

## Revitalization of Islamic Values in Modern Society

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### **Abstract**

*This study aims to describe and analyze the phenomenon of the revitalization of Islamic values in modern society, which is currently facing the challenges of globalization, modernization, and rapid technological development. The research employs a qualitative approach using a phenomenological method, focusing on an in-depth understanding of the subjective experiences of individuals in interpreting, applying, and maintaining Islamic values amidst social transformation. Data were collected through in-depth interviews, participatory observation, and document studies involving religious figures, educators, and members of urban communities. The findings reveal that although society is experiencing an identity crisis and value shifts influenced by global culture and digital media, there remains a strong awareness of the importance of Islamic values as a moral and social guide. The main obstacles in revitalizing Islamic values include the lack of exemplary leadership, the dominance of consumerist and materialistic lifestyles, and the insufficient adaptation of religious outreach (dakwah) to contemporary contexts. The study highlights that Islamic character education, innovative digital dakwah, and the strengthening of family and community roles are effective strategies for reinforcing Islamic values in everyday life. Furthermore, role models from religious leaders and community figures play a crucial role in internalizing these values. Therefore, revitalizing Islamic values in modern society is not only possible but also essential for preserving social harmony, fostering national character, and counteracting the negative impacts of globalization. The study recommends a collaborative effort across sectors to build a social ecosystem that continuously supports the application of Islamic values.*

**Keywords:** Revitalization, Islamic Values, Modern Society, Phenomenology, Character Education.

### **INTRODUCTION**

The development of this era, marked by advances in information technology, globalization, and cultural shifts, has had a significant impact on various aspects of human life, including the social and moral order of society. The unbridled pace of modernization has driven major changes in the perspectives, mindsets, and behavior of individuals within society. This transformation, on the one hand, provides convenience in various areas of life, but on the other, it also gives rise to various moral and ethical challenges that lead to an identity crisis, especially in religious societies such as the Muslim community.

Islamic values are essentially the basic foundation that governs all aspects of human life, including relationships with God (*hablum minallah*), fellow human beings (*hablum minannas*), and with nature (*hablum minal 'alam*). These values include honesty, justice, compassion, brotherhood, responsibility, and mutual respect. Islam is not merely a ritualistic religion, but also a comprehensive system of life (*kaffah*) that aims to shape moral individuals and a civilized and prosperous society (Hasyim, 2021). Unfortunately, amidst the rapid flow of modernity and globalization, these noble values are slowly being marginalized. Social phenomena such as increasing individualism, materialism, hedonism, and the erosion of social solidarity are clear indications of the shift in values occurring in modern society. The rise in cases of corruption, violence, intolerance, and moral decadence indicates that society is currently experiencing a profound spiritual and moral crisis (Rahman, 2018). This situation is exacerbated by the unfiltered flow of information on social media and the mass media, which often promotes a consumerist and liberal lifestyle without considering ethical and religious values.

In this context, it is crucial to revitalize Islamic values so that society remains firmly grounded in facing the challenges of the times. Revitalization does not mean reviving something that has died, but rather renewing, strengthening, and re-instilling values that may have been neglected in daily life. This effort can be achieved through various means, such as formal and non-formal education, *da'wah* (Islamic outreach) that adapts to technological developments, strengthening the role of the family, and public policies based on Islamic values (Aziz, 2022).

Islamic education plays a crucial role in this process, as it instills Islamic values from an early age and continues to be reinforced throughout life. Schools, families, and communities must work together to shape a generation that is not only intellectually intelligent but also imbued with noble morals. Digital *da'wah* is also an effective means of reaching the wider community, especially the younger generation, who are closely connected to technology. With engaging and relevant content, Islamic values can be communicated in a positive and inspiring manner online (Yusuf, 2021).

Furthermore, the revitalization of Islamic values must also be achieved through the exemplary behavior of leaders, at the family, community, and national levels. Society needs role models who can reflect Islamic values in concrete actions, not just in discourse. When Islamic values are realized in real behavior, society will slowly return to placing these values as a guide for life.

However, this revitalization faces various challenges, such as resistance to modern culture, secularization, and a lack of in-depth understanding of Islamic teachings. Therefore, the revitalization of Islamic values must be carried out contextually, adaptively, and innovatively to remain relevant to modern societal conditions without losing the essence of its teachings (Fatimah, 2020).

Based on this background, this study seeks to further examine the importance of revitalizing Islamic values in modern society. It aims to identify the extent of internalization of Islamic values, the factors causing their erosion, and effective strategies for revitalizing them in everyday life.

