

THE ROLE OF MILLENNIAL AND GEN Z PREACHERS ON SOCIAL MEDIA IN PROMOTING MODERATE ISLAMIC VIEWS: IMPLICATIONS FOR ISLAMIC EDUCATION IN THE DIGITAL ERA

Rokimin¹; Sita Husnul Khotimah²; Fatmawati³; Nunung Khoiriyah⁴; Armawati Arbi⁵;
Kalsum Minangsih⁶;

¹Universitas Darunnajah, Indonesia

²STAI Al-Hikmah Jakarta, Indonesia

^{3,4,5,6}University of Syarif Hidayatullah Jakarta, Indonesia

³Corresponding E-mail: fatmawati@uinjkt.ac.id

Abstract

This study investigates the pivotal role of Millennial and Gen Z preachers in promoting moderate Islam through social media platforms such as Instagram, YouTube, and TikTok, and examines the consequent implications for Islamic education in the digital era. The primary objectives are to analyze the strategies these young preachers employ to convey inclusive religious messages, to assess the impact of their digital da'wah on youth audiences, and to critically explore the challenges of maintaining theological depth within the attention-driven economy of social media. Methodologically, this research employs a qualitative phenomenological approach. Data were collected through in-depth interviews with 15-20 young preachers and subjected to systematic thematic analysis, complemented by a structured content analysis of their social media posts to examine the practical negotiation of moderate messaging online. The findings reveal that while these preachers successfully utilize engaging, innovative formats to broaden the reach of tolerant Islamic values, their practice is fundamentally reconfigured by the platform's logic. The research critically identifies the emergence of "media religious capital," where metrics of visibility and engagement often substitute for traditional religious authority, precipitating a risk of religious commodification. This dynamic creates a central tension: the necessity for algorithmic appeal and virality can compromise pedagogical integrity and dilute theological substance in favor of stylistic trends. Consequently, the study underscores the urgent need for enhanced religious literacy and specific training in digital ethics for content creators. It recommends fostering formal collaborations between Islamic educational institutions and digital preachers to anchor online discourse in scholarly depth. For future research, it is imperative to develop models of digital pedagogy that harmonize inclusivity with theological rigor and to longitudinally evaluate the impact of social media preaching on religious literacy and identity formation among young Muslims.

Keywords: *Moderate da'wah; Millennials; Gen Z; Social media; Religious Education*

A. Introduction

The message of Islamic da'wah has long been an integral part of Muslims' lives. Still, the way this message is conveyed has undergone significant development in tandem with the rapid advancement of technology, particularly social media (Qiqi Yuliati et al., 2024). Over time, Millennial and Gen Z preachers have changed the way they convey their message by utilizing digital platforms such as Instagram, YouTube, and TikTok. Social media not only provides a broad reach, but it also allows preachers to deliver religious messages in an interactive and relevant way to young audiences (Mieke, 2021; Zafri et al., 2023). The use of social media by the younger generation has created new opportunities to spread da'wah in a more engaging, readily accepted, and relevant way for the times (Fatma, 2025; Rokimin et al., 2022). Therefore, it is essential to examine the role of Millennial and Gen Z preachers in conveying the message of moderate da'wah through social media and how it influences changes in the mindset and behavior of the digital society, particularly in the context of moderate Islam.

In the context of moderate da'wah, two main aspects need attention: first, how the message conveyed by Millennial and Gen Z preachers adapts to more inclusive and multicultural social developments; Second, how they can maintain a moderate da'wah message despite being faced with the influence of social media trends that are often extreme or controversial (Mahmoud et al., 2021). This suggests a dilemma in striking a balance between engaging content and the depth of the religious teachings conveyed (Rustan et al., 2020; Zafri et al., 2023). Furthermore, the phenomenon of celebrity preachers emerging in popular culture on social media presents its own challenges, where the desire to appeal to young audiences often comes at the expense of the substance of more profound religious teachings (Ahmad, 2024).

One of the reasons why it is essential to study this topic is that moderate da'wah, which emphasizes the values of tolerance, non-violence, and inclusivity, is particularly relevant in the context of an increasingly digital world (Jenuri et al., 2025; Rokimin et al., 2023). The diversity of audiences on social media presents both a challenge and an opportunity for preachers to foster a more harmonious society and accept differences (Zuhriyah & Rohimah, 2024). The role of Millennial and Gen Z preachers in spreading this moderate da'wah must be understood deeply to ensure that the message they convey is in accordance with moderate Islamic values and is not compromised by sensationalism or oversimplification of religious teachings.

