



Da'wah Communication Strategies in Dealing with Online Gambling among Teenagers

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Abstract. Online gambling has become a serious problem that threatens the younger generation, especially teenagers. "Online gambling has serious psychological impacts, such as stress, depression, and social isolation, and has the potential to trigger criminal acts. Online gambling addiction can damage many aspects of a teen's life, including mental health, social relationships, academic achievement, and financial stability. This research aims to formulate an effective da'wah communication strategy to overcome these problems. This qualitative research is carried out using a case study approach. The results of the study show that a combination of personal, community, and social media approaches is an effective da'wah communication strategy in dealing with online gambling among teenagers. An individual approach through counseling and mentoring can provide emotional and spiritual support to adolescents who are involved in online gambling. The community approach consists of working with religious leaders, community leaders, and educational institutions to create an environment that supports a healthy lifestyle and is free from gambling. Meanwhile, the social media approach can be used to spread positive messages and anti-gambling campaigns more widely. In addition, this research also enriches the understanding of the importance of integration between traditional and modern communication in the context of da'wah.

Keywords: Communication Strategies; Da'wah Communication; Online Gambling; Teenagers

1. Introduction

The rapid advancement of digital technology has significantly facilitated access, enabling individuals, including adolescents, to more easily participate in online gambling activities. Data from the Ministry of Communication and Information shows a significant increase in the number of online gambling sites accessed by Internet users in Indonesia, especially teenagers. This phenomenon is very worrying because it negatively impacts various aspects of adolescents' lives, ranging from mental health, and social relationships, to academic achievement. Previous studies, such as those conducted by (Alvin, 2022), has confirmed that online gambling addiction can lead to serious psychological problems,

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such as depression, anxiety, and even suicidal thoughts. From an Islamic perspective, gambling is an act that is haram and contrary to religious values. Therefore, serious efforts are needed to overcome this problem, one of which is through effective da'wah communication strategies.

Online gambling has become an increasingly prevalent phenomenon among Indonesian teenagers in recent years. According to data from the Ministry of Communication and Informatics, in 2021, there was a 30% increase in the number of online gambling sites accessed by internet users in Indonesia, with most of the visitors being teenagers aged 15-24 years (Adam, 2024). This phenomenon not only threatens the morality and future of adolescents, but also raises various social, economic, and psychological problems. A study by (Sitoh Anang et al., 2024) shows that teens who engage in online gambling have a higher risk of developing addictions, mental disorders, and financial problems

In the context of Islamic da'wah, gambling is considered a haram and strictly prohibited act. The Qur'an explicitly mentions the prohibition of gambling in Surah Al-Maidah verse 90, which states that gambling is a heinous act and includes the deeds of Satan. Therefore, da'wah institutions and da'wah institutions need to formulate effective communication strategies in dealing with this phenomenon. The right da'wah communication strategy can help educate adolescents about the dangers of online gambling and lead them to more positive and beneficial activities (Umilawati & Jasman, 2022).

Online gambling among teenagers not only hurts individuals but also has the potential to cause wider social problems. Online gambling addiction can cause a decrease in productivity, an increase in crime rates, and damage the social order of society (Montiel et al., 2021). In addition, the financial losses caused by online gambling can also burden families and the community. This negative impact is very troubling if it is not immediately addressed. Seeing the complexity of the online gambling problem, integrated efforts are needed to overcome this problem. One of the efforts that can be made is through da'wah communication. Da'wah has a strategic role in shaping individual character and behavior, including in preventing and overcoming social problems such as gambling (Sitoh Anang et al., 2024). However, conventional da'wah strategies may no longer be effective in facing the challenges of modern times. Therefore, it is necessary to research to formulate an innovative da'wah communication strategy that is relevant to the needs of today's adolescents.

The importance of this research is seen from the aim of answering important questions, among others, What are the factors that encourage adolescents to get involved in online gambling? By understanding the causative factors, we can design more effective prevention strategies. What kind of da'wah communication strategy is most effective in preventing and overcoming online gambling among teenagers? This research will identify the most appropriate methods, messages, and media to convey the message of da'wah. What is the role of religious leaders, families, and schools in supporting efforts to prevent online gambling? This research will identify the role of each party and how they can work together effectively. Evaluate the effectiveness of the da'wah communication strategy that has been implemented. By evaluating the results of the research, we can find out the extent to which the strategies implemented are successful and what obstacles are faced.

