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MAQASID DAKWAH: TRENDS AND RESEARCH DEVELOPMENTS

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Abstract:

The concept of *Maqasid Dakwah*, which integrates the higher objectives of Islamic preaching with contemporary societal needs, has increasingly become a focal point in Islamic scholarship. Despite this growing interest, a comprehensive understanding of its research trends, thematic development, and global scholarly contributions remains limited. This study aims to analyze the evolution and direction of *Maqasid Dakwah* research using bibliometric techniques to uncover publication patterns, dominant themes, and collaboration networks over the past two decades. The data collection was conducted through an advanced title-based search in the Scopus database using three key terms: *maqasid*, *policy*, and *dakwah*. The search was limited to English-language journal articles published between 2005 and 2024. After applying inclusion and exclusion criteria, a total of **670** documents were identified as relevant. Data cleaning and standardization were carried out using **OpenRefine**, while **Scopus Analyzer** and **VOSviewer** software were employed to conduct performance analysis, keyword co-occurrence mapping, and co-authorship visualization. The results indicate a sharp increase in publication output between 2004 and 2024, with **Malaysia and Indonesia** leading in terms of research productivity. Subject areas were dominated by **social sciences, arts and humanities, Islamic studies, and economics**, reflecting the multidisciplinary nature of *Maqasid Dakwah*. Frequently occurring keywords such as *maqasid al-shariah*, *Islamic law*, *Islamic education*, and *sustainable development goals* point to an evolving focus on ethical frameworks, policy relevance, and community well-being. The analysis also revealed limited global collaboration and underrepresentation in digital platforms and applied sciences. In conclusion, this study highlights the

expanding role of *Maqasid Dakwah* in academic discourse and emphasizes the need for greater international cooperation and thematic diversification to strengthen its impact across disciplines and regions.

Keywords:

Maqasid, Policy, Dakwah

Introduction

The study of Maqasid Dakwah, which refers to the objectives and purposes of Islamic preaching, has seen significant scholarly interest and development over the years. This field intersects with the broader study of Maqasid al-Shari'ah, which has evolved from the foundational works of early Islamic scholars like Imam al-Juwayni and al-Ghazali to contemporary applications in various disciplines (Eldersevi et al., 2021) (Mohd Yusob et al., 2015). The importance of Maqasid Dakwah lies in its ability to guide Islamic preaching in a manner that aligns with the overarching goals of Shari'ah, ensuring that the message of Islam is conveyed effectively and appropriately in different contexts (Mokhtar & Albaraka, 2016) (Millie et al., 2023). This bibliometric analysis aims to explore the trends and research developments in the scientific output related to Maqasid Dakwah, providing insights into the key focus areas, influential contributors, and emerging patterns in this field.

Research on Maqasid Dakwah has expanded significantly, reflecting its growing importance in both academic and practical contexts. The foundational theories of Maqasid al-Shari'ah, which emphasize the protection of religion, life, intellect, lineage, and property, have been adapted to address contemporary issues in Islamic preaching (Eldersevi et al., 2021) (Mohd Yusob et al., 2015). Studies have shown that Maqasid Dakwah encompasses a wide range of topics, including the integration of social sciences and communication studies to enhance the effectiveness of Islamic preaching (Millie et al., 2023). This interdisciplinary approach has led to a diverse and vibrant research landscape, with significant contributions from countries like Malaysia and Indonesia (Mohammed, 2024).

Bibliometric analysis has emerged as a crucial tool for assessing the impact and trends in Maqasid Dakwah research. This method involves quantitative analysis of scientific publications to identify patterns, influential authors, and key research areas (Wulansari et al., 2020) (Sillet, 2013) (Surekha et al., 2024). Advanced analytical tools such as VOSviewer and ScientoPy have been employed to conduct document co-citation and keyword analyses, revealing the collaborative networks and thematic focuses within the field (Mohammed, 2024) (Dulla et al., 2021). The use of bibliometric analysis in this context not only highlights the productivity and impact of research outputs but also provides a comprehensive overview of the scholarly landscape, guiding future research directions (Li et al., 2024).

The bibliometric analysis of Maqasid Dakwah research indicates a steady increase in publications and scholarly interest over the past two decades. The findings reveal that the research output span various disciplines, including religion, business, economics, and social sciences, reflecting the multifaceted nature of Maqasid Dakwah (Mohammed, 2024) (Tubarad et al., 2022). Notably, the analysis identifies Malaysia and Indonesia as leading contributors to the field, with a significant number of publications and high impact (Mohammed, 2024). The thematic analysis also highlights the evolving nature of Maqasid Dakwah, with recent studies

focusing on contemporary applications and the integration of new methodologies to address current challenges in Islamic preaching (Mokhtar & Albaraka, 2016) (Millie et al., 2023) (Tubarad et al., 2022) .

In conclusion, the bibliometric analysis of Maqasid Dakwah research provides valuable insights into the trends and developments in this field. By examining the scholarly output and identifying key focus areas, this study contributes to a deeper understanding of the role and impact of Maqasid Dakwah in guiding Islamic preaching in the modern world.

