

Da'wah About Bitcoin, Connecting Gen Z and Millennials on Faith and Digital

Dakwah tentang Bitcoin, Keterhubungan Generasi Z dan Milenial dalam Konteks Iman dan Digitalisasi

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Abstract:

The rapid adoption of cryptocurrency, particularly among Gen Z and millennials, has raised significant ethical, financial, and religious questions in Islamic contexts. This study explores the role of dakwah in addressing cryptocurrency, with a focus on guiding Muslim communities toward Shariah-compliant financial practices. By employing content analysis of prominent Islamic preachers, such as Zakir Naik, Adi Hidayat, and Assim Al Hakeem, the research identifies recurring themes, including speculative risks (gharar), gambling-like behavior (maysir), and the lack of regulation. It also examines the nuanced rulings that differentiate permissible uses, such as spot transactions, from impermissible speculative investments. The findings highlight the critical role of preachers in educating their communities, emphasizing financial literacy, Shariah compliance, and ethical innovation. The study concludes with recommendations for leveraging digital platforms, promoting Shariah-compliant cryptocurrencies, and addressing the psychological factors, such as FOMO, driving impulsive investments. This research provides actionable insights for preachers to engage effectively with younger Muslim audiences in navigating cryptocurrency responsibly.

Keywords: Digital Dakwah, YouTube, Digital Finance, Financial Literacy, Cryptocurrency.

Abstrak:

Adopsi mata uang kripto yang cepat, khususnya di kalangan Gen Z dan milenial, telah menimbulkan pertanyaan etika, keuangan, dan agama yang signifikan dalam konteks Islam. Studi ini mengeksplorasi

peran dakwah dalam menangani mata uang kripto, dengan fokus pada membimbing masyarakat Muslim menuju praktik keuangan yang sesuai dengan Syariah. Dengan menggunakan analisis konten dari para penceramah Islam terkemuka, seperti Zakir Naik, Adi Hidayat, dan Assim Al Hakeem, penelitian ini mengidentifikasi tema-tema yang berulang, termasuk risiko spekulatif (*gharar*), perilaku seperti perjudian (*maysir*), dan kurangnya regulasi. Penelitian ini juga meneliti putusan bernuansa yang membedakan penggunaan yang diizinkan, seperti transaksi spot, dari investasi spekulatif yang tidak diizinkan. Temuan ini menyoroti peran penting para penceramah dalam mendidik masyarakat mereka, menekankan literasi keuangan, kepatuhan Syariah, dan inovasi etika. Studi ini diakhiri dengan rekomendasi untuk memanfaatkan platform digital, mempromosikan mata uang kripto yang sesuai dengan Syariah, dan mengatasi faktor-faktor psikologis, seperti FOMO, yang mendorong investasi impulsif. Penelitian ini memberikan wawasan yang dapat ditindaklanjuti bagi para pendakwah atau *mubaligh* untuk terlibat secara efektif dengan khalayak Muslim yang lebih muda dalam menavigasi mata uang kripto secara bertanggung jawab.

Kata Kunci: Dakwah Digital, YouTube, Keuangan Digital, Literasi Keuangan, Mata Uang Kripto.

Introduction

The rise of cryptocurrency has significantly transformed the global financial landscape, with Indonesia emerging as a key player in this digital revolution. By January 2025, the price of 1 Bitcoin reached Rp 1,534,041,720.86, highlighting the asset's volatility and appeal. In 2024 alone, cryptocurrency transactions in Indonesia surged to \$30 billion (approximately Rp 450 trillion), a 350% year-on-year increase, driven largely by Gen Z and millennials, who make up over 60% of the investor base (Zela, 2024). For these younger generations, cryptocurrency represents not just a financial opportunity but a symbol of empowerment, technological innovation, and independence. However, this enthusiasm is often accompanied by significant risks, as many are influenced by market hype, FOMO (Fear of Missing Out), and a lack of financial literacy.

