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## THE INFLUENCE OF ISLAMIC DIGITAL CONTENT ON POLITICAL PARTICIPATION AMONG MUSLIM MILLENNIALS IN MEDAN CITY

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**Abstract:** *This study aims to determine the influence of Islamic digital content on the political participation of Muslim millennials in Medan and the factors that influence this influence, as well as to provide insight into the dynamics of politics among the young generation of Muslims. The research method used is qualitative, with data collection techniques including interviews and Focus Group Discussions (FGD). Primary data was obtained directly from respondents who are Muslim millennials in Medan, while secondary data came from various relevant literature. The research design applied was a case study with a focus on Medan. Based on the results of the study, Islamic digital content plays a significant role in increasing the political participation of Muslim millennials in Medan. Muslim millennials become more sensitive to political issues after being exposed to digital content that discusses political and social aspects from an Islamic perspective. Content that emphasizes social justice, fair leadership, and participation in elections encourages them to be more active in politics, seeing it as part of the Islamic values that they uphold. Religious figures and Muslim influencers on social media play a significant role in conveying political messages wrapped in religious values. Social media also facilitates access to political information, informing Muslim millennials about current issues. It is critical to ensure that the content disseminated is accurate, unbiased, and supports healthy democratic values.*

**Keywords:** *Influence; digital Islam; millennial muslims; political participation.*

## INTRODUCTION

Political participation is an important element in democratic life because it is one of the main indicators of active community involvement in decision-making that has an impact on life together. (Saud and Margono, 2021) In Indonesia, political participation is not only limited to general elections, such as presidential, gubernatorial, regent, and mayoral elections but also includes various forms of community involvement in the political process. (Ketut Arniti, 2020) These forms of participation include public discussions, campaign activities, demonstrations, petitions, and involvement in political organizations or advocacy communities. (Saiful Aziz and Hasna, 2020).

The role of the millennial generation is of particular concern in the political process because they constitute a fairly large age group in the Indonesian population. (Saputra & Alfian Kurniawan, 2023) Therefore, the political participation of the millennial generation has great potential to influence the direction of policy and political developments in Indonesia. (IDN Research Institute, 2019).

The millennial generation, especially those who are Muslim, demonstrates their dynamism by often combining religious values with political views, creating a unique approach to participating in the political process. (Kafid et al., 2021) One factor influencing the political participation of this millennial group is Islamic digital content, which is widely distributed through various social media platforms. (Dania & Khoirotnun Nisa, 2023) Islamic digital content takes many forms, from online lectures, articles and podcasts to memes and infographics that connect Islamic values to current political issues. (Kushardiyanti et al., 2021).

In the context of political participation, the Muslim millennial generation in Medan shows characteristics that reflect national trends but with a distinctive local nuance. They are a group that is very tech-savvy and active on social media. (Kencana & Kustiawan, 2023), using this platform not only for social interaction but also to get information and engage in political discussions. The millennial generation often uses social media such as Instagram, Facebook, YouTube, and instant messaging applications such as WhatsApp and Telegram to access information, including content related to Islam. (Wahyudi, 2021).

Islamic digital content has great potential to influence the political views and attitudes of Muslim millennials in Medan City. (Juditha & Darmawah, 2018) Information and narratives disseminated through digital media can shape millennials' perceptions of political issues, political parties, and potential leaders. This content can also mobilize millennials to participate in various political activities, such as campaigns, general elections, and other political actions. (Rozi et al., 2021) However, this influence can be positive or negative depending on the type and quality of content they consume. (Pandu Wirayuda et al., 2023) Therefore, it is important to understand the extent to which Islamic digital content influences the political participation of Muslim millennials in Medan City and what factors determine this influence.

This study is based on the community's concerns and expectations regarding the influence of digital media on the political participation of the younger generation. By examining the influence of Islamic digital content on the political participation of Muslim millennials in

Medan City, it is hoped that it can provide a deeper understanding of how digital media shapes political dynamics among the younger generation of Muslims.

Based on the results of previous research searches, several studies were found that discussed the influence of Islamic digital content on political participation among millennial Muslims, including research by Ezra Zaefany Figo Polii, Agustinus B. Pati, and Jamin Potabuga entitled "The Influence of Social Media on Political Participation of Millennials in the General Election in Tareran District, Minahasa Regency in 2019" (Zaefanya Figo Polii et al., 2020)

In general, the research conducted by Ezra, et al. and this research both examine the influence of digital media on the political participation of millennials. The similarities between the two studies are the focus on millennials as research subjects and the effort to understand how digital media influences their political participation. Both are relevant amidst the development of digital politics, where social media and religious-based content are often used for political campaigns.