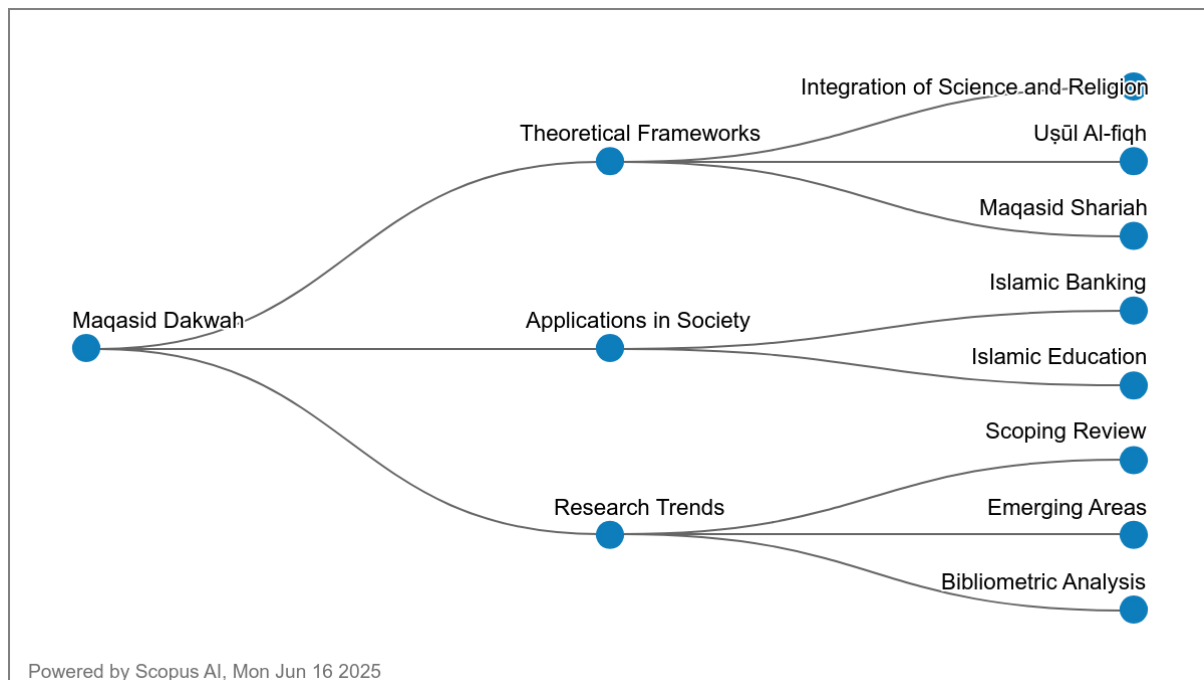


Figure 1: Overview Of Literature

Research Question

- i. What is the annual publication trend in *Maqasid Dakwah* research from 2005 to 2024?
- ii. What are the main subject areas, and to what extent has research been conducted on *Maqasid Dakwah*?
- iii. Which publications are the most highly cited in the field of *Maqasid Dakwah* during the selected period?
- iv. Which countries have contributed the highest number of publications on *Maqasid Dakwah*?
- v. What are the most frequently used keywords in *Maqasid Dakwah* research?
- vi. How do countries collaborate in *Maqasid Dakwah* research based on co-authorship patterns?

Methodology

Bibliometrics involves gathering, organizing, and analyzing bibliographic data from scientific publications (Alves et al., 2021; Assyakur & Rosa, 2022; Verbeek et al., 2002). Beyond basic statistics, such as identifying publishing journals, publication years, and leading authors (Wu & Wu, 2017), bibliometrics includes more sophisticated techniques like document co-citation analysis. Conducting a successful literature review requires a careful, iterative process to select

suitable keywords, search the literature, and perform an in-depth analysis. This approach helps to compile a comprehensive bibliography and achieve reliable results (Fahimnia et al., 2015). With this in mind, the study focused on high-impact publications, as they provide meaningful insights into the theoretical frameworks that shape the research field. To ensure data accuracy, SCOPUS served as the primary source for data collection (Al-Khoury et al., 2022; di Stefano et al., 2010; Khiste & Paithankar, 2017). Additionally, to maintain quality, the study only considered articles published in peer-reviewed academic journals, deliberately excluding books and lecture notes (Gu et al., 2019). Using Elsevier's Scopus, known for its broad coverage, publications were collected from 2004 through December 2024 for further analysis."

Data search strategy

In conducting this bibliometric analysis on *Maqasid Dakwah: Trends and Research Developments*, a structured data retrieval strategy was implemented using the Scopus database. The advanced search query was constructed as TITLE ((maqasid OR objective OR framework OR policy) AND (maqasid OR dakwah OR preach OR teach OR exhort)), targeting publications where these terms appear in the title. To ensure the relevance and recency of the literature, the search was limited to documents published between 2005 and 2024. This time frame was chosen to capture two decades of scholarly development in the field. As part of the search refinement, only documents at the final publication stage were included, and materials still in press were excluded to maintain data stability and reproducibility.

Further filtering was applied based on specific inclusion and exclusion criteria. Only publications written in English and categorized as journal articles were considered, while non-English texts, conference proceedings, books, and reviews were excluded to ensure the academic quality and peer-reviewed nature of the dataset. This rigorous screening process resulted in a final dataset of 670 documents, providing a solid foundation for analyzing research patterns, keyword trends, and authorship collaborations in the context of *maqasid*-driven Islamic preaching and educational discourse. The defined search and selection strategy aimed to produce a focused, high-quality dataset reflective of global scholarly engagement with the evolving concept of *Maqasid Dakwah*.