This context presents a unique challenge for Islamic preachers, or *mubaligh* (pendakwah), whose role is to guide their communities based on Shariah law. Islamic finance principles emphasize justice, transparency, and the prohibition of unethical practices, such as *gharar* (excessive uncertainty) and *maysir* (gambling). The speculative nature of cryptocurrency and its volatility challenge these principles, creating a paradox that Islamic preachers must address through dakwah (Islamic propagation). The Quran provides clear guidance on financial transactions, stating:

“Do not consume one another’s wealth unjustly but only [in lawful] business by mutual consent”
(Surah An-Nisa, 4:29).

The Prophet Muhammad (peace be upon him) also emphasized avoiding ambiguity and speculative practices in trade, as he stated:

“The Messenger of Allah forbade transactions determined by throwing stones and transactions involving *gharar*” (Sahih Muslim, Hadith 1513).

The appeal of cryptocurrency lies in its promise of financial freedom and decentralization. For Indonesia's Gen Z and millennials, cryptocurrency signifies a modern tool for wealth generation and a break from traditional banking systems. However, this enthusiasm often leads to impulsive decisions driven by market hype and FOMO. Social media amplifies this behavior by showcasing success stories of crypto investors, creating the illusion of quick wealth. This pressure often drives young investors into speculative trading, which Islam categorically prohibits under *maysir* and *gharar* (Khan, 2022).

While blockchain technology—the backbone of cryptocurrency—aligns with Islamic values of transparency and decentralization, the volatile and speculative nature of most cryptocurrencies presents a significant conflict. Blockchain is praised for its ability to reduce corruption and enhance trust in financial systems, aligning with the Quranic principle:

“And do not consume one another's wealth unjustly, nor give bribery to the rulers that you may thereby consume a portion of the wealth of the people in sin, while you know [it is unlawful]” (Surah Al-Baqarah, 2:188).

However, the lack of intrinsic value in most cryptocurrencies and their susceptibility to manipulation and fraud contradict the Islamic emphasis on ethical and stable financial practices (Muedini, 2018). For Islamic preachers, the challenge lies in balancing the enthusiasm of young Muslims with the need for ethical and informed financial practices. Dakwah must evolve to address this complex issue, blending traditional Islamic teachings with practical financial literacy. A significant issue is the lack of understanding among young investors about the risks and mechanisms of cryptocurrency. Many enter the market without knowledge of its volatility or the ethical implications of their investments. This creates a disconnect between their actions and Islamic principles. Dakwah must, therefore, emphasize the importance of financial literacy as a form of worship, aligning the pursuit of knowledge with the Quranic injunction:

“And say, ‘My Lord, increase me in knowledge’” (Surah Ta-Ha, 20:114).

Preachers must also address the psychological and social pressures that drive young Muslims toward speculative behavior. Social media platforms, while a source of market hype, also present an opportunity for dakwah. By leveraging these platforms, preachers can reach younger audiences with accessible and engaging content that promotes responsible financial practices. This includes encouraging ethical innovation within the cryptocurrency space, such as asset-backed digital currencies, which align with Islamic principles of stability and transparency (Sholeh et al., 2022).

Another avenue is the potential for cryptocurrencies to contribute to social welfare initiatives, such as *zakat* (almsgiving) and *waqf* (endowments). Preachers can guide young Muslims to view cryptocurrency not merely as a tool for personal gain but as a means to achieve communal benefits. However, the volatile nature of cryptocurrencies poses challenges to their use in such contexts, underscoring the need for Shariah-compliant alternatives (Bintarto et al., 2022).

The discourse on cryptocurrency within dakwah highlights a critical need for innovation in Islamic finance. While most cryptocurrencies do not meet Shariah requirements due to their

speculative nature, their underlying technology holds significant potential for ethical applications. Preachers must advocate for the development of digital assets that are transparent, stable, and backed by tangible assets. These innovations could align with Maqasid al-Shariah (the objectives of Shariah), promoting justice and fairness in financial transactions (Siswantoro et al., 2020).