Based on previous research, social media has been proven to have a significant influence on shaping people's mindsets and behaviors, including in the context of religion. Some studies show that the use of social media by preachers can expand the reach of da'wah and make it more relevant to young audiences (Abdul et al., 2025; Zafri et al., 2023). However, despite the positive impact, the study also highlights the importance of maintaining the depth of religious teachings and not relying solely on superficial content (Rustan et al., 2020). Meanwhile, the phenomenon of celebrity preachers, which is increasingly growing on social media, adds a new dimension to the dynamics of modern da'wah. Celebrity preachers who prioritize entertainment and trends can attract

significant attention, but sometimes overlook the theological depth required in meaningful preaching (Maemonah et al., 2023; Rustan et al., 2020). In this case, this study aims to identify how Millennial and Gen Z preachers can maintain a balance between capturing the audience's attention and conveying an accurate and profound religious message.

Based on the existing research, the gap that remains to be addressed is how Millennial and Gen Z preachers can convey a message of moderate da'wah (Islamic propagation) that genuinely prioritizes Islamic values in an attractive form without compromising the depth of religious teachings. This research will also examine the impact of moderate da'wah on the mindset and behavior of digital society, as well as explore how the younger generation can be involved in the process of spreading more inclusive and moderate da'wah. Therefore, the purpose of this study is to analyze the role of Millennial and Gen Z preachers in conveying messages of moderate da'wah through social media, its impact on changing the mindset and behavior of digital society, and the challenges they face in maintaining a balance between moderate da'wah and the influence of extreme social media trends. This study seeks to answer the following research questions: How do Millennial and Gen Z preachers utilize digital platforms to convey moderate and relevant religious teachings to young audiences? What is the impact of moderate da'wah delivered by Millennial and Gen Z preachers on the mindset, understanding of moderate Islamic values, and behavior of digital society? What challenges do Millennial and Gen Z preachers face in maintaining a balance between delivering moderate da'wah and the influence of increasingly extreme or controversial social media trends?

By answering these questions, this research is expected to provide deeper insight into the role of the younger generation in da'wah through social media and the challenges they face in maintaining the integrity of moderate religious messages in the digital world. The contribution of this study lies in a more comprehensive understanding of the methods of moderate da'wah adopted by young preachers through social media and their impact, thereby ensuring the relevance of da'wah to the needs of today's digital society without neglecting the depth and integrity of moderate religious teachings.

B. Method

This study employs a qualitative research design grounded in a phenomenological approach to conduct an in-depth exploration of the roles, strategies, and challenges faced by Millennial and Gen Z preachers in disseminating moderate Islamic da'wah (proselytization) through social media. Data will be triangulated from multiple sources to ensure a comprehensive understanding. In-depth interviews will be conducted with 15–20 young preachers (aged 22–35), selected via purposive and snowball sampling to capture diversity across platforms such as Instagram, YouTube, and TikTok, as well as varying audience sizes. Additionally, a systematic content analysis will be performed on the da'wah materials shared by these preachers. Content selection will focus on posts and videos explicitly addressing themes of moderation, tolerance, and inclusivity, with data drawn from a consistent three-month period for each preacher. The analysis will be supported by NVivo software to facilitate thematic coding, with an initial coding

framework derived from the research questions such as communication strategies, negotiation of moderate values, adaptation to digital trends, and perceived challenges which will be refined iteratively throughout the analytical process.

Data analysis will follow Braun and Clarke's six-phase thematic analysis framework, progressing from immersion and initial coding to theme development, review, definition, and final reporting. To enhance the credibility and trustworthiness of the findings, several validation strategies will be implemented. These include methodological triangulation—cross-referencing insights from interviews, social media content, and relevant contextual materials—as well as member checking, whereby participants will review preliminary interpretations to verify accuracy. Furthermore, a detailed audit trail will be maintained, documenting all procedural decisions related to participant selection, data collection, and analytical processes. Through this rigorous qualitative design, the study aims to uncover the nuanced meanings, communicative practices, and inherent tensions involved in delivering moderate religious messages within the dynamic and often trend-driven landscape of social media.