Table 1: The Search String

Scopus	TITLE ((maqasid OR objective OR framework OR policy) AND (maqasid OR dakwah OR preach OR teach OR exhort)) AND PUBYEAR > 2004 AND PUBYEAR < 2025
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Table 2: The Selection Criterion Is Searching

Criterion	Inclusion	Exclusion
Language	English	Non-English
Time line	2005	< 2025
Literature type	Journal (Article)	Conference, Book, Review
Publication Stage	Final	In Press

Data analysis

VOSviewer is a bibliometric analysis tool tailored for users, created by Nees Jan van Eck and Ludo Waltman from Leiden University in the Netherlands (van Eck & Waltman, 2010) (van Eck & Waltman, 2017). This software is extensively utilized for exploring and presenting patterns in academic literature. It offers advanced capabilities for building network diagrams,

identifying clusters, and generating density visualizations. With its adaptable design, VOSviewer supports detailed exploration of various bibliometric networks, such as co-authorship, co-citation, and keyword co-occurrence. Its user-friendly interface and ongoing development make it effective for handling large bibliographic datasets. Furthermore, it allows users to compute key metrics, tailor visual displays, and import data from multiple sources, solidifying its role as a powerful tool for analyzing scholarly content.

One of VOSviewer's major strengths lies in its capacity to translate intricate bibliometric data into intuitive visual forms. Its focus on network-based representation enables researchers to discover thematic clusters, examine keyword relationships, and produce density-based maps. The software's design accommodates both novice and expert users, streamlining the process of working with vast data collections. Its continuous upgrades contribute to its reputation as a leading platform in the field of bibliometric visualization. The software's ability to represent diverse structures-such as citation connections and research collaborations-highlights its value in extracting insights from academic databases.

For the present research, bibliographic records-including article titles, authors, journal names, publication years, keyword data, and citation metrics-were obtained from the Scopus database in PlainText format, spanning from 2004 to December 2024. These records were processed using version 1.6.20 of the VOSviewer software to conduct mapping and clustering. The tool employs the Visualization of Similarities (VOS) algorithm, which organizes items within a low-dimensional space such that their spatial distances reflect their relatedness (van Eck & Waltman, 2010). Although this approach is like Multidimensional Scaling (MDS) (Appio et al., 2014), VOSviewer distinguishes itself by applying a normalization technique that is better suited for co-occurrence data. Specifically, it utilizes the association strength C_{ij} defined as (Van Eck & Waltman, 2007):

$$AS_{ij} = \frac{C_{ij}}{w_i w_j}$$

where C_{ij} represents the observed number of co-occurrences between items i and j , and w_i and w_j denote their total individual occurrences. This metric reflects the proportion between the actual co-occurrence and the expected frequency under statistical independence, offering a precise measure of item similarity in bibliometric mapping (Van Eck & Waltman, 2007).