However, the shortcomings of Ezra et al.'s research are limited to Tareran District, a small area that does not represent the characteristics of millennials in other regions, especially in urban areas with different political dynamics. This makes it difficult to generalize to a wider population. In addition, the study did not focus on more specific types of content accessed on Social Media, such as Islamic content or other types of content that can certainly influence the political participation of millennials. What distinguishes this study from the previous one is that the research area used as the research location is larger and more urban. In addition, the focus of the study is more specific to the type of Islamic content. This provides deeper insight into how certain types of content can influence political participation, not just looking at the use of social media in general. By highlighting Islamic digital content, this study is able to examine in more detail the impact of religious messages spread on digital platforms on the political preferences of Muslim millennials, something that was not discussed in the first study.

Salma Laila Qodriyah's research discusses "Youtube as a Media for Preaching in the Millennial Era (Official Nussa Channel) (Laila Qodriyah, 2021). In general, Salma's research has similarities with this research, namely focusing on the use of digital media in the context of Islam and targeting millennials as the main audience. In addition, both place Islam as the main context, both in preaching and political influence, with technology as a significant tool in disseminating religious messages and encouraging social participation. However, the drawback is that Salma's research tends to be narrow, only focusing on YouTube as a platform for preaching, without considering the broad influence of various forms of Islamic digital content available on other platforms. This can lead to a less comprehensive understanding of how preaching can be carried out effectively in the millennial era, especially when many millennials use various social media and other platforms to obtain religious information. This is the difference with this research, namely reaching Islamic digital content more widely, not just limited to one platform. This study explicitly discusses the influence of digital content on the political participation of Muslim millennials, providing deeper insight into the relationship between religious activities and political engagement. By identifying the influence of digital content on political attitudes and participation

Furthermore, Zainuddin T's research is entitled "Islamic Political Education through Social Media in Increasing Citizen Participation in the 2024 Presidential Election" (T, year 2024) Previous research by Zainuddin T focused on how Islamic-based political education delivered through social media can influence citizen participation in the upcoming presidential election. In addition, this study aims to evaluate the effectiveness of Islamic-based political education in increasing voter participation and provide recommendations for effective social media-based campaign strategies ahead of the presidential election. Meanwhile, this study focuses on how digital content related to Islam influences political engagement among Muslim millennials in Medan City, evaluates the impact of Islamic digital content in shaping political engagement, and provides a better understanding of the role of digital content in the local political context.

This study examines the influence of Islamic digital content on the political participation of Muslim millennials in Medan City. The main focus is to understand how digital content influences their political attitudes and engagement and to identify the main factors that influence their participation. It is hoped that the findings of this study can provide recommendations to increase the political engagement of Muslim millennials.

## **RESEARCH METHOD**

This research will use a qualitative approach to explore in depth the influence of Islamic digital content on the political participation of Muslim millennials in Medan City. A qualitative approach was chosen because it allows researchers to understand the experiences, perceptions, and meanings Muslim millennials give to Islamic digital content and how this influences their political participation. The types and data sources used include descriptive and narrative information from qualitative data collection techniques. The main types of data used are primary data and secondary data. Primary data was obtained directly from respondents through in-depth interviews and Focus Group Discussions (FGD). In-depth interviews were conducted with Muslim millennials in Medan City. This allowed researchers to explore individuals' experiences, perceptions and views regarding Islamic digital content and its impact on their political participation. In addition, FGD involves a group of respondents in a structured discussion to identify common themes and differences in views among participants. Apart from primary data, secondary data is also a source of data that includes related literature, such as books, journal articles, and research reports, which provide a theoretical basis and framework for research. In addition, online documents include Islamic digital content from various social media platforms such as Instagram, Facebook, and YouTube, as well as instant messaging applications such as WhatsApp and Telegram. The research design that will be applied is a case study focusing on Medan City. This research will involve the Muslim millennial population aged 18-35 years who actively use digital media to access Islamic content. The sample that will be taken is 50 people, with selection using purposive sampling to ensure that the respondents involved have relevant and in-depth information regarding the research topic. Data was collected through in-depth interviews and Focus Group Discussions (FGD). In-depth interviews will be conducted in a semi-structured manner.

These interviews are conducted face-to-face or via digital platforms such as Zoom or WhatsApp, depending on the convenience and availability of the respondent. Apart from that, FGD will involve 5-7 respondents in each session to discuss the same topic openly. Data obtained from interviews and FGDs will be analyzed using thematic analysis. The analysis process began by transcribing all interviews and FGD discussions verbatim.

