
Utilizing Information Technology to Spread Religious Values in a Moderate Manner

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Abstract

In today's digital era, developments in information and communication technology have opened up new opportunities for the broader and more interactive dissemination of religious values. This study aims to examine the role of digital media as a means of moderate da'wah, highlighting the transformation of da'wah methods from traditional to online platforms, the opportunities for two-way interaction, and the challenges of negative content such as misinformation and radicalism. The method used is qualitative research with a library research approach, where data was obtained from scientific journals, books, online articles, and recent research reports. Content analysis was conducted to examine theories, concepts, and previous studies related to moderate digital da'wah. The results show that social media, such as Facebook, YouTube, Twitter, Instagram, and Telegram, are effective vehicles for spreading Islamic teachings -, as long as the content is packaged creatively and responsibly. The concept of religious moderation plays a crucial role in maintaining message balance, preventing polarization, and maintaining harmony in the digital space. Furthermore, the active participation of the younger generation through short video content, Islamic podcasts, and educational threads strengthens the narrative of moderate da'wah. This study recommends improving religious digital literacy and collaboration between religious scholars, IT practitioners, and youth communities to optimize inclusive da'wah in the digital era.

Keywords: Digital Da'wah, Religious Moderation, Information and Communication Technology, Literature Study, Social Media, Religious Content, Young Generation

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INTRODUCTION

In today's digital era, developments in information and communication technology have brought significant changes to various aspects of life. The internet and social media are examples of these developments. Thanks to them, information has become faster and easier to access, and the global world is increasingly connected, as if no geographical boundaries separate us. The development of information technology has led to changes in communication that influence how people think, act, and progress in the face of future technological developments (Surjadmodjo & Cangara, 2024). In this

regard, technological developments can be utilized as a medium for disseminating religious values.

Utilizing information and communication technology as a means of disseminating religious values is a creative and relevant solution amidst the changing times. Content such as motivational videos, Islamic podcasts, educational writing, or images can convey religious values in an engaging and meaningful way for all groups, especially the younger generation (Omar, AA, & Omar, N.A, 2019) in (Surbakti et al., 2023). This method not only expands the reach but also allows for two-way interaction between the messenger and the audience, thus maintaining effective dialogue.

However, despite the ease of disseminating religious values, the development of information technology also presents worrying challenges. Challenges such as negative content, misinformation, slander, provocation, radicalism, and pornography can undermine human faith and morals. This type of content can disrupt the dissemination of religious values (Nurhayati et al., 2023).

To address these challenges, solutions and approaches are needed that balance the use of technology and the dissemination of moderate religious values. Religious moderation is a key principle in building a peaceful and inclusive religious life, emphasizing balance and avoiding excessive fanaticism, while respecting diversity in an ever-evolving digital society (Zuhri et al., 2025).

RESEARCH METHODS

This research employed a qualitative method with a library research approach. This approach was chosen because it was appropriate for reviewing various literature related to the use of information technology in disseminating moderate religious values. The primary focus of this research is an analysis of theories, concepts, and previous research findings relevant to the theme of moderate da'wah through digital media.

The data in this study were obtained from various written sources, such as scientific journals, books, online articles, and research reports discussing the use of information technology media in a religious context. The data collection process was carried out systematically, selecting credible literature that was directly relevant to the issues discussed. All collected data was then analyzed qualitatively using content analysis techniques to draw descriptive and interpretive conclusions regarding the phenomena studied.

RESULTS AND DISCUSSION

1. Transformation of Information Technology into a Media for Da'wah

The development of information technology has brought about significant changes in the pattern of Islamic da'wah dissemination. Previously, da'wah was conventionally limited to religious study groups (Masyarakat Taklim), sermons in mosques, or in-person religious study forums, but now it has entered the broader digital space. Platforms such as YouTube, Instagram, TikTok, and WhatsApp have become the primary tools for da'wah (Islamic preachers) in reaching the public, especially the

younger generation, who are more active in the digital space (Rani, 2023). This transformation reflects the need for da'wah to adapt to the times and contemporary communication media.

