



THE ROLE OF SOCIAL MEDIA IN PROMOTING RELIGIOUS VALUES AT DARUL ARIFIN ISLAMIC BOARDING SCHOOL 2 MANGLI JEMBER

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Abstract:

This research aims to explore the role of social media in promoting religious values at the Darul Arifin 2 Mangli Jember Islamic Boarding School. In the midst of developments in information technology and globalization, social media has become an important means of disseminating information and influencing the thinking of the younger generation. In the context of complex religious and cultural diversity, understanding religious moderation is crucial, especially for the younger generation as agents of social change. This research uses a qualitative approach with a case study at the Darul Arifin Islamic Boarding School 2 Mangli Jember. Qualitative data was analyzed using a thematic analysis approach. The sample was selected by considering the diversity and experience of Islamic boarding schools in using social media. Data collection methods involve interviews, observation, and literature study. The research results show that social media plays a key role in introducing and strengthening religious values. Islamic boarding schools use various platforms such as Instagram, YouTube, and TikTok to live stream recitations, short videos, and promote religious activities. The interactive role of social media enables direct dialogue with audiences, creating a deeper understanding of Islamic teachings.

Keywords: Social Media, Islamic Boarding Schools, Religious Values

INTRODUCTION

Social media is becoming increasingly important in disseminating information and influencing the thoughts of every individual, especially the younger generation, in the current era of globalization and advances in information technology. Social media has developed into an important place for sharing ideas, views and values, including religious moderation. To face the challenges that arise in the context of increasingly complex religious and cultural diversity, it is very important to have a strong and balanced understanding of religious moderation. As future drivers of social change, the younger generation has a big role in disseminating religious values (Isman Iskandar 2023)

Islamic boarding schools are one of the institutions that have great potential to spread understanding of religious moderation. Islamic boarding schools not only provide religious education, but also provide opportunities to

apply moderate religious values in everyday life. Apart from that, Islamic boarding schools can utilize social media as a very effective tool for communicating with the younger generation and all religious groups, both far and near, so that they can use it as a way to spread understanding of religious moderation among the younger generation. (Nurdin & Naqqiyah, 2019).

Several studies have been conducted to examine the Role of Social Media in Promoting Religious Values. Research conducted by Isman Iskandar (2023) focuses on Islamic boarding schools that integrate traditional educational approaches with the use of social media to spread messages of religious moderation. Islamic boarding schools integrate traditional educational approaches with the use of social media to spread messages of religious moderation.

One of the relevant studies was conducted by Zumhur Alamindan Randitha Missouri (2023). This research aims to investigate the potential for using social media as a means of supporting Islamic religious learning in the digital era. The research results show that the use of social media as a means of supporting Islamic religious learning has significant potential in achieving learning goals.

Another relevant study was conducted by researchers named Aulia Rahmawati, Debita Maulin Astuti, Faiz Helmi Harun, and M. Khoirur Rofiq (2023) with the aim of enabling Gen Z to implement an attitude of religious moderation on social media so that they can become an anti-understanding millennial generation. extremism and radicalism.

From several relevant studies above, it can be concluded that the role of social media for religious moderation is very important, therefore the Darul Arifin 2 Mangli Jember Islamic boarding school uses social media as a tool for online da'wah or conveying several religious values. Social media can also be used as an implicit or implied tool to convey messages of religious modernization and religious values. Apart from Islamic boarding schools, social media is also very often used as a learning medium nowadays. Social media can help the learning process to achieve learning goals, and also to create a millennial generation who is anti-extremism and radicalism.

The aim of this research is that social media can be used to introduce Islamic boarding schools to the public, including religious activities held at Islamic boarding schools. This helps increase public awareness of the existence of Islamic boarding schools and their contribution to the formation of religious character. Social media allows Islamic boarding schools to build and strengthen social networks with other Islamic boarding schools, religious institutions, and individuals who have similar interests. This can support the exchange of ideas and collaboration in order to strengthen religious education. The use of social media in a religious context must be done wisely and in accordance with Islamic religious values, as well as paying attention to ethics and morality in communicating online.

RESEARCH METHODS

Penulisan jurnal tentang Peran Media Sosial dalam Mempromosikan Nilai- Religious Values at the Darul Arifin 2 Mangli Jember Islamic Boarding School are qualitative research with a case study design. Qualitative data will be analyzed using a thematic analysis approach. Sample selection was carried out by considering the diversity and depth of the Islamic boarding school's

experience in using social media. The research instrument techniques include interviews with ustadz, Islamic boarding school students, IT teams and Islamic boarding school managers as well as conducting direct observations and recording religious activities promoted via social media. This will provide a contextual understanding of how religious values are actualized. Apart from observations and interviews, researchers also obtain data through journals, articles and several books that can be used as references.

RESULTS AND DISCUSSION

The role of social media

Social media plays an important role in introducing Islam in the digital era because it is a popular and widespread platform where ustadz or ustadzah can easily and quickly share lectures, studies, writings and inspirational quotes regarding Islamic teachings to a wider and more diverse audience. (Arif & Roem, 2019).