## RESULT AND DISCUSSION

### **The Influence of Islamic Digital Content on the Understanding of Muslim Millennials in the City of Medan Regarding the Values of Democracy and Pluralism**

The development of the young generation in this modern era results from various processes, one of which is the use of technology (Kholidi et al., 2024). Advances in digital technology have changed the way people access information and interact with each other (Wulandari, 2022). In Indonesia, the use of digital media, especially among millennials, is increasing rapidly. Social media and other digital platforms have become the main means of obtaining information, including about religion (Ahmad & Nurhidaya, 2020) Medan City, one of the big cities in Indonesia, has a millennial population that is active in using digital media. In this context, Islamic digital content has an important role in shaping Muslim millennials' understanding of various aspects of life, including the values of democracy and pluralism.

Islamic digital content refers to all material related to Islamic teachings disseminated via digital platforms, such as articles, videos, podcasts, infographics, etc. This content can come from various sources, including Islamic scholars, Islamic educational institutions, religious organizations, and influential individuals on social media. Islamic digital content covers a variety of topics, from basic religious teachings to contemporary issues relevant to everyday life (Hastharita & Jasri, 2024) As Santrock states, several factors can attract attention when people express religion, one of which is attachment to the times, the concept of delivery, and the type of religiosity that is the main milestone in achieving a goal (Kholidi et al., 2024).

Democracy and pluralism are two important values in the life of the nation and state. Democracy refers to a system of government in which power is in the hands of the people, and every citizen has equal rights to participate in the political process. Pluralism, conversely, is the recognition and acceptance of diversity in society, whether of religion, culture, ethnicity, or political views. A good understanding of these two values is important for building a harmonious and just society (Muchlis Adnan, 2019).

Islamic digital content plays an important role in disseminating information about democratic values and pluralism (Fitria & Eka Subakti, 2022). Islamic scholars and figures can explain how these values align with Islamic teachings through lectures, articles and online discussions. For example, many scholars emphasize that Islam teaches the principle of deliberation (consultation), which is in line with democracy, and the importance of tolerance and respect for differences as part of Islamic teachings (Agis Mubarok, 2019). Apart from that, Islamic digital content can be an effective educational tool for Muslim millennials to understand the values of democracy and pluralism. With easy access to

various sources, millennials can learn how Islam encourages active participation in political and social life and the importance of respecting differences. Video lectures, seminars, and online courses can improve their understanding. Islamic digital content also plays a role in increasing the social awareness of Muslim millennials about issues of democracy and pluralism. Discussions about social justice, human rights, and active citizenship are often featured in Islamic digital content. This can encourage millennials to become more involved in social and political activities and fight for the values of democracy and pluralism in everyday life.

The concrete influence of Islamic digital content on Muslim millennials' understanding of the values of democracy and pluralism in Medan City can be seen in various aspects of their social and political life. Islamic digital content available on various platforms such as YouTube, Instagram, and podcasts has become the main source of information for Muslim millennials in understanding the concepts of democracy and pluralism by Islamic teachings. This can be seen from several aspects, including:

### **1. Increased Political Participation**

Islamic digital content that teaches the importance of participation in the democratic process has encouraged Muslim millennials in Medan City to become more involved in political activities. For example, many millennials are inspired by lectures and online discussions emphasising the importance of exercising their right to vote in elections and increasing their participation in general elections. Various digital platforms such as YouTube, Instagram, and TikTok have become the main mediums through which Islamic scholars and figures utilize technology to convey messages of democracy and political obligations. Video lectures, podcasts, and articles shared on social media often highlight Islamic teachings that support active participation in state life, including the importance of choosing fair and trustworthy leaders (Putri Rahmadani & Amalia, 2023).

Not only that, but this digital content also often holds live question-and-answer sessions, where millennials can interact directly with speakers, ask questions, and get satisfactory answers regarding political and religious issues. This creates a dynamic and open discussion space where various views can be discussed critically but constructively. For example, several YouTube channels managed by well-known clerics often hold live streaming during election campaigns, discussing political parties' manifestos from an Islamic perspective and encouraging audiences to participate in elections as a form of worship and social responsibility.

The Ustadz who are often referred to by millennials in Medan City include Ustadz Abdul Somad (UAS), Habib Rizieq Shihab, Ustadz Adi Hidayat, and Das'ad Latif. These clerics sometimes spread important messages regarding political participation and social obligations from an Islamic perspective. So that millennials can use their views to become a reference in politics. This is as stated by Ahmad Sanusi Nasution, who said, "Several lectures by popular ustadz in Indonesia who often appear on YouTube, such as the lecture by ustadz Adi Hidayat, have helped me understand how important my voting rights are. Ustadz Adi Hidayat, Habib Rizik Shihab, and Ustadz Abdul Somad often explain from an Islamic perspective that choosing just and wise leaders is part of our responsibility as Muslims. This makes me more aware of my role in determining the nation's future (Ahmad Sanusi Nasution, 2024).

