

The Influence of Information Technology in the Development of Islamic Culture through Social Media and Digital Platforms

Muhammad Donni Lesmana Siahaan

Abstract

This research aims to explore the influence of information technology in the development of Islamic culture through social media and digital platforms. In the ever-evolving digital era, social media and technology-based platforms such as Facebook, Instagram, YouTube, and Twitter have become important tools in spreading Islamic cultural values. This study uses a qualitative approach with content analysis to identify how Islamic content published through social media can affect people's understanding and acceptance of Islamic teachings and culture. The results of the study show that digital platforms facilitate access to information related to Islamic culture and provide a space for Muslims around the world to share knowledge, discuss, and strengthen Islamic cultural identity in their daily lives. However, although information technology provides many benefits in the spread of Islamic culture, the study also found some challenges, such as the dissemination of unverified information and difficulties in maintaining the authenticity of Islamic teachings. Therefore, it is important to have effective oversight of the content shared on social media to keep it in line with authentic Islamic cultural values. This research suggests that information technology should be used wisely, to increase the understanding and introduction of Islamic culture without sacrificing the integrity of religious teachings.

Keywords: Information Technology, Islamic Culture, Social Media, and Digital Platforms.

Muhammad Donni Lesmana Siahaan

Information Technology Lecturer, Universitas Pembangunan Panca Budi Medan, Indonesia

e-mail: donnilesmanasiahaan@gmail.com

2nd International Conference on Islamic Community Studies (ICICS)

Theme: History of Malay Civilisation and Islamic Human Capacity and Halal Hub in the Globalization Era

Introduction

1.1 The development of information technology and its impact on various aspects of life

Information technology (IT) has undergone tremendous development in recent decades, bringing major changes in almost all aspects of life. From the advent of personal computers to the internet and advanced mobile devices, IT has enabled people to connect faster and more efficiently. This development is not only limited to the business world, but also includes the education, health, government, and cultural sectors. Information technology enables the exchange of information in real time, enables seamless collaboration, and opens access to a wide range of global knowledge. This digital transformation has changed the way we communicate, work, learn, and interact with each other. One of the great impacts of information technology is its ability to disseminate information and culture globally. With the presence of social media, digital platforms, and internet-based applications, local and global cultures can be instantly spread to all corners of the world. Social media such as Facebook, Instagram, YouTube, and Twitter have become important tools in promoting cultural values. These technologies allow individuals or groups to share information, talk about cultures, and connect with a wider audience. In the cultural context, technology not only allows the exchange of ideas and information, but also allows the preservation of cultural heritage in digital form, such as the digitization of ancient manuscripts, art, and traditional music.

However, the development of information technology also brings new challenges, such as the risk of spreading misinformation, digital inequality, and negative influences on traditional culture. Although technology makes it easier to access information, there are concerns about its impact on cultural identity, especially in the context of globalization. Digital content often blurs local cultural values with global cultural dominance, which can threaten the sustainability of traditional cultures. Therefore, it is important to use information technology wisely, ensuring that it not only enriches culture, but also helps preserve it in the midst of rapidly changing times.

1.2 The Role of Social Media and Digital Platforms in Spreading Islamic Culture

Social media and digital platforms have become strategic tools in introducing and spreading Islamic culture to young people around the world. Through engaging and accessible content, platforms such as Instagram, TikTok, and YouTube allow religious messages to be conveyed effectively. Content such as short videos, infographics, and online lectures are often used to convey religious messages, such as the importance of noble morals, correct worship procedures, and the principles of Islamic life. Initiatives such as the "Syiar Budaya Islam" account launched by the Indonesian Ministry of Religion in January 2024, present on Instagram and TikTok platforms, aim to bring Islamic culture closer to generation Z and millennials. With its creative approach and relevant content, this account has managed to attract the attention of thousands of followers in a short period of time. In addition, digital da'wah platforms also form online communities where people can discuss and support each other in carrying out religious teachings. However, challenges such as the spread of inaccurate information and extremist ideology remain. It is important to increase media literacy among the younger generation so that they can filter information wisely. Collaboration between religious leaders, influencers, and social media users is needed to create an environment that supports religious moderation and tolerance in a pluralistic society.

1.3 The importance of technology in the world of da'wah and how social media is an important tool in spreading Islamic values.

