

Religious Moderation Campaign Through Social Media

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Abstract: The spread of the meaning of religious moderation in practice has not been carried out massively in social activities. Coupled with the shift in public interaction towards the increasing use of social media in the post-pandemic. This study aims to review the role of social media in campaigning for religious moderation. This study uses a qualitative approach with a descriptive method. The social media reviewed include Youtube, Instagram, Tiktok, Facebook, and Twitter with media analysis in campaigning for religious moderation that has the most influence based on viral, figure, content, social media accounts (SMA). Data collection is done through literature studies in several reputable journals that discuss religious moderation using Publish or Perish software. Then, the data is selected based on a measurable analysis review through religious moderation keywords and social media. The data obtained, coded using the Nvivo 12 application through Word Similarity, then concluded with sentiment analysis with a total percentage of 100% at the analysis level. The results of this study suggest that the role of social media can be applied as an alternative strategy in spreading religious moderation in each analytical review. The results of the study were obtained because social media is a sophisticated technology to facilitate the exchange of ideas, thoughts, and information. In addition, this study also shows that there is an influence on the use of social media as a medium for campaigning for the religious moderation movement through several applications and features that can be maximized in the post-pandemic.

Keywords: *Social Media; Religious Moderation; Media Analysis; Post-pandemic*

Abstrak: Penyebaran makna moderasi agama pada prakteknya belum dilakukan secara masif dalam aktivitas bermasyarakat. Ditambah lagi dengan pergeseran interaksi masyarakat terhadap meningkatnya penggunaan sosial media pada post-pandemic. Studi ini bertujuan untuk meninjau peran media sosial dalam mengkampanyekan moderasi beragama. Studi ini menggunakan pendekatan kualitatif dengan metode deskriptif. Media sosial yang ditinjau diantaranya Youtube, Instagram, Tiktok, Facebook, and Twitter dengan analisis media dalam mengkampanyekan moderasi beragama yang paling memberikan pengaruh berdasarkan viral, figure, content, social media account (SMA). Pengumpulan data dilakukan melalui studi literatur pada beberapa jurnal bereputasi yang membahas tentang moderasi beragama dengan menggunakan software Publish or Perish. Kemudian, data diseleksi berdasarkan tinjauan analisis terukur melalui keywords moderasi beragama dan media sosial. Data yang diperoleh, dikoding menggunakan aplikasi Nvivo 12 melalui Word Similarity, kemudian ditarik kesimpulan dengan sentimen analisis dengan total persentase 100% pada tingkat analisis. Hasil studi ini mengemukakan bahwa peran media sosial

dapat diterapkan sebagai strategi alternatif dalam penyebaran moderasi beragama pada setiap tinjauan analisis. Hasil studi diperoleh karena media sosial merupakan teknologi canggih untuk memfasilitasi pertukaran ide, pemikiran, dan informasi. Selain itu, studi ini juga menunjukkan terdapat pengaruh penggunaan media sosial sebagai media kampanye gerakan moderasi beragama melalui beberapa aplikasi dan fitur yang dapat dimaksimalkan pada post-pandemic.

Kata Kunci: Media Sosial; Moderasi Beragama; Analisis Media; Post-pandemic

Introduction

The narrative of religious moderation is very much discussed, both in scientific studies and in public spaces who just want to know what religious moderation is. Religious moderation among Muslims is called Wasathiyah Al-Islam. Linguistically, the word wasathiyah is taken from the word wash/wasath in Arabic. This word literally means "middle", "a place that is at the midpoint between two equidistant sides". The equivalent of the word wasathiyah in English is moderation, as the original word for moderation which has been absorbed by the Indonesian language (Kementerian Agama RI, 2020).

Religious moderation means reducing violence and avoiding extremism. Religious moderation can also be interpreted as a moderate view of diversity. This is an effort to accommodate the diversity of religions in Indonesia. The basis of religious moderation is to give space to religions that have been believed by others and believe in absolute religious doctrines. In another sense, religious moderation is an attitude or view to trying to take a neutral position or in the middle between two views. And the attitude to always try to listen to each other and practice the ability to overcome differences (Kosasin, 2019).