Apart from that, Andi Harahap stated that Lectures on YouTube provided much insight into the importance of participating in elections. Previously, I was less interested in politics. Still, after listening to a lecture linking the importance of elections to Islamic teachings, I became more active in finding out about the existing candidates and participating in the elections. This aligns with the views of Linda Pangestu, who also believes that I hope the ulama will continue actively using digital media to convey enlightening messages and build political awareness. Political participation based on sound understanding will bring positive changes to society and the country (Harahap, 2024).

The YouTube digital content also includes various infographics and short articles that educate about election procedures, the importance of individual votes, and the real impact of political participation on development and societal welfare. These digital campaigns are often supported by local Muslim communities, which hold offline meetings to reinforce the messages conveyed online. Thus, there is a synergy between online and offline activities, increasing political awareness among Muslim millennials.

As a result, the influence of Islamic digital content is limited to increasing the number of voters and the quality of their participation. Muslim millennials in Medan City do not just vote but are also more critical in evaluating potential leaders, active in political campaigns, and involved in public discussions regarding government policies. This shows that Islamic digital content plays a significant role in forming a more mature and participatory political awareness among Muslim millennials, thus having the potential to bring about positive changes in local and national political dynamics.

## **2. Community Strengthening**

Islamic digital content that encourages cooperation and solidarity in society has strengthened the Muslim millennial community in Medan City. Through various digital platforms, such as social media, blogs and websites, the values of togetherness and helping each other are disseminated in an engaging and accessible way. This content focuses on religious teachings and raises social issues relevant to everyday life. As a result, Muslim millennials in Medan City have become more aware of the importance of cooperation and actively contribute to these activities. Millennial groups are also involved in humanitarian assistance, such as raising funds for victims of natural disasters, providing food for the poor, and distributing school supplies to underprivileged children.

Based on information provided by one of the organizers of the Muslim millennial group in Medan City, namely Sahidi Amirul, the group name Pemuda Hijrah, stated that Islamic digital content is very influential in strengthening solidarity and cooperation among Muslim millennials in Medan. Through social media, blogs, and videos, young people get a lot of information and inspiration about the importance of cooperation, sharing, and helping others, and they are even more motivated to participate in community activities. Islamic digital content has had a very real influence. For example, we often hold cooperation activities to clean the surrounding environment, build public facilities, or help neighbours in need. All this is organized through WhatsApp or Facebook groups, so coordination is easier and faster (Amirul, 2024).

Through active participation in these activities, Muslim millennials in Medan City strengthen solidarity between fellow Muslims and build harmonious relationships with the broader community. This shows that Islamic digital content can be a powerful tool for promoting positive values and driving real social change in communities.

### **3. Learning about Democracy**

Content Islamic digital content that teaches democratic principles, such as deliberation and justice, has played an important role in deepening Muslim millennials' understanding of the mechanisms and values of the democratic system. Through various digital platforms such as YouTube, Instagram and podcasts, religious leaders, intellectuals, and activists have delivered materials that link Islamic values with democratic principles. They explained that deliberation is a form of consultation that follows Islamic teachings and is crucial in an inclusive and fair decision-making process.

The emphasis on justice as one of the main pillars of democracy is also in line with Islamic values, which teach social justice and equality (Sutopo et al., 2024). Digital content that explains this concept helps Muslim millennials understand that their active participation in the democratic process is a right and a moral obligation to ensure justice and prosperity for all. With this knowledge, they are more motivated to participate in political activities, such as elections, public discussions and social action, to ensure that their voices shape fair and equitable policies.

In addition, digital content that presents case studies on the successful implementation of democratic principles in an Islamic context in various countries, such as Indonesia, Malaysia and Turkey, provides concrete examples of how these values can be applied practically. This inspires Muslim millennials in Medan City to participate in discussion forums that discuss political and social issues. They become more confident in expressing opinions and having dialogue with various parties, including the government, civil society organizations and fellow citizens, to find the best solutions to the problems faced by society.

This active participation is also seen in the increasing involvement of Muslim millennials in political and social organizations at the local and national levels. They become members and often take leadership roles in campaign, advocacy and community empowerment activities. In this way, they participate in decision-making processes that directly impact their daily lives and the surrounding community.

Digital content that teaches the principles of democracy and justice has helped Muslim millennials in Medan City to develop critical and analytical thinking skills. They can better evaluate public policy, assess elected officials' performance, and demand government transparency and accountability. This creates a young generation that not only understands the importance of democracy but is also committed to maintaining it through active and constructive participation.