Result And Discussions

Documents by year

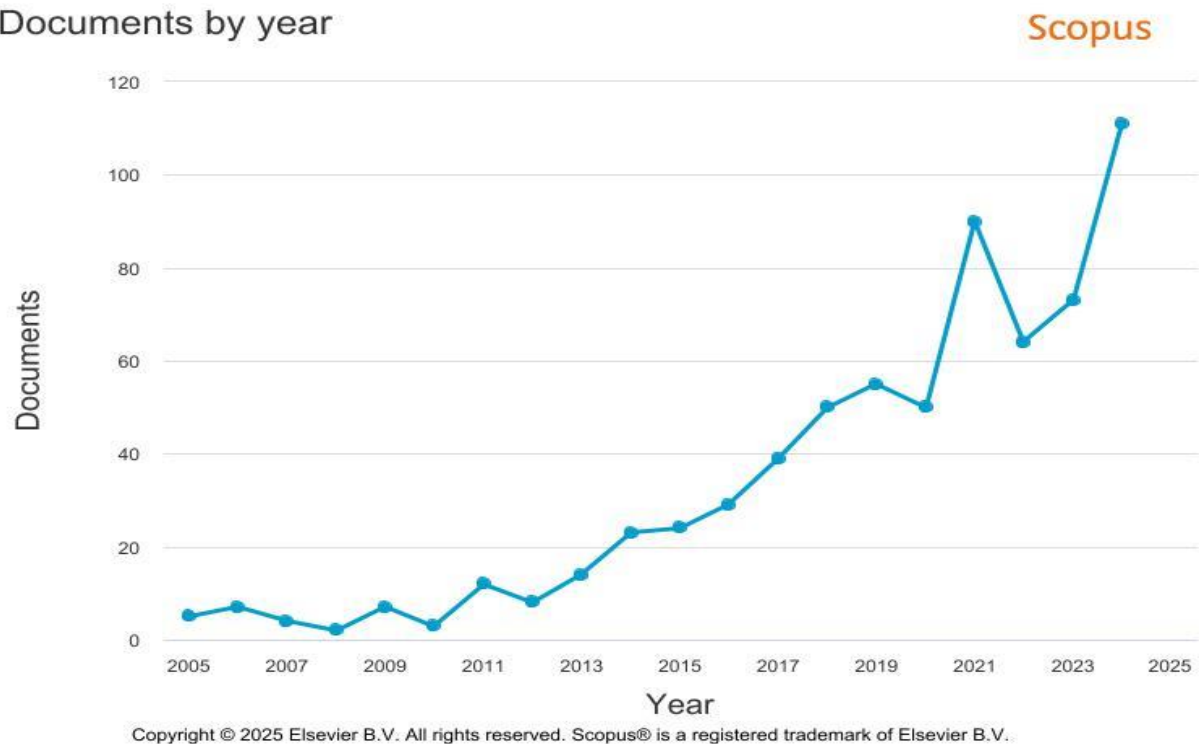


Figure 2: Trend of Research in Maqasid Dakwah by Years

Table 3: Number of Article in Maqasid Dakwah and Its Percentage by Years

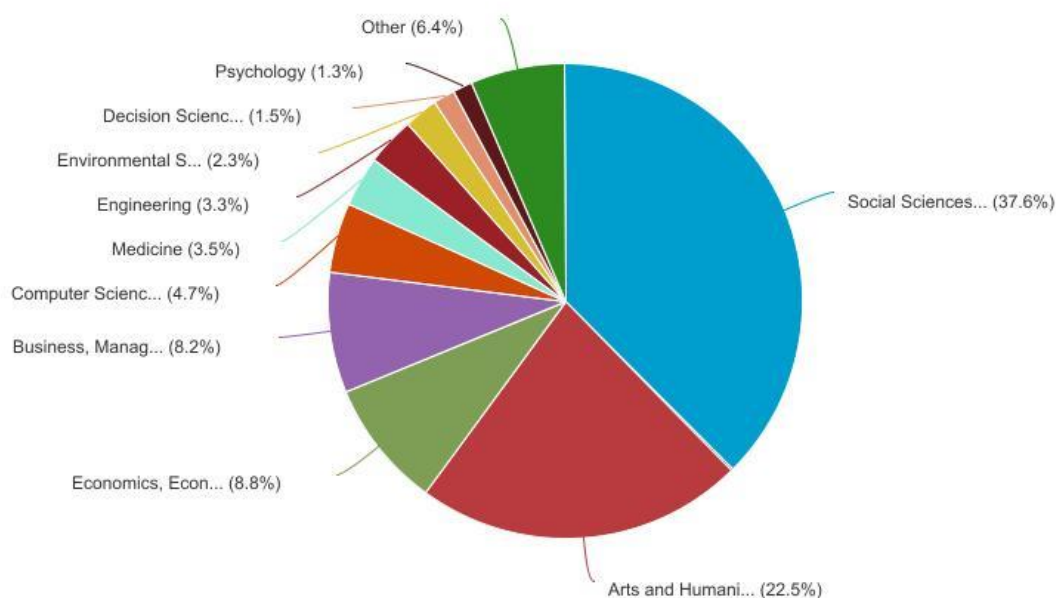
Year	Number Of Article	Percentage
2024	111	16.6%
2023	73	10.9%
2022	64	9.6%
2021	90	13.4%
2020	50	7.5%
2019	55	8.2%
2018	50	7.5%
2017	39	5.8%
2016	29	4.3%
2015	24	3.6%
2014	23	3.4%
2013	14	2.1%
2012	8	1.2%
2011	12	1.8%
2010	3	0.4%
2009	7	1.0%
2008	2	0.3%
2007	4	0.6%
2006	7	1.0%
2005	5	0.7%

The bibliometric trend analysis on the topic of *Maqasid Dakwah* reveals a significant increase in scholarly interest over the last decade, particularly from 2020 onwards. The year 2024 recorded the highest number of publications at 111 articles, representing 16.6% of the total, followed by 2021 with 90 articles (13.4%) and 2023 with 73 articles (10.9%). This upward trajectory suggests that *Maqasid Dakwah* is gaining momentum as an area of academic focus, possibly driven by growing interest in integrating Islamic epistemology with contemporary issues in da'wah, governance, and socio-religious development. The steady rise in publications since 2017 further reflects a shift in scholarly attention toward exploring the strategic objectives of da'wah in a more structured, purpose-driven manner aligned with maqasid-based frameworks.

In contrast, the earlier years from 2005 to 2015 saw relatively limited scholarly output, with annual contributions consistently below 4%. This pattern implies that during this period, the field was still in its formative stage, with less conceptual clarity and institutional support. The gradual rise from 2016 onward suggests increased awareness, possibly supported by Islamic institutions, higher education agendas, or policy shifts toward value-based communication. The spike in recent years may also reflect broader academic trends such as Islamization of knowledge, the SDG agenda, and rising global discourse on purposeful Islamic outreach. Overall, this temporal distribution highlights the maturation of *Maqasid Dakwah* as a research niche, indicating its growing relevance and the need for continued investigation into its theoretical underpinnings, practical applications, and interdisciplinary connections.

Documents by subject area

Scopus



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Figure 3: Main Subject Areas On Maqasid Dakwah

Table 4: Number and Percentage of Document by Top 10 Contributing Subject Areas

Subject Area	Number Of Document	Percentage %
Social Sciences	455	38%
Arts and Humanities	272	22%
Economics, Econometrics and Finance	106	9%
Business, Management and Accounting	99	8%
Computer Science	57	5%
Medicine	42	3%
Engineering	40	3%
Environmental Science	28	2%
Decision Sciences	18	1%
Psychology	16	1%
Mathematics	15	1%

The subject area distribution of publications on *Maqasid Dakwah* from 2005 to 2024 indicates a strong concentration in the Social Sciences, accounting for 38% of the total documents. This dominant presence reflects the centrality of *Maqasid Dakwah* within disciplines related to religion, society, education, politics, and Islamic studies, where discussions often focus on the ethical, cultural, and governance-related dimensions of da'wah. Following this, Arts and Humanities comprises 22% of the publications, suggesting that philosophical, theological, and historical perspectives also play a crucial role in framing *Maqasid Dakwah* research. Together, these two domains reflect the conceptual and interpretative depth required in understanding the objectives of Islamic propagation from both classical and contemporary lenses.