Religious moderation produces a balance in religious practice and can distance oneself from excessive, revolutionary, and fanatical attitudes in religion (Khalid & Noor, 2020). Diversity in this country can also develop with religious moderation. This is due to the diverse cultural factors of society so that it is suitable for use in Indonesia. However, after the notion of religious moderation is expressed, it is difficult to spread the meaning of religious moderation in social activities (Samsul, 2020). This condition is because the spread of religious moderation has not been carried out massively and slowly. Coupled with the shift in interaction from offline to online activities which resulted in increased use of social media in the post-pandemic.

The strategy of the religious moderation movement by socializing ideas, understanding, and education regarding religious moderation to the entire community can be carried out by conducting religious moderation movement campaigns. The campaign can be done by utilizing social media (Halimatussa’diyah, 2020). Where at this time social media is a space that is often visited by Indonesians to learn more about religion in the post-pandemic. Social media itself is an information technology innovation that is popularly used in the post-pandemic. With the use of social media, one can find it easy to find information very flexibly and adaptively.

Previous research by Wibowo (2019) explains that nowadays moderation campaigns need to be carried out through social media. If previous research only focused on the form of moderation campaigns on social media individually, then the scope of this research will discuss further about presenting moderation content on social media in the post-pandemic. Therefore, it is important to explore the strengthening of moderation symbols on social media more broadly. From the description above, this study intends to bring up religious moderation in terms of social media analysis. This study aims to see the extent of the role of social media in campaigning for religious moderation in the post-pandemic.

Research Method

This study uses a qualitative approach by giving in-depth meaning to the facts or existing data. This approach is used because this study aims to describe data and facts from existing conditions, as well as analyze what views must be done to achieve the desired conditions in the future. The method used in this research is descriptive research method, which is a research method that describes an object according to existing conditions without changing it (Saputra et al., 2021).

This study reviews social media including Youtube, Instagram, Tiktok, Facebook, and Twitter as the popular social media. Furthermore, the study was developed by looking at the analysis of social media on user posts, their role in campaigning for religious moderation which has the most influence based on viral, figure, content, social media accounts (SMA). Data collection was carried out through literature studies in several reputable journals that discussed religious moderation that had been applied. Data was collected using Publish or Perish software. Then, the data is selected based on a measurable analysis review through religious moderation

keywords, social media (Saputra et al., 2021). The data obtained, coded using the Nvivo 12 application through Word Similarity (Hilal & Alabri, 2013), then concluded with sentiment analysis with a total percentage of 100% at the analysis level (Saputra & Rahmatia, 2021b).

Results and Discussion

Results

This study reveals that the components that must be considered on social media to become viral are figures and come from trusted accounts. In addition, the uploaded content has good quality, videos that are not blurry, captions that describe what is in the photos and videos. This component is very influential on likes, comments and the reach of many people in campaigning for religious moderation.