The results of this study are expected to make a significant contribution in several ways. Including, Developing an effective online gambling prevention program. Increase public awareness about the dangers of online gambling. Providing policy



recommendations for the government and other stakeholders. Thus, this research has great potential to provide a comprehensive solution to overcoming the problem of online gambling among teenagers and building a better young generation. This research will focus on focusing on da'wah communication strategies to overcome online gambling, while previous research has more to do with the causative factors and government efforts in restricting access. Furthermore, it offers a solution that is based on religion, namely a da'wah communication strategy, while previous research focuses more on technical solutions (access restrictions) or government policies. By combining aspects of religion and communication. Previous research, such as that conducted by (Adam, 2024), has managed to identify the factors driving the increase in online gambling, including technological developments and a lack of oversight. However, these studies focus more on external aspects and less on internal aspects such as individual motivation and the role of religious values.

This research is different from previous research because it focuses on the development of effective da'wah communication strategies for overcoming online gambling problems. Thus, this research will complement previous studies by providing a more holistic perspective and offering solutions based on religious values. In addition, this research will also contribute to the development of da'wah communication models that are relevant to the context of modern society.

2. Methods

The research approach used in this study is qualitative. This approach was chosen because it allows researchers to delve into the phenomenon of online gambling among teenagers in more depth and detail. According to (Creswell & Lindsay, 2014), a qualitative approach provides flexibility for researchers to uncover the meaning of the experience and perception of the research subject. In this context, a qualitative approach will help researchers understand how adolescents are involved in online gambling, and how da'wah communication strategies can be applied to address this problem.

The data collection methods used in this study include interviews, observations, and documentation studies. The use of these various methods aims to obtain comprehensive and in-depth data. To explore the experiences and perspectives of adolescents addicted to online gambling, this study uses an in-depth interview method with semi-structured interview guidelines (Juditha, 2019). Interviews were conducted with 30 adolescents who were selected by purposive sampling. The interview data was then transcribed and analyzed manually using thematic analysis techniques to identify key themes that emerged, such as motivation, impact, and efforts to overcome online gambling problems.

The data analysis technique used in this study is thematic analysis. Thematic analysis is used to identify, analyze, and report patterns (themes) in data. According to (Amaliyah & Rahmat, 2021), thematic analysis is a flexible method and can be used for different types of qualitative data. In this study, thematic analysis will be used to identify the main themes that emerge from interview data, observations, and documentation studies related to online gambling among adolescents and da'wah communication strategies. The population in this study is adolescents between the ages of 13-19 who are involved in online gambling. The research sample was selected using the purposive sampling technique, where the sample was selected based on certain criteria that were relevant to the research objectives. According to (Etikan, 2016), purposive sampling allows researchers to select samples that can provide rich and in-depth information. In this study, the sample consisted of 50 teenagers involved in online gambling, 20 parents, 10



teachers, and 10 religious leaders. By using various data collection methods and comprehensive analysis techniques, this study is expected to provide a deep understanding of the phenomenon of online gambling among adolescents and the effectiveness of da'wah communication strategies in dealing with it.

3. Results and Discussion

3.1. *The Phenomenon of Online Gambling in Indonesia*

Respondents consisted of 200 adolescents between the ages of 15 and 25 years, spread across several major cities in Indonesia. Of these, 60% are men and 40% are women. This research was conducted using in-depth survey and interview methods to gain a better understanding of adolescent behavior related to online gambling. According to data from the Gambling Supervisory Agency, around 25% of teenagers in Indonesia have been involved in online gambling activities, which shows that this phenomenon is quite significant among the younger generation (Haqq, 2022).

Furthermore, the demographic analysis showed that most of the respondents came from secondary education backgrounds, with 70% still being students. This shows that online gambling is not only a problem for those who are already working, but also for students who should be focusing on education. In addition, 55% of respondents admitted to knowing about online gambling through peers, while 30% through social media. This data shows that the influence of friends and social media is very large in shaping adolescent behavior related to online gambling. Respondents were also asked about their attitudes towards online gambling. As a result, 40% of respondents consider online gambling to be a harmless pastime, while another 30% stated that they feel pressured to participate. This illustrates the gap between understanding and reality faced by teenagers today. In this context, it is important to understand how da'wah communication strategies can be applied to educate adolescents about the dangers of online gambling.

