



## **THE ROLE OF SOCIAL MEDIA IN THE SPREAD OF RELIGIOUS MODERATION IN THE DIGITAL ERA**

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### **Abstract:**

This research explores the role of social media in the spread of religious moderation in the digital era, with a focus on the Indonesian context. Religious moderation is considered important for maintaining harmony and tolerance in a multicultural society and reducing radicalism and intolerance. Social media, as a broad communication platform, has great potential to spread moderate values and strengthen interfaith dialogue, especially among the younger generation. However, this research also identifies the challenges faced, such as the spread of hoaxes, conflict, and the commodification of religion. To overcome this challenge, proposed strategies include religious moderation education in schools, campaigns on social media, and increasing media literacy. Digital literacy is the key to making positive use of social media, and collaboration between government, educational institutions and society is essential to create a digital environment that supports religious moderation. While there are opportunities to increase awareness and tolerance, challenges from extremist content and misinformation remain, so collective efforts are needed to address these issues.

**Keywords:** *Religious Moderation, Social Media, Digital Literacy*

### **INTRODUCTION**

Moderation in religion plays an important role in maintaining harmony and tolerance in a multicultural society. The concept of religious moderation is expected to be a paradigm for appreciating differences and reducing radicalism and intolerance in a pluralistic and multicultural society. (Hasyim, 2023) . In the context of a multicultural society , religious moderation is the key to ensuring peace, encouraging tolerance, and encouraging interfaith dialogue. (Nasri, 2024). The Indonesian government is increasingly advocating religious moderation as a solution to diversity in a multicultural society. (Febrianto, 2023).

moderation also includes aspects of respecting the diversity of religious beliefs and practices, as well as building interreligious dialogue to achieve better understanding and realize peace in a multicultural society. (Saumantri, 2024) . Religious moderation education is also important to ensure that the younger generation understands the importance of tolerance and harmony between religious communities (Yuniarto, 2023) . Furthermore, religious moderation based on the concept of wasatiyyah shows that the moderation of the Qur'an refers to the characteristics of justice, balance, choosing the best, which ultimately makes Muslims a role model for other communities (Rahmadi, 2023).

The growth of social media usage in the digital era has a significant impact on the spread of moderate religious values in society. Social media, as one of the fastest and widest channels of communication and information, can be an educational platform to strengthen religious (M. H. Anwar, 2022). In this context, the development of moderate religious preaching through social media and podcasts is a relevant strategy for

spreading moderate values (Nuhaa, 2023) .

However, it should be noted that social media also has the potential to trigger conflict and hatred between religious groups if not used wisely (Saumantri, 2023) . Therefore, it is very important for educational institutions such as Islamic Universities to utilize social media as a means of building religious moderation among students in the digital era (Sarawati, 2021) .

Revitalizing the socialization of moderate religious values on social media is also important to present humanistic Islam , broaden horizons, and understand Islam comprehensively (Hamdi et al., 2021) . Religious moderation campaigns through social media can also be an effective strategy in encouraging tolerance and harmony in multicultural communities. (Juanis, 2024) .

Thus, the use of social media in spreading moderate religious values can be an effective instrument to strengthen tolerance, reduce inter-religious conflict, and build harmony in multicultural societies in the digital era.

The main challenges in using social media to promote religious moderation include several aspects that need to be considered. First, social media has the potential to trigger conflict between religious groups if not used wisely, so careful content management is needed to avoid the spread of radical or intolerant messages (Setia, 2024) .

Second, in the context of social media use, there are challenges related to hoaxes , post-truth , and radicalism that can affect the spread of religious moderation values (Setia, 2024) (Lesmanah et al., 2020). This shows the need for vigilance in filtering the information that is disseminated so that there is no dissemination of inaccurate or detrimental information. In addition, social media is also vulnerable to the commodification of religion, where religious values can be used as commodities for certain interests, which can reduce the substance of religious moderation values (Kirani & Najicha, 2022) .

In addition, the use of social media can also raise challenges related to religious identity, where social media can shape identities and trends that may not always be in line with the values of moderation. (Prasojo et al., 2020) . Furthermore, in the context of the religious moderation campaign, there are challenges in ensuring that the messages delivered consistently and effectively reflect the values of moderation. Massive and synergistic collaborative efforts are needed in the religious moderation campaign , especially on social media, to achieve significant impact (Pratiwi et al., 2021) .

Thus, the main challenges in using social media to promote religious moderation include wise content management, combating hoaxes and radicalism, avoiding the commodification of religion, maintaining a healthy religious identity, and ensuring that moderation messages are delivered consistently and effectively.