Thus, Islamic digital content that teaches democratic principles has succeeded in enriching the understanding of Muslim millennials in Medan City about the democratic system and encouraging them to contribute actively to the decision-making process. This is an important step in building a more inclusive, fair and democratic society where everyone can participate and voice their opinions.

### **4. Innovation in Religious Education**



The use of digital media to spread Islamic teachings innovatively, such as through applications and e-learning platforms, has made religious education more interesting and relevant for Muslim millennials in Medan. With technological advances, various mobile applications, websites and e-learning platforms have been developed to deliver religious material in an interactive and easy-to-understand format. Applications such as Quran Majeed, Muslim Pro, and Al-Quran Indonesia provide the holy text of the Koran and its interpretation and are also equipped with additional features such as prayer schedules, Qibla directions, and fasting time reminders. These features help Muslim millennials to carry out daily worship more easily and regularly.

In addition, e-learning platforms such as Bayyinah TV, AlMaghrib Institute, and Madinah Institute always provide teaching on various aspects of Islam, starting from the basics of aqidah, fiqh, and Islamic history to contemporary topics such as the relationship between Islam and democracy, as well as the role of Muslims in a plural society. This teaching is presented in the form of videos and podcasts, which are interactive, thus making the learning process easier to understand, accessible and more dynamic. With easy access to these materials, Muslim millennials can learn the values of democracy and pluralism in the context of Islamic teachings, which helps them understand the importance of tolerance, justice and active participation in social life (Astrawinata, 2023).

Not only that, social media such as YouTube, Instagram and TikTok have also become effective means for Muslim preachers, clerics and intellectuals to convey religious messages to the younger generation (Putri Rahmadani & Amalia, 2023). Well-known Dai'i and ustadz in Indonesia, such as Ustadz Abdur Somad and Ustadz Adi Hidayat, as well as several other Ustadz-Ustadz, also use videos, infographics and other creative content to teach Islamic principles in an interesting and easy-to-understand way. For example, many Muslim scholars and influencers create video content discussing topics such as ethics in using social media, the importance of maintaining ukhuwah Islamiyah, and the role of Muslims in supporting peace and harmony between religious communities. This content educates and inspires Muslim millennials to apply Islamic teachings daily.

Overall, the innovative use of digital media to spread Islamic teachings has made religious education more interesting and relevant (Fatkhul Hajri, 2023) for Muslim millennials in Medan City. They not only learn about Islamic teachings in a more interactive and accessible way but also understand the values of democracy and pluralism in the context of Islamic teachings. This strengthens their faith and prepares them to become responsible and active citizens in building a just and harmonious society.

In principle, the influence of Islamic digital content on Muslim millennials' understanding of the values of democracy and pluralism in Medan City is significant. Through disseminating appropriate and educative information, Islamic digital content can help form a young generation that is more involved, tolerant, and committed to these values in their daily lives.

## **Factors Determining the Influence of Islamic Digital Content on Political Participation of Muslim Millennials in Medan City**

Islamic digital content has seeped into various aspects of Muslim millennial life in Medan City, making it an important element in daily interactions. In the context of the rapidly developing digital era, the dissemination of religious information through various digital platforms such as social media, websites and mobile applications not only provides easy access to religious knowledge (Maulina et al., 2024), but also plays a key role in shaping their political views and participation (Iryani & Syam, 2023).

As one of the leading platforms, social media has become the main means for Muslim millennials to access and share religion-related information (Hidayatul Ummah, 2022). Through social media accounts such as Facebook, Instagram, Twitter, YouTube and TikTok, they can follow accounts that provide Islamic content, including interpretations of the Koran hadith, and practical guides on daily life according to Islamic teachings. Information disseminated through social media is often presented in easy-to-digest formats, such as infographics, short videos, or memes, which makes it easier to convey religious messages to a broader audience. In addition, the interactions on this platform allow them to discuss and exchange opinions on various religious and political issues, strengthening their connection with the Islamic community.

Websites dedicated to Islamic content also serve as in-depth and detailed information sources. Many websites provide articles, blogs and discussion forums that discuss various aspects of Islamic teachings, from Sharia law to social ethics. These sites often provide more comprehensive content than social media, providing in-depth insight into certain topics. Through reading and participating in these sites, Muslim millennials can better understand religious teachings and how these teachings can be applied in political and social contexts.

The influence of Islamic digital content on Muslim millennials' perspective and political participation in Medan cannot be underestimated. Content presented in a way that is easy to access and understand (Juditha & Darmawan, 2018), which helps them form more informed political views based on religious values. For example, information about political candidates or public policies presented from an Islamic perspective can influence their political choices by emphasizing aspects of Islamic teachings, such as social justice, corruption, and ethics in government. Thus, digital content not only provides religious information but also shapes the political attitudes of Muslim millennials, influences how they participate in the political process, and directs them to make decisions that align with their religious beliefs and values.

