

Preaching Through Social Media in Islamic Religious Education: Analysis of Effectiveness and Challenges in Increasing Religious Awareness

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ABSTRACT

Objective: This study aims to describe and analyze the effectiveness and challenges of using social media as a medium for da'wah in Islamic religious education, particularly in enhancing religious awareness. **Method:** Employing a library research approach, this study draws upon books, peer-reviewed journal articles, and research reports as primary data sources. **Results:** The findings indicate that da'wah through social media is effective in raising religious awareness, especially among younger audiences, when delivered through creative formats such as short videos and live streaming. Effective strategies to optimize its use include the creation of engaging content, enhancing the digital literacy of preachers (da'is), fostering collaborations with influencers, and maintaining active interaction with audiences. However, challenges persist, including the potential spread of inaccurate religious information, limited digital competence among da'is, public skepticism toward digital da'wah, and unsupportive social media algorithms. **Novelty:** This research highlights the dual role of social media as both an opportunity and a challenge for Islamic religious education, offering insights into how strategic digital engagement can transform traditional da'wah practices to meet contemporary needs.

INTRODUCTION

Da'wah through social media is an increasingly dominant phenomenon in Islamic religious education, especially in increasing religious awareness among the younger generation. Religious education in this digital era aims not only to convey knowledge, but also to shape character and strengthen individual spirituality. Education is closely related to human life. It is the effort of adults, conscious of their human role, to guide, train, teach, and instill fundamental values and perspectives on life in the younger generation [1]. The variety of media used in preaching can significantly impact the effectiveness of the message conveyed. Social media, as part of modern communication, offers speed and wide reach, but also faces significant challenges in maintaining the authenticity and substance of the da'wah message.

The use of social media in da'wah allows information to spread quickly, but there is a risk that da'wah messages can be distorted by media logic that does not always align with Islamic values. Based on Munthe's research, da'wah must adapt to developments in existing communication technology, including mass and digital media [2]. In this context, Rubawati highlighted that new media offers opportunities to spread da'wah messages more quickly, but challenges arise from the potential for misinterpretation by message recipients, creating the need for effective communication strategies [3].

Analyzing the effectiveness of social media in preaching also involves understanding the media's influence on audiences. Ana and Shofa revealed that social media plays a crucial role in increasing the relevance and accessibility of preaching, where challenges are not only related to content but also to the method of delivery by preachers [4]. Therefore, preachers must be able to adapt to developments in social media and utilize existing platforms to reach a wider audience, especially the younger generation. In addition, research by Firdaus and Kolil shows that youth organizations use innovative approaches in preaching through social media with digital content that is not only informative, but also entertaining, so that the preaching message becomes more interesting for the audience [5].

In the context of Islamic religious education, the main challenge of preaching through social media is maintaining the integrity and substance of Islamic teachings. With so many platforms and types of content available, efforts need to be made to ensure that the information disseminated remains accurate and in accordance with religious teachings. Rusdi and Aisyah indicated that although student involvement in da'wah has increased, there is an urgent need to measure the effectiveness of da'wah media in grasping their spiritual understanding, especially in this digital era [6]. This shows how important it is to have a mature evaluation and strategy in delivering da'wah to increase religious awareness.

One strategy that can be implemented is to create content that is interesting and relevant to the audience, while educating them about Islamic values. In addition, it is important to educate preachers about the use of social media and how to overcome existing challenges, such as lies and hoaxes that can worsen the image of Islam in the eyes of the wider community. Collaboration between academics, religious organizations, and social media activists is essential to develop educational programs that not only teach theory but also best practices in preaching on digital platforms.

When discussing the potential of da'wah through social media, it's also important to consider the responsibility that comes with its immense capacity to reach a wider audience. This task isn't just about disseminating information, but also ensuring that the message is delivered in a constructive and constructive manner. Da'wah activists must adapt to the instant and easily accessible consumption of information while maintaining depth and authenticity. The educational aspect of preaching must be emphasized, by directing the audience to not only absorb information, but also think about and apply it in everyday life.

