

The Influence of TikTok Social Media in Islamic Religious Education in the 5.0 Era

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Abstract: This study aims to analyze the influence of social media TikTok in the context of Islamic education, particularly within the 5.0 Era. The 5.0 Generation refers to a group that has grown up in the digital age, deeply connected to technology and social media, including TikTok. The primary objective of this research is to understand TikTok's role in Islamic education in the 5.0 Era and its impact on the understanding and practice of religion among this generation. This study uses a qualitative approach, conducting interviews with members of Generation 5.0 who actively use TikTok as an educational platform. The findings indicate that TikTok has become an effective medium for spreading religious messages, promoting Islamic values, and building religious communities among followers. TikTok allows for the dissemination of Islamic teachings, including the Quran and other educational content, through various formats such as images, videos, and stories. Moreover, the research shows that TikTok positively influences the understanding and practice of religion in this generation by providing easy access to religious information and support from religious communities. However, the study also highlights potential negative impacts, such as the spread of misinformation or radicalization, if not properly monitored.

Keywords: Social Media, Generation Era 5.0, Education, Islam, TikTok.

1. INTRODUCTION

In the ever-evolving digital era, social media has become an integral part of daily life. Generation 5.0, encompassing individuals born between the mid-1990s and early 2010s, has grown up in an environment deeply interconnected with technology and social media platforms (RRI, 2019). One platform particularly popular among this generation is TikTok, which offers a variety of features enabling users to share photos, videos, and stories, as well as interact with others online.

Interestingly, TikTok is not merely used for entertainment but has also emerged as an effective tool for conveying religious messages. In the context of Islamic education, TikTok now serves as a medium to promote religious values and education in creative and engaging ways (JM, 2024, p. 153).

Education serves as a means to communicate religious teachings and values to society. Traditionally, religious education has been delivered through methods such as sermons, lectures, or the publication of religious texts (Muhammad, Z., 2016, p. 116). However, with technological advancements, particularly in social media, these methods have undergone significant transformation.

Generation 5.0, growing up in a digital environment, tends to embrace innovation and leverage social media as a learning tool. This behavioral shift includes the use of social media to disseminate religious messages, enabling religious values to reach a broader audience in creative and relevant ways (Elysa, S., & Aji, D., 2024, p. 251).

This study aims to examine the role and influence of TikTok as a social media platform in Islamic education for Generation 5.0. This generation exhibits unique characteristics, such as a high level of engagement with social media and extensive use of technology. Therefore, it is crucial to explore how TikTok can affect their understanding and practice of religious values.

Through this research, we will analyze how TikTok is utilized as a medium for disseminating religious messages, promoting religious values, and building faith-based communities among Generation 5.0. Furthermore, this study will evaluate whether the use of TikTok in the context of religious education has positive or negative impacts on the understanding and application of religious values within this generation.

By understanding TikTok's role in Islamic education, we can identify various opportunities and challenges arising from the use of social media in conveying religious messages. This also provides insight into its impact on the development of religion in an increasingly digital society. Therefore, it is compelling to delve deeper into Islamic education in the 5.0 Era, particularly through social media platforms like TikTok.

2. METHODS

This study employs a qualitative approach using literature review and interview methods (Fadli, M. R., 2021). Data were collected from various sources, including scholarly journals, books, and other relevant documents, to build a theoretical framework and understand the context of the phenomenon under study. Additionally, interviews were conducted to gather insights, experiences, and perspectives directly from individuals knowledgeable or experienced in the research topic (Waruwu, M., 2023).

By analyzing data derived from literature and interviews, this method aims to develop a deep understanding of the studied phenomenon. The research further seeks to identify patterns, relationships, and key findings, which are then presented comprehensively and supported by a robust theoretical foundation (Sarief, F., et al., 2023).

3. DISCUSSION

Social media has become one of the most influential platforms in shaping various aspects of human life, including education. TikTok, as a popular social media platform, now functions not only as a source of entertainment but also as an effective tool for spreading religious messages and influencing the development of Islamic education (Azhar, G. F., Permana, R., & Romli, T., 2023). This study aims to describe the influence of TikTok in the context of Islamic education, focusing on its role as an educational platform, the forms of education delivered through TikTok, and its impact on society.

