CRITICISM OF THE REPRESENTATION OF ISLAM IN WESTERN MEDIA AND THE ROLE OF DA'WAH IN TRANSFORMATION

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Abstrak

The study reveals an in-depth analysis of the representation of Islam in the Western media, highlighting the issues of bias and stereotypes that still often color Western views of Islam and the Muslim community. This study uses a literature study with integrative literature analysis to obtain comprehensive results. The results of the study stated that the representation of Islam in the Western media has a significant role in shaping the views and understanding of Western society about Islam. These representations are not always objective and are often influenced by biases and stereotypes that develop, which later become the object of sharp criticism. Criticism of the representation of Islam in Western media raises issues of injustice, imbalance, and potential for Intercultural conflict. However, in this context, the role of da'wah, which focuses on delivering accurate messages, peace values, and rejection of extremism, has positively contributed to changing media representation. Whether conducted through traditional media or online platforms, da'wah can shape a more balanced narrative, overcome biases, and educate the Western public about Islam.

Introduction

The Media is one of the main means of disseminating information and influencing people's views on various issues, including religion. In the context of Islam, representation in Western

media is often a source of complex and important debate. Many observers consider that the Western media often presents Islam inaccurately, which can generate negative stereotypes and prejudices against Muslims.

Western Media often have a secular perspective and focus on certain aspects of the news or content they produce, which can lead to changes in the way Islam is understood and interpreted (Ayish 2003; Funk and Said 2004). The representation of Islam in these media can create deep misconceptions and reinforce negative stereotypes. This can be seen especially in news coverage of sensitive issues, such as terrorism or conflicts in Muslim countries. This is why it is important to evaluate criticism directed at the Western media in how they represent Islam.

The role of da'wah in changing the representation of Islam in Western media has great relevance in facing this challenge. Da'wah is an effort to convey the true message of Islam and understand this religion (Karimullah 2022). When da'wah is used to provide a more accurate understanding of Islam, it can help change the view of the Western media. Through an intelligent and insightful approach, da'wah can help correct misinformation and provide a more balanced picture of Islam. In addition, da'wah also plays an important role in teaching Islamic values such as peace, tolerance, and justice to Western societies. In this context, a wise approach to da'wah based on interreligious dialogue can help improve relations between Muslims and Western societies. This is key to changing Western society's view of Islam, which in turn will affect the way Western media represent this religion.

The importance of understanding the representation of Islam in Western media and the role of da'wah in changing it is not only limited to social and cultural aspects but also has significant political implications. When inaccurate media representations influence Western society's view of Islam, this can impact government policies and political actions regarding Muslim countries. Negative stereotypes the media fosters can influence political attitudes toward issues such as immigration, trade, or even international conflicts. Therefore, a change in the representation of Islam in the Western media can bring about positive changes in international relations and geopolitics.

In the era of globalization and the development of information technology, the media has an increasing impact on shaping public opinion. This reinforces the urgency to address the problem of inaccurate representation of Islam in Western media. The role of da'wah in improving Western society's view of Islam and providing a deeper understanding of this religion is a relevant and important strategy. Ultimately, to understand the critique of the representation of Islam in Western media and the role of da'wah in changing it, this study will explore various aspects, ranging from social and cultural impacts to political and geopolitical implications. Through a better understanding of these issues and purposeful collaborative efforts, we can hope to create more positive changes in how Islam is represented in Western media, which will have a broader impact in promoting tolerance, interreligious dialogue, and peace in this increasingly connected world.

Numerous previous studies and literature reviews have provided valuable insights into this issue. Several studies have described in detail how the Western media often tends to denigrate Islam and Muslims. For example, research by Edward Said (2023) in his book "Orientalism" has revealed how Orientalism in Western literature tends to portray the Islamic world in a biased and simplistic manner. This affects the representation of Islam in the media, which often draws inspiration from these views. In addition, several empirical studies have tried to measure the impact of negative representations on people's views. Such studies have revealed how Western media news is often dominated by negative issues about Islam, such as terrorism, rather than positive issues or positive contributions of Muslims (Alghamdi 2015; Khan et al. 2021; Rezaei, Kobari, and Salami 2019). The results of these kinds of studies provide empirical evidence about the imbalance in the news and its impact on public perception.