The challenges in using social media also involve the response of society to the preaching that is being carried out. Often, the message received can be interpreted differently by different groups in society, which can lead to debate or conflict. Therefore, it is important to build constructive communication and dialogue among different audiences in understanding and discussing the message of da'wah. This encourages the creation of a more inclusive and respectful learning environment, which is crucial in the context of diversity in our society.

Further research on the effectiveness of da'wah through social media is needed to understand the parameters that can be used to measure success. Therefore, collaboration between researchers and practitioners in this field is crucial to create a solid, evidence-based framework for understanding the most effective da'wah strategies. Utilizing data analytics to assess the impact of disseminated content can provide valuable insights for continuous improvement.

With a holistic approach that prioritizes education, technology, and social aspects, da'wah through social media will not only be effective in raising religious awareness but also in creating a strong community that advocates positive Islamic values. Therefore, synergy between conventional da'wah and digital media is needed so that messages of goodness can more widely reach the hearts and minds of Muslims, fostering a more civilized and spiritually educated society.

Therefore, it is crucial that all da'wah efforts be reinforced with a commitment to educating the public about the importance of filtering information in the digital age. Religious education that integrates da'wah methods through social media will not only meet individual spiritual needs but also help shape character and noble values in a diverse society. Therefore, da'wah through social media will be a powerful and effective tool in building deep and sustainable religious awareness among Muslims.

Da'wah through social media in Islamic religious education faces various complex challenges. First, although social media has great potential to reach a wide audience, often the preaching content delivered is unable to attract interest or is considered less relevant to the needs of society, especially the younger generation. Second, there is a risk of disseminating inaccurate or even misleading content, which can lead to misunderstandings in religious understanding. Third, the lack of digital literacy among preachers (da'wah) makes it difficult for them to utilize social media effectively. Furthermore, resistance from some in society who still consider conventional da'wah more valid and effective also poses a barrier. These problems raise questions about the extent to which da'wah through social media can be effective in raising religious awareness, and what challenges need to be overcome.

This research is highly urgent because social media has become an integral part of modern society, especially among the younger generation. Da'wah through social media has great potential to raise religious awareness in a more interactive, engaging, and accessible manner. However, without a thorough understanding of its effectiveness and the challenges it faces, this potential cannot be maximized. This research is expected to provide strategic recommendations for preachers, religious education institutions, and other stakeholders in utilizing social media effectively for da'wah. Furthermore, this research can also serve as an academic reference that enriches the literature on digital da'wah and Islamic religious education in the modern context.

RESEARCH METHOD

This research uses a *library research type* (literature study) which aims to collect, analyze, and interpret secondary data relevant to the research topic. Library research was chosen because it allows researchers to dig up in-depth information from various existing written sources, such as books, scientific journal articles, and research reports, without the need to collect data directly in the field. This approach is suitable for exploratory and descriptive research, especially in the context of analyzing the effectiveness and challenges of da'wah through social media in Islamic religious education [7]

The primary data sources in this study were books, scientific journal articles, and research reports related to da'wah through social media, Islamic religious education, and religious awareness. Books were used as a comprehensive and in-depth source of information, while scientific journal articles were selected because they provided information that had undergone a peer-reviewed process, thus achieving a high level of accuracy and credibility. The research reports were used to obtain more specific and up-to-date data regarding the effectiveness and challenges of da'wah through social media in the context of Islamic religious education [8].

Data collection techniques were conducted by searching and collecting relevant written sources from various academic databases, digital libraries, and library catalogs. Researchers used keywords such as "social media da'wah," "Islamic religious education," and "religious awareness" to ensure that the collected data aligns with the research focus. Furthermore, researchers also selected sources that were highly relevant and met inclusion criteria, such as publication year (2020-2025) and specific topic. This data collection process was carried out systematically to ensure the information obtained was accurate and accountable [9].