In recent years, the use of social media, including TikTok, has increased significantly. TikTok offers interactive features such as video sharing, images, short stories, comments, and other tools that facilitate user interaction. This platform has become a potential medium for disseminating religious values to a wider audience in an engaging and relevant manner (Efendi, E., Fatimah, A., & Sipahutar, I. M., 2023).

Five Key Ways TikTok is Used as a Platform for Islamic Religious Education

1. Inspirational Content

TikTok serves as a medium to share images or inspirational quotes aligned with religious values. Eye-catching visuals paired with concise captions effectively convey moral messages, raise awareness, and motivate audiences to apply religious principles in their daily lives (Siregar, A., & Rasyid, A., 2024).

2. Short Video Lectures

Concise, clear, and informative short videos can communicate religious messages in an engaging manner. TikTok also supports longer video uploads via TikTok TV, enabling users to share easily digestible religious lectures with their followers (Fitriani, Y., 2021).

3. Live Streaming

TikTok's live streaming feature can be utilized by teachers, ustadz, or preachers for interactive teaching sessions, discussions, or real-time Q&A with followers. This interaction enhances engagement and strengthens communication between religious leaders and their audience (Umbar, K., et al., 2023).

4. TikTok Stories

The stories feature allows users to share temporary content, such as quotes, daily advice, or reminders about worship, which lasts for 24 hours. This simple yet effective approach maintains connection with followers while delivering religious messages (Baja, A., Suherdiana, D., & Nuraeni, H. G., 2020).

5. Hashtag Utilization

Relevant hashtags like #education, #Islam, or #dailyreflection make content easier to discover by a broader audience. This strategy enhances the visibility of religious educational content on TikTok (Yusuf, R., et al., 2023).

By leveraging these features, TikTok emerges as a creative and interactive medium for Islamic religious education. Religious leaders, teachers, or preachers can use TikTok to convey spiritual messages, inspire audiences, and provide relevant education on a larger scale (Harahap, S. R., 2022). Thoughtful and wise use of the platform can maximize its positive impact on the development of religious education in the digital era.

Second, TikTok as an Educational Platform and Its Impact on Islamic Religious Education. The use of TikTok as an educational platform has had a significant influence on the development of Islamic religious education. Key impacts include:

1. Expanding Audience Reach

TikTok enables teachers and religious leaders to reach a global audience. By using appropriate hashtags, Islamic religious education content becomes easily discoverable by users from various parts of the world (Ariestuti, N. K. M., Purnawan, N. L. R., & Pradipta, A. D., 2023). This facilitates the dissemination of religious messages to a broader community.

2. Enhancing Interaction and Discussion

TikTok provides space for direct interaction between users and teachers/religious leaders. Through the comments section and direct messaging features, users can share their opinions, ask questions, or seek advice directly from religious figures. Followers can also participate in polls, Q&A sessions, or challenges organized by religious educators, increasing their engagement in the educational process.

3. Delivering Messages in a Creative and Engaging Way

TikTok allows the delivery of religious messages through creative and visually appealing formats. Users can employ images, videos, or short stories to explain religious concepts in an interactive manner. This approach helps followers grasp religious messages more easily and delve into them in a more engaging and relevant way (Adiyono, A., Julaiha, J., & Jumrah, S., 2023).

4. A Platform for Education and Knowledge

TikTok serves as a platform for sharing religious knowledge regularly. Teachers and religious leaders can post Quranic interpretations, Hadiths, and other religious lessons. Such content gives followers the opportunity to deepen their religious knowledge. Additionally,

users can follow accounts that provide valuable educational content, enriching their spiritual understanding and intellectual growth (Irawan, D., & Nastasya, R., 2023).

5. A Source of Inspiration and Motivation

TikTok acts as a source of inspiration and motivation for followers to lead better religious lives. Through positive content, inspirational quotes, or short sermons, followers are encouraged to enhance their spiritual and moral lives. These messages help foster enthusiasm and motivation in practicing daily religious observances (Setiawati, M., 2023; Pamungkas, A., & Halwati, U., 2023).