Digital technology has become the main pillar in the spread of Islamic da'wah in the modern era. Social media, especially platforms such as Instagram, TikTok, YouTube, and Facebook, allow Islamic messages to be conveyed widely and quickly. Da'wah content presented in the form of short videos, infographics, and live broadcasts makes it easier for

audiences, especially the younger generation, to access and understand religious teachings in an interesting and lifestyle-relevant way. This is in line with research that shows that social media is effective in increasing religious awareness and strengthening religious understanding among adolescents.

One concrete example of the use of technology in da'wah is the 'Belajariah' platform, which provides online courses such as tahsin, iqra', dirosa, tahfidz, and recitation. The platform not only shares religious learning, but also provides online course classes guided directly by professional teachers. The enthusiasm of users in attending these classes shows that da'wah through social media can reach a wider and more diverse audience, from young people to the elderly, without being limited by space and time. However, challenges in digital da'wah also need to be faced, such as the spread of invalid information and the potential misuse of platforms for extremist purposes. Therefore, it is important for dai and content creators to ensure that the content presented has a solid foundation and is in accordance with Islamic teachings. In addition, a thoughtful approach in using technology is also needed to avoid misuse of the media. Thus, technology and social media can be effective tools in spreading Islamic values, provided they are used wisely and responsibly.

Literature Review

2.1 Social Media and Technology Influence Theory

Social media and technology have become an integral part of the lives of modern society. Social media influence theory explains how platforms like Facebook, Instagram, and Twitter can influence an individual's behavior, values, and worldview. In this context, theories of mass communication, such as the Cultivation Theory put forward by George Gerbner, provide a perspective on how repeated exposure to social media can shape one's perception of the social and cultural world. In addition, Social Reinforcement Theory is also relevant to explain how interactions on social media reinforce individual views or behaviors, both positively and negatively. Technology, as a major driver in the development of social media, is accelerating changes in social interaction, leading to new phenomena in communication patterns and digital culture.

2.2 Islamic Cultural Theory

Islamic cultural theory teaches how Islamic values affect people's behavior and life patterns. Culture is a system of deep meaning that is understood and practiced by members of a society. In the context of Islam, the culture includes norms and teachings derived from the Qur'an and Hadith that shape the way of life of Muslims. This theory also underscores the importance of applying Islamic sharia principles in daily life, both in personal, social, and global interactions. Thus, Islamic culture provides guidance not only on how to worship, but also on the social interactions and norms that govern the lives of Muslims around the world.

2.3 The Relationship of Social Media Influence Theory and Islamic Culture

In this digital era, the influence of social media on Islamic culture is becoming an increasingly relevant topic. With the development of technology, social media plays an important role in spreading the teachings of Islam to a wider audience. However, there are challenges in keeping Islamic cultural values from being distorted in this process. According to the theory of social media's influence, technology can accelerate the dissemination of culture, but it can also change the way people interpret these teachings. Therefore, it is important for Muslims to use social media wisely while maintaining fidelity to the traditional values taught in Islam. This shows that although social media can strengthen Islamic culture, its use must be in accordance with the principles of sharia to maintain the integrity of Islamic teachings.

2.4 The Influence of Social Media in the Spread of Islamic Teachings

Social media has become an important tool in the dissemination of Islamic teachings in the digital era. Platforms such as YouTube, Instagram, TikTok, and Facebook allow Muslim dai and influencers to reach a wider audience, including the younger generation who are very active in cyberspace. Digital da'wah has a significant impact on increasing religious understanding among teenagers, especially through engaging and accessible content. An effective digital da'wah campaign is able to convey religious messages in a more relaxed, interactive, and appropriate way for the lifestyle of young audiences. However, challenges such as the dissemination of inaccurate information and disinformation also need to be watched out for in the use of social media for da'wah.

2.5 Study on Digital Da'wah and the Application of Technology

Along with technological developments, digital da'wah has undergone a significant transformation. Platforms like Belajariah offer online classes in various Islamic religious learning themes, such as tahsin, iqra', dirosa, tahfidz, and recitation, guided by professional teachers. This shows that technology can be used to educate Muslims effectively and efficiently. In addition, it is important to build a better and responsible da'wah communication system through digital platforms to have a positive impact on society and the spread of correct religious teachings.