Data analysis in this study was carried out using a descriptive qualitative approach. The collected data was then categorized based on emerging themes, such as the effectiveness of social media outreach, challenges faced, and strategies for raising religious awareness. The researchers then interpreted the data to gain a deeper understanding of how social media outreach can be effective in raising religious awareness and the challenges that need to be addressed. This analysis process was conducted systematically to ensure that the research findings were accountable and relevant to the research context [7].

To test the validity of the data, researchers used source triangulation techniques. Source triangulation is performed by comparing data obtained from various different sources, such as books, scientific journal articles, and research reports. This aims to ensure that the data used is consistent and reliable. Furthermore, researchers also double-check the sources used to ensure that the cited data is accurate and relevant to the research topic. This process is crucial for maintaining the validity and reliability of the data used in the study [8].

RESULT AND DISCUSSION

A. The Effectiveness of Da'wah Through Social Media in Increasing Religious Awareness in the Context of Islamic Religious Education

Research shows that preaching through social media is significantly effective in raising religious awareness, especially among the younger generation. Social media platforms such as Instagram, YouTube, and TikTok enable the delivery of religious messages in a more interactive, engaging, and accessible manner. Creative content such as short videos, infographics, and live streaming discussions can increase public understanding and engagement in religious practices. Furthermore, social media allows preachers to reach a wider audience, including those who may not be reached through conventional preaching methods. However, this effectiveness depends heavily on the quality of the content and the preacher's ability to optimally utilize digital platforms[10].

Da'wah through social media has undergone a significant transformation in recent years, especially in the context of Islamic religious education. People, especially the younger generation, are now increasingly using various social media platforms for interaction, learning, and receiving information, making social media a potentially powerful tool for conveying religious values. Research shows that an interactive da'wah approach on social media, as reflected in the study by Zafri et al., can have a significant positive impact on young people, both in terms of developing religious ideology and motivating them to further explore Islamic teachings [11].

In this thread, social media platforms, such as TikTok, play an important role in conveying the message of da'wah to a wider audience. Syawitri and Iryanti stated that TikTok not only functions as an entertainment medium, but also a means for moral education and da'wah through creative content, providing a counter-narrative to the negative views that are sometimes attached to social media [12]. TikTok has the potential to convey positive messages that contribute to building religious awareness among the public, especially the younger generation who spend a lot of time on the platform.

Furthermore, a study by Muslikhah and Taufik showed that the use of TikTok can increase religious insight among students. Students who use this platform demonstrate a better understanding of Islamic teachings after being exposed to engaging and relevant Islamic content [13]. This shows that social media can function as an effective tool in conveying da'wah that is able to answer the challenges of the times and educate users in the digital era.

No less important, other media such as Instagram also provide space for conveying da'wah. Research by Sumarti et al. highlights how Instagram accounts that present engaging Islamic preaching content can attract digital communities to engage in religious learning [14]. The account's creative and informative content not only reaches a wider audience but also has the potential to foster Islamic spirituality among social media users. The interactions that occur on this platform also create a virtual community that is responsive to da'wah efforts.

Radio as a medium for Islamic communication cannot be ignored, even though it is

not as famous as social media today. Munthe stated that radio as a communication medium is still relevant for conveying Islamic teachings, offering a different approach in approaching the audience [2]. The combination of preaching conducted through social media and radio can create a more comprehensive multi-media approach to increasing religious awareness in society.

From an Islamic education perspective, the effectiveness of da'wah through social media lies in its ability to engage the younger generation in a fun and interactive religious learning process. By utilizing multimedia content, da'wah can be presented in the form of videos, images, or question-and-answer sessions, enabling the audience to actively engage in the learning process. This is crucial for addressing the challenges of religious teaching in the digital age, where misinformation is also easily spread on social media.

As part of an inclusive religious education strategy, it is crucial for religious educators and preachers to understand the unique characteristics of the platforms they use. The availability of various features that support user interaction, such as comments, likes, and shares, allows preachers to reach more people and hear input from their audiences. Furthermore, a more authentic and dialogical approach to preaching can be implemented to create an open and educational discussion space.