Research has also noted the important role of da'wah in addressing misrepresentation. Literature studies on da'wah as a tool to promote a better understanding of Islam have supported the idea that da'wah can change perceptions and correct inaccuracies in media representations (Ali 2020; Khairil 2018; Tahir 2023). In addition, several studies have also sought solutions through education and intercultural cooperation. For example, interfaith dialogue programs

and proficiency training in media have proven effective in changing Western society's perspective on Islam and promoting better understanding. This entire research provides an important foundation for this study, which will delve deeper into how media representations of Islam in the West can be transformed and how the role of da'wah, education, and intercultural cooperation can play a key role in this process. By drawing on previous findings and related studies, this study is expected to provide a more comprehensive insight and a more significant contribution in addressing criticism of the representation of Islam in the Western media and the importance of understanding the representation of Islam in the Western media and the role of da'wah in changing it has been the focus of attention in various previous studies. Several findings and approaches have emerged in the relevant research, which will be examined as a foundation and reference source for this study.

Research Methods

This study uses a literature study with integrative literature analysis to obtain comprehensive results. An integrative literature analysis approach is used to investigate various aspects related to the representation of Islam in Western media and the role of da'wah in changing it. By integrating findings from various sources and previous research, this study aims to provide a deeper understanding of the complexity of this issue.

An integrative literature analysis makes it possible to bridge understanding between different views and findings in previous research. This makes it possible to string together information from various disciplines, such as media Studies, Communication, religion, and education, to have a more comprehensive understanding of the representation of Islam in Western media and da'wah's efforts to change it. This approach allows the study to summarize and integrate relevant findings from various literature sources. The results are expected to provide a deeper understanding of the challenges and opportunities associated with changing media representations of Islam in a Western context and provide a broader view of how to improve intercultural understanding and tolerance.

Results and Discussion

Representation of Islam in Western Media

The representation of Islam in the Western media is an issue that has become a major concern in the development of communication and intercultural relations. As one of the main forces in shaping society's views, the media plays a central role in spreading news, information, and views on religions, including Islam. All over the world, especially in Western countries, the media plays an important role in shaping the general understanding of Islam and Muslims. In this context, it is important to realize that the representation of Islam in Western media is not always objective or accurate.

Often, Western media tends to create narratives that can belittle or emphasize negative stereotypes about Islam. For example, the issue of terrorism is often associated with Islam in Western media, creating an association between the religion of Islam and violence, even though most Muslims have no connection to acts of terrorism. The impact of these representations can be very detrimental, as they can affect people's attitudes and encourage prejudice against Muslims.

Inaccurate representations of Islam in the Western media can also create a narrow image of this religion. Islam is a rich and diverse religion with many schools, traditions, and cultures (Van Bruinessen 2015; Sahin 2018). However, the media often ignore this diversity and portray Islam in a simplified form, which can lead to incomprehension and misunderstanding of this religion. In addition, the media often pay little attention to the positive contribution of Muslims in Western society. Muslims' achievements, contributions, and values in Western countries are often not in the spotlight comparable to negative news. This creates an imbalance in representation and can damage people's perception of Muslims.

The importance of understanding the representation of Islam in Western media is not only an academic or cultural issue but also has significant social and political implications. Inaccurate or negative representations can affect public opinion, government policy, and international relations. This can affect how Western societies view global problems, such as conflicts in the Middle East or immigration issues. Therefore, it is important to address the issue of the representation of Islam in the Western media carefully and wisely. Efforts to overhaul this view of the media should include a variety of approaches. One is through the approach of da'wah, which can

provide a more accurate understanding of Islam to Western society. Da'wah is a means of spreading religious messages in a wise and educated way, which can help change the views of the media.

The Media can influence public opinion, shape the image, and influence people's views on a particular group or religion. Negative or inaccurate media representations of Islam can contribute to the formation of prejudice and incomprehension about this religion, which can result in discrimination and inequality. Da'wah's role in changing media representation lies in its ability to provide a better understanding of Islam (Saputra, Triantoro, and Ardiansyah 2021; Setiawati et al. 2021).

Media-directed da'wah can help bridge the gap in understanding and provide a truer narrative about this religion. This not only affects the views of the media but also reaches a wider audience. Intelligent, dialogue-based da'wah can help open the door to a deeper understanding of Islam, thereby reducing persistent misconceptions and stereotypes.