While TikTok contributes positively to Islamic religious education, it is essential to recognize that effective education cannot rely solely on social media. Sustainable and effective education requires a more holistic approach, encompassing face-to-face interactions, direct teaching, and broader social influences.

1.1 Challenges of Education on TikTok

Education through TikTok offers substantial opportunities but also presents several challenges that need to be addressed.

The first challenge lies in the diversity of TikTok users. This platform is used by people from various cultural, religious, and ideological backgrounds (Akhoba, Z., 2023). Consequently, educational efforts on TikTok must adopt an inclusive approach, respecting differences and tailoring content to resonate with a diverse audience.

The second challenge often encountered is negative reactions and criticism, which are common on social media platforms. Like other platforms, TikTok provides a space where individuals with differing views or beliefs can offer criticism or express negative reactions to educational content (Siddiq, M., Ritonga, M. H., & Yulia, F., 2023). Teachers, religious leaders, or educators who use TikTok as an educational medium must be prepared to handle such feedback, whether constructive or not. In addressing these issues, it is crucial to maintain an open and tolerant attitude towards differing opinions. Responding wisely and constructively can foster healthy dialogue and deepen mutual understanding among users.

Moreover, it is essential for educators or religious figures to carefully plan and curate their content. They must prioritize authenticity and originality in every piece of material they deliver, setting themselves apart from similar content circulating on the platform (Hadi, A., & Zinnurrahmatin, S., 2022). By doing so, they can ensure that the religious education messages conveyed remain relevant, engaging, and capable of providing positive impacts for their followers.

1.2 Opportunities for Education on TikTok

Lilik Karimul Akbar, S.Pd., is a young religious leader who actively creates and shares educational content on TikTok. With a background in Islamic education, he leverages the platform to disseminate educational messages and promote Islamic teachings. As a daily Quran teacher, Lilik Karimul Akbar is also recognized as an influencer with over 30,000 followers. In his preaching, he references the primary sources of Islamic teachings, such as the Quran, the Hadiths of the Prophet Muhammad, and the wisdom of Islamic scholars (Kang Kaarim Channel, 2024).

Known affectionately as Kang Kariim, he adopts a distinctive approach to spreading Islamic messages by incorporating poetry, prayers, shalawat (praises of the Prophet), and wisdom into his content. In delivering Islamic education, he strives to maintain a gentle demeanor, tailoring his messages to suit the context, circumstances, and age group of his audience. According to him, today's youth are more inclined to access religious content via TikTok compared to other social media platforms.

This shift in platform preference highlights the significant opportunity TikTok presents as a tool for education. By utilizing creative and engaging methods like those demonstrated by Kang Kariim, educators and religious leaders can effectively connect with younger audiences, making Islamic teachings more relatable and accessible in the digital age.



Figure 1. Photo of Lilik Karimul Akbar, S.Pd., Owner of the TikTok Account Kang Kaarim Channel

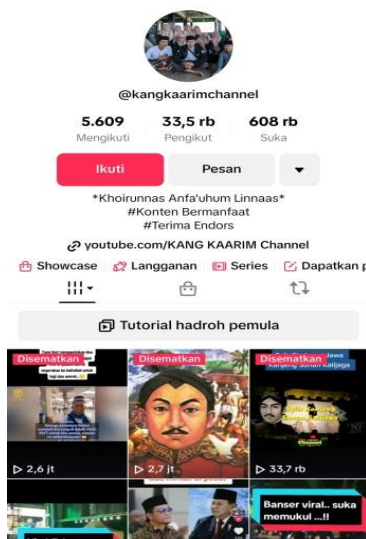


Figure 2. TikTok Account Kang Kaarim Channel

Buya Yahya, whose full name is Yahya Zainul Maarif, is a young scholar known for his charisma and dedication to Islamic preaching. Born in Blitar, his journey in pursuing Islamic knowledge began during his elementary and secondary education in his hometown, laying a strong foundation for his path as a preacher. After deepening his religious studies in Yemen, Buya Yahya's preaching gained remarkable recognition, not only in Cirebon, where he first began spreading Islamic teachings, but also on national and even international levels.

