



Religious Moderation in Habib Ja'far Husein's Da'wah on Tiktok Media

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Abstrak

Kata Kunci:

Moderasi
Beragama,
Habib Jafar
Husein, TikTok,
dakwah media
sosial.

Dakwah menjadi salah satu solusi pendekatan yang tepat dalam setiap aspek kehidupan oleh da'i seper Habib Jafar Husein melalui platform digital Tiktok. Fenomena penggunaan media sosial sebagai sarana dakwah yang semakin berkembang, tak terkecuali di Tiktok yang merupakan platform video pendek yang populer saat ini. Penelitian ini bertujuan untuk menganalisis bagaimana Habib Jafar Husein menggunakan Tiktok sebagai alat untuk menyebarkan pesan-pesan moderasi beragama kepada pengguna Tiktok. Metode penelitian yang digunakan adalah studi kasus dengan pendekatan kualitatif. Hasil penelitian menunjukkan bahwa Habib Jafar Husein menggunakan TikTok secara efektif untuk menyampaikan pesan-pesan moderasi beragama kepada audiensnya. Melalui video-video pendek yang cerdas, inspiratif, dan menghibur, Habib Jafar Husein mampu menarik perhatian pengguna TikTok dan menyampaikan nilai-nilai keagamaan dengan cara yang menarik dan mudah dipahami. Penelitian ini memberikan kontribusi dalam pemahaman tentang penggunaan media sosial dalam kegiatan dakwah, khususnya dalam konteks TikTok. Selain itu, penelitian ini juga memberikan pandangan tentang bagaimana seorang ulama dapat beradaptasi dengan perkembangan teknologi untuk mencapai khalayak yang lebih luas dalam menyebarkan pesan-pesan keagamaan.

Keywords:

Religious
Moderation,
Habib Jafar
Husein,
TikTok, social
media da'wah.

Abstract

Da'wah is one of the right approach solutions in every aspect of life by preachers such as Habib Jafar Husein through the Tiktok digital platform. The phenomenon of using social media as a means of da'wah is increasingly growing, including on Tiktok which is a short video platform that is currently popular. This research aims to analyze how Habib Jafar Husein uses Tiktok as a tool to spread messages of religious moderation to Tiktok users. The research method used is a case study with a qualitative approach. The research results show that Habib Jafar Husein uses TikTok effectively to convey messages of religious moderation to his audience. Through short videos that are intelligent, inspiring and entertaining, Habib Jafar Husein is able to attract the attention of TikTok users and convey religious values in an



interesting and easy to understand way. This research contributes to the understanding of the use of social media in da'wah activities, in particular in the context of TikTok. Apart from that, this research also provides an insight into how a ulama can adapt to technological developments to reach a wider audience in spreading religious messages.

INTRODUCTION

Moderation in religion means curbing violent behavior and rejecting all forms of extremism (Husna and Muhammad Thohir, 2020). Moderation in religion also includes a moderate attitude towards diversity, ensuring that religious diversity in Indonesia is respected and well accommodated (Busyro, Aditiya Hari Ananda, and Adlan Sanur Tarihoran, 2019). The basis of religious moderation is to provide opportunities for other people's religious beliefs and recognize the existence of religious doctrines that are considered absolute (Mubakkirah, 2018). In another context, religious moderation involves an attitude or view that seeks to maintain balance or neutrality between two different points of view. It reflects an effort to find a middle ground that allows for dialog and better understanding between different faiths (Misrawi, 2013). In addition, religious moderation also includes a spirit of actively listening to one another as well as developing skills in handling differences wisely. This implies efforts to build strong communication and greater tolerance in the face of diversity of beliefs (Saifuddin and kemenag Jateng, 2019).

Religious moderation creates balance in the practice of religion and helps avoid extreme, revolutionary, or fanatical attitudes in religion. This means promoting a calm, open and tolerant approach to practicing religious beliefs without falling into attitudes that go too far or bring negative impacts (Sutrisno, 2019). Moderation in the context of religion is an attempt to reduce violence and avoid extremism. It also includes a moderate attitude towards religious diversity, by trying to accommodate the diverse beliefs that exist in Indonesia. Basically, religious moderation considers the beliefs of others and respects religious principles that are considered absolute.

