

Promoting Inclusive Islam: The Role of Social Media in Fostering Religious Tolerance in the Digital Era

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Abstract

This study explores the role of social media in promoting inclusive Islam and fostering religious tolerance in the digital era. Inclusive Islam, which emphasizes openness, respect for diversity, and peaceful coexistence, serves as a framework for engaging with individuals of different beliefs while maintaining one's religious identity. Fundamental principles such as *tawhid* (oneness of God), justice, and compassion form the foundation of inclusivity in Islam. Tolerance in this context refers to accepting religious differences while upholding personal faith, as reflected in the prohibition of religious coercion and the recognition of pluralism. Despite these principles, challenges such as radicalism, misinterpretation of teachings, and the impact of globalization continue to pose barriers to inclusivity. This research employs a qualitative approach, utilizing descriptive analysis of written texts and media case studies, with a focus on literature review and content analysis. Findings indicate that social media platforms—especially YouTube—play a crucial role in disseminating inclusive Islamic narratives. Platforms like *Jeda Nulis*, managed by Habib Ja'far, actively promote interfaith dialogue, counter religious misconceptions, and present Islam as *rahmatan lil 'alamin* (a mercy to all creation). However, the effectiveness of social media in spreading inclusive Islamic values is hindered by algorithmic biases, misinformation, and resistance from conservative groups. Addressing these challenges requires collaborative efforts from media practitioners, religious scholars, and policymakers to strengthen digital religious literacy, support content creators, and optimize social media algorithms. This study contributes to media and religious studies by demonstrating how social media can serve as a strategic tool for fostering interfaith understanding and strengthening religious tolerance in a digitally connected world.

Keywords: *Inclusive Islam, Religious Tolerance, Social Media, Religion and Media*

A. Introduction

In the era of globalization and digitalization, media plays a significant role in shaping public perception and influencing societal opinions (Putra et al. 2023). Media not only serves as a source of information but also functions as a primary platform for constructing social narratives, including those related to religion. In pluralistic societies, religious representation in the media is often biased and tends to highlight controversial aspects, particularly in coverage related to Islam (Azmi 2008). Such representations contribute to reinforcing negative stereotypes and fostering potential interreligious conflicts.

As the second-largest religion in the world, Islam emphasizes inclusivity and tolerance. Inclusive Islamic principles, such as *tawhid* (oneness of God), justice, and compassion, teach Muslims to coexist harmoniously in diversity, as reflected in the concept of *rahmatan lil 'alamin* (mercy to all creation) (Amri 2021). Islamic tolerance does not imply compromising one's faith but rather respecting and accepting differences within the framework of human fraternity (Nirwana and Rais 2019). These principles are reflected in various aspects, including education, public policy, and legal systems that uphold diversity (Maghriza, Ledang, and Sari 2023). However, the primary challenges in implementing inclusive Islam lie in the presence of radicalism, misinterpretations of religious teachings, and disproportionate media influence that often focuses on extreme issues (Ginting and Ayaningrum 2009).

Today, social media has become one of the main channels for disseminating religious messages (Kusumasari and Arifianto 2020). Platforms such as YouTube, Instagram, and other digital media have been widely used as more interactive and expansive means of *da'wah* (Islamic preaching) (Sule and Shehu Mainiyo 2023). On the other hand, social media can also serve as a breeding ground for hoaxes, hate speech, and propaganda that contradict the values of inclusivity. This phenomenon highlights the dual role of media: as a tool for spreading constructive understanding or as a means of reinforcing social polarization.

One of the prominent figures actively promoting inclusive Islam through social media is Habib Ja'far, who utilizes his YouTube channel *Jeda Nulis* to disseminate messages of religious tolerance and harmonious interfaith interactions. Through his content, he seeks to deconstruct exclusive perceptions of Islam and foster interfaith dialogue from the perspective of *rahmatan lil 'alamin* (Wasik and Philips 2022). However, the effectiveness of media in spreading inclusive values remains questionable, particularly when faced with challenges such as social media algorithms, resistance from conservative groups, and digital literacy gaps in society.

