

## THE ROLE OF THE COMMUNITY @toleransi.id IN RELIGIOUS MODERATION IN SOCIAL MEDIA INSTAGRAM

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**Abstract.** This research aims to understand the role of the @toleransi.id community in religious moderation on Instagram social media. Research is a qualitative descriptive study. This study is a type of content analysis. Data sources in this study include primary data and secondary data. The technique of data collection in this research is by performing observations and documentation. These research data analysis techniques include data reduction, data presentation, and data verification. The results of this study show that religious moderation is respecting the values of goodness and upholding humanity, so the tendency to practice religious teachings is sometimes exaggerated, often leaving the truth one-sided. And studying religious moderation is very important because often people assume that believing themselves is the most right and others are wrong. Therefore, we must know that the purpose of religious moderation is to create a society that is always peaceful without having to argue with one another. Religious moderation also does not mean that everyone should follow the teachings of other religions, but religious Moderation teaches how to respect and respect the religion of others in a good and respectful way. A religious community of moderation that brings positive thoughts and activities will be welcomed by every community if their side also respects the person and it is one of the absolute attitudes in mankind.

**Keywords:** community @toleransi.id; religious moderation; instagram

### I. INTRODUCTION

Religious moderation or known as religious tolerance is not foreign to the ears of Indonesian society, this is accompanied by several factors that influence it, namely, there is a religion, tribe and culture that becomes a reference to always talk about it. Of course this is triggered by the existence of similarities and differences between religions that become coherence and diversity in the life of society. Religious tolerance is a tolerance that encompasses problems of belief in the human being related to the religion or divinity in which he believes. A person must be given the freedom to believe and to embrace the religion he chooses and to give respect for the implementation of the teachings he teaches or believes [1].

As a society living in Indonesia with the presence of six religions recognized by the state, it is very important for everyone to have a formative attitude to tolerate each other in religion in order to form a harmonious and peaceful society. As said by the Minister of Religion in 2014-2019 Lukman Hakim Saifuddin, he urged millennials to better understand how things related to the attitude of religious moderation, because with the dynamics of the current millennial era that is digital can damage the reconciliation, peace, and harmony between religions [2]. Moderation in religion is also very important if one considers diversity in friendship, with relatives and at least must have a moderate religious attitude as well.

The attitude of religious moderation is also important to strengthen oneself so as not to behave as blind fanaticism which will be a factor in triggering religious controversy and moderation also helps to realize the build-up, building and treating a nation from radical understanding [2]. The statement to love and do good to all human beings is also in Qs. Verse 159: "Because of the mercy of your Lord, you have been gentle with them. If you are hard-hearted, they will turn away from you, so forgive them and ask forgiveness for them, and cooperate with them in every affair [3]. should inspire every Muslim to take decisive humanitarian steps in practicing Islam as the religion of mercy lil alamin which is the essence of Islamic teaching [4].

Of course, basically Islam teaches people to respect each other, to love each other and to invite others to always do good to anyone without looking at what religion or tribe. This makes it a lesson to always remember how a man should instill a religious moderate attitude in order to create a harmonious society without the presence of conflict between religions. Social media today also plays an important role in providing a deeper understanding of what religious moderation is. This is very common among millennials because of course everything is easily accessible just by using the internet and smartphone. It also enables all societies to create a sense of tolerance to moderate religious attitudes in order to create harmony and harmony in society.

There are many different types of social media that everyone uses and one of them is social media Instagram.

Instagram itself is one of the social media platforms that is said to be quite popular among millennials, which makes there various communities formed to refer to the attitude of human tolerance. A group of people create and manage Instagram accounts as a container that invites others to participate in communicating that religious moderation is true and concrete facts and evidence. It has become a positive way used by social media users to be a caring human being around and of course without fear of being left behind by the age. Therefore, it is very important to know whether each content contained in that Instagram account has a good or even a bad impact.

With enough content on Instagram that has a negative impact on its users, this is of course an opportunity for others to do things that are not appropriate, such as making posts that refer to disputes, posts that urge others to commit bad deeds and can make others argue with inappropriate words. Therefore, there is a need for a good understanding in social media by how to connect content or posts with things that are positive and know how the role of Instagram accounts for yourself and also others. Because however as a person who follows the development of the times must be able to understand and understand which content is the reference to always do good and have a positive mindset.

Therefore it is imperative that Instagram accounts that provide content or posts that bring positive things to the users of social media Instagram, many a group of people that form the community on Instagram become a community that gives a positive image to many people by creating content that invites others to tolerate each other in any way such as religion, tribe, race and also give an understanding that religious tolerance is beautiful without the presence of conflict.