The complexity of religious life today faces different challenges than in the past as we have entered the era of disruption. Disruption, defined as "uprooted from its roots" according to KBBI, is often associated with the rapid advancement of communication and



information technology in the era of revolution 4.0. This is creating extreme changes in the way we perceive, practice and interact with religion. New challenges, such as the rapid and diverse dissemination of information, and the possibility of exposure to radical thought through social media, complicate the religious landscape significantly. Therefore, the existence of the disruption era requires rapid adaptation and creative thinking in maintaining religious values and answering new problems that arise (Apriani and Ni Komang, 2022).

In today's digital era, social media has become one of the main platforms used by people to interact, share information, and gain understanding about various aspects of life, including religion. One popular figure in the context of religious teaching through social media is Habib JafarHusein, a preacher who uses TikTok as a communication channel to deliver religious messages to his followers.

TikTok, a short video sharing platform that is extremely popular among teenagers and millennials, provides an opportunity for individuals like Habib JafarHusein to expand the reach of their religious message. Through short content, he can give advice, teach religious values, and discuss religious issues in an interesting and easy-to-understand way.

However, it is important to conduct a study that studies the effects of Habib Jafar Hussein's use of TikTok as a means of delivering religious messages. Religious moderation is an important concept in the context of the high diversity of Indonesian society. In this context, the study of religious moderation by Habib JafarHusein through TikTok can be an interesting research topic.

In this context, the main purpose of this research is to provide a deeper understanding of how the da'wah message conveyed by Habib HuseinJafar through his content and the study of religious moderation in Habib HuseinJafar's content. Habib HuseinJafar with 2.4JT TikTok followers on November 7, 2023, is able to preach about religious moderation for all groups, he also has a YouTube account @jedanulis which currently has 1.36M Subscibers on November 7, 2023. This is the reason why this research focuses on the TikTok platform.



METHOD

The research approach applied in this study is a descriptive qualitative approach. This approach generally refers to inductive data analysis, where the research focuses on an in-depth understanding of the subject under study. In contrast to quantitative methods that rely on quantification, statistical calculations, or other numerical approaches, qualitative methods emphasize the interpretation and meaning behind the data. Then this research uses the content analysis method, according to Barellson (1952) "Content analysis is an objective, systematic, and quantitative research technique to describe the manifestation of clear communication content."

This research will be carried out by describing the problems that are the focus and looking for relevant data, especially those related to the content of religious moderation da'wah methods and religious moderation studies presented by Habib JafarHusein through TikTok content on the @HuseinJafar account. A qualitative approach was chosen to ensure that the study could provide an in-depth and contextualized picture of the topic under study.

RESULTS AND DISCUSSION

Study of Religious Moderation

Acts and attitudes of religious moderation are essential to life in the 21st century, which creates conditions for dealing with extreme situational influences. A moderate individual does not mean no religious assertiveness, but rather a more respectful attitude and more open cooperation with the rules and norms of society. Being moderate also does not mean being a propagandist of different viewpoints. One phenomenon that often arises from misunderstanding the interpretation of moderate attitudes is the granting of certain statuses, especially those related to religion, in social networks.

Religious moderation leads individuals to flexibility, namely the ability to position themselves in the middle between world rules/policies and religious rules. To encourage religious moderation in Indonesia, one strategy that can be used in this digital 4.0 era is the use of social media. Social media is widely used by more than 10 people of different ages, with the most users being on Instagram, Facebook and TikTok. Most users are around 18-24



years old, so the target of developing religious moderation through social media is the younger generation.

Compared to conventional methods, young preachers have begun to actively spread religious moderation on social media. This activity has received enthusiasm from the Indonesian people as seen from the number of followers, likes, and comments on the preacher's Instagram. Uploading images with text that attracts young people, simple and easy-to-understand delivery allows religious moderation content to be delivered more quickly. Social media can be an educational platform for the community to strengthen religious moderation. Therefore, it is important to develop the utilization of technology as a form of innovation of different disciplines. The use of social media is expected to facilitate the wider community in understanding religious moderation. A correct understanding of religious moderation can stabilize oneself in understanding standard religious texts without doing anything excessive (Wibowo, Nurjanah 2021).