In the campus context, da'wah programs aimed at students need to be adapted by utilizing social media and information technology to attract their interest and involvement. Research shows that there is a significant positive influence of da'wah content on social media on students' religious knowledge, which supports the need to implement strategies that focus more on digital platforms in religious education [13]. Through this effort, religious awareness is not only achieved, but also empowered in a contemporary context that is relevant to the younger generation.

Thus, the effectiveness of da'wah through social media in raising religious awareness within the context of Islamic religious education depends heavily on the way the content is presented, its relevance to the audience, and the platform's interactive nature. By utilizing various platforms and integrating them with innovative educational methods, modern da'wah can serve as a tool for fostering deeper religious awareness and understanding. Therefore, it is important for da'wah activists to adapt quickly to the dynamics of the digital world so that the da'wah they carry out remains relevant and effective in spreading Islamic values.

B. Effective Strategies to Optimize the Use of Social Media in Islamic Religious Education Preaching to Increase Religious Awareness

To optimize the use of social media in preaching, several effective strategies can be applied. First, da'wah content must be tailored to the characteristics of the audience, especially the younger generation, using engaging formats such as short videos, podcasts, and infographics. Second, da'wah practitioners need to improve their digital literacy to maximize social media features, such as algorithms, hashtags, and analytics. Third, collaboration with influencers or religious figures with large followings can expand the reach of da'wah. Furthermore, active interaction with the audience through

comments, Q &A sessions, and live streaming can increase public engagement and understanding of da'wah messages [15].

To optimize the use of social media in Islamic religious education, it is important to formulate strategies that are effective and relevant to the existing social context. One thing that can be considered is understanding the role of social media in everyday life, especially among the younger generation. Social media has become the primary platform for many individuals to communicate, share, and disseminate information, thus providing a great opportunity to convey powerful and meaningful da'wah messages [16].

In a study on the effects of Islamic religious education in the Society 5.0 era, it appears that the challenges in utilizing social media are quite complex. The younger generation is often trapped in the spread of misinformation, *cyberbullying*, and social media addiction [16]. Therefore, it is important to provide education that can increase their understanding of digital ethics and religious moderation. Education based on religious moderation can help build a strong foundation for developing religious awareness [17].

One approach that can be used is the use of social media as a learning support tool. Social media can be an effective tool for delivering innovative, interactive religious education content that can reach a wider audience. Creating engaging and interactive content, such as video lectures, infographics, and online discussions, can increase the interest and engagement of young people in religious studies. The use of apps and discussion groups on social media platforms can also facilitate Q &A sessions and collaborative learning [18].

Implementing religious moderation-based education could be another strategy to increase religious awareness among students. A study conducted at MAN 1 Pamekasan found that four indicators of religious moderation—national commitment, tolerance, non-violence, and accommodation of local culture—have proven effective in raising religious awareness among students. This educational approach can be combined with social media to increase exposure to these values, so that students learn not only theory but also real-world practices through social media interactions [17].

Meanwhile, training and guidance for Islamic preachers on the use of social media in a marketing context is also very important. Research shows that social media is a powerful tool for marketing that can be applied to da'wah. Thus, da'wah activists need to be trained to use social media platforms not only to share content, but also to build networks, interact with audiences, and empower communities [19].

In order to ensure the effectiveness of this strategy, continuous evaluation of the impact of the use of social media in Islamic religious education preaching is needed. This includes measuring the extent to which the audience participates in learning activities, responses to the messages delivered, and expected behavioral changes [17]. This evaluation is important so that the program being implemented remains relevant and can continue to be improved in accordance with existing developments.

Early detection of potential issues, such as the spread of misinformation or unethical

behavior online, also needs to be a focus. Education on digital ethics is expected not only from educational institutions but also from religious leaders who understand the importance of religious moderation on social media. This is in light of the importance of creating a safe and supportive environment for all individuals who use social media [16].