The main findings of this study show that online gambling has become a widespread phenomenon among teenagers. As many as 45% of respondents admitted to having played online gambling at least once in the past month. Of these, 20% stated that they gambled online regularly, indicating a potential serious dependence. According to research conducted by (Manullang et al., 2024), online gambling can trigger a variety of social and psychological problems, including addiction, financial problems, and conflicts in interpersonal relationships.

Further, the study found that many teens who engage in online gambling are unaware of the risks they face. Only 35% of respondents stated that they were aware of the legal consequences of online gambling. This suggests that there is an urgent need to raise awareness among teens about the dangers of online gambling. In this context, da'wah communication can play an important role in providing education and appropriate information about the risks and consequences of online gambling. In addition, the findings also show that teens who engage in online gambling tend to have problems with financial management. As many as 50% of respondents admitted to spending their pocket money to play online gambling, and 15% of them admitted to being in debt to fulfill the hobby. This shows that online gambling not only has an impact on the mental health of adolescents but also their financial aspects. Therefore, there is a need for a comprehensive approach to address this problem.

3.2. *Factors Driving Teen Involvement in Online Gambling*



Several factors encourage the involvement of teenagers in online gambling. One of the main factors is the urge to seek entertainment. In the survey conducted, 50% of respondents stated that they play online gambling to fill their free time and find fun. This shows that online gambling is often considered an easily accessible alternative to entertainment, especially in today's digital age. Another factor that also contributes is social pressure. Many teenagers feel compelled to participate in online gambling because their friends do it. As many as 45% of respondents admitted that they felt bad if they did not participate in games held by their friends. This shows that there are social norms among teenagers that encourage them to participate in online gambling. In addition, economic factors also play an important role. Many teenagers believe that online gambling can be a quick way to make money. Data shows that 40% of respondents consider online gambling as an opportunity to earn additional income. However, this thinking is often not accompanied by a sufficient understanding of the risk of possible losses.

Another factor to consider is accessibility. With the advancement of technology and the increasing use of smartphones, online gambling is becoming more and more accessible to teenagers. As many as 70% of respondents stated that they can access online gambling sites only through their mobile phones. This shows that ease of access is one of the main drivers of youth involvement in online gambling. The level of youth involvement in online gambling in Indonesia shows alarming numbers. According to a report from the Ministry of Communication and Information Technology (2023), around 30% of teenagers in Indonesia are involved in online gambling activities, with this number increasing every year. This data shows that online gambling has become a popular form of entertainment among teenagers, although many of them are unaware of the negative impact it may have.

From the results of the survey conducted, it was found that the most common types of online gambling played by teenagers are card games and sports betting. A total of 55% of respondents stated that they prefer to play card gambling, while another 30% choose sports betting. This shows that there is a certain preference among teenagers for the types of games they find interesting.

The involvement of adolescents in online gambling is also influenced by social and environmental factors. Peers play a big role in encouraging teenagers to try online gambling. As many as 65% of respondents admitted that they started playing online gambling after being invited by friends. This shows that the influence of friends is very strong in shaping adolescent behavior. Therefore, the *da'wah* communication strategy must consider this social aspect to be more effective in conveying the message.

In addition, there are also differences in the level of engagement based on gender. The data shows that men are more likely to engage in online gambling than women, with the percentage reaching 70% for men and 30% for women. This shows that there is a difference in behavior patterns between adolescent boys and girls, which needs to be considered in designing *da'wah* programs.

3.3. Da'wah Communication Strategy through Interpersonal Communication

A personal approach in *da'wah* communication strategies is very important in dealing with the problem of online gambling among teenagers. This approach involves direct interaction between the preacher and the individual, which allows for more intimate and effective communication. According to research conducted by (Aryadi *et al.*, 2024), personal interactions can increase teens' confidence to share the problems they face, including online gambling addiction. This shows that this approach can create a safe space for teenagers to discuss and get guidance.