Therefore, this study aims to analyze how social media, particularly YouTube, is used to promote inclusive Islam and religious tolerance. Furthermore, it seeks to identify the key challenges in disseminating inclusive Islam through digital media. Lastly, it explores strategies that can be employed to optimize the role of media in strengthening religious tolerance. By understanding these dynamics, this study contributes to media and religious studies, particularly in the context of utilizing digital media to build more inclusive religious narratives. Moreover, the findings of this research are expected to provide recommendations for media practitioners, religious leaders, and policymakers in developing more adaptive and effective *da'wah* strategies in the digital era.

B. Method

This study employs a qualitative approach, focusing on the descriptive analysis of written texts and media case studies. A qualitative approach is chosen because it allows for an in-depth exploration of social and cultural phenomena, particularly in the context of inclusive Islam and the role of media in fostering religious tolerance (Rahardjo 2011). This method enables the study to understand how inclusive Islam is represented in digital media and how the public responds to the messages conveyed.

The research adopts a library research method, in which data is collected through the identification, selection, and analysis of relevant references. The sources include academic journals, books, theses, dissertations, scientific research reports, and reports from virtual media. This literature review aims to examine the concept of inclusive Islam, religious tolerance, and how social media contributes to spreading more inclusive religious narratives.

In addition, this study applies content analysis to YouTube channels that actively promote inclusive Islam, particularly the *Jeda Nulis* channel managed by Habib Ja'far. This channel is selected due to its distinctive digital *da'wah* content, which emphasizes dialogue and interfaith tolerance. The analysis focuses on communication patterns, approaches used in delivering messages, and audience interactions through comments and engagement on social media platforms.

In the analytical process, this study employs a descriptive analysis method, which enables the classification of findings based on key themes related to inclusive Islam and the role of social media in fostering tolerance (Sugiyono 2013). The collected data is categorized into several aspects, such as the types of messages conveyed, the techniques used in digital content delivery, and public responses as reflected in audience engagement through comments and interactions on social media. Through this analysis, the study seeks to uncover how digital media can serve as an effective *da'wah* tool in disseminating

inclusive Islamic values while also identifying challenges and opportunities in the use of social media for religious purposes.

C. Result and Discussion

1. The Fundamental Concept of Inclusive Islam and Tolerance

Inclusive Islam and tolerance are fundamental concepts in Islamic teachings that encourage peaceful interaction and respect for diversity. Inclusive Islam embraces various perspectives, cultures, and beliefs without compromising its identity and core principles. It is based on the doctrine that all human beings are creations of Allah with equal rights to live with dignity. Principles such as *tawhid* (oneness of God), justice, and mercy serve as the foundation of Islamic inclusivity (Amri 2021). Tolerance in Islam means respecting and accepting differences in beliefs and viewpoints while maintaining personal faith (Nirwana and Rais 2019). This principle is reflected in the prohibition of religious coercion, the recognition of pluralism, and the encouragement of dialogue and deliberation. The application of this concept can be seen in education that promotes inclusivity and tolerance, legal systems that uphold justice, and public policies that value diversity. Despite challenges such as radicalism, misinterpretation of religious teachings, and the impact of globalization, opportunities exist through technological advancements, interfaith cooperation, and multicultural education (Maghriza et al. 2023). By understanding and implementing the principles of inclusive and tolerant Islam, Muslims can contribute to building a more just, peaceful, and harmonious society where diversity is valued and human rights are upheld.