The emergence of digital technology has enabled more effective, instant, and interactive preaching. A preacher can now reach thousands to millions of people with just a single upload of a video of a preaching session, a verse quotation, or a short, visually appealing sermon. Islamic content now competes amidst the flood of digital information, requiring preachers to be more creative, communicative, and adaptive in conveying religious messages (Ahmad Rizal et al., 2024). In this context, social media is no longer simply a place to share status updates or entertainment, but has transformed into a new spiritual space, where people find knowledge, strengthen their faith, and even engage in online religious Q&A sessions.

While this transformation presents significant opportunities, it also poses a number of serious challenges. These include the emergence of unvalidated Islamic preaching content, ideological bias, or even provocation and radicalism. Some extremist groups use social media to spread harsh and intolerant religious narratives. Therefore, collective efforts are needed to improve digital religious literacy, both on the part of preachers and their audiences (Rani, 2023). It is also important to emphasize that the use of technology must remain aligned with moderate, humanistic, and enlightening Islamic values (Fikriansyah et al., nd).

Another study shows that preachers in the digital era not only deliver their da'wah in a one-way manner but also build participatory interactions. This approach aligns with Manuel Castells' "network society" theory, where communication is horizontal, rather than top-down as in traditional times. In the context of da'wah, this means that preachers and congregations can interact with each other through comments, private messages, and even direct online discussions (Ahmad Rizal et al., 2024). This demonstrates that technology has transformed da'wah into a more democratic and dynamic two-way space.

Furthermore, the transformation of digital da'wah has also impacted the world of Islamic education. Religious teachers, ustaz (Islamic preachers), and educators can now use digital media to enrich their teaching methods, such as creating educational video content, podcasts on Islamic studies, or Sharia-based e-learning platforms (Rani, 2023). This innovation makes religious material more accessible and understandable for the digital generation, who tend to be visual, get bored easily, and rely on online information searches.

However, it's important to remember that even though da'wah now takes on a more modern form, traditional da'wah values such as sincerity, exemplary behavior, and conveying wisdom must not be lost. Da'wah practitioners are required to go beyond simply pursuing popularity on social media, but to maintain the integrity of their da'wah to avoid losing its spiritual Fitriana spirit (Kris Wahyu Lestari & Zulia Mariska, 2023).

2. Religious Moderation as an Approach to Disseminating Religious Values in the Digital Era

Religious moderation is a concept that emphasizes the importance of maintaining a balance between religious teachings and universal values such as tolerance, diversity, and humanity. In Islam, religious moderation emphasizes an open attitude and acceptance of differences, whether in religious, cultural, or political views (Zuhri et al., 2025). Moderation is an approach to addressing differences by not creating boundaries between people, but rather by finding common ground (Lazulfa & Faristiana, 2023). In today's digital era, where society is modern and pluralistic, moderation is crucial for creating a peaceful and harmonious environment and preventing groupings resulting from narrow and extreme interpretations of religion.

The dissemination of religious values through digital media requires a moderate and thoughtful approach so that the message is not only accepted but also does not cause division in the digital space. The seemingly free and massive nature of social media makes it a vehicle for spreading goodness, but it can also be a source of evil (Musthofa, 2016). Therefore, preachers and disseminators of religious messages are required to remain vigilant and more careful in crafting content and narratives for preaching so that it is well received by the general public. Religious moderation adapted to the digital sphere plays a crucial role in filtering out potentially divisive content. Harmony and unity in diversity are maintained through the internalization of these values by social media users (Mandala & Witro UIN Sunan Gunung Djati Bandung, 2024).