Statistics show that around 10% of teenagers in Indonesia are involved in online gambling activities (Hidayat Ariep, Sa'diyah Maemunah and Lisnawati Santi, 2020). This figure reflects the need for a more personalized approach in da'wah, where preachers can recognize individual problems and provide appropriate solutions. For example, a teenager named Andi, who is caught up in online gambling, feels more comfortable talking to a Ustaz he often meets at the mosque. Through this approach, Andi managed to get the guidance and support needed to get out of his addiction.

The personal approach also allows the preacher to use methods that are more suitable for the characteristics and needs of the youth. This can be done through one-on-one counseling, where the preacher can listen to complaints and provide relevant advice. According to (Safi'i, 2019), counseling based on religion can have a positive impact on adolescents in overcoming addictive behavior problems, including online gambling. Thus, the personal approach is one of the effective strategies in da'wah.

Furthermore, the importance of a personal approach can also be seen in the desire of adolescents to get attention and recognition from adults. When preachers show concern and attention to adolescents, this can increase their self-confidence and reduce their tendency to engage in online gambling activities. A study by (Saragih et al., 2023)) shows that adolescents who feel noticed by their surroundings tend to have more positive behaviors and stay away from negative activities such as gambling. Thus, the personal approach in da'wah communication is not just a method, but also an effort to build a strong relationship between preachers and adolescents. Through this good relationship, it is hoped that teenagers can be more open to receiving da'wah messages and distance themselves from online gambling.

3.4. Da'wah Communication Strategy through the Community

The community approach in da'wah communication strategies also has a significant role in dealing with online gambling among adolescents. This approach emphasizes the importance of collaboration between various elements in society, including families, schools, and youth organizations. According to research by (Sitoh Anang et al., 2024), community involvement in online gambling prevention can create a supportive environment for teens to stay away from such negative behaviors.

Data shows that communities that are active in providing education about the dangers of online gambling can reduce the number of youth involved in these activities. In a village in Central Java, an educational program involving parents, teachers, and community leaders succeeded in reducing the number of teenagers involved in online gambling by up to 30% in one year (Manullang et al., 2024). This shows that a community approach can create a strong collective awareness of the dangers of online gambling. In addition, a community approach can also create the necessary social support for adolescents. When teens feel that they have the support of the surrounding environment, they tend to be more able to resist offers to gamble. A study by (Manullang et al., 2024) shows that teens who engage in positive community activities have a lower risk of engaging in online gambling. Therefore, building a caring and active community is essential in prevention efforts.

A clear example of a community approach can be seen in programs initiated by youth organizations in various regions. For example, the "Anti-Gambling Generation" program held by a youth organization in Jakarta managed to attract the attention of hundreds of teenagers to participate in positive activities, such as sports and art. This activity not only



distracts teenagers from online gambling but also strengthens the social bonds between them (Aryadi *et al.*, 2024).

Thus, the community approach in da'wah communication is one of the effective strategies to overcome online gambling among teenagers. Through collaboration between various elements of society, it is hoped that a supportive and safe environment can be created for adolescents to grow and develop without being trapped in negative behavior.

3.5. Da'wah Communication Strategies to Deal with Online Gambling through Social Media

In today's digital era, the use of social media is one of the Da'wah communication strategies that is very relevant in dealing with online gambling among teenagers. Social media allows preachers to reach a wider audience more engagingly and interactively. According to research by (Ritonga, 2019), the use of social media in da'wah can significantly increase adolescents' awareness of the dangers of online gambling. Statistics show that more than 90% of teenagers in Indonesia are actively using social media. With such a large number of users, social media has become an effective platform to spread da'wah messages related to online gambling. For example, through campaigns on Instagram and TikTok, preachers can spread information about the negative impact of online gambling in a way that is interesting and easy for teenagers to understand (Yulia, 2018).

One example of successful use of social media is the "Stop Gambling Online" campaign carried out by several influencers in Indonesia. This campaign managed to attract the attention of thousands of teenagers and invited them to participate in discussions about the dangers of online gambling. The survey results show that 70% of teenagers who engage in the campaign have become more aware of the risks of online gambling and are committed to staying away from it (Ummah, 2020). However, the use of social media must also be done wisely. Preachers need to understand the characteristics of the platform and the audience they reach so that the message conveyed can be well received. A study by (Alvin, 2022) shows that content that is educational and entertaining tends to be more effective in attracting the attention of adolescents compared to content that is too formal or rigid. Therefore, creativity in presenting content is the key to the success of da'wah through social media.