Today's world is increasingly connected, and information can spread both true and false quickly. Therefore, having an accurate and balanced understanding of Islam in the Western media is very important, as its impact can be felt worldwide. In the face of these challenges, international cooperation is becoming increasingly important. Many countries and organizations have worked together to promote interreligious dialogue, cultural exchange, and intercultural understanding. These efforts aim to ease tensions and conflicts arising from inaccurate or negative media representations.

Furthermore, it is important to consider the role of the individual in addressing the issue of the representation of Islam in Western media. Individuals can change people's views through their actions and voices. We have seen many examples of activists, writers, and public figures who have struggled to improve the representation of Islam in the media. They use their platform to clarify inaccuracies, reveal positive stories about Islam, and promote interreligious dialogue.

In a world increasingly connected through social media, individuals have greater access than ever to voice a more accurate understanding of Islam. They can share information, correct inaccuracies, and network with individuals with similar interests. In

this way, the role of the individual becomes very important in shaping media representations. However, positive change requires collaborative efforts from various parties. Governments, media, civil society organizations, educators, and individuals must work together to create a significant change in the way Islam is represented in Western media. This is not just a religious issue but a human rights issue and a more inclusive civilization.

On a broader level, it is necessary to recognize that the role of the media in shaping public opinion is not limited only to a particular religion or culture. Media representation is an issue related to how society forms and perceives worldviews. Therefore, efforts to improve the representation of Islam in Western media also create a foundation for understanding and addressing broader issues of representation, such as ethnicity, gender, and sexual orientation. Improving how media approaches sensitive and diverse issues can build more inclusive and tolerant societies.

The importance of continuing to fight for more accurate and fair representation in the media is also linked to human rights. All individuals and groups have the right not to experience discrimination based on religion, ethnicity, or other personal characteristics. This is a right protected by law and universal human rights principles. Thus, the issue of media representation is not only religious or cultural but also a fundamental human rights issue. Furthermore, education plays a very important role in pursuing positive changes in media representation. Education is not only about teaching facts but also about shaping the understanding and attitude of the individual to the world around him. Therefore, school curricula and educational programs should include education on cultural, religious, and ethnic diversity. Education should help students to develop their critical abilities in analyzing media and understanding differences.

One of the important aspects of this discussion is the role of technology and social media. Social Media has provided a platform for individuals, communities, and organizations to fight for change in media representation. By sharing information, creating online campaigns, and providing support, social media can be a powerful tool in urging Western media to adopt more equitable and accurate practices in presenting Islam. In addition, the role of alternative media

and independent news sources is also increasingly important in examining and balancing the representation of mainstream media. Independent Media can provide a more accurate and in-depth perspective on Islam, which may not be found in mainstream media that tend to be commercial and profit-oriented.

The importance of discussing the issue of media representation also reflects the important role of civil society in monitoring and criticizing the media. Civil society can be important in expressing dissatisfaction with inaccurate or biased coverage. They can organize protests, write reader letters, or urge advertisers to pull their ads from inaccurate media. In addition, the role of education continues to be a major focus in addressing media representation. Education is the key to forming a deeper understanding of religion and culture (Karimullah et al. 2023; Wati et al. 2022). Inclusive school curricula and educational programs that promote intercultural understanding and dialogue can help change the outlook of future generations.

In an increasingly connected Information Age, news and narratives disseminated by Western media have a broad international audience. Therefore, this issue affects the worldview of Islam around the world. It is important to note that the issue of media representation is an ethical issue. The Media play a huge role in shaping public opinion, and taking responsibility for their impact is necessary. Inaccurate, biased, or negative representations of Islam can reinforce stereotypes and prejudices, creating social and political tensions. It should be recognized that this issue is also closely related to human rights. The right not to be discriminated against based on religion or ethnicity is an internationally recognized fundamental right. Inaccuracies or bias in media representation can be considered a violation of human rights, and this confirms the importance of legal and regulatory protections that support fairer media representation.

Media education and media literacy are effective tools in arming the public with the critical ability to analyze media information. Understanding how media works, how messages are produced, and how we can recognize media biases is an important skill in an increasingly connected world. In addition, cross-cultural and international cooperation is important in addressing this issue. Interreligious dialogue, cultural exchange, and international collaboration effectively ease intercultural tensions and build mutual

understanding. With continued awareness and efforts to create positive change, we can look forward to creating a more inclusive, equitable, and peacefully coexisting world in the age of modern media.