The paradox of cryptocurrency in the Islamic context lies in its simultaneous potential and challenges. For Gen Z and millennials in Indonesia, cryptocurrency represents an exciting opportunity for financial independence but also poses significant ethical and financial risks. Through dakwah, Islamic preachers have a critical role in guiding young Muslims toward informed and responsible engagement with digital assets. By addressing the FOMO-driven culture, emphasizing financial literacy, and advocating for Shariah-compliant innovations, dakwah can help bridge the gap between modern financial practices and timeless Islamic values.

The dynamic nature of cryptocurrency demands that Islamic preachers continuously adapt their approach, ensuring that their guidance remains relevant to the challenges faced by the younger generation. By doing so, they can foster a balanced perspective that allows Muslims to navigate the complexities of modern finance while staying true to their faith.

Methods

To understand how Islamic preachers address the topic of cryptocurrency in their dakwah, this study adopts a content analysis approach. Content analysis enables a systematic and detailed examination of qualitative data to uncover patterns, themes, and underlying meanings. In this research, the primary data source is YouTube, a widely used platform where preachers disseminate their messages, particularly to young audiences such as Gen Z and millennials. By focusing on the sermons, Q&A sessions, and lectures available on this platform, the study aims to explore how preachers interpret cryptocurrency in light of Shariah law and provide guidance to their audiences.

YouTube is an ideal platform for this analysis, as it has become a central medium for Islamic preachers to engage with younger generations, who are increasingly consuming religious content online. The analysis centers on videos by a selection of prominent preachers, both national and international, who are known for their expertise in Islamic jurisprudence, ethics, and finance. The preachers included in the study are Zakir Naik, Abdul Somad, Adi Hidayat, Assim Al-Hakeem, Dr. Oni Sahroni, MA, Shaykh Uthman, and Buya Yahya. These individuals were chosen for their influence within the Muslim community and their relevance to discussions on contemporary financial challenges, including cryptocurrency.

The data collection process involved identifying videos that specifically address cryptocurrency, using keywords such as “cryptocurrency,” “Bitcoin,” “Islamic finance,” and “cryptocurrency in Islam.” Videos were selected based on their relevance to the topic, the preacher’s authority in Islamic jurisprudence, and audience engagement metrics such as views, likes, and comments. By focusing on publicly available content, the study ensures accessibility and transparency in its methodology.

Once the videos were identified, the content was transcribed and analyzed through a systematic process. The first step involved thematic coding, which aimed to identify recurring themes and patterns in the preachers’ discussions. Key themes that emerged included the permissibility of cryptocurrency in Islam (halal versus haram), ethical concerns such as speculation and volatility, practical advice for

Muslim investors, and recommendations for Shariah-compliant financial practices. For instance, some preachers highlighted the speculative nature of cryptocurrencies, which aligns with *gharar* (excessive uncertainty) and *maysir* (gambling), both of which are prohibited in Islam. Others discussed the potential benefits of blockchain technology, emphasizing its alignment with Islamic principles of transparency and fairness.

The analysis also involved a comparative approach, where the perspectives of different preachers were compared to identify similarities and differences in their interpretations. For example, Zakir Naik often contextualizes cryptocurrency within a comparative religious framework, while Assim Al-Hakeem applies direct rulings from *fiqh* (Islamic jurisprudence). Meanwhile, Dr. Oni Sahroni delves into the technical and financial aspects of cryptocurrency, discussing its compatibility with modern Islamic finance principles. This comparative analysis provides a nuanced understanding of how preachers address the topic based on their backgrounds, methodologies, and audiences.

Another significant aspect of the analysis was the engagement between preachers and their audiences. YouTube comments and audience questions were reviewed to gauge the concerns and interests of Gen Z and millennials regarding cryptocurrency. This step revealed that younger audiences are particularly interested in understanding the ethical implications of investing in cryptocurrencies, as well as practical advice on navigating the volatile crypto market. These findings underscore the importance of tailoring *dakwah* to address the realities faced by younger generations.