C. Result and Discussion

The Role of Millennial and Gen Z Preachers in Conveying the Message of Moderate Da'wah Through Social Media

The influence of social media in shaping public opinion has brought about significant changes in the way religious messages are delivered, especially among Millennial and Gen Z preachers. Their ability to leverage technology and a deep understanding of contemporary communication methods has allowed them to convey religious teachings in a more relevant and engaging way to young audiences (Mehmet H., 2022). Social media platforms such as Instagram, YouTube, and TikTok, with their extensive reach, provide preachers with the opportunity to deliver their message in a format that suits the tastes of younger generations, who tend to prefer dynamic, interactive, and visual content (Kamel et al., 2023; Zafri et al., 2023).

Millennials and Gen Z preachers, through social media, have successfully implemented a more interactive and engaging approach to da'wah by creating a two-way communication space. This approach, in addition to increasing the impact of the message they convey, also allows for a deeper connection with their audience. For example, Taqiyudin Malik, with a lighthearted and humorous approach, managed to use Instagram to convey the message of da'wah in a way that was easy to understand and accept by a younger and more diverse audience (Sholihah & Rohmatulloh, 2023). Such an approach not only makes religious teachings more accessible, but also has great potential in building a more moral society, by assisting young people in understanding their personal development and spiritual growth. This change from traditional one-way da'wah to more interactive content shows how da'wah is moving towards adaptation to the dynamics of the times.

It is important to note, that the emergence of user-generated content also expands the impact of this approach. Millennial and Gen Z preachers not only serve as message

spreaders, but also as dialogue directors, actively inviting participation and building community-based relationships. With interactive Q&A sessions, live broadcasts, and replies to comments, they were able to create a more inclusive atmosphere and open up space for the audience to contribute to religious discourse. This is clearly an important step in creating a more open and accepting society, which not only listens to but also appreciates young voices.

Authenticity is one of the key aspects in the da'wah approach carried out by Millennial and Gen Z preachers. This generation is often known for being skeptical of authority and institutions, making trust a very important element in building relationships with audiences. Preachers who are able to show their personal side, share challenges and struggles, can create a deeper sense of solidarity and empathy with their audiences. Preachers who don't hesitate to talk about their faith, doubts, and spiritual journeys, provide a more tangible example for young people who are looking for meaning and direction in their spiritual lives (Singer et al., 2023). Interestingly, this more "humanist" image of preachers allows them to go beyond the formal boundaries that are usually found in religious institutions. By using language that is closer to everyday life, embracing humor, and discussing topics in a more understandable manner, they have succeeded in reducing the barriers that have existed in religious communication. This is undoubtedly one of the advantages that makes their da'wah more accessible, especially for young audiences who are increasingly rarely connected to more formal forms of da'wah.

The emergence of the phenomenon of celebrity preachers has enriched the dimension of da'wah for Millennials and Gen Z by giving audiences easier access to religious teachings that may have previously seemed rigid or difficult to digest. Celebrity preachers, who are often younger and more charismatic, have garnered significant attention from their followers due to their ability to utilize social media effectively. The accessibility and proximity they have to the audience make religious teachings more attractive and receptive to the younger generation, who often feel disconnected from traditional religious spaces (Rustan et al., 2020). However, this phenomenon also poses quite significant challenges. Usually, the media's success of celebrity preachers can lead to an oversimplification of complex religious teachings. In an effort to attract attention and create content that is acceptable to many, celebrity preachers can unwittingly ignore the theological depth required in da'wah. This has the potential to degrade the quality of religious understanding among their followers, which can lead to misunderstood or even incorrect understandings. Therefore, there is an urgent need for Millennial and Gen Z preachers to strike the right balance between capturing the audience's attention and ensuring the depth of the religious teachings they convey.

One of the greatest potentials of da'wah through social media is its ability to encourage multicultural and inclusive da'wah. Social media enables Millennial and Gen Z preachers to connect with diverse audiences from various cultural, ethnic, and religious backgrounds, who often hold different perspectives. In this context, multicultural da'wah is crucial because it can create an inclusive space where diverse perspectives are valued and considered. Through this approach, preachers can address the challenges of diversity

and help create a more harmonious society by respecting differences (Zuhriyah & Rohimah, 2024). Using platforms such as Instagram, YouTube, and TikTok, preachers can introduce different religious and cultural perspectives in an engaging way, inviting audiences not only to understand their own religious teachings but also to understand the religions and cultures of others. This helps foster a sense of empathy and encourages critical thinking among young people. For a generation living in an increasingly connected society, the ability to appreciate and understand differences is becoming an essential skill for creating a more peaceful and tolerant world.