Inclusive Islam refers to an interpretation of Islam that is open, adaptive, and tolerant, rooted in fundamental Islamic values that emphasize compassion and peace for all humanity (*rahmatan lil 'alamin*). Several indicators reflect this understanding (Suryan 2017). Inclusive Islam prioritizes fundamental Islamic values over religious symbolism (Abidin 2012). It focuses on spiritual aspects that lead to the Divine, rather than external expressions such as religious laws and rituals. Matori Abdul Jalil, as cited in Abidin, argues that this approach challenges dogmatic and doctrinal interpretations of Islam, which, if excessive, can diminish the essence of Islamic teachings (Abidin, 2012). A creative and non-orthodox interpretation of the Qur'an and Islamic teachings allows for a broader understanding of salvation beyond the boundaries of Islam. Without a singular authoritative interpreter (*mufasssir*), the claim to possess the most valid understanding of the Qur'an becomes questionable. Historically, Islamic intellectual works have evolved in response to the moral and legal needs of society, searching for the historical context of revelation to establish practical legal decisions (Fanani 2012). Although the Qur'an asserts the perfection of Islam,

this must be demonstrated through the practical deeds of Muslims (Abidin, 2012). Advocates of Islamic inclusivism promote competition in good deeds (*fastabiqu al-khairat*) and recognize and adopt virtues from others. Dialogue, tolerance, and the rejection of prejudice are essential principles. Inclusive Islamic groups believe that goodness is not exclusive to Islam and Muslims but is also found in other religious communities (Khalid 2020). Therefore, before making judgments about others, dialogue must take place to foster a tolerant society free from prejudice. The integration of modern moral principles such as democracy, human rights, and equality before the law with Islamic teachings has encouraged inclusivists to explore new interpretations, blending them with Islamic principles found in the Qur'an, the Hadith of Prophet Muhammad (PBUH), and the works of Muslim scholars (Abidin, 2012).

In Indonesia, religious practice is uniquely complex, with Islam playing a dominant role. This situation raises questions about whether religious communities can coexist peacefully or whether religious differences will lead to conflict. However, Islam itself acknowledges religious diversity, particularly Abrahamic religions that existed before Islam, affirming that religious plurality is part of God's divine order (*sunnatullah*). The Qur'an states: "And if your Lord had willed, He could have made mankind one community, but they will not cease to differ" (Maulana 2022). Differences should be approached positively rather than with suspicion. Efforts must be made to find common ground between different perspectives. The universal nature of Islam asserts that its teachings are relevant to all humanity (Ammar 2019). This awareness highlights the importance of engaging with other religions in an intelligent and respectful manner. As Nurcholish Madjid, cited by Habibi, argues, tolerance, freedom, openness, fairness, justice, and honesty should serve as the foundation for interfaith relationships (Habibi 2023). Madjid's interpretation of Islamic inclusivism does not contradict Islamic teachings, as a Muslim can firmly believe in the truth of Islam while remaining tolerant and friendly toward followers of other religions (Septian 2017). Meanwhile, the pluralist-inclusive Islamic concept acknowledges that other religions may contain elements of truth and provide benefits and salvation for their followers. In this framework, Islam encourages the establishment of common platforms or *kalimatun sawa'*, as revealed by Allah SWT: "Say, O People of the Book, come to a common word between us and you: that we will not worship except Allah, and we will not associate anything with Him, and we will not take one another as lords instead of Allah" (Ramadhini 2017).

Based on these principles, a mutual understanding can be achieved across different aspects of life, fostering a society built on tolerance, mutual respect, and trust. The inclusive Islamic concept is inspired by the Prophet Muhammad's

example, particularly his harmonious relationships with non-Muslims through the Constitution of Medina, which outlined universal humanitarian principles (Rosyidi 2019). These principles include community solidarity and fraternity, equality and freedom, interfaith harmony and protection of the weak, cooperation in daily life and justice in governance, leadership responsibility, and the pursuit of goodness (Abidin 2013). Strengthening these principles is particularly crucial in Islamic educational institutions, using authoritative religious texts (*nash qath'iy*) as a foundation. Education plays a key role in promoting inclusive values. This study adopts the thematic exegesis (*tafsir maudhu'iy*) approach, which involves collecting and analyzing Qur'anic verses related to a specific topic to derive comprehensive conclusions. Through this approach, four key principles for inclusive education are identified: compassion as a spiritual foundation for educators, recognition of human diversity as a means for mutual understanding and learning, emphasis on piety (*taqwa*) as a universal indicator of righteousness, and encouraging cooperation in goodness and piety among individuals (Farhan 2017).