## **METHOD**

This research uses a descriptive qualitative approach that aims to in-depth describe, understand, and analyze the phenomenon of the revitalization of Islamic values in modern society. A qualitative approach was chosen because it is considered capable of exploring social meanings, understandings, and perceptions developing within society regarding how Islamic values are internalized and implemented in facing the challenges of modernization (Creswell & Poth, 2018). Qualitative research allows researchers to examine social realities naturally, contextually, and holistically without excessive intervention.

This type of research is field research with a phenomenological approach, seeking to understand people's experiences and awareness of the importance of Islamic values in everyday life. Through this approach, researchers seek to capture the deeper meaning behind societal behaviors, beliefs, and practices that reflect or ignore Islamic values. The research location focuses on urban communities representing social and cultural diversity and access to high technology, which are generally at the center of value shifts in modern life. The research subjects included religious leaders (ustadz, ulama), Islamic educators, and the general public from various age groups and professions.

Data collection was conducted using several techniques. First, in-depth interviews were conducted with key informants to gain a subjective understanding of the practice of Islamic values amidst modernization. Second, participant observation was used to directly observe social phenomena, particularly social, cultural, and religious interactions that reflect the application or shifts in Islamic values. Third, a documentation study was conducted by reviewing literature, secondary data, documents, and various reading sources relevant to the issue of revitalizing Islamic values. These techniques were used triangulation to ensure the validity and reliability of the data obtained (Miles, Huberman, & Saldaña, 2014).

The data obtained were analyzed using thematic analysis, an analytical method that identifies, analyzes, and reports emerging themes from qualitative data. The analysis process involved three main stages: data reduction, which involves selecting and simplifying important data; data presentation, which involves organizing data into descriptive narratives; and conclusion drawing and verification to formulate findings aligned with the research focus. To ensure the validity of the research results, the researcher employed triangulation of sources and methods to compare information obtained from various sources and data collection techniques (Fatimah, 2020; Yusuf, 2021).

In this qualitative research, the researcher acted as the primary instrument (human instrument), playing a role in designing supporting instruments such as interview guidelines and observation sheets, as well as in data collection, analysis, and interpretation. The researcher's active presence in the field enabled the creation of strong interpersonal relationships with informants, resulting in more in-depth and authentic data (Aziz, 2022). By using this method, the research is expected to make a tangible contribution to explaining strategies for revitalizing Islamic values relevant to the dynamics of modern society.

Table 1. Interview Instrument

No	aspects explored	interview questions
1	Understanding Islamic Values	What do you understand about Islamic values in everyday life?
2	Perceptions of Social Change and Modernization	In your opinion, are Islamic values still a guiding principle in today's society? Why?
3	Personal Experience in Implementing Islamic Values	How do you apply Islamic values in your daily life in this modern era?
4	Obstacles and Challenges Faced	What challenges do communities face in maintaining Islamic values amidst modernization?
5	Strategies for Revitalizing Islamic Values	In your opinion, what steps need to be taken to revitalize Islamic values in today's society?
6	The Role of Education, Da'wah, and the Media	What roles do you believe education, da'wah, and social media play in strengthening Islamic values?
7	Social Role Models and Religious Figures	To what extent is the role model of community or religious leaders important in upholding Islamic values in society?

Table 2. Instrumen Observasi

No	aspects explored	observation indicators	assessment scale
1	Implementation of the Values of Honesty and Trustworthiness	Does the community demonstrate honest behavior in social and economic interactions?	Yes / No / Partially
2	Tolerance and Mutual Respect	Is tolerance evident among community members in religious and social life?	Yes / No / Partially
3	Social Awareness and Mutual Cooperation	Does the community still practice mutual assistance, mutual cooperation, or social solidarity?	Yes / No / Partially
4	Practices of Worship and Religious Obedience	To what extent does the community consistently perform religious worship and rituals?	Regularly / Sometimes / Rarely
5	The Influence of Social Media on Community Behavior	Is there a visible negative or positive influence of social media on behavior and lifestyle?	Positive / Negative / Neutral
6	The Role of Religious Figures and Local Leaders	Do religious figures or local leaders actively provide role models and moral guidance to the community?	Active / Less Active / Inactive
7	Internalization of Islamic Values in the Social Environment	Does the social environment demonstrate Islamic culture such as greetings, good morals, and polite interactions?	High / Medium / Low

## RESULTS and DISCUSSION

### Research Results

Based on the results of research conducted through in-depth interviews, participant observation, and documentation studies, it was found that there is a diversity of interpretations among the public regarding Islamic values in modern life. The majority of informants, including religious leaders, educators, and the general public, still recognize the importance of Islamic values as moral and social guidelines. Values such as honesty, justice, tolerance, and Islamic brotherhood are seen as remaining relevant and serving as the foundation for social relationships. However, on the other hand, some groups in society are experiencing a shift in values and an identity crisis, particularly among the younger generation who are more exposed to globalization and digital culture. Informants stated that the flood of unfiltered information, a culture of hedonism, and materialism have influenced people's ways of thinking and behaving, causing Islamic values to gradually become neglected.