## II. RESEARCH METHODS

The type of research used by the researchers is content analysis using the qualitative method of description. According to Creswell, content analysis is a qualitative research method used to analyze text data with the aim of identifying patterns and themes that appear in the text. This method is done by identifying the units of analysis in the text related to the research topic, and then performing coding and categorization on those units [5]. Qualitative descriptive research is a type of research that aims to describe or explain phenomena or events in the real world in detail and in detail [6]. Descriptive qualitative research is usually done by collecting data through interviews, observations, or document studies, and then analyzing the data with appropriate methods [6]. Data sources in this research include primary and secondary data, primary data is the acquisition of data directly through observations, interviews and documentation in the area of research, while primary Data is data obtained indirectly through relevant literature [7]. Data collection techniques in this study include observation and documentation. Technique of data analysis in this research is by performing data editing, presentation, subsequent data verification [8].

## III. RESULTS AND DISCUSSION

### *Religion in Modern Society*

The reality of social life in society is not apart from what is called beliefs and beliefs in terms of religion. Religion itself in society becomes a very important thing because religion becomes one of the focus to know someone through diversity in society. According to MacIver, societies are formed by invisible structures and are a collection of diverse human relationships built and changed by humans themselves [9]. Before understanding how religion is in modern society, researchers will first explain about modern society itself. According to the Great Dictionary of Indonesian Language (KBBI), a modern society is a society whose economy is based on a broad market, specialization in the field of industry and the use of advanced technologies [10].

According to Danerius Sinaga, modern society is a society that is not already bound by custom. In modern society, customs are considered to hinder progress. Therefore, modern society prefers to adopt new values that are more rational in bringing progress [11]. Moreover, modern society is a society that is transforming from a traditional society into a more advanced society in the fields of industry, economics and of course technology. Modern societies are also characterized by societies living in developed countries such as Japan, Singapore, the United States, France and other countries.

Religion in the development of modern society is one of the opportunities to shape and implant the value of goodness in the surrounding environment, it makes many groups of people create new efforts to spread the values of knowledge, humanity and tolerance in religious in a growing way. The rapid development of society becomes the measure of a person to always move forward in his life, of course it is accompanied by the presence of differences in the religious and cultural realities in the community environment. Religious diversity is also the fact that societies can experience a change of attitude to understand a person's different characteristics in terms of culture, social structure and thinking.

Modern societies often assume that good diversity in society is the combination of religion and culture that goes side by side with the composition of cooperation so that it becomes a tolerant attitude. On the other hand, Indonesia is a country with a majority population of Islam and developing various other religious streams. The diversity of religious concepts often leads to conflicts that override the name of religion. In addition to the advancement of technology and science, the development of social sciences also affects human consciousness of what is called religious phenomena. Amin Abdullah stated that the approach and understanding of religious phenomena that are normative-textual and critical-historical theology is not always accurate and the rhythm of the relationship between the two is often painted with tension and tensions both constructive and destructive [12].

A formality that covers the name of religion in society is often considered that the need of religion is made for the sake of survival and goodness of man while everyone can see that the purpose of human life is to obtain and realize the good

of life in the world and the hereafter. But unfortunately not all people can grasp this thought, it is also a factor that some people consider the rules in religion to be only the limit of practice in religion. There are many views that can be seen through religion, one of which is the legitimate truth. Every religion, of course, will claim that its religion is the most true fact, which is also contrary to the religious rights applicable to each individual, which are also the basic rights of citizens that should not be interfered with by others.

Therefore, every individual has the right to exercise his religious rules freely. Even if the view has been restricted to the life of Islamic religious people along with modern culture, then Islamic religion must endeavour to take a firm stance and try to defend itself from things that are inappropriate. Islam must maintain its teachings when dealing with modern life and culture, because humanity always needs the presence of religion within itself. Understanding the teachings of religion for modern society is not apart from what is called the source of science, namely the sacred book that is adopted by each religion, in addition to other sciences such as books, articles, thinking, family environment or society and the help of advanced technologies that exist today, such as smartphones, the internet and mass media or social media.

Social media today is very much a fan of it, ranging from parents, adults, teenagers and even children are very fond of social media. The growing development of social media in all spheres is also becoming one of the forms that advanced technology is able to spread things related to anything such as viewing information, promoting products, forming charitable communities, as beneficial entertainment on social media and socializing with others online. Of course this could be a solution for others to share positive things about diversity in religion.