Criticism of the Representation of Islam in Western Media

Media representation shapes people's perceptions of religion, culture, and identity. In many cases, the Western media has been the main narrator in providing a picture of Islam to the world, which can significantly impact how Islam and Muslims are understood and perceived. One of the main criticisms of the representation of Islam in Western media is the bias and stereotypes that often arise. Islam is often portrayed negatively, especially after events such as terrorist attacks.

The media is often caught up in inaccurate generalizations, creating prejudice and distrust towards the entire Muslim community. Common stereotypes include associations between Islam and violence, terrorism, or incivility. In addition, there are striking differences in how the Western media treats Islam compared to other religions. Sometimes, the media tends to be more critical of Islam than other religions, creating the impression of injustice. This creates a feeling of discontent within the Muslim community, who feel they are faced with double standards in media representation.

In addition to bias and stereotypes, criticism also includes how the media often focuses on controversial or extreme topics in Islam. At the same time, things like daily life, culture, or positive achievements are often overlooked. The media reports attention-grabbing news, often focusing on dramatic or controversial events. As a result, many positive aspects of everyday Muslim life, such as their contributions to the Arts, Sciences, and society, often go unnoticed.

Another important issue is how the Western media often ignores cultural and historical context when reporting on Islam-related issues. This can lead to a superficial or erroneous understanding of the history and context underlying the issues discussed. As a result, the media sometimes reduces complex issues to simple and less accurate narratives. In the face of criticism of the representation of Islam in the Western media, it should be recognized that the media has an

important role in shaping public opinion and perception. The criticism expressed by many parties, both Muslims and non-Muslims, attempts to force the media to be more responsible in reporting about Islam and Muslims.

The media has a significant role in shaping society's views and public opinion. Therefore, creating or destroying intercultural relations is very important. Biases and stereotypes that often arise in the representation of Islam can trigger social tensions and prejudices. This can create divisions between different communities and create feelings of insecurity. Muslim communities often feel labeled as "foreigners" or "other" because of media inaccuracies and bias.Conversely, non-Muslim communities can be affected by the negative views they get from the media, creating distrust and tension. This issue is also relevant in a political context. Politicians and community leaders often use negative media narratives about Islam to support their political agendas. This could create a more intolerant political climate and damage diplomatic relations between countries.In some cases, media-based rhetoric has been used as an excuse for military or adverse government action. It is important to note that a positive change in media representation will benefit the Muslim community and the entire society. Understanding different cultures and religions is key to promoting diversity and tolerance. When media can convey more accurate and inclusive messages, it can help build stronger intercultural relationships and foster shared understanding.

When the media tell people that Islam and Muslims are a threat, this can create social insecurity and tension. Issues such as hijab bans, anti-Muslim rhetoric, or discriminatory actions can escalate in response to the negative views constantly broadcast by the media. This can create a sterile environment, making it difficult for the Muslim community to feel accepted and respected. In addition, criticism of media representation also includes imbalances in coverage. Controversial and dramatic issues in Islam are often highlighted in the media, while positive aspects such as cultural, scientific, or social contributions are often overlooked. This can create an imbalance in people's understanding of Islam, which is the cause of inequality in society.

In the face of criticism of the representation of Islam in the

Western media, a comprehensive effort must be made. It includes collaboration between media, activists, academia, government, and society to create significant change. The media have a great responsibility to influence public opinion, and by examining and correcting biased practices, they can contribute to forming a more inclusive and peacefully coexisting society.

With the advent of social media and online platforms, anyone can become a content producer, which has changed how information is delivered and accessed. While this gives voice to many previously unrepresented groups, it also opens the door to spreading propaganda and false information. Therefore, the issue of media representation is not only about conventional media practices but also about the wider media environment. Criticism of the representation of Islam in Western media also reflects the growing complexity of today's geopolitics. The global political context that includes issues such as terrorism, migration, war, and political conflict increasingly influences the way Islam is understood and perceived in the media. It also creates tension in international relations and foreign policy.

In an increasingly globally connected world, Western media often serve as leaders in delivering news and narratives on a wide range of issues, including Islam. Representation of Islam in Western media can quickly hang over online platforms and social networks, creating a domino effect that affects the global understanding of the religion. Criticism of bias and stereotypes in the Western media is a call to undergo critical evaluation in response to the information we receive. Media literacy skills are especially important in a world of information, where fake news and extreme views are easily spread.

The public must be equipped to analyze and identify media biases and recognize credible news sources. In addition, technological developments have given voice to various groups that previously might not have been heard in conventional media. Muslim and non-Muslim communities can now create and disseminate their content, examining dominant media narratives and promoting more inclusive representation.