Observations support this finding, as some social environments demonstrate a weakening of the practice of Islamic values in daily interactions, such as a decline in the culture of mutual cooperation, high individualism, and a widespread consumerist lifestyle. Nevertheless, communities or groups have successfully maintained and even revitalized Islamic values through religious-based social activities, Islamic character education, and the active role of religious leaders. This aligns with interview results, which indicate that families, schools, and digital da'wah contribute significantly to maintaining and instilling Islamic values in modern life.

The thematic analysis identified that the main obstacle to the revitalization of Islamic values lies in the strong influence of social media, which is inconsistent with Islamic principles. Informants highlighted that social media often displays a free-flowing lifestyle, consumerism, and social indifference, which gradually damages people's character and morals. Furthermore, the weak role model from some community and religious leaders exacerbates this situation. This phenomenon demonstrates that internalizing Islamic values is not sufficient through lectures or formal education alone; it requires real-life examples and a supportive social environment (Fatimah, 2020).

Some informants also emphasized the importance of contextual and adaptive da'wah, including utilizing social media to convey peaceful, moderate, and inspiring Islamic messages. Character-based Islamic education, both at school and at home, is seen as a key pillar in revitalizing Islamic values. Education that instills noble moral values from an early age has been proven to foster individuals who adhere to Islamic values even in a modern, liberal culture (Aziz, 2022). This finding is also supported by the theory of human agency, a phenomenological approach, which states that individuals have the capacity to choose and interpret values within their own lives, rather than simply submitting to the currents of modernization.

Through this phenomenological approach, this study successfully captured the essence of people's subjective experiences in facing the challenges of modernization, which impact Islamic values. Urban communities living under economic pressure and external cultural influences apparently have their own ways of maintaining the existence of Islamic values, whether through family education, involvement in religious communities, or the use of technology to strengthen da'wah (Islamic outreach). These results demonstrate that the revitalization of Islamic values is not only possible but can also be strengthened through an inclusive, participatory approach that is oriented toward the socio-cultural context of modern society.

Therefore, this study recommends that the revitalization of Islamic values requires synergy from various parties, including the government, educational institutions, religious leaders, and the media. Islamic education must be strengthened not only in cognitive aspects, but also in affective and psychomotor aspects, which shape Islamic character. Digital da'wah (Islamic outreach) must be directed toward building a peaceful, tolerant, and relevant Islamic narrative for contemporary society. Thus, Islamic values will remain alive and serve as a guide in facing the challenges of globalization and modernization.

Table 3. Key research findings

No	Temuan Kunci	Deskripsi Temuan
1	Diversity in the Interpretation of Islamic Values	Society interprets Islamic values in diverse ways. Some continue to use them as a guideline for life, while others have begun to abandon them due to the influence of modernization and globalization.
2	Identity Crisis and Value Shift	An identity crisis and shift in social values are occurring, particularly in urban communities, marked by the dominance of materialistic values, individualism, and the erosion of social solidarity.
3	Barriers to Revitalization: Media Influence and Lack of Role Models	The revitalization of Islamic values is hampered by the dominance of social media, which promotes a hedonistic lifestyle, and by the lack of exemplary behavior from leaders and community leaders who should serve as role models.
4	The Importance of Revitalization through Contextual Education and Preaching	There is growing awareness of the importance of revitalizing Islamic values through Islamic-based character education, innovative digital da'wah, and strengthening the role of families and communities as vehicles for internalizing values.
5	Exemplary Role Models and the Islamic Social Environment as Catalysts for Revitalization	The exemplary behavior of religious leaders, teachers, and Islamic social environments has proven effective in shaping and revitalizing Islamic values in modern society.

Based on the table above, this study found that people's experiences in interpreting and applying Islamic values vary widely. Some people still adhere to Islamic teachings and use them as a guide to life amidst the rapid flow of change, while others experience an identity crisis that has led to the erosion of Islamic values in their daily lives.

The second finding confirms a shift in values and an identity crisis, particularly among urban communities exposed to global culture. Society tends to prioritize materialism and individualism, further eroding social solidarity and Islamic values. This is exacerbated by the influence of social media, which is a major obstacle to efforts to revitalize Islamic values. The third finding indicates that the lack of role models from religious leaders, educators, and community leaders exacerbates this situation. In an era of open information, society needs figures who can demonstrate the concrete practice of Islamic values, not just rhetoric. Without good examples, revitalization efforts will be difficult to achieve.