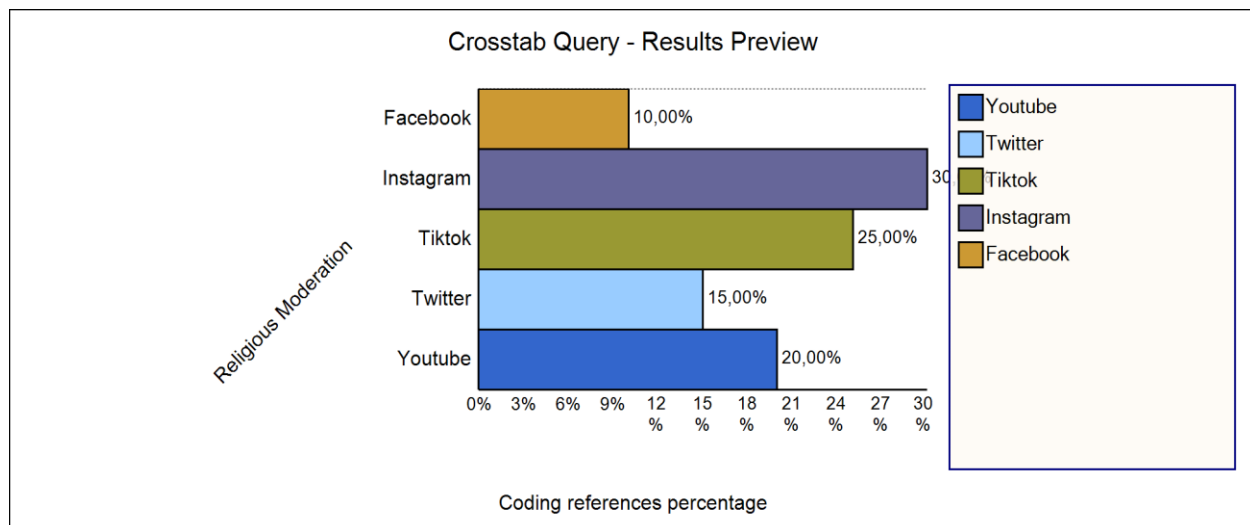


Figure 1. Social media campaign on Religious Moderation

Source: Nvivo analysis (2022)

From the figure above, I will explain about the role of social media in campaigning for religious moderation. The review was carried out through Youtube, Instagram, Tiktok, Facebook, and Twitter on the level of intensity of social media use. The analysis was carried out based on the data and words that appeared in the religious moderation campaign. It can be seen that Instagram takes the most role in Religious Moderation at 30%, followed by Tiktok at 25%, Youtube at 20%, Twitter at 15%, and Facebook at 10%.

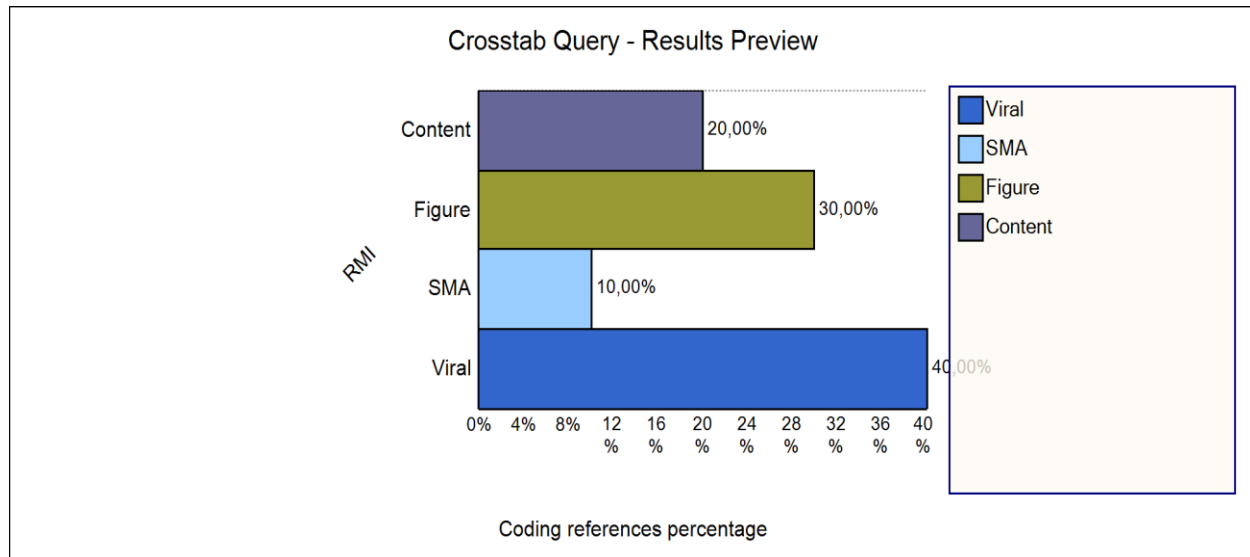


Figure 2. The Role of Social Media Campaigns in Religious Moderation

Source: Nvivo analysis (2022)

Figure 2 describes the media analysis that has the most influence in campaigning for religious moderation on social media in terms of religious moderation indicators (RMI). Indicators are reviewed based on Viral, Figure, Content, Social Media Account (SMA). The figure above describes that element Viral takes the more role in RMI at 40%. Element Figure, Content, and SMA at 30%, 20%, and 10% respectively.