2.6 The Impact and Challenges of Digital Da'wah in Society

Digital da'wah not only affects religious understanding, but also culture and politics in society. Easier access to various sources of religious information through the internet has enriched people's religious perspectives, but it has also brought challenges regarding the reliability and authority of the information received. In addition, digital da'wah also opens up a space for innovation in delivering religious messages that are more interesting and relevant for the younger generation who are growing up in the digital era. However, it is important to conduct an analysis of the extent to which social media can be used effectively in da'wah, considering the risk of disseminating inaccurate religious information and misusing religious content for certain purposes.

2.7 The Role of Information Technology in the Understanding of Islamic Culture

Information technology and social media have changed the way Muslims access and understand religious teachings. Digital platforms such as YouTube, Instagram, and TikTok allow for a wider and faster dissemination of da'wah content, reaching audiences that were previously difficult to reach. Social media facilitates dialogue between religions and promotes tolerance and cross-cultural understanding, which contributes to the development of Islamic culture in society. However, challenges arise related to the quality of information circulating, which requires digital literacy to ensure a correct understanding of the teachings of Islam.

2.8 The Positive and Negative Impacts of Information Technology on Islamic Culture

The use of information technology in Islamic religious education has a positive impact, such as increasing the accessibility of religious materials and flexibility in learning. Platforms like Belajariah provide online classes in a variety of Islamic religious learning themes, making it easy for people to learn according to their own schedules. However, on the other hand, the dissemination of information that is inaccurate or inconsistent with Islamic teachings can lead to misunderstandings. Digital da'wah has a significant impact on increasing religious understanding among teenagers, especially through engaging and accessible content.

2.9 Challenges and Solutions in Facing the Impact of Information Technology

While information technology offers many benefits, challenges such as the spread of misinformation and disinformation need to be addressed. It is important for the younger generation to have good digital literacy skills in order to be able to distinguish between true and false information about religion. In addition, the role of parents and educators is very important in providing mentoring and guidance in using social media wisely, ensuring that technology is used to reinforce authentic Islamic cultural values.

Research Methodology

This study adopts a descriptive qualitative approach to examine the influence of social media and digital platforms on the development of Islamic culture. Using a case study research design, this research will analyze how da'wah institutions or individuals utilize social media and digital platforms in spreading Islamic cultural values. The main focus of this research is on the analysis of content uploaded on various social media accounts and digital platforms, which aims to identify the ways in which Islamic teachings and culture are spread in the digital space and their impact on society.

Results

4.1 The Role of Social Media in the Spread of Islamic Culture

The role of social media in the spread of Islamic culture is increasingly important along with the rapid development of technology and the use of the internet in various levels of society. Social media serves as an effective platform for introducing, discussing, and developing Islamic cultural values, such as tolerance, justice, and compassion. In this context, social media is a space where Islamic teachings that promote peace and brotherhood can be spread more quickly and widely. In addition, the platform allows for two-way interaction between followers and content creators, so that Islamic cultural values can be more easily understood, discussed, and accepted by various circles, including the younger generation who are more active in the digital world.

Analysis of digital da'wah content disseminated through social media shows that there are variations in the approach and style of message delivery. Da'wah content that focuses on Islamic cultural values often uses easily accessible formats, such as short videos, infographics, and short texts. One prominent example is the use of platforms such as Instagram, Twitter, and YouTube, which offer a space for da'wah institutions and individuals to share relevant and up-to-date da'wah materials. This content not only includes religious material, but also provides a perspective on how Islamic teachings can be applied in daily life, prioritizing values such as social justice, tolerance between religious communities, and compassion for others.

For example, in the analysis of digital da'wah content conducted by various researchers, it was found that da'wah accounts on Instagram often upload images, quotes, and videos that contain positive messages about Islam, including teachings on social justice and the importance of building tolerance. Social media has become an effective means of spreading Islamic messages that prioritize compassion and peace, which are in line with the teachings of the Qur'an and Hadith. The use of social media allows the message to reach a wider audience, including those outside the traditional scope of da'wah. However, the use of social media for da'wah is also not without challenges. As an open platform, social media has the potential to be abused, with some spreading content that is not in accordance with the true teachings of Islam. Therefore, it is important for da'wah activists to maintain the quality and accuracy of the information disseminated. The importance of digital education for da'wah activists to be able to avoid misinformation and ensure that the message conveyed remains in accordance with moderate and compassionate Islamic values. In this case, social media has a dual role as a tool for dissemination and challenges in maintaining the quality of da'wah.