This concept is reflected in the Qur'an, where Allah introduces Himself as Al-Rahman (The Most Compassionate): "The Most Compassionate. He taught the Qur'an. He created man. He taught him eloquence" (QS. Al-Rahman [55]: 1-4) (Fadlisyah, 2021). The attribute of Al-Rahman signifies universal compassion, which extends to all creations, regardless of their religious affiliation. Prophet Muhammad, as the teacher of humanity, exemplified empathy and kindness. Therefore, in Islamic education, teachers must embody compassion and patience to foster inclusive learning environments.

Diversity is an undeniable part of God's divine plan. Islam affirms that human differences—ethnic, racial, linguistic, and religious—are intended to foster mutual understanding, not division (Grunebaum 1983). Dialogue plays a crucial role in bridging differences and fostering peace. In early Islamic history, Prophet Muhammad upheld interfaith harmony, particularly through the Constitution of Medina, which laid the foundation for religious tolerance and coexistence (Mubarak 2019). Islamic inclusivity and tolerance are not merely theoretical concepts but have been demonstrated throughout history and remain relevant in contemporary society. In today's interconnected world, fostering inclusivity and tolerance is essential for peaceful coexistence, intercultural cooperation, and sustainable conflict resolution (Wasik and Philips 2022).

2. The Role of Media in Promoting Inclusivity and Tolerance

One of the defining characteristics of modern society is its heavy dependence on technology. In daily life, people rely on technology for various activities, from simple household tasks like cooking and cleaning to more

complex functions (Ritonga et al. 2023). This dependency also extends to their need for media and information. Advanced technology-based information devices have become an integral part of daily life, both in urban and rural areas. In the past, mobile phones were only used for basic communication through calls and text messages. However, today, they have evolved into multifunctional devices that enable internet access and information retrieval (Ritonga et al., 2023).

The rapid advancement of technology reflects the dynamic nature of modern life. Various forms of information technology media now play a crucial role in shaping individual perspectives, attitudes, and behaviors (Rumata, Iqbal, and Asman 2021). This influence is largely due to the persuasive nature of almost every information channel, which often goes unnoticed by audiences as message recipients. Content delivered through television, radio, the internet, and print media is generally designed to shape or alter public attitudes and behavior on a large scale (Kurniadi and Hizasalasi 2017). Media has become a primary instrument for reaching a broad audience, with its continuous development – especially the rise of various social media platforms – emerging as a significant phenomenon. People can now easily access and share information through social media, making it an efficient and effective tool for marketing and information dissemination.

One key aspect of media development is the rise of social media, which serves as a digital platform enabling interaction and collaboration between individuals and groups while facilitating content sharing and virtual connections (Zen and Sitanggang 2023). According to Boyd and Nicole B. Ellison, as cited by Porter, social media is designed to facilitate social interactions and build relationships between individuals while also attracting users to access links containing information about products and services (Porter 2015). As a result, social media has become an efficient and cost-effective marketing alternative for businesses. This factor has led many entrepreneurs to adopt it as their primary promotional tool, often supported by company websites or blogs that provide comprehensive business information. Many businesses have successfully maintained their presence and competitiveness solely through social media, including those engaged in religious *da'wah* (Islamic preaching).