Throughout the analysis, care was taken to ensure ethical considerations. Only publicly available content was used, and the statements of preachers were interpreted within the context of their videos to avoid misrepresentation. Proper attribution was maintained for each preacher's views to ensure accuracy and respect for their intellectual contributions. The decision to use content analysis for this study is rooted in its ability to systematically examine qualitative data and uncover key insights. By focusing on YouTube, the study captures the dynamic nature of *dakwah* in the digital age, where preachers increasingly use online platforms to reach and influence their audiences. This approach not only highlights the diversity of opinions among preachers but also provides a comprehensive understanding of how *dakwah* addresses the ethical and financial challenges posed by cryptocurrency. The findings contribute to a broader discourse on the role of Islamic preachers in guiding Muslims, particularly younger generations, through the complexities of modern finance while staying grounded in Islamic principles.

Discussion and Results

The findings reveal a spectrum of perspectives among Islamic scholars and preachers regarding cryptocurrency. The discussion highlights areas of consensus and divergence, focusing on critical factors such as speculative risks, regulation, transparency, and alignment with Shariah law. These differences underscore the complexity of cryptocurrency's integration into Islamic finance and the need for further deliberation.

Summary of Results

The scholars' views can be summarized in the following table:

| Scholar | Viewpoint | Reasoning | Additional Notes | Allowance | Certainty Percentage |
|-------------------------------|---|---|--|-------------------|---|
| Dr. Oni Sahroni, MA | Allowed for business transactions; Not allowed for speculative trading. | Speculative trading involves gharar (uncertainty), which is prohibited in Islam. | Emphasizes transactions with clear contracts. | Partially Allowed | 70% Allowed (for business); 30% Not Allowed (for speculation). |
| Buya Yahya | Creating exchange tools is valid; Not recommended. | High risk of speculation, asset loss, and price instability. | Advises caution and suggests safer alternatives. | Not Allowed | 90% Not Allowed due to cautionary concerns. |
| Sheikh Assim Al Hakeem | Haram unless regulated by official authority. | Lack of regulation makes it prone to manipulation, theft, and speculation. | Highlights volatility and reports of losses. | Not Allowed | 100% Not Allowed under current circumstances. |
| Shaykh Uthman | No definitive ruling; emphasizes caution. | Insufficient understanding of systems, high volatility, and speculative risks. | Compares cryptocurrency to gold/silver. | Undetermined | 50% Not Allowed, focused on caution. |
| Dr. Zakir Naik | Allowed if spot (immediate) transactions; Not allowed with riba or gharar . | Forex or delayed settlements violate Shariah. | Advocates transparent transactions. | Partially Allowed | 70% Allowed (if conditions met); 30% Not Allowed (if haram exists). |
| Ustadz Adi Hidayat | Not recommended. | No guarantee of asset security; high risk of loss due to decentralized nature. | Emphasizes intrinsic value in dinar/dirham. | Not Allowed | 85% Not Allowed due to high uncertainty and speculation. |
| Ustaz Abdul Somad | Allowed as a medium of exchange; Not | Bitcoin's value is inconsistent and lacks security. | Warns against fraudulent schemes. | Partially Allowed | 60% Allowed (for transactions); |

| | |
|-------------------------|-----------------------------------|
| allowed for investment. | 40% Not Allowed (for investment). |
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Source: Compiled by the author(s) from multiple sources.

Key Themes in Discussion

A recurring concern among scholars is the speculative nature of cryptocurrency, which aligns with *gharar* (excessive uncertainty) and *maysir* (gambling), both of which are prohibited in Islam. Scholars like Dr. Oni Sahroni and Sheikh Assim Al Hakeem categorize speculative trading as haram due to its inherent risks and lack of stability. This concern aligns with the Quranic injunction:

"Do not consume one another's wealth unjustly but only [in lawful] business by mutual consent"
(Surah An-Nisa, 4:29).

The absence of regulatory oversight is another significant issue. Scholars like Sheikh Assim Al Hakeem and Buya Yahya emphasize that cryptocurrency's decentralized nature makes it vulnerable to manipulation and fraud, leading them to reject it outright under current conditions. Without regulatory frameworks, they argue, cryptocurrency cannot ensure fair and transparent transactions, which are core to Shariah principles. Some scholars see potential for cryptocurrency under specific conditions. Dr. Zakir Naik and Dr. Oni Sahroni argue that cryptocurrency could be permissible if used for spot transactions with transparent contracts and without elements of *riba* or speculation. This view is grounded in the Islamic emphasis on ethical trade practices, as highlighted in the Hadith:

"The Messenger of Allah forbade transactions determined by throwing stones and transactions involving *gharar*" (Sahih Muslim, Hadith 1513).