4.2 The Influence of Digital Platforms on Islamic Cultural Understanding

The use of digital platforms has brought about significant changes in the way people understand Islamic teachings and culture. These platforms, such as YouTube, Instagram, Twitter, and various other online forums, offer easy access to a wide range of content related to Islam, from religious studies, history, to cultural practices. Through this medium, Muslims can access various sources of knowledge that may have been difficult to reach before, both from within and outside the country. One of the most important aspects is the ease of obtaining information about Islamic teachings directly from scholars, scholars, or competent individuals, which then enriches the public's understanding of various aspects of Islamic culture, including tolerance, diversity, and justice. Furthermore, digital platforms allow for the creation of an open discussion space for Muslims to share knowledge and perspectives on Islamic teachings. Through comment columns, discussion groups, or live streaming sessions, the platform facilitates direct interaction between various groups, both those in Muslim-majority countries and those living in countries with Muslim minority populations. In these discussions, people can exchange opinions, clarify various views, and overcome misunderstandings that may arise about Islamic culture. This kind of interaction also provides space for Muslims to learn and understand different interpretations in Islam, which in turn enriches insights.

The use of digital platforms for religious discussions can strengthen people's understanding of moderate and inclusive Islamic values. Digital platforms not only disseminate religious teachings, but also encourage acceptance and appreciation for diversity of thought within Muslim communities. For example, discussions of various interpretations of the Qur'an and Hadith posted on platforms such as YouTube and Facebook can help Muslims to better understand the context of the teachings of the religion, as well as how they can be applied in the challenging modern life. In addition, digital platforms also introduce Islamic culture to a wider audience, both among Muslims themselves and non-Muslims. Content such as documentary videos on the history of Islamic civilization, religious traditions, and the contributions of Muslim scientists in various fields have attracted the interest of many people to get to know Islam better. Digital platforms have succeeded in being an effective tool in educating the public about the contribution of Islamic culture in the fields of science, art, and philosophy, while reducing the negative stereotypes that are often attached to Muslims in the Western world.

However, while digital platforms provide many benefits in enriching the understanding of Islamic culture, challenges also remain. The dissemination of inaccurate or even radical information can mislead some people, especially those who do not have enough knowledge to distinguish which content is legitimate and which is not. In this case, digital education and media literacy are essential to ensure that the understanding gained from digital platforms is in accordance with the true teachings of Islam. The importance of supervision and education of digital platform users so that the understanding of Islam remains based on peaceful and moderate Islamic values.

4.3 Positive and Negative Impacts of Information Technology Use

The use of information technology, especially through digital platforms, has a significant positive impact on increasing religious knowledge and expanding the spread of Islamic values. With easy and fast access to various religious content via the internet, Muslims can now easily access lectures, studies, and articles that deepen their understanding of Islamic teachings. For example, websites, YouTube, and apps like Muslim Pro allow Muslims around the world to learn the interpretation of the Qur'an, Hadith, and life guides according to moderate Islamic principles. It also accelerates the process of spreading Islamic values that prioritize tolerance, peace, and compassion for humanity, which in turn promotes a more inclusive understanding in society.

However, on the other hand, the use of information technology also has negative impacts, especially related to the dissemination of unverified information. Open and uncontrolled digital platforms are often used by individuals or groups to spread inaccurate or even misleading content. This misinformation can be dangerous because it can affect the way people understand the teachings of Islam, often in the wrong or extreme ways. The amount of religious content spread on the internet does not always come from valid sources or competent scholars, so it can mislead people who do not have enough knowledge to verify the truth of the information. Furthermore, information technology also has the potential to distort Islamic teachings on digital platforms. Because there is no strict supervision, various interpretations of Islamic teachings that are not in accordance with moderate Islamic principles can develop and spread quickly. This phenomenon often occurs in social media groups or online discussion forums where people are free to express their opinions without considering the validity of the information. Many users of digital platforms are exposed to teachings that tend to be radical or incompatible with the true teachings of Islam, which ultimately worsens the understanding of Islam and forms a narrower view of the religion.