However, despite the significant positive impact, da'wah through social media also presents several challenges that need to be considered. One of the most important risks is conveying religious teachings that are less profound or even misunderstood. With the use of oversimplified language and a tendency to create humorous or light-hearted content, there is a possibility that the religious teachings conveyed become superficial. This will likely diminish the quality of religious understanding among the audience, especially for those seeking a deeper and more authentic experience. Another challenge is the incompatibility between the message conveyed by preachers through social media and the broader teachings of the religion. The existence of celebrity preachers who often lack a strong theological background can sometimes create a gap in understanding religious teachings. For this reason, preachers need to undergo training and certification that ensures they can convey religious messages accurately and responsibly, so that the message conveyed can be accounted for both scientifically and theologically.

To reduce the risk of in-depth da'wah, it is necessary to provide proper certification and training for Millennial and Gen Z preachers. This training program should be designed to provide a deeper understanding of theology, as well as practical communication skills in the digital world, to ensure that preachers become not only effective communicators but also spiritual leaders who can guide the younger generation on their religious journey. The positive impact of da'wah through social media for young people cannot be underestimated. Millennial and Gen Z preachers have succeeded in making religious teachings more accessible and relevant to the lives of younger generations. However, as discussed, to ensure that this impact remains positive, preachers must maintain the depth of religious teachings while continuing to innovate in the way they deliver their message. This ensures that the da'wah delivered can have a profound and beneficial impact on the spiritual development of young people.

Therefore, Millennial and Gen Z preachers play a significant role in conveying the message of moderate da'wah through social media. By using content that is interactive, authentic, and relevant, they have successfully reached young audiences in an unprecedented way. However, to ensure that the message delivered is not only engaging but also accurate and insightful, preachers must ensure that they are equipped with adequate training and appropriate certifications. This will maintain the integrity of their da'wah and ensure that they can have a positive impact on the spiritual development of the younger generation.

The Challenges Faced By Millennial And Gen Z Preachers In Maintaining A Balance Between Moderate Da'wah And The Influence Of Extreme Or Controversial Social Media Trends

Millennial and Gen Z preachers face considerable challenges in maintaining a balance between moderate da'wah and the influence of increasingly extreme or controversial social media trends. Some of the factors contributing to this difficulty stem not only from the characteristics of the generation but also from the rapid development of digital technology and social media, which are becoming increasingly pervasive in daily life. In this context, the biggest challenge faced is how preachers can maintain the integrity of a moderate religious message in the midst of the rapid and widespread dissemination of information on the internet. One of the main issues that emerged was how social media influenced the way Millennial and Gen Z preachers conveyed religious messages. Platforms like Instagram, TikTok, and YouTube prioritize content that is fast, engaging, and easy to digest for audiences that prioritize simplicity. This phenomenon has the potential to pressure preachers to simplify religious teachings, sometimes even sacrificing the depth of the message they want to convey. This is undeniably a significant dilemma, as in some cases, preachers are compelled to simplify religious teachings to a form that is more accessible and comprehensible. However, this sometimes compromises their more complex essence (Zafri et al., 2023).

Interestingly, in addition to the emergence of this challenge, another phenomenon that has contributed to the worsening of the situation is the rise of "celebrity preachers." They often prioritize entertainment and sensation over deep religious substance. Although they managed to attract a considerable audience, these celebrity preachers usually avoided religious teachings that should be instilled more moderately and profoundly. Ironically, preachers who prioritize entertainment and follow popular trends have a greater influence on social media than those who seek to promote deeper religious values (Rustan et al., 2020). This certainly poses a big dilemma for Millennial and Gen Z preachers in maintaining this balance. In addition to the challenges of social media, Millennial and Gen Z preachers also face dual roles that are pretty difficult to live, especially for female preachers. The role of religious leaders in the public sphere should align with their personal role in family life. The demand to be an active preacher and maintain a good domestic role can create its own pressure, especially with high expectations from the community. In this case, effective time management and family support are key elements that enable them to carry out these two roles in a balanced manner (F. M. Sari & Sikumbang, 2025).

However, despite these considerable challenges, many preachers have managed to find a middle ground by utilizing technology to help them manage

this time and dual role. For example, by using digital platforms to conduct da'wah and stay connected to their communities, preachers can enhance their role in society while maintaining a balance in their personal lives. Another phenomenon that is increasingly emerging is the shift in religious practices that occurs among Millennials and Gen Z. These two generations are increasingly inclined to seek spiritual fulfillment through the internet and social media, rather than engaging in more traditional, conventional religious practices. This trend creates new challenges for preachers in adapting da'wah methods to be relevant to the way the younger generation accesses information (Banerjee & German, 2022).