Within the context of social networking, social media plays a vital role in facilitating socialization and exposure by acting as a communication channel. Its primary function is to ensure that all marketing or promotional efforts consistently shape a brand's public image (Nandan 2005). At a fundamental level, communication serves to provide information and raise awareness among potential consumers about available products (Setiadi 2016). Communication has the power to influence both existing and potential consumers to engage in exchanges and transactions. Therefore, it is crucial for the public to have a solid

understanding of how to interpret the messages conveyed through media technology.

Social media plays a significant role in disseminating information about diversity, the values of tolerance, and the importance of respecting differences. Through educational and inspiring content, social media can increase awareness and understanding of tolerance among its users (Ulfa 2024). It provides a platform that enables dialogue among individuals from diverse backgrounds. With features such as comments, direct messaging, and discussion groups, social media facilitates the exchange of ideas, experiences, and perspectives, fostering a broader understanding and reinforcing tolerance. It can also be used to share success stories and inspiring accounts of diversity and tolerance (Sukandar 2019). These stories serve as concrete examples of how individuals or groups have successfully countered intolerance and built a more inclusive society. By leveraging social media, these narratives can reach a wide audience and potentially influence attitudes and behaviors.

Furthermore, social media serves as a tool for mobilizing support and participation in tolerance initiatives. Online campaigns, petitions, and fundraising efforts through social media can rally people to take action against intolerance and promote tolerance (Majid and Amirulkamar 2023). With sharing features and hashtags, these messages and campaigns can spread widely and reach a broader audience. However, despite its vast potential in combating intolerance, social media also presents challenges, including the presence of intolerant content, hate speech, and polarization that can reinforce exclusionary attitudes (Bilewicz and Soral 2020). Therefore, a critical understanding and responsible use of social media are necessary.

To enhance tolerance through social media, collaborative efforts among individuals, groups, and organizations are essential. Social media users must actively spread content that promotes tolerance. Governments, educational institutions, and other stakeholders also have a crucial role in encouraging the positive use of social media and strengthening tolerance (Beutler 2008). They can provide education and training on responsible and critical engagement with social media.

Social media, often referred to as mass media, serves as a primary channel for public communication, frequently regulated by governments. In Indonesia, public mass media regulation is governed by Law No. 32 of 2002 on Broadcasting. Article 13, paragraph (2), section (a) states that state-established broadcasting institutions must be independent, neutral, non-commercial, and aimed at serving the public interest (Doly 2013). Public mass media plays a constructive role in countries with strong democracies. However, in authoritarian regimes, it is often used as a government propaganda tool, shaping

public opinion to maintain power (Affandi 2017). Public mass media receives funding from government subsidies, allocations from the state or regional budget, as well as public donations and limited advertising revenue (Susanto and Michael 2023). In Indonesia, TVRI and RRI are examples of public mass media with official representative offices from the central to the regional level. The management of these media outlets is directly appointed by the government, meaning that the primary sources of information often come from government officials. Broadcasting themes are selected in alignment with government policies, with the use of formal language and strict content censorship (Laksono 2019).

The structuring of broadcast content is heavily influenced by management policies, focusing on serving the diverse interests of the public with broad coverage. In Indonesian public institutions, broadcast content is regulated by laws mandating that programming must include information, education, entertainment, and contribute to intellectual, moral, and national progress. Additionally, at least 60% of broadcast content must be domestically produced while ensuring the protection and empowerment of the community. The content must remain neutral and must not include hate speech, misinformation, violence, or elements deemed inappropriate (Sukro and Haryono 2018). With these dynamics in mind, the role of media, particularly social media, in promoting inclusivity and tolerance is both promising and challenging. While it provides a powerful platform for advocacy, education, and interfaith dialogue, it also requires careful regulation, responsible usage, and critical engagement to prevent the spread of misinformation and intolerance. Thus, collaborative efforts involving the public, media practitioners, religious leaders, and policymakers are essential to ensuring that media serves as a catalyst for social cohesion rather than a tool for division.