Other subject areas show a diverse, albeit smaller, contribution. Fields such as Economics, Econometrics and Finance (9%) and Business, Management and Accounting (8%) suggest an emerging interest in the application of *maqasid* principles in Islamic economics, finance, and leadership. The presence of Computer Science (5%) and Engineering (3%) may indicate early-stage efforts in digital da'wah tools, technology integration, and Islamic content dissemination via new media platforms. Meanwhile, areas like Medicine, Environmental Science, and Decision Sciences point to multidisciplinary expansions, possibly reflecting applications of *Maqasid Dakwah* in public health, sustainability, and strategic planning. This wide thematic spread highlights the evolving relevance of *Maqasid Dakwah* across knowledge domains, supporting its potential as a comprehensive framework adaptable to contemporary societal challenges.

Table 5: Ten Most Highly Cited Publication Maqasid Dakwah

Authors	Title	Year	Journal	Cited by
Ollivier G. et al.(Ollivier et al., 2018)	Agroecological transitions: What can sustainability transition frameworks teach us? an ontological and empirical analysis	2018	Ecology and Society	105
Metzl J.M.et al.(Metzl et al., 2018)	Using a structural competency framework to teach structural racism in pre-health education	2018	Social Science and Medicine	100
Akram Laldin M.& Furqani H.(Akram Laldin & Furqani, 2013)	Developing Islamic finance in the framework of maqasid al-Shari'ah: Understanding the ends (maqasid) and the means (wasa'il)	2013	International Journal of Islamic and Middle Eastern Finance and Management	83
Abdullah M.(Abdullah, 2018)	Waqf, Sustainable Development Goals (SDGs) and maqasid al-shariah	2018	International Journal of Social Economics	82
Mergaliyev A.et al.(Mergaliyev et al., 2021)	Higher Ethical Objective (Maqasid al-Shari'ah) Augmented Framework for Islamic Banks: Assessing Ethical Performance and Exploring Its Determinants	2021	Journal of Business Ethics	81
Ahmed H.(Ahmed, 2011)	Maqāṣid Al-Sharī'ah And Islamic Financial Products: A Framework For Assessment	2011	ISRA International Journal of Islamic Finance	79
Julia T.& Kassim S. (Julia & Kassim, 2020)	Exploring green banking performance of Islamic banks vs conventional banks in Bangladesh based on Maqasid Shariah framework	2020	Journal of Islamic Marketing	78
Rahman H.M.T. & Hickey G.M. (Rahman & Hickey, 2019)	What does autonomous adaptation to climate change have to teach public policy and planning about avoiding the risks of maladaptation in Bangladesh?	2019	Frontiers in Environmental Science	73
Mohamed Z.et al. (Mohamed et al., 2017)	Are they ready to teach? Student teachers' readiness for the job with reference to teacher competence frameworks	2017	Journal of Education for Teaching	70
Mohammad M.O. & Shahwan S. (Mohammad & Shahwan, 2013)	The objective of islamic economic and islamic banking in light of maqasid al-shariah: A critical review	2013	Middle East Journal of Scientific Research	66

The analysis of the top 10 most cited articles in the field of *Maqasid Dakwah* and its related applications reveals a diverse yet meaningful engagement with interdisciplinary themes, especially in sustainability, education, and Islamic finance. The most cited article by Ollivier et al. (2018) focuses on agroecological transitions through sustainability transition frameworks and is cited 105 times, indicating the integration of environmental ethics with broader policy and philosophical foundations—a theme that resonates with *maqasid*-based principles such as stewardship (*khalifah*). Metzl et al.'s work on structural competency in medical education also garnered high citations (100), reflecting interest in applying ethical frameworks to address social justice and structural inequities, which are central to the *maqasid al-dakwah* objective of societal reform (*islah*).

Several highly cited articles demonstrate a strong Islamic finance and economics dimension grounded in *maqasid al-shariah*. Notably, Akram Laldin and Furqani's 2013 article (83 citations) and Abdullah's 2018 study on waqf and SDGs (82 citations) show that scholars are actively aligning Islamic economic instruments with higher objectives of *Shariah*. Mergaliyev et al. and Ahmed's works further expand on ethical performance assessment and Islamic financial product evaluation, respectively, both rooted in *maqasid*-driven frameworks. Additionally, contributions in green banking, adaptation policy, and teacher readiness—such as those by Julia & Kassim and Mohamed et al.—highlight the versatility of *maqasid* beyond theology or finance. Collectively, the citation patterns suggest that impactful research in this field is driven by a combination of Islamic values, ethical imperatives, and contemporary global challenges, illustrating the growing relevance and applicability of *Maqasid Dakwah* across disciplines.