Discussion

This study suggests that the role of social media can be applied as an alternative strategy in campaigning for religious moderation in the post-pandemic. The results of the analysis review on the role of social media that are popular at this time such as Youtube, Instagram, Tiktok, Facebook, and Twitter are widely accessed by the public. This is because social media is an advanced technology to facilitate the exchange of ideas, thoughts, and information, through virtual networks and communities (Fitria, 2019). Coupled with its recorded use, it continues to experience a significant increase in community activities. Reports show that active users of social media in the world reach 60% (Kemp, 2020). In Indonesia, data released by APJII as of the second quarter of 2020 noted that there were an additional 25.5 million internet users compared to 2019, currently active users amounting to 196.7 million or 73.7 percent of the total population (APJII, 2020).

This study also reveals that the increasing enthusiasm of social media users is based on the viral content of a content. Various studies show that many kinds of religious practices to virtual activities (Hamdi et al., 2021), that are believed to strengthen faith are easier to find because they go viral (Laney, 2015). The results of this study are because social media is expressive, so content can be used to give and receive spiritual support. The results of this study are also reinforced by Brubaker & Haigh (2017). In addition, social media is also used for other dogmatic interests, especially on issues related to the cultivation of certain religious concepts. This post-pandemic condition is based on popular social media accounts, because religious expressions are always attached to media that are often used by humans.

The results of this study are also supported because Indonesia as a country with the largest Muslim population is often referred to as a moderate and democratic Islamic country. This country was built based on the noble values of Pancasila which has a pluralist face and high religious tolerance (Muslimah et al., 2021). After the reformation, the trend of religious conservatism in Indonesia continues to increase, especially in the digital space. Research results published in the Media and Religious Trends in Indonesia report in November 2020 showed that the buzz of conservatism dominated religious narratives on social media, accounting for a percentage (67.2%), followed by moderate (22.2%), liberal (6.1%) and Islamist (4.5%). Since 2009-2019, the use of social media with the hashtag feature has become very popular and viral (Halimatussa'diyah, 2020).

Significantly increasing acceptance of Islamic conservatism on social media has led to populism. Now it is easier for people to follow the opinions of people (figures) that match their perceptions than to follow mainstream religious authorities such as Muhammadiyah and NU (Burhani, 2016). Nevertheless, the view of exclusivity that arises from the barriers of the digital space is increasingly fertile with the scarcity of moderate Islamic symbols literacy especially in the digital space (Saputra & Rahmatia, 2021a). Moderate understanding has a larger proportion, but the nature of its participation in the digital space is less than the more active conservative movement (Halimatussa'diyah, 2020).

Conclusion

The campaign can be done by utilizing social media. Where at this time social media is a space that is often visited by Indonesians to learn more about religion. The results of this study explain that the use of social media including Youtube, Instagram, Tiktok, Facebook, and Twitter provides a role in campaigning for religious moderation based on viral, figure, content, social media accounts.

This is because social media is an advanced technology to facilitate the exchange of ideas, thoughts, and information, through virtual networks and communities. This study explains that Instagram is the most dominant platform in campaigning for religious moderation. This is because Instagram offers many features that can be used to socialize. In addition, the services provided are simply based on images, text and short videos effectively to attract the attention of other users. Although Tiktok and Youtube are the social media platforms with the highest number of accesses, the features are loaded and accessed in the form of videos. While Twitter and Facebook, the most dominant in the form of writing although it can upload images and videos.

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