Digital platforms can be a relevant and highly effective means of spreading religious teachings. Platforms such as Facebook, YouTube, Twitter, Instagram, and Telegram will make Islamic preaching more engaging, while remaining steadfast in the principle of *rahmatan lil alamin* (blessing for all the universe). In addition to social media, entertainment containing religious elements is often found, such as Islamic soap operas, Islamic films, Islamic music, and Islamic novels, making the spread of Islamic teachings more dynamic (Mubarok & Sunarto, 2024). This is where technological developments can be used as a vehicle for value transformation, changing the way people view, understand, and experience religion in a peaceful, rational, and non-exclusive manner.

Because the younger generation is highly active on digital platforms, their participation in efforts to disseminate religious values is crucial for maintaining a moderate religious narrative. By leveraging advances in information technology, such as the use of creative content, educational threads, and short, inspiring videos, the dissemination of religious values can be more easily accepted. This makes *da'wah* a two-way activity that provides education and fosters religious and moderate character.

3. Challenges and Strategies in Maintaining Religious Moderation in the Digital Era

While digital media offers significant opportunities for the dissemination of moderate religious values, it also presents a series of serious challenges. The internet's unlimited speed and reach often act as a double-edged sword. While it accelerates *da'wah*

(Islamic outreach), it also creates fertile ground for the spread of negative content such as disinformation, hoaxes, and hate speech, which can undermine social order (Putra & Muttaqin, 2023). This challenge is exacerbated by the way social media algorithms operate, which can create "filter bubbles," where users are exposed only to information that reinforces their existing beliefs and are isolated from dissenting views.

One of the biggest challenges is the spread of radical narratives that are packaged in an appealing and persuasive manner. Extremist groups strategically utilize digital platforms to spread rigid and intolerant interpretations of religious teachings, often targeting vulnerable young people. To address this, a key strategy is to flood the digital space with counter-narratives. This strategy involves creating high-quality, creative, moderate Islamic preaching content that addresses contemporary issues, presenting a peaceful and inclusive image of Islam (Azizah & Asrori, 2022).

Besides producing positive content, another fundamental strategy is strengthening religious digital literacy. This literacy is not just about technical skills in using devices, but rather the ability to think critically to evaluate information, verify sources (tabayyun), and recognize provocative and radical narratives. Improving digital literacy is the foundation for communities to independently protect themselves from negative influences online (Fahri & Ahmadi, 2021).

Ultimately, efforts to maintain religious moderation in the digital era will not be optimal if carried out in a piecemeal manner. A collaborative strategy involving various parties is required. Synergy between religious scholars (as providers of authoritative religious content), content creators (as translators of messages into engaging formats), and youth communities (as agents of dissemination) is key to the success of da'wah transformation. This collaboration ensures that moderate religious messages are not only produced but also widely disseminated and well-received by the digital community (Mandala & Witro, 2024).

CONCLUSION

Amidst the rapid advancement of information technology, the spread of Islamic teachings has found a new, more dynamic form through the use of digital media. This change has had a significant impact on the method of preaching, which was previously face-to-face and conventional, but has now evolved to become more flexible, broader in reach, and capable of two-way interaction. Digital platforms such as social media, YouTube, and podcasts have become effective means of conveying religious messages, especially to young people who are familiar with technology.

However, this transformation is not without obstacles. The rapid spread of information online also presents challenges in the form of misleading content, intolerant narratives, and even propaganda that has the potential to be divisive. In such circumstances, a moderate approach to religion becomes crucial. A moderate attitude in religion not only maintains a balance of teachings but also helps create a more welcoming and open digital space to diversity.

Therefore, synergy between various parties is essential to create a healthy and balanced digital da'wah ecosystem. Collaboration between religious leaders, content creators, and youth communities is key to ensuring that religious messages remain valuable, credible, and undistorted. Furthermore, strengthening digital literacy based on religious values must be continuously improved so that the public can filter information carefully and wisely. If this strategy is implemented consistently, the use of information technology will not only expand da'wah but also strengthen Islam's role as a blessing for all creation.

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