The factors that determine the influence of digital content on millennial political participation are:

### **1. Digital Content Quality**

The quality of the digital content presented determines how much influence it can have (Luh Wiratami et al., 2023). The quality of the digital content presented determines how much influence it can have on the audience, especially Muslim millennials. Content that is presented clearly, interestingly and informatively has a stronger appeal and is readily accepted and trusted by them (Maulana Ibrahim & Edi Irawan, 2021). For example, when digital content uses simple but straightforward language, is supported

by attractive visuals, and presents relevant and actual information, Muslim millennials will feel more involved and interested in following the message conveyed. In addition, content that contains story or narrative elements that arouse emotions tends to be more effective in conveying messages and encouraging action from the audience (Ulinuha Sadewo & Widyatama, 2024).

The use of credible sources in creating digital content is very crucial (Prasetyawati, 2020). When content is supported by valid data and information from trusted sources such as academic institutions, respected religious figures, or reputable mass media, this will increase the audience's trust in the content. The credibility of the source will strengthen the arguments presented and minimize doubts or scepticism from Muslim millennials (Sukma Baihaki, 2020).

Integrating technology and interactivity in digital content can also increase its impact. Features such as interactive videos, infographics and online discussion platforms can increase audience engagement, making them more actively participate and share the content with their networks. Thus, high quality digital content attracts Muslim millennials' attention and influences how they think and act, especially in the context of political and social participation.

Based on information, Ahmad Fauzi Lubis, one of the digital Muslim content activists on TikTok and YouTube, stated that the quality of digital content is very important in influencing the audience. Muslim millennials, like other groups, tend to be more accepting and trusting of content presented clearly, interestingly and informatively. For example, Muslim millennials will feel more involved and interested if the content uses simple but straightforward language and is supported by attractive and relevant visuals. The credibility of the source is very crucial. When valid data and information support digital content and come from trusted sources such as academic institutions, respected religious figures, or reputable mass media, this will increase audience trust. Muslim Millennials will have more confidence in the information presented and are more likely to take action based on the content (Fauzi Lubis, 2024).

This aligns with what was conveyed by Nur Aini, a millennial discussion group activist and content creator on YouTube. Nur Aini said that one of the main factors is clear and interesting delivery. If the content is presented in easy-to-understand language and attractive visuals, it will capture their attention more. Apart from that, informative content relevant to their needs and interests will be more influential. For example, content about social or political issues presented in infographics or short videos will be more interesting to them than long, boring texts. In addition, source credibility is very important because Muslim millennials tend to be sceptical of information whose origins are unclear. Content that is supported by credible sources such as academics, scholars, or trusted media will increase their trust in the information. They will be more trusting and more likely to share trustworthy content. technology such as interactive video or live streaming features allows audiences to interact directly with content creators. This creates a more personal and immersive experience. Additionally, online discussion platforms enable Muslim millennials to discuss and share their views, increasing their engagement and participation in the topics discussed (Nur Aini, 2024).

From the explanations given by the two respondents, it can be concluded that the quality of digital content has a very significant role in influencing political participation among millennials. Digital content presented, informatively, credibly, and interactively has been proven to influence their level of involvement in political activities. Clear content ensures that the information conveyed is easy to understand and does not cause confusion so that audiences can make better decisions regarding their political engagement. Informative content provides in-depth insight into relevant political issues, enabling millennials to understand various aspects of existing policies and candidates. Content credibility is also important because valid and trustworthy information will increase millennials' trust in the sources that convey it, reducing doubts and scepticism that might hinder their participation. In addition, interactive content, such as quizzes, polls, or discussion forums, can encourage millennials to actively participate and dialogue on political issues, creating deeper and more sustainable engagement. In other words, good quality digital content functions as a bridge connecting millennials with the world of politics, increasing their motivation to engage in the political process more actively and informedly.

## **2. Accessibility and Dissemination of Information**

The accessibility of digital content plays an important role in influencing political participation, especially among Muslim millennials in Medan City. In the current digital era, digital platforms that are easily accessible, both via smartphones and computers, enable Muslim millennials in Medan to continue to be connected to various sources of relevant and up-to-date information. These advances in communication technology allow them to access news, analysis and political opinions anytime and anywhere, without time and place restrictions (Wirasaputra et al., 2022).

The presence of social media such as Facebook, Twitter, Instagram, YouTube and TikTok strengthens the role of digital content in increasing political participation, especially among Muslim millennials in Medan City. Social media provides a very important space for them to discuss, share views and form public opinion quickly and effectively. With just a few clicks, information can spread widely and reach a larger audience in seconds, creating a significant impact in a very short time (Ema & Nayiroh, 2024).