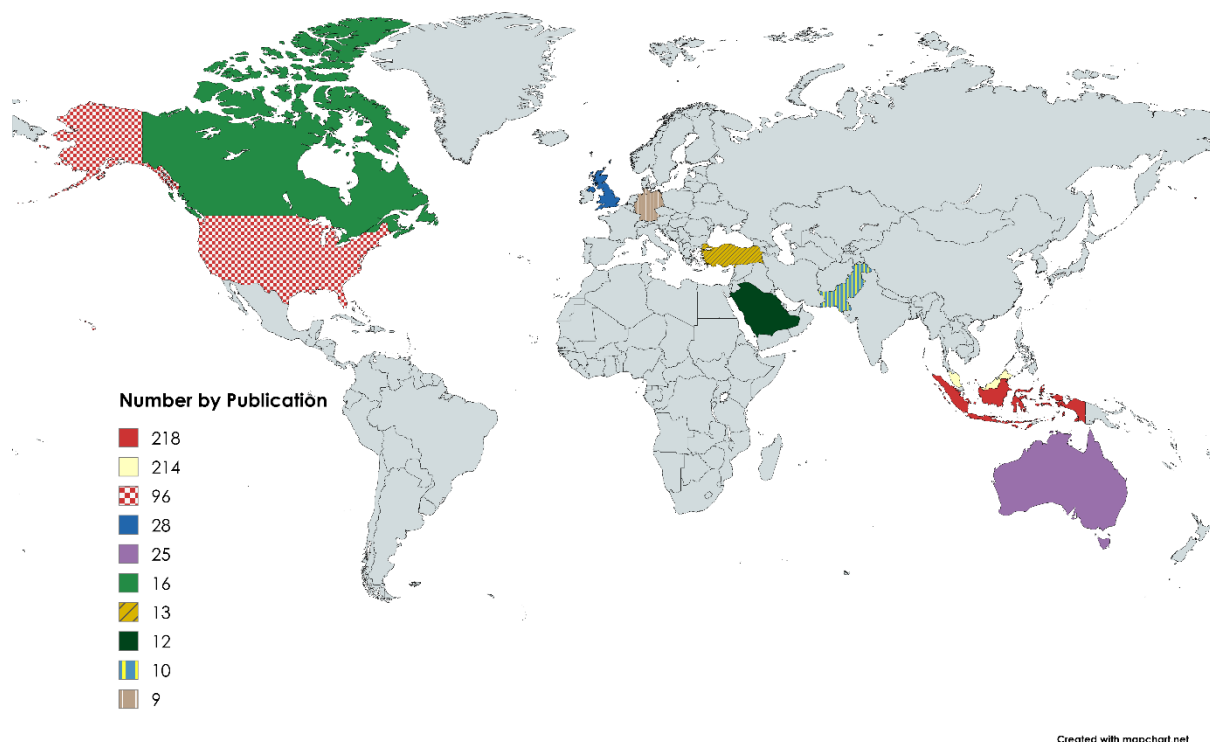


Figure 4: Top Contributing Countries to Maqasid Dakwah Publications (2005–2024)

Table 6: Leading Countries in Maqasid Dakwah Research Publications (2005–2024)

Country	Number By Publication	Percentage %
Indonesia	218	28%
Malaysia	214	28%
United States	96	12%
United Kingdom	28	4%
Australia	25	3%
Canada	16	2%
Turkey	13	2%
Saudi Arabia	12	2%
Pakistan	10	1%
Germany	9	1%

The data indicates that Indonesia and Malaysia are the leading contributors to *Maqasid Dakwah* research, each accounting for approximately 28% of total publications. This dominance reflects the strong institutional and scholarly emphasis on Islamic studies in both countries, where *maqasid*-based discourse is actively integrated into academic, religious, and policy frameworks. The high output may also be attributed to the formalization of Islamic education, support from state-funded universities, and the role of national research agendas that align with Islamic principles. These findings highlight Southeast Asia as a central hub for the development and expansion of *Maqasid Dakwah* scholarship, with considerable influence over the shaping of contemporary Islamic thought in the region.

Beyond Southeast Asia, countries such as the United States (12%), United Kingdom (4%), and Australia (3%) show moderate engagement with the topic, often through interdisciplinary studies in Islamic ethics, public policy, and religious education. Although Western contributions are fewer in volume, they may represent high-impact, contextually diverse, or comparative studies. Meanwhile, countries like Turkey, Saudi Arabia, Pakistan, Canada, and Germany make up a smaller share (1–2% each), indicating emerging interest but relatively limited academic output. The overall distribution suggests a clear concentration of research in Muslim-majority nations, particularly in Asia, while also revealing opportunities for broader international collaboration and expansion of *maqasid*-oriented research into new cultural and disciplinary contexts.

