ultimately, a collaborative approach that respects Islamic values and addresses community needs will be essential for advancing the goals of Islamic philanthropy in the modern world.

Conclusion

This study reveals that both traditional and digital media play a crucial role in promoting the values of Islamic philanthropy in the modern era. Media is not only a tool for disseminating information but also a channel for building awareness, shaping perceptions, and encouraging public participation in charitable activities. However, the main challenge faced is the misrepresentation of the principles of Islamic philanthropy in mainstream media, which often obscures the public's understanding of the broader nature and goals of charity in Islam, which go beyond just financial donations. In the digital context, social media has opened up significant opportunities to expand reach and increase youth engagement in philanthropic activities. Digital platforms allow for the rapid dissemination of information, facilitate collaboration among philanthropic organizations, and create supportive communities. However, issues of transparency, accountability, and the phenomenon of slacktivism where participation tends to be superficial must also be addressed. Overall, media can be a powerful force in developing a culture of Islamic philanthropy, provided it

is used correctly and ethically. Therefore, philanthropic organizations need to use media wisely, creating strong and authentic narratives, and focusing on transparency and accountability management. With the right approach, media can drive deeper engagement and contribute to positive social change within the Muslim community.

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