In other words, the idea of religious moderation supports the value of equality (musawah) by not looking down on others. Differences in beliefs, traditions, religions, languages, ethnicities and groups do not cause conflicts that can undermine unity. In this context, religious moderation is an effort to create a peaceful and balanced life, especially in a country rich in diversity like this. In this analogy, religious moderation can be compared to a movement from the edge towards the center (centripetal), while extremism is the opposite movement, away from the center or axis and towards the outer and extreme sides (centrifugal). This analogy is similar to the dynamic movement of a clock pendulum, which not only stops at one extreme outside, but also moves back to the center. Thus, religious moderation shows a tendency to seek balance and harmony in the middle, while extremism tends towards the extreme end.

Indicators of Religious Moderation

1. Nationality commitment

Understanding and addressing the challenges related to commitment to nationhood is a very important task, especially when we are faced with new religious issues that may not fully appreciate the heritage of values and culture that have been an important



part of our religious identity. It is important for us to realize that when we talk about religion, harmony and wisdom in treating traditional values and cultures is crucial.

A non-inclusive and overly rigid understanding of religious teachings can lead to tension and conflict, ignoring the true meaning of the message of peace and love that religions themselves contain. Instead, religious teachings should be a source of inspiration for us to build a sense of love and loyalty to our homeland and nation, strengthen existing diversity, and promote peace and harmony in the societies we inhabit (Compilation Team of the Indonesian Ministry of Religious Affairs, 2020).

In this context, the indicator of religious moderation can be seen from the extent to which a person has a commitment to religious understanding that is in line with national values. This shows that one's religious understanding and practice is not only understood in the context of personal beliefs, but also within a broader national framework.

2. Tolerance

Tolerance is a cornerstone in dealing with diversity, and in the context of democracy, tolerance is a key focus. Democracy can only function at its best when individuals are able to control their personal opinions and are willing to accept the views of others. Therefore, the maturity of a nation's democracy can be measured by how much tolerance there is for differences. The higher the level of tolerance for diversity, the more democratic a country is. Actually, the aspect of tolerance is not limited only to differences in beliefs in the context of religion, but also includes differences in beliefs, ethnicity, culture, sexual orientation, and various other things. Thus, in terms of religious moderation, indicators of tolerance include the ability to express religious beliefs with respect for differences, giving space for others to express their beliefs, appreciating equality, and being willing to work together regardless of the differences.

3. Anti Radicalism and Violence

Anti-radicalism and rejection of violence are important aspects of religious moderation, an attitude that encourages tolerance, respect for differences, and interfaith dialog. At its core, religious moderation emphasizes the importance of practicing



religion without harming others or criminalizing different beliefs. Radicalism and non-violence arise from a narrow understanding. Radicalism can be understood as an ideology, idea, or view that seeks to change social and political systems through the use of violence in the name of religion. Violence in radicalism can be verbal, physical, or ideological. In essence, acts of radicalism are characterized by the attitudes and actions of individuals or groups that use violence to achieve change in accordance with their wishes.

Non-violence in the context of religious moderation indicates a rejection of the use of violence, both physical and verbal, as a means of achieving desired change. It reflects an attitude that rejects aggressive or destructive actions in expressing beliefs or in responding to differences of views. As such, religious moderation advocates dialog, agreement and peaceful conflict resolution as alternatives to violence (Syahri, 2022).

4. Accommodating to Local Culture

To assess the extent to which a person accommodates religious practices and behaviors with local culture, we can look at the extent to which they are willing to accept practices that incorporate local culture and local traditions. Moderate individuals tend to be more open in accepting and appreciating local traditions and cultures in their religious practices. They have a flexible and non-rigid understanding, characterized by a willingness to accept various religious practices and behaviors well, without only being fixated on normative religious paradigms, but also considering positive contextual paradigms. This shows an inclusive and adaptive attitude towards local culture within a religious framework.