The fourth finding highlights the importance of Islamic education and contextual, digital-based da'wah as a primary strategy in revitalizing Islamic values. Islamic character education, starting from the family, school, and community, plays a crucial role in developing a generation with noble morals. Preaching through digital media is also considered strategic in reaching the younger generation. Finally, this study found that role models and an Islamic social environment are key factors in successfully revitalizing Islamic values. Communities living in environments that practice Islamic teachings are more likely to maintain these values, even amidst the tide of modernization.

### **Research Discussion**

This research aims to describe, analyze, and understand the phenomenon of the revitalization of Islamic values in modern society, particularly within the context of highly dynamic social, cultural, and technological change. Based on the research results, it is revealed that amidst rapid modernization, society remains aware of the importance of Islamic values as a moral and social foundation. This is evident in the existence of some community groups that still adhere to Islamic principles such as honesty, solidarity, tolerance, and social concern in their daily lives. These results indicate that although globalization brings various challenges, Islamic values are not completely abandoned but are instead undergoing transformation and adaptation to the current context.

However, this research also found that many people, particularly the younger generation, are experiencing a shift in values and an identity crisis due to the dominance of modern culture and the influence of social media. Many of them are beginning to abandon the practice of Islamic values in their social lives and are increasingly influenced by consumerist,

individualistic, and hedonistic culture. These findings align with research by Mahmud (2019), which revealed that modernization tends to negatively impact the sustainability of Islamic values in urban communities, especially when modernity is not balanced with strengthening spirituality and character education.

Furthermore, the results of this study highlight a major obstacle to revitalizing Islamic values, stemming from the weak role models of community and religious leaders. This is exacerbated by the limited space for intergenerational dialogue that allows for the relevant and adaptive communication of Islamic values. These findings are reinforced by research by Yusuf (2021), who stated that one of the challenges of Islamic da'wah and education in the digital era is the communication gap between the older and younger generations, as well as the suboptimal use of social media to convey Islamic teachings in an engaging and contextual manner.

In line with the research objective of identifying revitalization strategies, this study found that character education based on Islamic values and innovative digital da'wah are highly anticipated strategic solutions. Education that not only teaches theoretical religious knowledge but also fosters noble morals in daily behavior is seen as a crucial key to maintaining and strengthening Islamic values in modern life. These findings are consistent with the findings of Aziz (2022), who emphasized that character formation based on Islamic values through education has a significant impact on developing Islamic personalities in the younger generation, especially when combined with the positive use of information technology.

Furthermore, this study also found that the role models of religious and community leaders play a vital role in fostering awareness and internalizing Islamic values in society. When community leaders are able to serve as concrete examples of Islamic values, the community tends to be more inspired and encouraged to follow suit. These findings align with research by Fatimah (2020), which emphasized that the moderate, tolerant, and inspiring behavior and attitudes of religious leaders can build social harmony and strengthen public acceptance of peaceful Islamic teachings.

The phenomenological approach used in this study provides a rich picture of people's subjective experiences regarding Islamic values in modern life. From this, it can be concluded that society is not merely a victim of social change, but also an agent empowered to choose, interpret, and revitalize Islamic values according to the context and needs of the times. Revitalizing Islamic values is not only a spiritual need but also a social necessity to maintain societal cohesion and harmony amidst the complexities of the modern world.

Therefore, this discussion aligns with the research objectives, namely to understand the dynamics of the application of Islamic values in modern society, analyze the challenges faced, and identify relevant revitalization strategies. The results also strengthen previous research and provide new contributions regarding the importance of digital da'wah approaches, Islamic character education, and social role models in facing the challenges of modernization.

## **CONCLUSION**

Based on the research results, it can be concluded that amidst the rapid flow of modernization and globalization, Islamic values still play a vital and relevant role in modern society, even though their existence faces various serious challenges. Society exhibits diversity in the interpretation and application of Islamic values, ranging from those who remain steadfast in their adherence to Islamic teachings to those who are beginning to be eroded by materialistic and individualistic lifestyles influenced by technological developments and social media. This research reveals that an identity crisis, weak role models from religious leaders, and the dominance of a consumer culture are major obstacles to the revitalization of Islamic values.

Nevertheless, there is great hope through Islamic-based character education, contextual digital da'wah, and the role of the social and family environment in supporting the internalization of these values. The exemplary behavior of leaders, teachers, and community leaders was also found to be a key factor in strengthening the acceptance and practice of Islamic teachings in daily life. This research confirms that revitalizing Islamic values in modern society is not only possible but also essential to maintain social harmony, build national character, and filter the negative influences of globalization. Therefore, synergy across sectors—education, da'wah, media, and families—is necessary to revitalize Islamic values in an adaptive, relevant, and sustainable manner to address the challenges of the times without losing the essence of Islamic teachings themselves.

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