Interestingly, this generation also shows a more critical attitude towards traditional religious authority. They do not hesitate to question teachings that are considered inconsistent with their views or irrelevant to the conditions of the present day. This creates friction between preachers who want to maintain tradition and the younger generation who are more open to new ideas. However, with an inclusive and more open approach to dialogue, preachers can gain the opportunity to reach this audience more effectively (Fauzi & Pribadi, 2024). It's interesting to note that in the face of the extreme influence of social media, Millennial and Gen Z preachers must have the ability to sift through information and still maintain a moderate religious message. Often, messages that contain radical or provocative elements can spread more quickly than those that are more moderate. However, the challenge is for the preacher to deliver the true doctrine without getting bogged down in often superficial and sensational content. In this case, a deep understanding of religious teachings is crucial. Preachers must be able to counter false or inaccurate information that is often spread by influencers who are less competent in religion. Therefore, preachers must strengthen their intellectual and scientific capacity to maintain the authenticity and quality of the da'wah they convey (Zainal, 2022).

One strategy that can be employed is to utilize a da'wah approach that is more interactive and based on two-way communication through social media. In this case, preachers can use digital platforms to present more in-depth content by engaging the audience in more open and participatory discussions. This approach is expected to reach a wider audience, especially the younger generation who prefer to interact with preachers in a more dynamic and interactive format (Hudawi et al., 2021). In addition, support from family and community also plays a vital role in helping preachers carry out their roles more effectively. A solid community can provide much-needed moral and social support, while a supportive family can help maintain a preacher's personal and professional life balance. It also offers an opportunity for preachers to preserve the quality of their

da'wah without neglecting their family life (Fadilah, 2020). Preachers also need to adopt a more inclusive approach by accommodating the cultural diversity and background of their audience. By prioritizing multicultural values, preachers can bridge differences of views and still convey a message of da'wah that is relevant to various groups (Jung, 2025).

The Influence Of Moderate Da'wah Carried Out By Millennial And Gen Z Preachers On Social Media On Changes In The Mindset And Behavior Of Digital Society In The Context Of Moderate Islam

One of the most striking impacts of da'wah through social media is the increase in accessibility that allows people to access religious messages more easily. With social media, the audience is not only limited to certain hours and places, but can access da'wah anytime and anywhere. According to Zafri's research, this enables young audiences to engage more frequently with religious content, which in turn encourages them to incorporate Islamic teachings into their daily lives (Zafri et al., 2023). Notably, social media has allowed da'wah to become more personal and directly touch their lives, making the teachings of Islam easier to accept and apply. Millennial and Gen Z preachers are known for their da'wah approach that is not only informative but also interactive and easy to understand. They often use humor and more relaxed language, which brings the message of da'wah closer to the lives of young audiences (M. Sari et al., 2024). In this way, da'wah can be more easily accepted because it is presented in a form that is relevant to the daily problems faced by the younger generation. Interestingly, preachers who are able to relate Islamic teachings to daily life can create a strong emotional bond with the audience, making their da'wah more effective in influencing the behavior and mindset of the people.

On the other hand, the phenomenon of celebrity preachers using social media cannot be underestimated. Celebrity preachers are often considered more relatable by young audiences because of their ability to incorporate humor and trending topics in their preaching. However, this approach has a weakness, namely the lack of depth in the understanding of the religion conveyed. This can potentially reduce the substance of the da'wah conveyed, make it more superficial and sometimes do not provide a deep understanding of moderate Islamic teachings (Rustan et al., 2020). This points to an important issue: while popularity and relatability are crucial, the depth of the message should never be sacrificed.

One of the elements that distinguishes moderate da'wah is its emphasis on the values of tolerance, non-violence, and inclusivity. Many millennial and Gen Z preachers conveyed messages that emphasized the importance of pluralism and invited people to live peacefully despite their different beliefs. This kind of da'wah is not only relevant for the younger generation, but also important to overcome the radicalization that is beginning to develop in the digital world. However, although the impact is significant, it is undeniable that social media also provides space for the spread of extreme ideas that are contrary to the principle of moderation. Therefore, the main challenge faced by preachers

is to ensure that the message conveyed is not only engaging but also accurate and weighty (Alam, 2020). While digital da'wah offers many benefits, it also faces major challenges, especially in terms of the spread of misinformation and radicalization. In a study conducted by Sari, it was found that although many preachers use social media to spread moderate Islamic values, the spread of extreme beliefs has also increased (M. Sari et al., 2024). This highlights the necessity for preachers to be well-informed and cautious in their messaging, ensuring that the content they produce upholds the principles of moderation and peace.