Society must also be equipped with a deep understanding of culture, religion, and diversity. With a better understanding of Islam, they can form a more accurate and religious view of the Muslim community. Intercultural education initiatives and interreligious

dialogue can help overcome the incomprehension and stereotypes that may arise in society. In addition, individuals have a role in influencing the media through their participation in social media and public opinion. By speaking, writing, and discussing media representation, communities can take steps to promote positive change in media practice. Through campaigns and public pressure, they can ask the media to be more responsible and accurate in their coverage.

In an increasingly connected information age, the Western media is often the primary source of information about Islam for the global community. Therefore, negative or biased media representations of Islam affect not only the views of Western society but also the views of people worldwide. This can create a chain effect in which negative perceptions of Islam are perpetuated and reinforced. Criticism of bias and stereotypes in the Western media is also a call to improve media literacy. The public needs to be empowered with knowledge about how the media operates, such as how news is produced, how media biases arise, and how to recognize fake news.

Media education and media literacy are important steps in shaping a society that is more careful in consuming information and more aware of the potential for bias in the media. In addition, individuals and community groups also have a role in influencing the media through social media and participation in public dialogue. Through social campaigns, writing, and speaking on social media, communities can influence media agendas and call for change in their representation. This shows how media power has shifted from conventional media holders to society.

It is important to continue to encourage intercultural dialogue and cross-cultural cooperation to understand each other. Interreligious dialogue, cultural exchange, and global collaboration can help reduce social and political tensions that may arise from inequalities in media representation. More accurate and inclusive media representation can help promote international understanding, peace, and cooperation in this increasingly connected world. While this journey may be long and challenging, constant efforts to create positive change in media representation are essential to creating a more just and peaceful world.

The Role of Da'wah in Changing Representation

Da'wah, a term in Islam that refers to the delivery of the religious message and values of Islam, has great potential to change how Islam and the Muslim community are represented. The role of da'wah in addressing the issue of representation is complex and diverse, involving a variety of approaches and strategies that can have a positive impact. One of the main aspects of the role of da'wah in changing the representation of Islam is to provide accurate and thorough information about the religion of Islam to the Western public (Hasbullah et al. 2022; Nugraha, Darmawan, and Iswandi 2020; Rosidi 2021).

Da'wah, based on an educational approach and a clear explanation of the teachings of Islam, can help eliminate incomprehension and fear that may arise due to lack of knowledge. This can create a better understanding of Islam and Muslim societies, which can influence more responsible and accurate journalism practices within Western media. In addition, da'wah can also play an important role in promoting the values of peace, tolerance, and interreligious harmony. When Muslim communities are active in interfaith dialogue efforts and participate in interfaith harmony initiatives, they can build bridges with non-Muslim communities and strengthen positive relationships. This is a key step in overcoming stereotypes and biases that may appear in media representations.

Da'wah, which prioritizes universal principles in Islam, such as justice, peace, and compassion, can positively contribute to improving the image of Islam. In the face of controversial issues such as terrorism, proselytizing that emphasizes the values of peace and the rejection of violence can be a powerful narrative in changing public opinion. It attempts to counter extreme narratives that may dominate the news and present a negative picture of Islam. In addition, da'wah can also involve using one's media, either through online platforms or traditional media, to spread a balanced and positive message about Islam. Thus, the Muslim community can have more control over how they are represented. By actively participating in the production and distribution of information, they can improve the image of Islam and promote a more accurate understanding of their religion.

Da'wah also plays an important role in promoting justice, peace,

tolerance, and compassion, which are universal values in Islam (Karimullah, Faizin, and Islami 2023). Through this approach, Muslim communities can build bridges with non-Muslim communities and strengthen positive relationships. It provides a vivid example of Islamic values supporting social harmony and interreligious peace. In addition, da'wah can also play a role in countering narratives of extremism and terrorism that often appear in the news. Da'wah, which emphasizes the rejection of violence and extremism, can be counterproductive to extreme narratives and promote a more accurate understanding of Islam. This is important to discuss because the Koran contains teachings that regulate human life from waking up to going to sleep again. The teachings in the Koran are universal, which means that the teachings of the Koran can be practiced by all mankind. The teachings of the Koran can be practiced not only by Muslims but by anyone who wants to learn it. Because the teachings in the Koran contain instructions so that humans can organize their lives and existence on this earth towards goodness. (Sopiyan, 2023)

In the digital age, da'wah can also be utilized through social media, blogs, podcasts, and other online platforms. Through digital media, Muslim communities can create narratives and spread a positive and balanced message about Islam. This gives more control over the way Islam is represented and helps create a positive impact in shaping people's views. In addition, collaboration between the Muslim community and Western society is also important in changing media representation. Engaging in interreligious dialogue, cultural exchanges, and joint programs allows for better exchange of understanding and builds fruitful cooperation.