Ustaz Abdul Somad supports the use of cryptocurrency as a medium of exchange but warns against its use as an investment due to its unmeasurable and inconsistent value. He highlights the lack of security in such investments, cautioning Muslims against involvement in fraudulent schemes. Some scholars, including Ustadz Adi Hidayat, argue that cryptocurrencies lack intrinsic value, making them less compatible with Islamic financial principles. They reference the historical precedence of gold and silver as stable and intrinsic assets, suggesting that cryptocurrencies must develop comparable value to gain broader acceptance. The results reveal a diversity of opinions among Islamic scholars on cryptocurrency, reflecting the complexity of aligning modern financial tools with traditional Islamic principles. While some scholars cautiously accept cryptocurrency under strict conditions, others categorically reject it due to its speculative nature, lack of regulation, and associated risks. This diversity highlights the need for continued dialogue and regulatory development to explore how cryptocurrency can align with Islamic values.

Future research should focus on developing Shariah-compliant digital assets and enhancing education on ethical financial practices for Muslim communities, particularly as cryptocurrency adoption continues to grow among younger generations.

The study identifies areas of consensus among scholars regarding cryptocurrency, particularly on speculative risks, lack of regulation, and the ethical considerations required for Shariah compliance. However, there are notable divergences on its permissibility for specific purposes, such as business transactions or use as a medium of exchange.

Consensus

1. **Prohibition of Speculative Trading:** Scholars universally agree that speculative trading of cryptocurrency, akin to gambling (*maysir*) and excessive uncertainty (*gharar*), is haram. This consensus is rooted in Islamic finance principles that prohibit risky and unstable financial practices. For instance, Dr. Oni Sahroni, Sheikh Assim Al Hakeem, and Buya Yahya all emphasize that speculative investments conflict with Shariah law, aligning their views with Quranic injunctions such as:
"Do not consume one another's wealth unjustly but only [in lawful] business by mutual consent" (Surah An-Nisa, 4:29).
2. **Need for Regulation:** Scholars collectively stress the importance of regulatory oversight. Cryptocurrencies' decentralized nature and lack of institutional backing make them prone to manipulation, fraud, and theft. Sheikh Assim Al Hakeem and Buya Yahya argue that without robust regulation, cryptocurrencies cannot ensure the transparency and security required in Islamic transactions.
3. **Caution Against Volatility:** The volatility of cryptocurrency prices is a shared concern among scholars. This unpredictability contradicts the stability required in Islamic financial systems. Ustadz Adi Hidayat and Shaykh Uthman highlight how the fluctuating value of cryptocurrencies creates financial instability, a feature incompatible with Islamic teachings on wealth preservation.

Divergences

1. **Permissibility for Specific Uses:** While scholars like Dr. Oni Sahroni and Dr. Zakir Naik allow cryptocurrency for certain purposes, such as spot transactions in business, others like Sheikh Assim Al Hakeem and Ustadz Adi Hidayat categorically reject it. This divergence stems from differences in how scholars interpret the risks and ethical implications associated with cryptocurrency.
2. **Intrinsic Value Debate:** Some scholars, such as Ustadz Adi Hidayat, argue that cryptocurrencies lack intrinsic value, making them less viable as a Shariah-compliant financial tool. Others, like Dr. Zakir Naik, acknowledge its potential as a medium of exchange, provided it adheres to transparency and avoids haram elements.
3. **Approach to Unregulated Markets:** While scholars like Dr. Oni Sahroni suggest that cryptocurrencies can be used in regulated environments, Sheikh Assim Al Hakeem maintains a stricter stance, prohibiting them entirely until they are officially regulated by central authorities.

The role of preachers in addressing cryptocurrency is vital, especially as this digital financial phenomenon increasingly influences Muslim communities, particularly Gen Z and millennials.