To minimize these negative impacts, it is important for information technology users to increase digital literacy and verify the sources of information consumed. The government, educational institutions, and religious leaders must also be more proactive in providing education on how to use information technology wisely and ensure that the teachings of Islam disseminated remain in accordance with peaceful and moderate values. In addition, digital platforms such as YouTube and Facebook also need to implement stricter policies in supervising content related to religion, to prevent the spread of misleading information.

Conclusion

The conclusion of this study shows that information technology, especially social media and digital platforms, has a huge influence on the development of Islamic culture. Social media has become an effective tool for introducing, discussing, and disseminating Islamic cultural values, such as tolerance, justice, and compassion. Digital platforms allow Muslims around the world to access useful da'wah content, enrich religious understanding, and create a space for discussion and exchange of ideas between fellow Muslims. However, while the positive impact is significant, there are also challenges related to the dissemination of unverified information or distortion of Islamic teachings, which can affect people's perceptions and understanding of this religion. In this regard, it is important to realize that the impact of information technology is not always entirely positive. The spread of false or radical information can worsen the understanding of Islam, especially among those who do not have enough knowledge to verify the content encountered. Therefore, digital literacy is very important to help people distinguish between valid and invalid information. In addition, stricter supervision from digital platform providers as well as the active role of religious leaders and da'wah institutions in providing education to Muslims on how to use social media wisely is needed.

The suggestion that can be given is the need to increase awareness among digital platform users to be more critical in filtering the information received. Users need to be taught how to verify the truth of information and avoid spreading unauthorized content. In addition, da'wah institutions and religious leaders need to make more optimal use of digital platforms to convey moderate and compassionate Islamic teachings, as well as respond to issues that develop in cyberspace with a thoughtful approach. The government is also expected to work with digital platform providers to form policies that support the dissemination of positive information and prevent the spread of content that has the potential to harm the community.

References

- [1]. Abdullah, A. (2021). *Islamic Digital Dawah: Exploring the Role of Technology in Islamic Outreach*. Journal of Digital Communication, 7(4), 92-104.
- [2]. Achmad, M., Jannah, R., & Azizah, A. (2023). *Social Media as a New Strategy in Islamic Da'wah: An Analytical Study on the 'Belajariah' Platform*. Dakwatuna: Journal of Da'wah and Islamic Communication, 9(1), 1–15. <https://ejournal.uinib.ac.id/jurnal/index.php/almunir/article/view/6423>
- [3]. Ahmad, R. (2020). *Social Media and Islamic Propagation: A Critical Review*. International Journal of Media and Cultural Studies.
- [4]. Ali, Z., & Shafique, M. (2022). *The Role of Digital Media in Promoting Islamic Culture*. Journal of Islamic Studies, 18(2), 78-92.
- [5]. Alwi, M. (2018). *Misinformation in the Digital Age: The Impact of Unverified Religious Content on Social Media*. Journal of Digital Media Studies.
- [6]. Amin, F., & Sururi, A. A. (2025). *Digital Da'wah: Measuring the Impact and Effectiveness of Online Da'wah Campaigns on Young Audiences*. PROGRESSIVE: Journal of Da'wah, Social, and Communication, 2(1), 1–13. <https://doi.org/10.63199/progresif.v2i1.31>
- [7]. Amin, F., & Sururi, A. A. (2025). The impact of digital da'wah on the understanding of Islam among adolescents. *PROGRESSIVE: Journal of Da'wah, Social, and Communication*, 2(1), 1–13. <https://ejournal.omahkreator.com/index.php/progresif/article/view/31>
- [8]. Amin, M., Jannah, R., & Azizah, A. (2023). Social media as a new strategy in Islamic da'wah: An analytical study on the 'Belajariah' platform. *Dakwatuna: Jurnal Dakwah dan Komunikasi Islam*, 9(1), 1–15. <https://ejournal.uinib.ac.id/jurnal/index.php/almunir/article/view/6423>
- [9]. Aminah, R. (2021). *Media Literacy and Islamic Education: Safeguarding Against Misinformation*. Journal of Islamic Education and Technology.
- [10]. Azhar, A. (2021). *Digital Dakwah: The Role of Social Media in Spreading Islamic Values*. Journal of Islamic Communication Studies.
- [11]. Azis, M. (2025). *Internet and Social Media as Effective Means of Da'wah*. LLDIKTI Region V. <https://lldikti5.kemdikbud.go.id/home/detailpost/internet-dan-media-sosial-sebagai-sarana-efektif-dalam-berdakwah>
- [12]. Brynjolfsson, E., & McAfee, A. (2014). *The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies*. W. W. Norton & Company.
- [13]. Castells, M. (2000). *The Rise of the Network Society*. Blackwell Publishers.
- [14]. Castells, M. (2000). *The Rise of the Network Society*. Blackwell Publishers.
- [15]. El Fadl, K. (2004). *The Great Theft: Wrestling Islam from the Extremists*. HarperCollins.
- [16]. Haroon, Z. (2019). *Islamic Culture in the Digital Age: A New Era of Learning and Understanding*. International Journal of Religious and Cultural Studies.
- [17]. https://fai.uma.ac.id/2023/08/01/pengaruh-teknologi-informasi-pada-pendidikan-agama-islam/?utm_source=chatgpt.com
- [18]. <https://www.kompasiana.com/nandagusfiani08470/64ab88c408a8b553d83a1dc2/dampak-teknologi-digital-pada-praktik-keagamaan-dalam-islam/>
- [19]. https://www.kompasiana.com/nandagusfiani08470/64ab88c408a8b553d83a1dc2/dampak-teknologi-digital-pada-praktik-keagamaan-dalam-islam?utm_source=chatgpt.com
- [20]. Hussain, I., & Shah, A. (2021). *Role of Social Media in the Spread of Islamic Culture*. International Journal of Media Studies, 15(2), 112-127.
- [21]. Hwang, S., & Li, X. (2021). *Social Media and the Spread of Islamic Culture*. Journal of Media Studies, 23(3), 120-135.
- [22]. Katz, E. (2009). *Media and Society: A Critical Perspective*. Sage Publications.