Acceptance of tradition in this context refers to the extent to which a person accepts and accommodates local traditions and cultures in their religious practices, as long as they do not conflict with the basic principles of the religion they uphold. This means that the individual is willing to carry out religious practices that are in accordance with local traditions and customs, as long as they do not violate the teachings or principles of the religion they profess. Thus, acceptance of tradition in a religious context considers the balance between respect for local culture and loyalty to religious teachings.



The Media and Its Role

There are several things that cause the media to play an active role in the spread of religion, namely as follows.

1. Digitization of news

With people having easier access to the internet, there has been irresponsible utilization by some individuals who spread hate or hate speech. They use online platforms to spread propaganda that incites violence and discriminates based on religion. This phenomenon is all the more troubling as it is also linked to the increasing radicalization taking place in Indonesia. Unbalanced, one-way, and often hoax news dissemination has the ability to indoctrinate people so that they are easily provoked by issues related to religion. This opens a gap for the spread of extreme thinking and has the potential to divide harmony in society. Therefore, it is important to increase understanding of the importance of filtering information, being critical in assessing news, and building awareness of the dangers of radicalization that can undermine diversity and tolerance in Indonesia.

2. Media conglomeration

With the advent of mass media freedom in the democratic era, there has been a shift towards a liberal direction, especially in recent years. This freedom marks the emergence of press freedom, which can be divided into two types:

a. Negative freedom

Negative freedom refers to the freedom associated with the environment in which the mass media operates. It includes freedom from intervention by outside parties, such as governments or interest groups, that seek to control, restrict or direct the mass media. In this context, the mass media has the freedom to convey information without external pressure or interference that could affect its independence and integrity.

b. Positive freedom

Positive freedom is the right that the mass media as organizations have to determine their own media content. It relates to the control exercised by media owners and media managers over producers, editors, as well as the control given to



editors over their employees. In other words, positive freedom allows mass media to independently organize and manage the content they produce without significant external interference (Natanalie, 2017).

3. Mass media hegemony

It is no secret that influential figures in Indonesian politics play a significant role behind the scenes of the mass media. They are not only active in the political arena, but also have a great interest in controlling the flow of information conveyed to the public through the mass media. There is an assumption that the mass media can be used as a tool to strengthen and maintain interests.

This hegemony is getting stronger because of the relaxation of regulations and deregulation that affect the development of the media industry. When regulations are looser, opportunities open up for certain parties to utilize the mass media in accordance with their interests. This deregulation can cover a variety of things, from control over media ownership to control over the content of news delivered to the public.

In this context, the mass media, which is supposed to be a tool to convey information objectively and independently to the public, can actually be transformed into a tool used for certain political interests. This poses a serious challenge to democracy, as the public becomes vulnerable to information manipulation and loses trust in the media as a reliable source of information. Therefore, it is important for the government and related institutions to conduct strict supervision of the media industry and prioritize the principles of press freedom and media independence within an adequate regulatory framework.

In the Islamic context, social media provides ample opportunities to spread Islamic teachings, strengthen relations among Muslims, and encourage good deeds. Indonesian clerics, preachers and Islamic activists actively use social media as a platform to share religious insights, give advice and spread good values in Islam.

Their presence on social media allows them to reach a wider audience quickly and effectively. They can send religious messages directly to their congregation, whether in the form of writings, images or videos. This facilitates easy access for Muslims to gain a better understanding of Islamic teachings and strengthen their faith.



In addition, social media also allows Islamic scholars and activists to build a strong communication network between fellow Muslims. They can collaborate, exchange information, and provide mutual support in an effort to promote positive Islamic values. More than just spreading teachings, social media is also a means to encourage good deeds in society. By utilizing these platforms, Islamic scholars and activists can garner support for various charities, invite Muslims to participate in humanitarian projects, or promote campaigns aimed at raising social awareness.