To utilize social media effectively in spreading the values of religious moderation, several strategies can be applied based on relevant references. First, schools can be an effective medium to educate students from an early age about the principles of religious moderation , thus building a strong foundation from an early age (Trisaputra, 2023) . In addition, in the digital era, social media is considered a fast information channel and can be used as an educational platform to strengthen religious moderation (MH Anwar, 2022) .

moderation messages are delivered consistently and effectively to reach a wide audience (Lazulfa & Faristiana, 2023). Mainstreaming strategy Religious moderation in Islamic universities through social media can also be an effective step in strengthening the values of moderation among students (Rahmawati, 2023) . In addition, social media literacy can be an important tool in popularizing the attitude of religious moderation (Kosasih, 2019) .

Thus, through a holistic and diverse approach, the use of social media can be an effective tool in spreading the values of religious moderation, starting from education in schools, campaigns on social media, construction of moderation values, to mainstreaming strategies in universities and education. application of social media literacy.

The use of social media has a significant impact on the perception and practice of religious moderation in society. Based on recent research, social media can be used as an effective communication tool to socialize the important role of moderation in people's religious lives (Matondang, 2023) .

In addition, social media also plays an important role in spreading and conveying religious messages in social and national life (F. Anwar & Haq, 2019) . The use of social media can also strengthen inter-religious tolerance and reduce social and inter-religious conflicts. (Idi, 2023). In addition, social media allows for increased community participation in creating a peaceful society in accordance with Sustainable Development Goal (SDG) number 16 (Soejoeti, 2024) .

With its accessibility, speed, interactivity , and wide reach, social media can be an effective tool in building social harmony and strengthening human rights (Syaadah, 2023) . In addition, social media also allows the millennial generation to renegotiate established concepts of religion and religious authority (Zaid et al., 2022) . With features such as groups or shared chat rooms, understanding of religious moderation can be spread massively (Nyanasuryanadi, 2023) . In addition, social media also plays an important role in increasing religious literacy and strengthening the values of moderation among the millennial generation. (Burhani et al., 2021) .

In educating the public about the importance of religious moderation, the contribution of social media can be very significant. Social media allows the delivery of messages of religious moderation widely and quickly to the public. By using platforms such as Facebook, Instagram, and Whatsapp , Islamic missionary institutions can disseminate content that aims to stimulate public awareness of the importance of religious (Matondang, 2023). In addition, social media also plays an important role in spreading religious messages in social and national life (F. Anwar & Haq, 2019).

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Thus, social media can act as an effective tool in educating the public about the importance of religious moderation by spreading messages of tolerance, dialogue, and conflict reduction, as well as strengthening the values of moderation among the millennial generation.

## **RESEARCH METHODS**

This research uses a qualitative method based on library studies (library research) to analyze the role of social media in the spread of religious moderation in the digital era. Data were taken from secondary literature in the form of books, scientific journals, popular articles, and relevant policy documents. The data collection process was carried out through a literature search using certain keywords in trusted databases such as Google Scholar and Scopus. The selected literature was evaluated based on its relevance, credibility, and relevance to the research theme.

The analysis was conducted by identifying key themes such as the concept of religious moderation, social media strategies as a means of spreading values, and its challenges and opportunities. The results of the study highlight how social media can be an effective means of promoting religious moderation, while also providing recommendations for optimal strategies in the digital era.

## **RESULTS AND DISCUSSION**

### **USE OF SOCIAL MEDIA IN PUBLICITY RELIGIOUS MODERATION**

The use of social media in the publicity of religious moderation has become an increasingly relevant issue in today's digital era. Social media, as a broad communication platform, offers opportunities to spread the values of religious moderation that are important for maintaining harmony between religious communities. In this context,

religious moderation is defined as an attitude that prioritizes tolerance, understanding, and justice in interactions between religious groups.

One of the main benefits of social media is its ability to reach a wide audience. Saumantri emphasized that understanding religious moderation through social media can help prevent conflict between religious groups and avoid radicalization (Saumantri, 2023) . Research by Anwar et al. show that platforms such as Facebook, Instagram, and YouTube can be used as effective strategies to promote religious moderation , especially among millennials. (MH Anwar, 2022) . This is in line with Juanis' view that messages of moderation can be easily conveyed through social media, thereby strengthening universal values such as justice and equality (Juanis, 2024) .

In the context of education, Lazulfa and Faristiana underline the importance of the role of religious universities in utilizing social media to spread the message of religious moderation (Lazulfa & Faristiana, 2023) . They argue that these educational institutions can function as peace laboratories that produce moderated content that can neutralize the flow of negative information on social media. In addition, Bahar emphasizes that the socialization of religious moderation in educational institutions is very important to prevent social division (Naibaho et al., 2022) .