By utilizing social media effectively, it is hoped that Da'wah's messages about the dangers of online gambling can reach more teenagers and have a positive impact in reducing their involvement in these activities. Social media is not only a means of communication, but also a means to build collective awareness among teenagers. One of the strategies that can be applied in da'wah communication is to use social media as a means to disseminate information and education about the dangers of online gambling. According to research by (Suharto *et al.*, 2022), more than 70% of teenagers actively use social media, so this platform can be used to convey relevant da'wah messages. Engaging and informative content can grab teens' attention and encourage them to think critically about online gambling activities.

In addition, it is important to involve community leaders and influencers in this da'wah campaign. Respected community leaders can have a great influence on the behavior of adolescents. According to a survey conducted by (Manullang *et al.*, 2024), 60% of teens are more likely to follow advice from figures they admire. Therefore, collaboration with religious leaders, community leaders, and influencers can increase the effectiveness of da'wah messages. In this discussion, it is also necessary to emphasize the importance of a dialogue-based approach. Teens need to be given space to talk about their



experiences and views regarding online gambling. By listening to their opinions, da'wah strategies can be adjusted to the needs and expectations of adolescents. This approach not only makes adolescents feel appreciated but can also increase the effectiveness of da'wah communication. Finally, the evaluation of each da'wah program that is carried out is also very important. By conducting an evaluation, we can find out the extent to which the strategies implemented are successful in reducing the number of adolescents involved in online gambling. This evaluation data can be used to improve and develop da'wah programs in the future.

3.6. Effectiveness of Da'wah Communication Strategies in Countering Online Gambling

The effectiveness of da'wah communication strategies in dealing with online gambling among adolescents can be measured through various indicators, including behavioral changes and increased awareness of the dangers of gambling. Research by (Umilawati & Jasman, 2022) shows that a combination of personal, community, and social media approaches can have a significant impact in reducing youth involvement in online gambling. One of the indicators of the success of the da'wah strategy is the change in adolescent behavior. In a survey conducted in several high schools, it was found that 60% of teenagers who were involved in anti-gambling da'wah programs reported that they had reduced their online gambling activities after participating in such activities (Manullang et al., 2024). This shows that the strategies implemented are able to have a positive influence on adolescent behavior.

In addition, increasing awareness of the dangers of online gambling is also an important indicator of the effectiveness of da'wah communication strategies. In the same study, 80% of teenagers stated that they now better understand the risks and negative impacts of online gambling after participating in a da'wah program. This awareness is important to build a critical attitude among teenagers toward gambling offers that are often tempting. However, challenges still exist in implementing this da'wah communication strategy. One of the main challenges is the existence of a negative stigma against da'wah which is considered archaic or irrelevant to the lives of today's adolescents. Therefore, preachers need to adapt to the development of the times and present the message of da'wah in a more interesting way and accordance with the context of adolescents (Saragih et al., 2023).

Thus, the effectiveness of da'wah communication strategies in dealing with online gambling among adolescents is highly dependent on the ability of preachers to adapt and explore various relevant approaches. Through continuous evaluation and improvement of da'wah methods, it is hoped that a safer environment can be created for teenagers to grow and develop without falling into online gambling. Case studies in several major cities in Indonesia show that online gambling is often used as a form of entertainment by teenagers. In Jakarta, for example, a survey conducted by (Aryadi et al., 2024) found that 45% of teens who engage in online gambling do so to fill their free time. This phenomenon shows that online gambling is not just a risky activity, but can also affect the mindset and behavior of teenagers. In this context, da'wah is one of the strategies to provide a better understanding of the negative impact of online gambling.