Analysis of Religious Moderation in Habib JafarHusein'sDa'wah

Habib JafarHusein is a preacher who is very active on various social media, especially Tiktok, where the content contains religious messages, motivation, and advice. His content also often covers topics such as religious teachings, morality, as well as sometimes about daily life. He is also known for his distinctive da'wah style, which includes language that is easily understood in various circles, and often uses light humor, so that the da'wah conveyed can be easily understood. Although the content tends to be educative and positive, there are also some controversial content or content that often raises debates among TikTok users.

Based on the results of research conducted from January 1, 2023 to October 22, 2023, the author only found 6 contents that are closely related to religious moderation. This is due to the small amount of moderation content on the @HuseinJafar account which concerns moderation, because Habib JafarHusein does not only focus on moderation content on his tiktok, but many other contents are uploaded on this account, besides that Habib JafarHusein also has several other social media accounts so that he does not only focus on tiktok.

According to the author, of the six contents uploaded on the TikTok page by Habib JafarHusein, all are included in several indicators of religious moderation, such as content on tolerance, non-violence, and national commitment. However, there is one more indicator that is not included in the uploaded content, which is about accommodating local culture.

The lack of accommodating local culture in these contents may be due to a greater focus on other aspects of moderation. The author notes that not all content discusses



moderation, including accommodating local culture, which involves a willingness to accept religious practices that accommodate local culture and traditions. This has not been found in the content uploaded by Habib JafarHusein'sTikTok account.

The author also highlights the lack of moderate tolerance related to the diversity of beliefs and ancestral heritage reflected in local wisdom. Although local wisdom has noble values that can be a unifying tool for society and an adhesive for diversity in Indonesia, this has not been reflected in the moderation content uploaded by Habib JafarHusein.

In the author's analysis, there is potential to further integrate accommodative aspects of local culture and tolerance of diverse beliefs and ancestral heritage into uploaded moderation content, so that the messages conveyed can be more inclusive and reflect the values of the rich diversity in Indonesia.

In the content uploaded on TikTok Habib JafarHusein, the author also observes that the 6 contents contain 3 principles of religious moderation, namely fairness, balance, and respect for human values. Moderation content that is well packaged and distributed on social media correctly is a very fun and interesting discussion, this is why the author is very interested in discussing moderation content uploaded by this millennial preacher, there are still many extreme radical views that make content about moderation should be loved by everyone, to provide a balanced understanding of religion, culture, human values, and tolerate anything while still in a positive scope.

An in-depth understanding of the message of religious moderation contained in the excerpts of several videos uploaded by Habib Jafar Hussein shows how important careful analysis of the content is. Although the duration is only a matter of minutes, the messages conveyed have a deep and significant meaning.

However, the author notes that only some content contains messages of moderation, while other content may have a different focus. This shows that Habib JafarHusein, as a millennial preacher, has diversity in the content he uploads. Apart from its focus not only on religious moderation, the other content uploaded also contributes to spreading relevant and useful messages to its audience.

It should be appreciated that in the diversity of uploaded content, there is still an opportunity to convey moderation messages in a creative and interesting way, so that it can



reach more people and influence their thinking positively. Thus, although not every content focuses on religious moderation, efforts to spread these messages remain part of Habib JafarHusein's role as an influential preacher in this digital era.

Religious Moderation Content on Habib JafarHusein'sTiktok Account Religious Moderation Effectiveness

1. Content of tolerance and anti-violence



Firstly, on June 4, 2023, the account @HuseinJafar uploaded content titled "Greetings for Vesak Day for Buddhists." This second video deeply portrays the journey of monks in commemorating Vesak Day. This content is significant because it not only provides historical information but also includes indicators of religious moderation, particularly tolerance and rejection of violence.

In the content, Habib JafarHusein wisely invites viewers to always respect other religions that are celebrating their holidays. This message reflects a commitment to the values of tolerance, supporting interfaith harmony. The content received positive appreciation, garnering 6,181 likes and 90.4 thousand impressions, showing that the message of religious moderation received a good response from TikTok users. It also made a positive contribution in building understanding and respect for religious differences among viewers.