Education is a key factor in forming a correct understanding of Islam, especially in the context of moderate da'wah. Through education based on the principles of moderation, preachers can help the ummah understand the teachings of Islam more deeply and holistically. This education is not only focused on knowledge transfer, but also on character development that reflects moderate Islamic values. Notably, it is through education that youth are equipped to discern between moderate Islamic teachings and radical ideologies that may circulate in the digital space. Another positive influence of moderate da'wah on social media is the increasing awareness of the public, especially the younger generation, about the importance of moderate Islamic values. People are increasingly understanding that moderate Islam teaches peace, tolerance, and mutual respect, which are essential for creating harmony in a multicultural society (Zafri et al., 2023). Interestingly, this increased awareness seems to have a ripple effect, encouraging further discussions about moderation and tolerance in both offline and online settings.

While millennial and Gen Z preachers have great potential to spread moderate da'wah, they must also ensure that their understanding of religious teachings is deep and adequate. As mentioned earlier, it is not uncommon for us to come across celebrity preachers who have a great influence but whose understanding of religion is not comparable to their popularity (Manaf et al., 2023). This raises an important point: the need for well-educated preachers who can offer not only engaging content but also substantial and profound religious guidance to their audience. The younger generation, who are familiar with digital technology, have great potential in spreading the message of moderate da'wah to their peers. Through social media, they can contribute to introducing moderate Islam in an acceptable and unpatronizing way. This provides an excellent opportunity to bridge generational gaps and ensure that the values of tolerance and peace are spread in ways that resonate with today's youth.

To achieve a greater impact in the spread of moderate da'wah, collaboration between formal education and digital da'wah is very important. Education in Islamic boarding schools or other formal educational institutions can provide a solid foundation for the younger generation to understand Islam better. With this collaboration, moderate Islamic values can be spread more effectively and reach a wider audience, both digitally and in person. Moderate da'wah by millennial and Gen Z preachers through social media has a significant influence on the mindset and behavior of the digital society. With a more interactive and relevant approach, moderate da'wah has managed to touch the hearts of young audiences, giving them a better understanding of Islam and the importance of

living in peace and tolerance. However, major challenges remain, especially related to the spread of misinformation and radicalization. For this reason, it is very important for preachers to continue to develop their understanding of their religion and ensure that the message they convey truly reflects the true values of moderate Islam.

D. CONCLUSION

This research has explored the important role of Millennial and Gen Z preachers in conveying moderate da'wah (wasathiyyah) messages through social media, with moderation understood through key indicators of tawasuth (taking the middle path), tawazun (balance), tasamuh (tolerance), and i'tidal (fairness). Key findings from interviews and surveys show that social media, with its wide reach, allows da'wah to be more interactive and relevant to young audiences. For instance, interview data revealed that preachers who successfully integrated tasamuh (tolerance) into their content by addressing interfaith issues respectfully saw higher audience engagement and positive feedback. Preachers who are able to present authentic, easy-to-understand, yet balanced (tawazun) content can establish a stronger emotional connection with the audience, so that moderate da'wah can be more accepted. However, great challenges remain, especially in maintaining a balance between capturing the audience's attention and maintaining the depth and fairness (i'tidal) of religious teachings, which should not be oversimplified in pursuit of trends.

The study's main contribution is to highlight the importance of a deep and comprehensive understanding of religious teachings—rooted in the principle of tawasuth for digital preachers, as well as the need for specialized training and certification to ensure that the message delivered remains relevant, accurate, and consistently moderate. In addition, this study also emphasizes, based on preachers' reported experiences, the critical need to maintain the integrity of da'wah amid the influence of extreme trends that are often circulating on social media. Future research directions should be focused on how Millennial and Gen Z preachers can more effectively operate the indicators of moderation (tawasuth, tawazun, tasamuh, i'tidal) in digital content without getting bogged down in superficiality. Further research can explore the role of formal Islamic education in supporting digital da'wah competency, as well as how collaboration between formal education institutions and social media influencers can strengthen the message of moderate da'wah. Finally, this research opens the opportunity to explore how social media can be used as a more systematic tool to educate the younger generation in understanding and internalizing inclusive and peaceful Islamic values.

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