3. Media and Inclusive Islam

In the ever-evolving digital era, media plays a crucial role in shaping public perspectives and understanding of various issues, including those related to religion. Inclusive Islam, which emphasizes tolerance, openness, and respect for diversity, is conveyed and promoted through media in various effective ways. Various media platforms, such as social media, news websites, blogs, and particularly YouTube, have become powerful tools for spreading messages of inclusive Islam (Sule and Shehu Mainiyo 2023). Educational content that explains the fundamental principles of Islam supporting peace and human rights, along with collaborations with religious figures from other faiths, helps counter negative stereotypes and fosters better understanding of Islam.

Effective strategies include interfaith dialogue videos, inspiring stories about Muslim communities living harmoniously in multicultural societies, and the use of familiar and accessible language. For example, Habib Ja'far, who actively engages in various social media platforms, particularly YouTube, has been promoting messages about the beauty of tolerance and diversity (Wasik & Philips, 2022). However, challenges remain, such as criticism from conservative groups and difficulties in reaching a broader audience due to platform algorithms. Therefore, support from media platforms, training for content creators, and interfaith collaborations are essential to overcoming these challenges. With the right approach, media can serve as a powerful tool for introducing and promoting inclusive Islam, as well as helping to build a more tolerant and harmonious society.

YouTube, as one of the most influential media platforms, is used by billions of active users for various types of content, including religious content. Islam, as one of the world's major religions, also utilizes YouTube to disseminate its teachings, including inclusive Islam, which highlights tolerance, openness, and respect for diversity. This case study aims to explore how Muslim communities and individuals use YouTube to promote inclusive Islam, identify strategies employed, examine the impact produced, and assess challenges encountered. Therefore, YouTube channels hold significant potential in promoting inclusive Islam. With the right strategies, positive impacts can be felt by both audiences and communities, although challenges must be managed effectively. Recommendations include providing training for Muslim YouTubers, securing greater support from YouTube as a platform, and encouraging interfaith collaborations. By utilizing digital media such as YouTube, the message of inclusive Islam can be spread widely and have a positive impact in fostering a more harmonious and tolerant society.

Avoiding discrimination in social interactions is an essential first step for society to embrace the presence of marginalized groups, including religious minorities and people with disabilities, within the social community. As Mark Bergen notes, YouTube is an online video-sharing platform founded by three former PayPal employees—Steve Chen, Chad Hurley, and Jawed Karim (Bergen 2022). Initially, YouTube was created to enable users to upload, watch, and share videos. The majority of the content on YouTube is produced by individual creators, who publish their work with various objectives.

Since 2005, YouTube has been active and continuously evolving, becoming a major force in social media. Many argue that YouTube's appeal lies in its ability to allow various small media groups to upload content aligned with their respective channel themes (Labas and Yasmine 2017). YouTube is one of the most widely used applications in Indonesia and globally. According to

YouTube's former CEO, Susan Wojcicki, more than 2 billion active users access a variety of content on the platform every month. This figure does not include users who watch YouTube videos without registering an account. By mid-2017, YouTube recorded that the number of registered monthly viewers had reached approximately 1.5 billion (Putranto and Utoyo 2019). YouTube users come from a broad range of age groups, including children, teenagers, adults, and seniors. Surveys indicate that YouTube is the most preferred reference source among students (Labas & Yasmine, 2017). Therefore, YouTube's usage has become highly complex, functioning as a medium for information dissemination, entertainment, self-expression, and learning. YouTube videos can be rewatched at any time, providing unlimited opportunities for education and knowledge-sharing. YouTube is distinctive due to its vast collection of videos, offering a wide range of content tailored to audience needs.