Thus, a combination of innovation in teaching methods, the application of the principles of religious moderation, the wise use of social media, and ongoing evaluation are strategic steps that can be taken to optimize Islamic religious education. This approach will not only increase religious awareness but also promote social harmony and diversity in society. This approach must be based on the needs and contexts faced by the millennial generation, so it can address the challenges of the times and prepare them to face the ever-evolving complexities of the digital world.

C. Challenges Faced in Using Social Media as a Means of Da'wah in Islamic Religious Education

Although social media has great potential, research identifies several challenges in its use as a means of da'wah. First, the risk of spreading inaccurate or misleading content can lead to misunderstandings in religious understanding. Second, the lack of digital literacy among preachers makes it difficult for them to use social media effectively. Third, resistance from some in society who still consider conventional preaching to be more valid and effective also poses an obstacle. Furthermore, social media algorithms that tend to prioritize popular content can make it difficult for preachers to reach a wider audience. Another challenge is the limited time and resources available to preachers to consistently produce quality content [20].

The use of social media as a means of preaching in Islamic religious education in Indonesia faces several complex challenges. Some of the problems that arise can be seen from the perspective of user behavior, digital ethics, and the potential for the spread of incorrect information. In the era of Society 5.0, where interactions between individuals are increasingly facilitated by technology, Islamic religious education is expected to play a role in shaping religious moderation among the younger generation. However, existing challenges are often related to the misuse of social media, including the spread of false information and cyberbullying [16].

In their research, Kusumastuti et al. identified that one of the main challenges is the lack of knowledge about digital ethics among social media users, especially the younger generation. This phenomenon encourages the emergence of negative behavior that can damage the reputation of religious teachings. Therefore, it is important for educational institutions to provide relevant training and formulate policies that can regulate the use of social media among students [21]. Such training, such as that conducted at the Al-Falah Islamic Boarding School, demonstrates its effectiveness in optimizing social media as a tool for da'wah [22].

On the other hand, Hamdi et al. underscore the importance of revitalizing the message of religious moderation on social media. The positive context of interactive da'wah facilitated through social media is expected to filter out radical ideologies that

often exploit these platforms for their own gain. This effort is not only the responsibility of educational institutions, but also individuals and governments to work together to create educational and moderate content. By creating engaging and creative content, da'wah through social media can be effective in attracting the attention of the younger generation and improving their understanding of humanist Islam [23].

Meanwhile, Zafri et al. emphasized that interactive preaching through social media can make a significant contribution to the ideological development of the younger generation. With the right approach, such as providing valid and inspiring information, religious education can guide young people to delve deeper into Islamic teachings that are appropriate to the current context [11]. This indicates that social media is not only a communication tool, but also a means to form character and moderate thinking among teenagers. However, the challenges of using social media for da'wah also include technical issues, such as content management and selecting appropriate platforms. According to Singarimbun, a better understanding of social media use in educational contexts can help educators create more collaborative and interactive learning environments [21].

As social media use among students increases, educational institutions are expected to develop management strategies that include monitoring usage and educating students about the negative impacts of social media [21]. This will ensure that social media is used wisely and responsibly, and does not deviate from the primary purpose of religious education.

So, the use of social media in Islamic religious education in Indonesia has great potential, but also faces challenges that must be overcome together. Through proper education, training, and awareness-raising content, we can create a generation of young people who not only understand religious teachings deeply but are also able to use social media responsibly. This is an important step in creating a moderate and harmonious religious society.

CONCLUSION

Fundamental Finding : This study concludes that da'wah through social media is an effective medium for increasing religious awareness, particularly among the younger generation, when supported by creative and interactive content and the digital competence of preachers. **Implication :** The findings underscore the need for enhancing the digital literacy of da'is and leveraging social media strategies – such as collaboration with influencers and audience engagement – to strengthen the impact of Islamic religious education in the digital era. **Limitation :** However, the study is limited by its reliance on secondary data through library research, which may not capture the dynamic and evolving nature of digital da'wah practices in real-time contexts. **Future Research :** Further empirical studies using field-based methods are recommended to evaluate the practical implementation of these strategies, assess audience reception, and explore technological innovations that can support sustainable and impactful digital da'wah.

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