At the end of 2005 and the beginning of 2006, Buya Yahya arrived in Cirebon to fulfill a mission assigned by his teacher, the Rector of Al-Ahgaff University, Al-Murobbi Professor Dr. Al Habib Abdullah bin Muhammad Baharun. He was tasked with leading a preparatory boarding school for students planning to continue their studies at Al-Ahgaff University in Yemen. Initially, Buya Yahya rented space at the Nuurussidiq Islamic Boarding School in Tuparev, Cirebon, to carry out these activities until mid-2006. During this period, he had not yet received permission from his teacher to preach widely to the public.

However, in late 2006, Buya Yahya was granted permission by his teacher to engage in public preaching. He began his missionary work gradually, using a non-coercive approach tailored to the local community's circumstances. Buya Yahya is well-known for his simple yet profoundly meaningful preaching style, which resonates deeply with many people (<https://staialbahjah.ac.id>).

In addition to his direct preaching activities, Buya Yahya utilizes social media platforms, including TikTok, to disseminate religious messages. On his TikTok account, Buya Yahya Official, he has amassed more than 887,000 followers, with his content receiving thousands of views. By tailoring his language to suit contemporary contexts and his educational background, Buya Yahya's preaching has become more accessible and appealing to various audiences, particularly the younger generation active on social media.



Figure 3. Buya Yahya. Source <https://staialbahjah.ac.id/profil-pimpinan/>

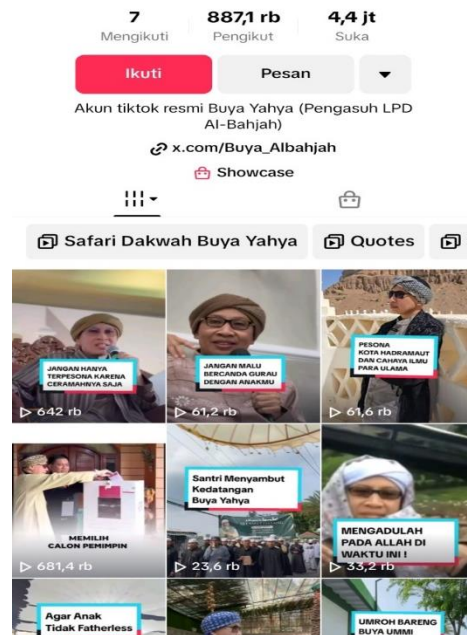


Figure 4. The account Buya Yahya Official.

4. CONCLUSION

Islamic religious education in the digital era, particularly through social media platforms like TikTok, has demonstrated significant progress. From the discussion above, it is evident that social media, with its various features and conveniences, has opened vast opportunities for disseminating religious messages. TikTok, as one of the most popular platforms among the younger generation, offers creative ways to convey Islamic teachings, whether through short videos, lectures, live streaming, or other inspirational content. Religious figures and preachers like Lilik Karimul Akbar and Buya Yahya have leveraged this platform to broaden the reach of their da'wah efforts with highly positive outcomes. They have not only succeeded in reaching a wider audience but also fostered deeper interactions with their followers.

However, despite the many opportunities, Islamic education via social media also faces challenges, such as the diversity of religious interpretations, negative reactions from some parties, and the need to maintain content quality to ensure authenticity and adherence to correct Islamic teachings. Thus, educators and preachers in the digital era must develop inclusive, wise, and responsive approaches to changes and audience diversity.

Overall, Islamic religious education on TikTok and other social media platforms can serve as an effective means of spreading religious values, broadening religious insights, and fostering stronger community bonds. However, its effectiveness largely depends on the approaches adopted by educators and religious leaders and how they utilize technology to create content that is not only engaging but also beneficial and aligned with Islamic teachings. Therefore, Islamic

education in this digital era holds great potential to continue evolving and delivering positive impacts both at the individual and societal levels.

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