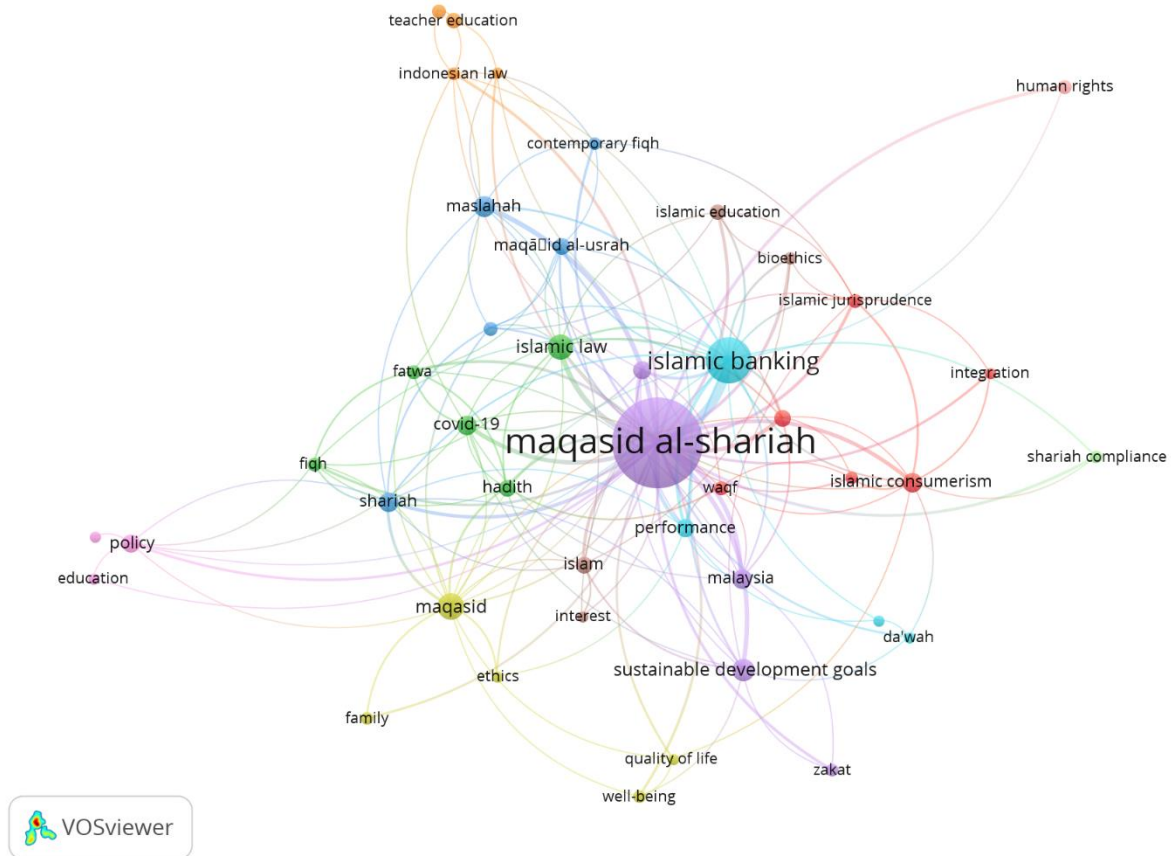


Figure 5: Network Visualization Map of Keywords' Co-Occurrence

The keyword analysis from the VOSviewer software highlights “*maqasid al-shariah*” as the most dominant term in *Maqasid Dakwah* research, with 290 occurrences and the highest total link strength of 262, affirming its centrality in this field. Closely related terms such as “*maqasid*” (27), “*masalahah*” (16), and “*hājiyyāt*” (7) show the presence of foundational Islamic legal theory, indicating that the discourse around *Maqasid Dakwah* is deeply rooted in classical jurisprudential principles. Notably, keywords like “islamic law”, “*shariah*”, and “*fiqh*” also contribute significantly, reflecting the interpretative and normative underpinnings that shape how *da'wah* is conceptualized within a *maqasid*-based framework.

In terms of applied and contemporary relevance, keywords such as “Islamic banking” (76 occurrences, 105 link strength), “Islamic consumerism”, and “sustainable development goals” indicate an intersection between *maqasid* and practical socio-economic dimensions. The presence of “performance”, “covid-19”, and “policy” suggests that researchers are increasingly aligning *Maqasid Dakwah* with current global challenges, institutional assessment, and strategic governance. Geographic markers like “Malaysia” and “Indonesia” further reinforce the regional concentration of this scholarship, likely tied to institutional support and educational frameworks in Southeast Asia. The recurrence of “Islamic education”, “teacher education”, and “educational policy” points to the growing application of *maqasid* in curriculum development and pedagogy.

Despite this diversity, several keywords with lower link strengths such as “ethics”, “human rights”, “integration”, and “quality of life” indicate underexplored areas where *Maqasid Dakwah* could expand. Terms like “*zakat*”, “*waqf*”, and “international development” reveal potential in linking *da’wah* with public welfare and global objectives. However, the relatively low appearance of terms like “*da’wah*” (5 occurrences, 6 strength) itself is notable, suggesting a possible gap between the theoretical framework of *maqasid* and its explicit connection to the practice and philosophy of *da’wah*. This highlights an opportunity for future studies to more directly integrate *maqasid* principles with the strategic aims of *da’wah* in both traditional and modern contexts.