Habib JafarHusein not only views tolerance as a concept, but also invites his audience to implement it in their daily lives. This message also focuses on supporting interfaith harmony, by inviting viewers to respect other religious celebrations. His contribution to creating an atmosphere of mutual understanding and openness between various religious groups is reflected in the positive response he received, with 6,181 likes and 90.4 thousand impressions. These numbers illustrate TikTok users' appreciation of the message of religious moderation carried by Habib JafarHusein. This content not only gains popularity on the platform, but also makes a positive contribution in building



understanding and respect for religious differences among its audience. Thus, Habib JafarHusein is not only a messenger of religious moderation, but also plays an active role in shaping inclusive and positive attitudes towards religious diversity in the digital world.

2. Content of tolerance



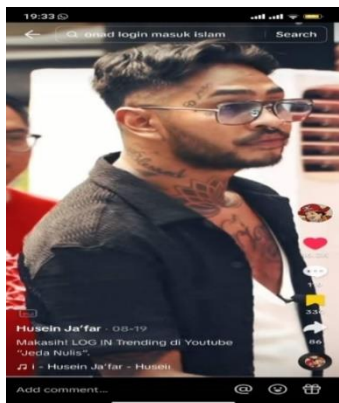
Second, the TikTok content uploaded by Habib Jafar Husein on August 16, 2023, titled about the clothing of Buddhists and Muslims, offers an interesting insight for 12 seconds. This content can be considered as one of the indicators of Tolerance, which in this context refers to the understanding of interfaith relations. The video explains that through interfaith relations, we can observe attitudes towards followers of other religions, the desire for dialogue, cooperation, the construction of places of worship together, and the experience of interacting with adherents of other religions.

In the content, Habib JafarHusein illustrates that differences in dress should not affect perceptions of the individual's religion. He shows that people can understand and respect such differences without letting them become a limiting factor in interfaith relations.

Notably, the content about Hindu dress in the video garnered positive support from TikTok users, registering 106.2 thousand likes and 2.7 million views. These figures reflect that the message of Tolerance conveyed by Habib JafarHusein was not only well received, but was also able to reach a significant number of viewers. Thus, this content not only enriches insights into differences in religious dress, but also makes a positive contribution in supporting messages of tolerance and interfaith harmony in the digital environment.



3. Content of Tolerance

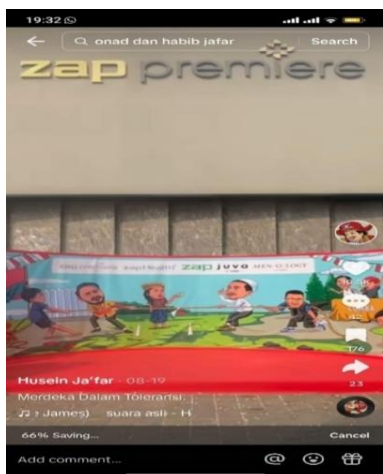


TikTok content uploaded by Habib Jafar Husein on August 19, 2023, entitled "Indonesia Competes But Together," has received significant appreciation with 16.3 thousand likes and 306.7 thousand impressions in a duration of 54 seconds. This content displays a race that involves all religious people regardless of differences in beliefs. This message can be categorized as an indicator of tolerance, where in the content it is seen that there are no differences that limit the participation of religious people.

In the race, Habib Jafar Husein conveyed a strong message of unity in Indonesia, where people of all religions can compete with high spirits without the need to judge each other. His content reflects the spirit of "competing but together," where religious differences do not become a barrier to unite in a positive activity. His followers can witness how each religious community enthusiastically participates in the race, creating an atmosphere of joy and cooperation. The high number of likes and impressions shows that the message of tolerance and unity conveyed through the content was positively received by TikTok users.

This content not only provides entertainment, but also makes a positive contribution in promoting the values of tolerance and interfaith harmony in the midst of Indonesia's diverse society, thus successfully creating a positive impact and reinforcing the message of unity in diversity.

4. Content of Tolerance



Furthermore, on August 19, 2023, Habib Jafar Husein uploaded a content entitled "Freedom in Tolerance." This 18-second video shows a short footage of a race attended by various individuals with different religious backgrounds. This content, which falls under the tolerance indicator in religious moderation, highlights interfaith relations and the experience of interacting positively with followers of other religions.