This phenomenon allows the emergence of political movements that are more dynamic and responsive to issues currently developing in Medan. For example, when an urgent local issue, such as a controversial local government policy, millennials can quickly organize protests or campaigns via social media platforms. They can create online petitions, hold virtual discussions, or even plan to take to the streets in just a matter of hours. This mobilizing power is often impossible without social media, which provides the tools and platforms to communicate and coordinate effectively.

Social media allows Muslim millennials in Medan to connect directly with local political figures and activists. They can follow politicians' official accounts, interact through comments or direct messages, and get the latest information about these figures' political activities and views. These interactions provide a greater sense of engagement and strengthen the relationship between voters and their leaders, making politics more transparent and accountable.

Platforms such as Facebook and Twitter enable the dissemination of information through wide networks of friends and followers, thereby expanding the reach and influence of political messages. Using hashtags in political campaigns on Twitter, for example, can create trends that attract national or even international attention to local issues in Medan. In this way, issues that the mainstream media may have previously ignored can receive greater and deeper attention.

On the other hand, Instagram and TikTok offer more visual and creative ways to convey political messages. Muslim millennials in Medan can create content in short videos, infographics or memes that are interesting and easy for a wide audience to digest. This creativity in messaging helps capture the attention of younger audiences and makes political issues more relevant and interesting to them. For example, through TikTok videos, they can campaign for the importance of participation in elections, educate about voters' rights, or criticize certain policies in a humorous but insightful way. Social media also provides a platform for deeper discussions through online discussion groups or forums. On Facebook, for example, many groups are dedicated to local political discussions in Medan, where members can share articles, debate current issues, and formulate collective action strategies. Interaction in these groups helps build a more solid and knowledgeable community, which can influence public policy more effectively.

Based on a statement from Ahmad Fadhlan Lubis, a millennial youth in Medan City and a young political activist, stated that social media was very influential in increasing my political participation. I can stay connected with the latest issues and get fast information via Facebook, Twitter, Instagram and TikTok. I can see what's happening and how others respond with just a few clicks. Fadhlan has been involved in several political campaigns via social media. For example, when I disagree with a local government policy, I sign an online petition and invite my friends to join. I have also participated in virtual discussions about the general election and shared my views in Facebook groups (Fadhlan Lubis, 2024).

Apart from that, Rohana, a Muslim millennial in Medan City, stated that I often use platforms such as Instagram, YouTube and TikTok to access various Islamic digital content. There, I could find lectures, studies and discussions on various Islamic topics. Apart from that, many accounts provide infographics and short videos that make it easier for me to understand Islamic teachings. Apart from Islamic content, I also access many Islamic digital content discussing social and political issues from an Islamic perspective. For example, how Islam teaches about justice, leadership and participation in community life. This made me more aware of the importance of participating in politics to fight for these values. Islamic digital content provides me with a foundation of knowledge and confidence to participate in political discussions. I often share views and information I get from Islamic studies in Facebook groups or the Instagram comments column. This helps me to discuss with my friends and community about how we can apply Islamic values in public policy (Rohana, 2024).

The statements of the two respondents show that the rapid dissemination of information through social media also opens up opportunities for Muslim millennials in Medan to get involved in political campaigns, both as supporters and as mobilizers.

They can easily follow campaign developments, participate in online discussions, and influence the political agenda through comments and posts. Digital platforms allow candidates and political parties to interact directly with voters, building more personal and transparent relationships.

Furthermore, the accessibility of digital content supports more inclusive and affordable political education. Through various applications and websites, Muslim millennials in Medan can access educational materials about political rights, electoral processes and public policy issues. This increases their political awareness and strengthens their ability to make more informed and critical decisions in political participation.

In Medan City, the accessibility of digital content also allows Muslim millennials to become more involved in local issues that affect their daily lives. With easier access to information about local government policies, development programs, and socio-political activities, they can contribute more actively to decision-making at the local level. In addition, they can use digital platforms to organize and mobilize social actions to improve their cities' social and economic conditions.

Thus, it can be concluded that the accessibility of digital content makes it easier for Muslim millennials in Medan to obtain relevant political information and strengthens their influence in the political process. Digital technology and social media have created a new, more inclusive and participatory ecosystem, allowing Muslim millennials in Medan to play a more active and significant role in their political lives.

### **3. Relevance and Compliance with Islamic Values**

In this digital era, Muslim millennials have wide access to various social media platforms and websites that present Islamic content, such as lectures, articles, videos and infographics (MG, 2018). Islamic digital content can include interactive discussions through webinars or online forums that allow Muslim millennials to have direct dialogue with experts and political figures who have views that are in line with Islamic values (Putri Rahmadani & Amalia, 2023).