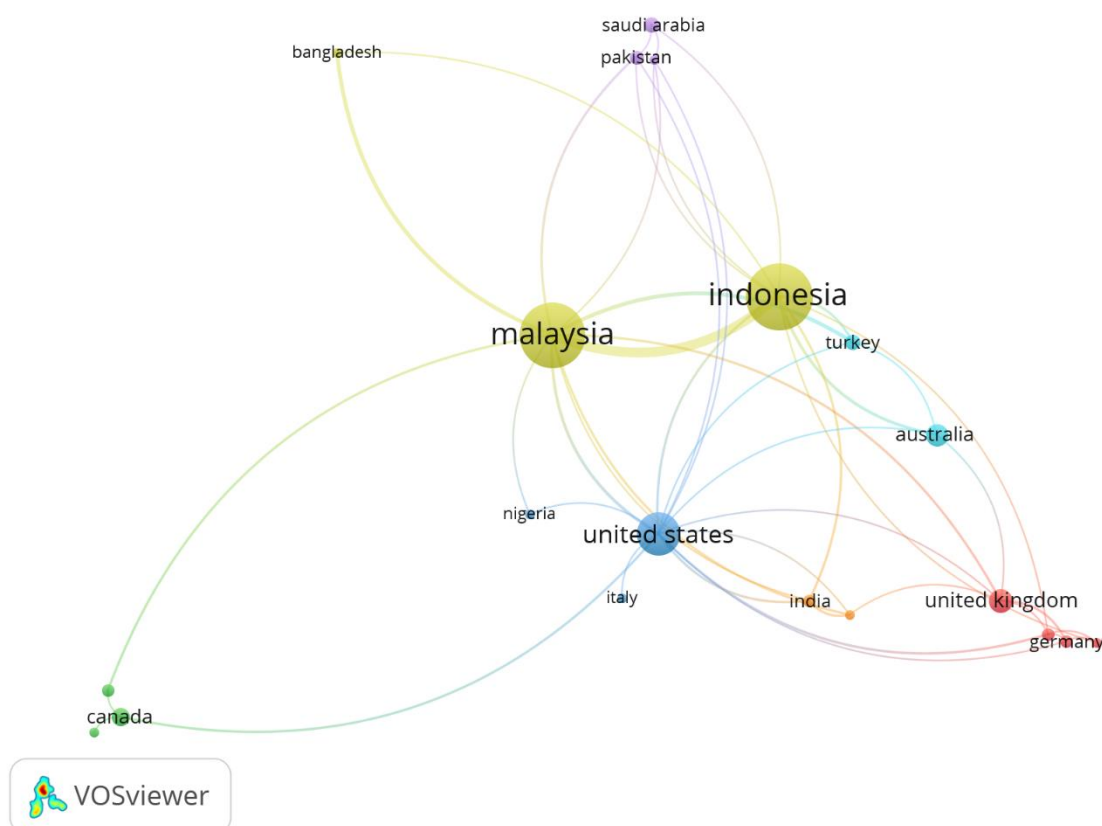


Figure 6: Network Visualization Map of Country Collaboration

The co-authorship analysis based on country collaboration reveals that Malaysia and Indonesia are the dominant contributors to the field of *Maqasid Dakwah*, producing 214 and 218 documents respectively. Malaysia not only leads in total link strength (56) but also garners the highest citation count (1531), indicating both strong research output and widespread influence. Indonesia, while having slightly more documents, has fewer citations (1041) and a lower link strength (47), suggesting potential for greater international engagement. These figures reflect Southeast Asia's central role in advancing *maqasid*-based scholarship, with institutional support, policy interest, and regional academic focus playing key roles in shaping this output.

The United States holds the third position in both publication volume (96) and citations (929), although its total link strength (20) is significantly lower than that of Malaysia or Indonesia. This indicates that while U.S.-based researchers are publishing impactful work, their collaborative networks in this niche area are more limited. The United Kingdom, Australia, and Canada also contribute meaningfully in terms of citations, reflecting a growing Western academic interest in Islamic frameworks, but they maintain moderate levels of collaboration (link strengths between 4 and 8). Notably, countries like France and Netherlands show high citation counts relative to their document numbers, suggesting that their contributions, though few, are of high impact.

Meanwhile, several Muslim-majority countries such as Turkey, Saudi Arabia, Pakistan, and UAE have relatively low citation counts and limited collaboration networks, as indicated by their low link strength scores. This suggests that while interest exists, deeper international engagement and co-authorship efforts remain underdeveloped. The minimal or zero link strength seen in countries like Spain, Italy, Brazil, and Nigeria highlights untapped potential for broader global collaboration. Strengthening cross-regional partnerships-particularly between Southeast Asia, the Middle East, and Western academic institutions-could further elevate the impact and reach of *Maqasid Dakwah* research in global discourse.

Conclusion

This study aimed to explore the growth, patterns, and global landscape of academic research related to *Maqasid Dakwah* over the past two decades using bibliometric analysis. The primary objectives were to examine publication trends, identify the most active contributors, map thematic developments, and evaluate collaboration networks in this research area.

The analysis revealed a significant rise in scholarly interest since 2005, with a noticeable increase in publication output from 2020 onwards. The highest number of publications occurred in 2024, indicating a surge in attention to the integration of Islamic objectives with contemporary social, educational, and economic concerns. Social sciences and humanities dominated the subject areas, while related fields such as Islamic finance, policy studies, and education also demonstrated growing relevance. Malaysia and Indonesia emerged as leading contributors, reflecting regional emphasis on Islamic epistemology and its modern applications. However, global collaboration remains limited, particularly outside Southeast Asia.

The study contributes to the academic understanding of *Maqasid Dakwah* by providing empirical evidence on how research in this field has evolved in scope, volume, and disciplinary breadth. The findings underscore its growing recognition as a multidimensional framework capable of addressing modern challenges in *da'wah*, ethics, governance, and sustainability. Practically, the results may guide institutional strategies in curriculum development, research prioritization, and policy integration related to Islamic preaching and its alignment with *Maqasid al-Shariah*. The observed trends also indicate the value of enhancing digital tools and interdisciplinary methods to advance this discourse in both academic and community settings.

Some limitations must be acknowledged. The study focused only on English-language journal articles indexed in the Scopus database, excluding conference papers and non-English sources that may also hold scholarly value. Additionally, the keyword co-occurrence and country collaboration analyses were limited to bibliometric metadata, which may not fully capture the

depth of theoretical innovation or qualitative impact.

Future research could explore *Maqasid Dakwah* from comparative regional perspectives, incorporate qualitative content analysis, or expand to other databases such as Web of Science or Google Scholar. Deeper inquiry into underrepresented themes such as digital da'wah, sustainability ethics, and minority Muslim contexts may also broaden the field's relevance and inclusivity.

In summary, this bibliometric analysis confirms the increasing academic attention given to *Maqasid Dakwah* and highlights its potential as a guiding framework across various sectors. It also illustrates the value of bibliometric tools in uncovering knowledge structures, enabling future scholars to refine research direction, foster interdisciplinary integration, and contribute to the global Islamic intellectual tradition with greater clarity and reach.

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