- [23]. Kusumastuti, E., Mustofa, A., & Sari, D. (2024). The role of social media in the development of Islamic culture. *Al-Kaff: Journal of Social Humanities*, 3(1), 1–15. <https://ojs.unida.ac.id/al-kaff/article/view/18157>
- [24]. Nasr, S. H. (2002). *Islamic Life and Thought*. State University of New York Press.
- [25]. Peters, B. G. (2017). *The Impact of Digital Technology on Global Cultures: A New Era of Globalization*. *Technology and Culture*, 58(2), 350-367
- [26]. Rahman, F. (2020). *Digital Platforms and Islamic Discourse: Fostering Understanding and Tolerance*. *Journal of Islamic Studies and Digital Media*.
- [27]. Sari, H. (2020). *The Distortion of Islamic Teachings on Digital Platforms: A Critical Review*. *Journal of Islamic Communication and Technology*.
- [28]. Siddiqui, M., & Jaleel, M. (2022). *Digital Platforms and Islamic Education: Leveraging Technology for Islamic Learning*. *Journal of Islamic Studies and Culture*, 20(1), 53-67.
- [29]. Siahaan, MDL (2019). Mengukur Tingkat Kepercayaan Sistem Zakat Online Menggunakan Technology Acceptance Model (TAM) di Kalangan Masyarakat Kampus: Muhammad Donni Lesmana Siahaan; Prihandoko. *Jurnal Teknik Dan Informatika* , 6 (1), 18-24.
- [30]. Tanayla, A. (2024). *The Influence of Digital Da'wah on Islamic Politics and Culture in Indonesia*.
- [31]. Taufikurrahman, & Setyowati, E. (2024). *Da'wah Communication System in the Digital Era Through Social Media Platforms*. *Al-Mada: Journal of Islamic Communication*, 7(1), 104–120. <https://e-journal.uac.ac.id/index.php/almada/article/view/4866>
- [32]. Wahyudin, W., Ariyanto, & Nugroho, A. (2023). *Social Media Transformation in Religious Digitalization*. *Mukaddimah: Journal of Islamic Studies*, 9(2), 328–340. <https://ejournal.uin-suka.ac.id/pusat/mukaddimah/article/view/3909>