In this context, it is important to present content that discusses social and political issues that directly impact the daily lives of Muslim millennials, such as education, work, health and the environment. By showing how political policies can influence important aspects of their lives, digital content can help Muslim millennials understand that political participation is not just about electing leaders but also about fighting for their rights and well-being and those of their communities.

This is as stated by Handoko Hasibuan, a study participant at the Medan City Hijrah Youth Group and also the Medan City Youth Dai, who noted that content that conveys political messages within the framework of Islamic values such as justice, honesty and caring tends to be more effective. For example, video lectures linking Islamic teachings to the importance of participating in elections can raise political awareness. Likewise, infographics that explain the relationship between public policy and Islamic principles help them understand the impact of policies on their lives. Inspirational stories from Muslim figures who are active in politics can also be a motivation. Apart from that, interactive discussions via webinars or online forums are very important. This discussion allows Muslim millennials to directly dialogue with experts and political

figures who align with Islamic values. This opens their minds about the importance of political participation. In addition, political campaigns on social media that use familiar language and symbols, such as Islamic terms and quotes from the Koran or Hadith, also increase the appeal of the political message (Handoko Hasibuan, 2024).

From the respondents' statements, it can be seen that the relevance of Islamic digital content to Islamic values is very important in influencing the political participation of Muslim millennials in Medan City. Islamic digital content that is relevant and per Islamic values can increase their awareness and understanding of the importance of political involvement in fighting for justice, prosperity and the benefit of the people. Educative and informative digital content can also equip Muslim millennials with knowledge about their rights and obligations as good citizens through Islamic teachings (Azman, 2021). By providing accurate and reliable information about political processes, government systems, and the important role of community participation, Islamic digital content can help Muslim millennials understand how important their voices are in determining the country's future direction. This knowledge can reduce political apathy and encourage them to participate in various political activities, whether elections, social campaigns, or political or community organizations. With all these aspects, the relevance of Islamic digital content that integrates Islamic values is key in mobilizing more meaningful political involvement among Muslim millennials in Medan City. Through educational, informative and inspirational content, it is hoped that the Muslim millennial generation can be actively and positively involved in the political process and bring better change to the nation and state under the Islamic principles they adhere to.

#### **4. Influence of Figures and Influencers**

Religious figures and influencers who are active on digital platforms have a huge influence on their followers (Ulinuha Sadewo & Widyatama, 2024). Their words and actions can influence the political views of Muslim millennials. These figures' use of digital media to convey political messages can increase the political participation of their followers.

Religious figures and influencers are often considered authority figures who many people, including Muslim millennials, trust. They can convey messages in a way that is easy to understand and interesting so they can reach a wider audience (Kasir & Awali, 2024). Using social media such as Instagram, Twitter, YouTube, and TikTok allows them to reach thousands or even millions of followers quickly and efficiently (Kasir & Awali, 2024). Religious figures and influencers can influence their followers' political views and attitudes when they speak about political issues or support certain candidates. Followers tend to have high trust in the figures they follow so that the political messages conveyed can be well received. This can change the way Muslim millennials view and perceive politics and encourage them to be more active in the political process (ME Sondakh et al., 2018).

In addition, religious figures and influencers can create interactive discussion spaces using digital platforms. They can interact directly with followers, answer questions, and clarify complex political issues. This interaction increases followers' understanding of politics and builds a sense of involvement and concern for existing social and political issues.

In some cases, political campaigns carried out by religious figures and influencers can mobilize followers to become directly involved in political activities, such as participating in demonstrations, joining advocacy groups, or even entering politics as legislative candidates or public officials (ME Sondakh et al., 2018). Thus, the influence of religious figures and influencers in the digital world has increased political participation in general and created a significant wave of change in the political landscape. Therefore, the role of religious figures and influencers in influencing the political views of Muslim millennials through digital media is very important. They can be a catalyst for change that encourages greater and more active political involvement among Muslim millennials, which can strengthen democracy and improve the quality of political participation in Indonesia.

## **CONCLUSION**

Based on research results, Islamic digital content plays a significant role in increasing the political participation of Muslim millennials in the city of Medan. Muslim millennials are more aware of political issues when exposed to digital content that touches on political and social aspects from an Islamic perspective. Content emphasising social justice, fair leadership, and election participation motivates them to be more active in political activities, seeing it as part of their Islamic values. Muslim religious figures and influencers on social media play an important role by spreading political messages packaged in religious values. Social media makes it easier to access political information, keeping Muslim millennials up-to-date with the latest issues. ensure that the content distributed is accurate and unbiased and supports healthy democratic values. Good digital literacy is needed so Muslim millennials can filter information critically and wisely.



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