According to Salsabila and Muslim (2022), the role of social media in introducing Islam also involves interactive and participatory elements. Social media allows preachers to interact directly with their audiences through features such as comments, private messages, and discussion groups. This allows for active discussions, answers to questions, responses to concerns, and a deeper understanding of Islam. Social media also allows the Muslim community to share experiences, support morals, and strengthen social ties in the practice of Islamic teachings. The Instagram account @nuonline_id managed by the Executive Board of LTN Nahdlatul Ulama (PBNU) is a clear example of the role of social media in Islamic da'wah (Romadani & Fikry, 2021). This account can convey religious messages to thousands of followers through informative, inspiring and educative preaching content. Local preachers and preachers can also use social media as another way to spread their preaching. Apart from using conventional mass media, such as newspapers and television, preachers can use social media as a way to communicate and interact directly with their mad'u. Through platforms such as Facebook, Twitter, and YouTube, they can publish their religious lectures, studies, and writings, reach a wider audience, and build communities of shared interests and beliefs. Da'wah can penetrate geographical boundaries and face the challenges and obstacles that exist in spreading religious messages by strategically utilizing social media.

It is very important for kiai and santri to interact and talk with the public online. They can influence and provide a better understanding to online audiences by speaking constructively and providing clear explanations of Islamic teachings that are in line with the context of the times and local wisdom of the community. In addition, kiai and santri can collaborate with religious figures and other groups with the same goal of strengthening cyber defense efforts and promoting moderate and inclusive Islamic teachings.

In using social media as a tool to promote Islam (da'wah), it is important to consider supporting and inhibiting factors, because both can influence how effective the da'wah is. The ease of using social media and the huge number of users are significant supporting factors. These two factors enable da'wah to reach a larger audience (Faridah, Zulkarnain, Yusuf, & Asriadi, 2022). It is possible to convey da'wah messages through various formats, such as text, images, audio, and video, thanks to various social media features and

technologies. However, there are several things to note, such as the limited time duration of uploaded videos, which limits the depth and complexity of the message that can be conveyed. Apart from that, for social media users who live in areas with limited or expensive internet access, limited internet quota is an obstacle.

Nilai-nilai keagamaan

Religious values, especially Islam, originate and are rooted in faith in the oneness of God; All values of human life are rooted in this faith. Islamic values are basically a collection of life principles, teachings about how humans should live their lives in this world, and all of these principles are interrelated with each other and form an inseparable unity. (Jamilah Hasballah, 2019).

Religion aims to develop individuals who are able to live in world society, which functions as a path to the afterlife. The spiritual values contained in religion are very important for human life, even more than what the human body needs. Without the spiritual foundation of religion, humans will not be able to create a balance between two opposing forces, namely good and evil. Islamic religious values have a significant influence on social life, so that without these values humans will just live like animals.

All human actions must contain Islamic values, which come from the Koran and As-Sunnah, which everyone must demonstrate in their daily lives, from small things to bigger ones. In this way, each person will become an individual who behaves first and foremost and is noble. With these religious values as a source and basis (material) to be conveyed to the online audience.

Darul Arifin Islamic boarding school 2 Mangli Jember

Darul Arifin Islamic Boarding School 2 Mangli Jember as a traditional and modern Islamic educational institution plays a central role in shaping the character and religion of the students. In the midst of the dynamics of society which is increasingly connected and influenced by developments in information technology, social media has become a potential tool for conveying and strengthening religious values. Social media, such as Facebook, Instagram and other platforms, have become a broad and effective means of communication in disseminating information. However, it is still necessary to study further how social media can be used optimally to promote religious values at the Darul Arifin Islamic Boarding School.

Darul Arifin Islamic boarding school 2 Mangli Jember uses social media as a live streaming tool for reading the book which is usually done after sunset through several applications in the form of Instagram, YouTube and TikTok. Not only that, TikTok is an application that has developed into one of the platforms most widely used by the millennial generation for preaching, it has encouraged the use of social media in preaching. (Randani, Safrinal, Latuconsina, & Purwanto, 2021). Not only that, this Islamic boarding school usually makes short videos about religion and Islam, with the young generation like us making the best use of technology, it can have a positive impact on other millennials. Through creative and entertaining preaching content, they are able to attract the attention of a wider audience and change negative perceptions of social media.

Very often posting daily activities, such as community service, eating

together, picketing the yard, going to the Koran, praying in congregation, tadarus in order to expand the network and promote the Islamic boarding school so that it is better known to the crowd (viral), because in this day and age everything that has gone viral has to be in great demand by the public, with this effort so that many millennial generations will have high enthusiasm to become students and compete to build a modern Islamic generation. And to open the minds of parents who are a little hesitant about sending their children to Islamic boarding schools, the activities at Islamic boarding schools from waking up to going back to sleep are very beneficial.

CONCLUSION

Media sosial memainkan peran penting dalam mempromosikan Islam di era digital, as it provides a popular and easily accessible platform for ustadz to share various sermons, teachings and inspirational content about Islam to a wider audience. Social media also enables interactive and participatory interactions with audiences, encouraging active discussion, questions, and a deeper understanding of Islam. It also encourages the Muslim community to share experiences, moral values, and social relationships in the practice of Islamic teaching. Social media can also be used to promote local events, engage with traditional media, and build diverse communities.

Islam, a religion based on the teachings of the Prophet Muhammad, is a collection of principles and teachings about human life. It aims to create individuals capable of living in society, promoting unity between good and evil. Islamic teachings, originating from the Qur'an and Sunnah, guide all individuals in their daily lives, making it a central figure and guide for everyone.

Darul Arifin Islamic Boarding School 2 Mangli Jember is a traditional and modern Islamic educational institution that plays a central role in shaping the character and religion of its students. Social media, such as Facebook, Instagram, and other platforms, have become widespread and effective communication. However, it still needs to be studied further whether social media can promote religious values at the Darul Arifin Islamic Boarding School. This Islamic boarding school usually makes short videos about religion and Islam, and they make short videos about religion and Islam.

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