In the video, Habib Jafar Husein provides an illustration of how people of different religions can unite in the spirit of the race,



without seeing religious differences as a barrier. Through their participation in this race, this content illustrates that tolerance is not just a concept, but is realized in real action.

With 10.5 thousand likes and 213.0 thousand views, the video has received significant appreciation from TikTok users. These numbers reflect that the message of freedom and tolerance in religious moderation has successfully touched the hearts of its followers. This content is not only a brief entertainment event, but also makes a positive contribution in strengthening the understanding and practice of tolerance in a diverse society. Thus, this video not only conveys the message of freedom in tolerance, but also provides inspiration in promoting interfaith harmony and harmony in Indonesia.

5. Content Of Nationality commitment



National Commitment Content

Furthermore, on October 21, 2023, Habib Jafar Husein uploaded an interesting content about religious clothing. In the content, Habib Jafar Husein collaborated with Father Antoni from Timor Leste, where the two warmly introduced the traditional clothing they wore. The clothing not only has a stunning richness of colors, but also symbolizes the closeness and cooperation between religious communities.

The video highlights the message of religious moderation by highlighting the similarities between Habib Jafar Husein and Pastor Antoni. Both proudly refer to themselves as "santri" and share the same ideals, namely to move the country forward. This issue falls under the indicator of national commitment in religious moderation, which prioritizes the values of diversity as the foundation for building unity in society.

With 154.4 thousand likes and 1.6 million impressions, this content shows that messages about national commitment and religious moderation are warmly welcomed by TikTok users. Through this content, Habib Jafar Husein has succeeded in not only providing insight into religious attire, but also illustrating interfaith cooperation and



unity. This video not only encourages interfaith dialog, but also enriches the understanding of the importance of national commitment in building a diverse society. Thus, this content achieves more than just popularity on the platform, but also makes a positive contribution in strengthening the values of diversity and tolerance among its viewers.

6. Content of Tolerance and Nationality commitment



Finally, the content uploaded on October 22, 2023 received significant appreciation with 17.9 thousand likes and 276.1 thousand impressions. In this content, Habib Jafar Husein shares a moment of Santri Day congratulations delivered by Catholic Christian individuals in Timor Leste. The congratulations are addressed to Muslims, and what is interesting is that the deliverers of the greetings are seminarians or santri from Catholic Christianity.

Although only 37 seconds long, this video has a deep meaning because it reflects indicators of tolerance and national commitment in religious moderation. Through this scene, the content illustrates cooperation and mutual respect between religious communities. The willingness of seminarians or students from Catholic Christianity to convey Santri Day greetings to Muslims emphasizes the importance of tolerance values in a religious society.

The high number of likes and impressions reflects the positive response of TikTok users to the message of tolerance and national commitment conveyed by Habib Jafar Husein through the video. This content is not only a concrete manifestation of interfaith harmony, but also a clear example that religious moderation can enrich interfaith relations in society. Thus, this content is not only a means of entertainment, but also makes a positive contribution in building understanding and a sense of unity among its audience.



CONCLUSION

Through the content analysis that the author conducted on the Tiktok Habib JafarHusein account, it can be concluded that the content regarding the study of religious moderation on the Tiktok Habib JafarHusein account only has 6 contents that discuss religious moderation, starting from January 1 to October 22, 2023 which only discusses several moderation indicators. The 6 contents referred to are religious moderation content of tolerance indicators as much as 50%, 20% of content that discusses national commitment and 30% anti-violence content, while for content about accommodation to local culture it does not exist or 0%, as a dynamic and innovative media, providing an effective space for religious figures such as Habib JafarHusein to reach a wide and diverse audience.

Overall, this conclusion confirms that the study of religious moderation through TikTok is not just a temporary phenomenon, but reflects an evolution in the way people access and understand religious values. It provides challenges and opportunities for religious leaders, governments and communities to work together and create a digital environment that supports interfaith dialog and promotes harmony in diversity. As such, this research provides a strong foundation for expanding insights and follow-up actions related to the role of social media in the study of religious moderation.



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