Preachers must navigate complex religious, ethical, and practical dimensions of cryptocurrency to provide clear and impactful guidance grounded in Shariah law.

Preachers should begin by grounding the discussion in core Islamic financial principles, such as justice (adl), transparency, and the prohibition of gharar (excessive uncertainty) and maysir (gambling). Highlight that Islam prioritizes ethical and stable financial practices to ensure fairness and societal welfare. Drawing from academic findings, preachers can explain how cryptocurrencies, in their current form, often violate these principles. For instance:

- The lack of intrinsic value and high volatility of cryptocurrencies align with gharar, as noted in *The Requirements of Cryptocurrency for Money: An Islamic View* (Siswantoro et al., 2020).
- The speculative behavior surrounding cryptocurrency mirrors maysir, as highlighted in *Cryptocurrency in Islamic Economic Principles* (Nouruzzaman et al., 2022).

Preachers should emphasize the Quranic directive to avoid uncertainty and harm in financial transactions:

"Do not consume one another's wealth unjustly but only [in lawful] business by mutual consent"
(Surah An-Nisa, 4:29).

Preachers should provide nuanced guidance by distinguishing between cryptocurrency's potential uses:

- As a Medium of Exchange: Explain that some scholars, such as Dr. Zakir Naik, permit cryptocurrency in spot transactions if it avoids riba and speculative practices. Highlight its potential to facilitate transparent, peer-to-peer transactions.
- As an Investment Tool: Warn against using cryptocurrency as a speculative investment, citing scholars like Sheikh Assim Al Hakeem, who consider it haram due to its volatility and association with gambling.

This distinction helps the audience understand that the permissibility of cryptocurrency is context-dependent. Preachers can cite studies like *Cryptocurrency and Islamic Finance* to show how regulated and asset-backed cryptocurrencies, such as OneGram, may align with Shariah (Alam et al., 2019). Preachers must directly confront the FOMO (Fear of Missing Out) culture driving many young Muslims to invest impulsively in cryptocurrencies. Social media platforms often glamorize quick wealth, creating unrealistic expectations. Preachers should emphasize the Islamic value of sabr (patience) and the importance of informed decision-making, warning against greed and impulsivity:

- Highlight the Hadith: "Wealth obtained unlawfully will bring neither peace of mind nor prosperity."
- Share real-world stories of financial losses due to cryptocurrency speculation, as highlighted in studies like *Navigating the Halal Frontier* (Nabeel & Sumathy, 2024).

By addressing these psychological and societal pressures, preachers can guide their audience toward more thoughtful and ethical financial behavior. Preachers should promote discussions about the potential for Shariah-compliant financial innovations, such as gold-backed cryptocurrencies or asset-regulated stablecoins. For example:

- Highlight initiatives like OneGram, a gold-backed cryptocurrency designed to align with Islamic values, as discussed in *A Critical Analysis of Islamic Law and Fatwa on OneGram* (Sholeh et al., 2022).
- Explain how blockchain technology can enhance transparency and fairness, aligning with maqasid al-shariah to serve societal welfare (maslahah).

Encouraging Shariah-compliant alternatives helps foster a constructive dialogue that balances modern innovation with Islamic principles. Preachers should frame financial literacy as an act of worship (ibadah), encouraging Muslims to seek knowledge about cryptocurrency before engaging with it. Citing the Quranic verse:

“And say, ‘My Lord, increase me in knowledge’” (Surah Ta-Ha, 20:114),

Preachers can emphasize that understanding the risks, mechanisms, and ethical dimensions of cryptocurrency is essential for responsible financial stewardship. Highlighting findings from studies like *Cryptocurrencies from Islamic Perspective*, which underscore the importance of education in reducing misuse, reinforces this point (Hassan et al., 2023).

Conclusions

The role of *mubaligh* in addressing cryptocurrency is crucial, especially for younger generations like Gen Z and millennials, who are at the forefront of its adoption. Islamic preachers must strike a balance between providing clear, Shariah-based rulings and offering practical guidance to navigate the complexities of modern financial tools.