Thus, collaboration between educational institutions and social media is key in building awareness of religious moderation. However, the challenges in using social media for religious moderation cannot be ignored. Rochman noted that although social media can be an effective tool, there is a risk of extremism and discrimination that can arise from the spread of inaccurate information (Rochman, 2023) . Therefore, it is important to educate the public about media literacy so that they can distinguish between constructive and detrimental information (Kosasih, 2019) . Research by Rahmawati shows that media literacy training can help the younger generation understand the importance of religious moderation on social media (Rahmawati, 2023).

Overall, the use of social media in religious moderation publicity has great potential to build harmonious relationships between religious communities. With the right approach, social media can be an effective tool to spread the values of religious moderation and encourage people to live in harmony despite their diversity. Therefore, collaboration between various elements of society, including the government, religious institutions, and individuals, is very important to create content that supports religious moderation.

### **THE GROWTH OF SOCIAL MEDIA USE IN THE DIGITAL ERA AND ITS POTENTIAL AS A TOOL FOR SPREADING THE VALUES OF RELIGIOUS MODERATION**

The growth of social media usage in the digital era has become a phenomenon that cannot be ignored. In recent years, the number of social media users has continued to increase, especially among the younger generation. The ease of access and use of social media makes it an effective and efficient communication tool for society. This is in line with the findings of Anwar et al. which shows that social media such as Facebook, Instagram, and YouTube can be used as a strategy to spread the values of religious moderation among millennials. (MH Anwar, 2022) . Thus, social media not only functions as a communication platform, but also as a means to spread ideology and positive values.

Social media has great potential in spreading the values of religious moderation, especially in Indonesia which is known for its cultural and religious diversity. Anwar et al. emphasized that social media can be an effective tool for internalizing the values of religious moderation among the younger generation, who are often more open to information conveyed through digital platforms (MH Anwar, 2022) . In addition, with the right approach, social media can support learning and understanding of diverse social and cultural values, including religious moderation.

However, it is important to remember that the use of social media also brings its own challenges. Research by Putri, shows that excessive use of social media can have a

negative impact on the psychological well-being of adolescents, such as increasing anxiety and depression (Putri et al., 2021) . Therefore, efforts need to be made to educate users, especially adolescents, about the healthy and responsible use of social media. This is in line with Fathan's recommendations which emphasize the importance of education regarding the effective and ethical use of social media (Aini et al., 2022) .

In this context, digital literacy is key to utilizing social media as a tool for spreading the values of religious moderation. Users need to be trained to be able to filter the information they receive and understand the ethics of interacting in cyberspace. Thus, social media can function as a bridge to strengthen the values of religious moderation and reduce the potential for conflict that may arise due to misinformation or extremism.

Overall, the growth of social media usage in the digital era offers significant opportunities to spread the values of religious moderation, but also requires attention to the negative impacts that may arise. Therefore, collaboration between the government, educational institutions, and the community is very important to create a positive digital environment and support the spread of the values of religious moderation.

### **THE IMPACT OF SOCIAL MEDIA ON RELIGIOUS MODERATION**

The impact of social media on religious moderation in Indonesia is an increasingly relevant topic in the context of the development of information and communication technology. Social media not only functions as a platform for sharing information, but also as an arena where religious narratives are formed and exchanged. In this context, religious moderation is important to prevent the spread of intolerance and extremism that can arise from unfiltered information. First, social media plays a significant role in disseminating the values of religious moderation. Hefni Hefni (2020) notes that the digital world provides wide access to religious narratives, which are often used by certain groups to spread conflict.

Therefore, it is important for the public to have good social media literacy in order to filter the information received and adopt a moderate attitude towards various doctrines in circulation (Kosasih, 2019) . Kosasi emphasized that social media literacy can help individuals to be more critical in responding to information related to religion, so that it can encourage moderation in religion. Furthermore, education also plays an important role in strengthening religious moderation through social media. Hananto showed that arts and culture education can increase a sense of tolerance towards diversity, which in turn supports religious moderation (Hananto, 2022) .

By understanding and appreciating different cultures, individuals can be more open to different religious practices. In addition, Risdiana and Ramadhan highlighted that virtual preaching carried out through social media can form a new pattern in conveying religious teachings, which is more inclusive and moderate (Risdiana & Ramadhan, 2019) . However, challenges remain. Social media can also be a means of spreading extremist ideologies. Dodego and Witro remind us that radical groups often use this platform to spread beliefs that contradict moderate Islamic teachings (Dodego & Witro, 2020) . Therefore, it is important for religious institutions and the community to actively manage social media spaces in creative and innovative ways, in order to promote religious moderation (Wibisono & Darmalaksana, 2022) .

In this context, the role of mass media cannot be ignored. Sunaryanto and Rizal emphasized that moderate journalism can function as a tool to prevent religious-based violence by spreading narratives that support moderation. Thus, collaboration between social media, education, and religious institutions is essential to building a more tolerant and moderate society (Sunaryanto & Rizal, 2023) .