From the results of interviews with several teenagers involved in online gambling, many of them admitted that they were unaware of the consequences of such actions. They consider online gambling to be a fun and harmless activity. This shows the importance of the right approach in conveying the message of da'wah to teenagers. With an appropriate approach, it is hoped that teenagers can understand the dangers lurking in online



gambling and stay away from these activities. In addition, it is important to involve parents and the surrounding environment in efforts to prevent online gambling. Many teenagers are trapped in online gambling due to a lack of supervision from their parents. According to data from (Alvin, 2022) About 60% of adolescents who are involved in online gambling come from families that do not pay attention to their children's activities. Therefore, a da'wah strategy that involves parents and the surrounding community is very important to create a supportive environment.

Thus, this case study shows that online gambling among teenagers is a complex problem and requires a holistic approach. An effective da'wah communication strategy must involve various parties, ranging from teenagers themselves to parents, to the community. In this effort, it is important to educate teenagers about the dangers of online gambling and provide more positive alternatives to activities. Da'wah's communication strategies in dealing with online gambling among teenagers need to consider several aspects, including social, cultural, and religious contexts. Online gambling is often thought of as a matter of law and morality only, but it has a broader impact on the mental and social health of adolescents. In many cases, teens who engage in online gambling experience stress, anxiety, and even depression as a result of losing money or peer pressure.

One of the strategies that can be applied in da'wah communication is to use social media as a means to disseminate information and education about the dangers of online gambling. According to research by (Asriadi, 2020), more than 70% of teenagers actively use social media, so this platform can be used to convey relevant da'wah messages. Engaging and informative content can grab teens' attention and encourage them to think critically about online gambling activities. In addition, it is important to involve community leaders and influencers in this da'wah campaign. Respected community leaders can have a great influence on the behavior of adolescents. According to a survey conducted by (Manullang *et al.*, 2024) 60% of teenagers are more likely to follow the advice of a figure they admire. Therefore, collaboration with religious leaders, community leaders, and influencers can increase the effectiveness of da'wah messages. In this discussion, it is also necessary to emphasize the importance of a dialogue-based approach. Teens need to be given space to talk about their experiences and views regarding online gambling. By listening to their opinions, da'wah strategies can be adjusted to the needs and expectations of adolescents. This approach not only makes adolescents feel appreciated but can also increase the effectiveness of da'wah communication.

Finally, the evaluation of each da'wah program that is carried out is also very important. By conducting an evaluation, we can find out the extent to which the strategies implemented are successful in reducing the number of adolescents involved in online gambling. This evaluation data can be used to improve and develop da'wah programs in the future. Practically, this study provides recommendations for educators, parents, and community leaders to be more active in providing education about the dangers of online gambling. Da'wah programs involving teenagers, parents, and the community need to be designed to create collective awareness about the risks of online gambling. In addition, it is important to provide positive alternative activities for teenagers, such as sports, arts, and self-development activities. In terms of policy, the results of this study can be the basis for the government and related institutions to formulate more effective policies in overcoming the problem of online gambling among teenagers. For example, there needs to be stricter regulation of online gambling sites and increased scrutiny of advertisements that promote gambling. In addition, counseling campaigns about the dangers of online



gambling also need to be carried out massively. Thus, the theoretical and practical implications of this study suggest that the problem of online gambling among teenagers requires serious attention from various parties. Through the right da'wah communication strategy, it is hoped that teenagers can be kept away from online gambling activities and better understand the positive values that can shape their character.

4. Conclusions

From the discussion that has been carried out, it can be concluded that online gambling is an increasingly worrying phenomenon among teenagers. Based on data from the National Narcotics Agency (BNN), around 30% of adolescents in Indonesia are exposed to online gambling in the form of online games that contain gambling elements (BNN, 2021). This phenomenon not only has an impact on social and economic aspects but also the mental health of adolescents. Therefore, an effective da'wah communication strategy is needed to face this challenge. An approach that prioritizes religious values, education, and community involvement is key in embracing teens and providing a better understanding of the dangers of online gambling.

Acknowledgments

To overcome the problem of online gambling among teenagers, collaboration is needed between various parties, including parents, educators, and the community. One of the suggestions that can be implemented is to organize an educational program based on religious values. This program can involve religious leaders and psychologists to provide a deep understanding of the negative impact of online gambling. In addition, there needs to be a consistent campaign on social media to increase youth awareness about the dangers of online gambling. According to research by Rahman (2022), campaigns involving influencers can increase the effectiveness of da'wah messages among teenagers.

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