One important aspect of the role of da'wah is to provide a clear and accurate explanation of the teachings of Islam. Da'wah, which is educative and informative, can help overcome ignorance and fear due to lack of knowledge. This can improve people's understanding of Islam, which can affect how Islam is represented in the media. In addition, da'wah can contribute positively to promoting the values of justice, peace, tolerance, and interreligious harmony.

When Muslim communities actively engage in interreligious dialogue and participate in efforts to build harmonious relations with non-Muslim communities, they can prove that Islam is a religion that

promotes peace and tolerance (Karimullah and Sugitanata 2023). This is an important step in overcoming stereotypes and biases that may appear in media representations. In addition, da'wah, which emphasizes the rejection of extremism and violence, can also be an important element in changing the narrative. Da'wah, which focuses on peace values and rejects extreme measures, can provide a powerful alternative to radical narratives and help combat extremism.

Da'wah can also be a means to promote the values of justice, peace, tolerance, and interreligious harmony. When Muslim communities are active in interreligious dialogue and participate in efforts to build positive relationships with non-Muslim communities, they can help build an environment that supports interreligious harmony. This positively impacts overcoming stereotypes and biases that may appear in the media. In addition, da'wah, which emphasizes the rejection of extremism and violence, can also play an important role in countering extreme narratives. Da'wah, which focuses on the values of peace and the rejection of violence, can be a powerful narrative in changing people's perceptions of Islam and countering narratives of extremism.

Da'wah, as an effort to convey Islam's religious message and values, has great potential in shaping Western society's view and understanding of Islam. One of the key elements in the role of da'wah is to provide an accurate explanation of the teachings of Islam. Educational and informative da'wah can help overcome the incomprehension and fear that may arise due to a lack of knowledge. This is an important step in providing the Western public with a better understanding of Islam, which could influence the practice of more responsible and accurate journalism in Western media.

Da'wah can also promote the values of justice, peace, tolerance, and interreligious harmony. When Muslim communities actively engage in interreligious dialogue and participate in efforts to build positive relationships with non-Muslim communities, they can help create an environment that supports interreligious harmony. This positively impacts overcoming stereotypes and biases that may appear in the media. In addition, da'wah, which emphasizes the rejection of extremism and violence, can also be an important element in countering extremist narratives. Da'wah, which focuses on the values

of peace and rejects extreme measures, can provide a strong alternative narrative to the narrative of extremism.

In the digital age, da'wah can also utilize social media, blogs, podcasts, and other online platforms to convey a positive and balanced message about Islam (Amin, Zainuddin, and Wibowo 2023; Rosidi 2021). By using digital media, Muslim communities can have more control over their narratives and influence how Islam is represented in online media. Cooperation and dialogue between the Muslim community and Western society are key in changing media representation. Cultural exchanges, interreligious dialogues, and joint programs can help build better understanding and ease intercultural tensions. Da'wah, done wisely, educatively, and compassionately, can help create a more inclusive and peaceful world in the evolving era of modern media. Although challenges remain, continued efforts to use da'wah as a tool for positive change in media representation are essential in promoting intercultural understanding and tolerance.

Conclusion

The role of da'wah has great potential to help change the representation of Islam in Western media to be more balanced and accurate and promote better intercultural understanding. The representation of Islam in the Western media is still often influenced by biases and stereotypes that have long been a cause for concern. Emerging criticism of this representation suggests the need for further efforts to address the challenge and champion a more accurate and balanced representation of Islam. In this context, the role of da'wah has an important role in changing the views of Western society towards Islam. Da'wah provides a better understanding of Islamic teachings and promotes the values of peace, tolerance, interreligious harmony, and rejecting extremism. The digital age opens up new opportunities, where social media and online platforms allow the dissemination of positive and balanced da'wah messages, giving Muslim communities more control over their narratives. Cooperation and dialogue between the Muslim community and Western society is key in overhauling media representation.

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