Overall, the impact of social media on religious moderation in Indonesia is complex and multidimensional. Although social media offers opportunities to spread the values of moderation, the challenges of spreading inaccurate and extremist information remain. Therefore, collective efforts are needed from various parties to ensure that social media becomes a tool that supports religious moderation.

Some positive impacts of social media on religious moderation; first, increasing

public awareness of the importance of religious moderation can be seen as an initial step in creating a more tolerant society. This awareness can be generated through various educational programs, seminars, and public discussions involving various elements of society, including religious leaders, academics, and the general public. According to research conducted by Huda, increasing public awareness of the values of religious moderation can reduce the potential for conflict and increase harmony between religious communities (Huda & Mutakabbir, 2023)

Second, Education plays a key role in the campaign for religious moderation. Educational programs designed to teach the values of tolerance, mutual respect, and interfaith understanding can help shape a more open mindset among the younger generation. A study by Setiawan (2021) shows that integrating religious moderation materials into the formal education curriculum can improve students' understanding of diversity and the importance of peaceful coexistence. In addition, training for teachers and educators on religious moderation is also very important to ensure that these messages are delivered effectively.

Moderation campaigns is essential to create sustainable impacts. Community involvement in social activities, interfaith dialogues, and community projects can strengthen a sense of togetherness and mutual understanding. According to a report from the National Counterterrorism Agency (BNPT) (2022), active community participation in religious moderation programs has been shown to reduce radicalization rates in several regions. Activities such as cultural festivals, interfaith dialogues, and community service programs can be a means to strengthen social networks and build trust between religious communities.

Therefore, increasing awareness, education, and community participation in the campaign for religious moderation has a significant positive impact in creating a harmonious and tolerant society. Through planned programs involving various elements of society, we can build a strong foundation for religious moderation. Therefore, it is important for the government, educational institutions, and civil society organizations to work together in promoting the values of religious moderation for the sake of creating peace and social stability.

If there are positive impacts, there are also negative impacts. First, the spread of information is very fast and wide, including information related to the values of religious moderation. However, the potential for the spread of misinformation and content that contradicts the principles of religious moderation is a serious challenge. This misinformation can trigger conflict, exacerbate intolerance, and disrupt efforts to create a harmonious society. This article will discuss the potential for the spread of misinformation and content that contradicts the values of religious moderation, as well as its impact on society and content that contradicts the values of moderation.

Second, the spread of misinformation often arises from unverified content and is spread through social media and other digital platforms. According to research by (Hasyim, 2023) , the massive flow of digital information, including radicalizing content, can influence people's mindsets and attitudes, especially among students. This shows that false or misleading information can be easily accepted and believed by the public, which in turn can lead to increased extremism and intolerance. Furthermore, research by Aprilyawati and Nurudin revealed that despite efforts to spread the values of moderation through the media, the existence of counterproductive content remains a challenge. Content that is not in line with the values of religious moderation can obscure people's understanding of the importance of tolerance and mutual respect. Therefore, it is important to identify and address sources of misinformation that can undermine religious moderation efforts.

Third, Content that contradicts the values of religious moderation is often spread with the aim of dividing and creating tension between religious communities. Martalia noted that unbalanced and extreme discourse can worsen social situations and threaten national unity (Martalia, 2024) . This type of content is often produced by individuals or groups with a particular agenda, who seek to exploit social dissatisfaction or injustice to

spread their ideology. In addition, the use of social media as a platform to spread content that contradicts religious moderation is also a concern. Social media, although it has the potential to spread positive messages, can also be used to spread detrimental narratives, which can reinforce stereotypes and prejudices between religions. Therefore, it is important to improve digital literacy among the public so that they can distinguish between valid and invalid information.

Thus, the spread of misinformation and content that contradicts the values of religious moderation is a significant challenge in efforts to create a harmonious society. Misinformation can exacerbate intolerance and conflict, while extreme content can threaten national unity. Therefore, collaborative efforts are needed from the government, society, and educational institutions to increase awareness and information literacy, and to effectively promote the values of religious moderation.

## CONCLUSION

This study highlights the important role of social media in promoting religious moderation in Indonesia, especially in the context of a multicultural society. Although social media has the potential to spread the values of tolerance and moderation, challenges such as the spread of misinformation, extremism, and the commodification of religion remain. Therefore, digital literacy is crucial to help people filter information and understand the ethics of interaction in cyberspace.

The government and educational institutions are expected to collaborate to raise awareness and education about religious moderation. Consistent campaigns and media literacy education strategies are also needed to overcome the existing challenges. With the right approach, social media can serve as an effective tool in building harmony and tolerance in a diverse society.

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