The study of scholarly perspectives and academic insights highlights several conclusions on how *mubaligh* can approach this topic effectively:

1. Focus on Ethical and Religious Principles: *Mubaligh* should consistently emphasize the foundational principles of Islamic finance, including the prohibition of gharar (excessive uncertainty), maysir (gambling), and riba (usury). These principles provide a framework for evaluating the permissibility of cryptocurrency.
2. Differentiating Usage Scenarios: Preachers should distinguish between the use of cryptocurrency as a medium of exchange (conditionally permissible) and speculative investment (prohibited). This clarity helps their audience avoid confusion and promotes responsible usage.
3. Addressing FOMO and Social Media Hype: Recognizing the influence of FOMO (Fear of Missing Out) and social media-driven investment trends, *mubaligh* must caution against impulsive financial behavior while advocating for informed decision-making.
4. Encouraging Financial Literacy: Preachers should see their role as educators, empowering Muslims with the knowledge to understand cryptocurrency's risks and ethical implications. Education is a key tool for fostering Shariah-compliant financial practices.

5. Promoting Shariah-Compliant Innovation: *Mubaligh* can encourage the exploration of regulated, asset-backed cryptocurrencies and blockchain technologies as potential tools for ethical financial growth

To guide their audiences effectively, *mubaligh* should adopt the following strategies in their dakwah:

1. Ground Discussions in Islamic Teachings

Mubaligh must start their conversations by linking cryptocurrency to relevant Quranic verses and Hadith. For example:

- The Quran states: “Do not consume one another’s wealth unjustly but only [in lawful] business by mutual consent” (Surah An-Nisa, 4:29).
- The Hadith emphasizes avoiding speculative transactions: “The Messenger of Allah forbade transactions determined by throwing stones and transactions involving gharar” (Sahih Muslim, Hadith 1513).

By grounding their discussions in scripture, *mubaligh* establish trust and ensure that their guidance resonates with Islamic values.

2. Tailor the Message for Younger Audiences

Recognizing the dominance of Gen Z and millennials in the cryptocurrency market, *mubaligh* should frame their message in a relatable way. They should:

- Address FOMO by emphasizing the Islamic value of sabr (patience) and the dangers of greed.
- Use relatable examples of financial losses from impulsive crypto investments to illustrate the risks of speculative behavior.

3. Use Digital Platforms for Outreach

To reach younger demographics effectively, *mubaligh* should leverage digital platforms like YouTube, Instagram, and TikTok. Engaging content strategies include:

- Short, visually appealing videos explaining Islamic rulings on cryptocurrency.
- Hosting live Q&A sessions to address common misconceptions and provide actionable advice.
- Collaborating with Islamic finance experts to produce detailed, educational content.

4. Differentiate Between Permissible and Impermissible Uses

Mubaligh should explain cryptocurrency’s potential in ethical and transparent contexts, such as spot transactions or peer-to-peer exchanges, while cautioning against speculative investments. For example:

- Allowed: Spot transactions with no deferred settlements.
- Not Allowed: Margin trading, futures contracts, or investments tied to unclear value or ownership.

5. Promote Financial Literacy as an Islamic Duty

Financial literacy should be framed as a religious obligation (*fard kifayah*) in today's financial landscape. *Mubaligh* can encourage Muslims to seek knowledge about cryptocurrency and other financial tools, linking this to the Quranic verse:

“And say, ‘My Lord, increase me in knowledge’” (Surah Ta-Ha, 20:114).

6. Encourage Ethical Financial Practices

Mubaligh should advocate for Shariah-compliant alternatives, such as gold-backed cryptocurrencies or blockchain-based zakat systems. By highlighting these innovations, they can inspire their audience to pursue ethical financial solutions aligned with *maqasid al-shariah* (objectives of Shariah).

7. Be Transparent About Scholarly Divergence

Mubaligh must acknowledge that scholars hold varying opinions on cryptocurrency. They should clarify that while some scholars allow its limited use, others reject it entirely due to its speculative and unregulated nature. Providing balanced perspectives helps the audience make informed decisions.

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