It is essential to ensure that selected video content aligns with learning objectives. YouTube represents New Media, a concept in mass communication theory that explains how new forms of media shape public perception and transform traditional information consumption. New Media shifts paradigms of space, time, and media usage, significantly affecting how people perceive and interact with media (Nur 2021). This theory emerged as a response to Critical Theory, summarizing the role of media in politics, entertainment, and information dissemination. The concept evolved alongside Mass Communication Theory (Faiqah and Amir 2016). Many YouTube channels provide educational content on inclusive Islam, covering topics such as interfaith tolerance, women's rights in Islam, and Islamic teachings on peace. One of the most prominent channels is Jeda Nulis, managed by Habib Ja'far. His content promotes peaceful messages and highlights the beauty of Islam's inclusive values, reflecting his understanding of Islamic inclusivity.

In one of his episodes, a content creator named Winona shares her experience of growing up in a multi-religious family, viewing religious differences as a blessing rather than a source of division. This story was featured in a podcast discussion with Habib Ja'far on the Jeda Nulis YouTube channel. Habib Ja'far frequently collaborates with religious figures from diverse faiths, creating content that showcases interfaith dialogue and mutual respect. His approach uses simple, engaging language and presents inspirational stories of Muslim communities thriving in multicultural societies. This strategy has had a positive impact, with audiences gaining a better understanding of inclusive Islam, resulting in more favorable perceptions of Muslims and Islam overall. The Muslim communities promoting inclusive Islam feel more empowered and supported. For example, collaborations with Christian Pastor Yerry Pattinasarany and Buddhist Monk Zuan Xiu produced a video titled "Toleransi

dalam Berdakwah" ("Tolerance in Da'wah"), where they discuss the historical and social factors behind religious diversity and affirm that all religions ultimately seek peace and human welfare.

Despite its positive impact, channels promoting inclusive Islam often encounter challenges, such as; Criticism and verbal attacks from conservative groups; Monetization difficulties for inclusive content; YouTube algorithms that do not always favor inclusive discussions; Misinformation and concerns about content credibility. The Jeda Nulis channel serves as a concrete example of efforts to promote inclusive Islam through YouTube. Established by Habib Ja'far as a non-commercial da'wah platform, it aims to spread Islamic teachings without financial constraints. In a podcast with Onadio Leonardo on Close The Door, Habib Ja'far stated that his goal is purely educational and interfaith-oriented. Audience feedback on his interfaith dialogues has been overwhelmingly positive, as evidenced by comments and engagement on his YouTube channel. Many viewers appreciate his open-minded approach and ability to bridge religious differences through meaningful discussions. With ongoing collaboration, education, and media support, YouTube can further strengthen its role as a key platform for promoting religious inclusivity and fostering greater interfaith understanding.

D. Conclusion

In the rapidly evolving digital era, social media has become a crucial platform for shaping public perceptions of Islam and promoting religious tolerance. This study demonstrates that inclusive Islam, which emphasizes openness, respect for diversity, and peaceful coexistence, can be effectively disseminated through digital platforms. Social media, particularly YouTube, has been instrumental in spreading narratives that highlight Islam as *rahmatan lil 'alamin* (a mercy to all creation), reinforcing that Islamic teachings are not only centered on worship but also on universal humanitarian values that support interfaith harmony.

The findings of this study reveal that platforms such as YouTube serve as powerful tools for digital da'wah, as seen in the case of Habib Ja'far's Jeda Nulis channel, which actively promotes religious inclusivity through interfaith dialogue and educational content. However, despite its potential, the effectiveness of social media in spreading inclusive Islamic messages is challenged by algorithmic biases, the proliferation of misinformation, and resistance from conservative groups. Furthermore, social media algorithms tend to favor sensational content, which often marginalizes messages of religious moderation and tolerance.

To address these challenges, a systematic strategy is required to optimize social media as an inclusive da'wah tool. Strengthening digital religious literacy is essential to ensure that audiences critically engage with online religious content while resisting exclusive or intolerant narratives. Additionally, collaborative efforts from media practitioners, religious scholars, policymakers, and digital platform providers are necessary to enhance support for content creators, improve algorithmic fairness, and foster interfaith engagement.

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