#### *Religious Moderation in Social Media*

Social media has become a place for many people to do a lot of things, which is characterized by the many societies of today who learn and understand how not to be left behind by the age. It is very popular for people nowadays to have a smartphone to access the internet. Of course, social media is also not less attractive for internet users, the ease of obtaining a variety of information and interacting about culture and religion is not less than the trend among millennials. Before we know more, the researchers will explain a little about what religious moderation is. Religious moderation is commonly known as the term *wasathiyah*, which can be said to have two ends, in this case it is said that it has two extremities because it describes how not to pull one end. To be able to draw from both ends is necessary to justice and goodness [13].

In this case, we don't need to have conflict with others if it just creates chaos. We need to take a path that can give a solution that guides us to good, for that we need to develop a moderate attitude in religion so that it will not be wrong in doing an action concerning religious diversity. Religious moderation should also be understood as the balance associated with respect for differences in views, discrepancies and tolerance that are the source of a sense of religious moderation. One of the creations or realizations of peace is

being able to maintain religious balance or moderation, and fight violence and intolerance.

So it is clear that religious moderation is very closely related to having a sense of unity and mutual understanding of differences. By practicing and practicing moderation in our daily lives, we can make religion the guideline of life and the solution of justice anywhere and anytime. Religion is the guidance for balancing the world and the Hereafter, when the function of religion is sent down to the earth, that is to answer all the problems that exist in life, religion, family and society. One of the basic principles of religious moderation is always to maintain a balance between two things, for example: the balance between reason and revelation, between necessity and voluntariness, between religious texts and the *ijtihad* of the religious leaders, between humanity and spirituality, between morality and duty, between the interests of the individual and the intellect of society, between ideals and reality, as well as between past and future.

In addition, there are three conditions for a moderate religious attitude to be met, namely: having extensive knowledge, always being careful and able to control emotions to not exceed limits [2]. The way or effort to understand religious diversity can also be done through social media, it is also influenced by one of the functions of social media that is to see various information and socialize with many users of the platform. By using social media as a place to spread ideas, knowledge and education, religious moderation movements are expected to be well accepted in the community.

Instagram itself is an app in the virtual world that can lure some people to use it. Inside Instagram there is a feature to upload photos, videos, or *igtv*, and can also do live broadcasts (*live ig*). Instagram is similar to other apps such as Facebook. If we upload something on Instagram, for example photos and videos, we can give a *hickey* so that it can be seen by many people. The development of the Instagram platform extends to many groups of people who make Instagram a place of content to express the presence of religious diversity or religious moderation. Over time, various communities were formed that raised issues, information, and messages that played an important role in religious moderation.

Many content such as photos or videos are loaded with religious diversity by explaining that not a few people of different religions, tribes, customs and cultures can socialize on social media well. Thus it can be assumed that peace and harmony between religions can arise because of the attitude of mutual respect and appreciation of a difference and it also makes that differences do not always cause conflict, let alone between religion and culture.

#### *The Role of the @toleransi.id Community in Religious Moderation on Instagram*

Communities are derived from the Latin *communitas* which means "equal", then can be derived to *communis* which means "equally, public, shared by all or many" [14]. A community is a social group consisting of several organisms that share the same environment, generally have the same interests and habitats, a community in the human context, the individuals within it can have intentions, beliefs, resources,

preferences, needs, risks and a number of other similar conditions. According to Soerjono soekanto, the term community can be translated as “local society”. A term that refers to a citizen of a village, a city, a tribe, or a nation. When members of a group, both large and small, live together in such a way that they feel that the group satisfies the primary interests of life, the group is called the local community [15].

The community is also scattered in the real world and the virtual world or what is often known as social media. It's uncommon when a group of people who have similar interests in something make them determined to create things or content that relates to things they like. There are many communities in the real world that move in the field of religious moderation, one of which is a community called FKUB. It is also contained in Article 1 paragraph 6 of the Joint Regulations between the Minister of Religion and the Minister for the Interior No. 9/8/2006 on the Forum of Religious Communities (FKUB) established by society and facilitated by the government in order to build, nurture and empower religious communities for community and well-being. FKUB is composed of religious leaders who are the leaders of the community of people who are religious and who do not lead the religious organizations that are recognized or respected by the local community as leadership [16].

The community of religious moderation through social media is also not inferior to the trend among society and among millennials, enough communities that create and empower Instagram as a container for discussion and dissemination about religious diversity. One of the communities that rings on Instagram as a religious moderation account is @toleransi.id. The @toleransi.id account is an Instagram account that aims to bring together the younger generation of caring for tolerance and the advocates of tolerance. The aim is to inspire, encourage parties to act and work together to create greater impact. This @toleransi.id account is sponsored by the Indika Foundation and has produced hundreds of creative content about tolerance on Instagram.

With 36,4 thousand followers on Instagram, the community has received a lot of positive responses from its followers who like the posts and activities made by the community. There are many types of posts that describe the account @toleransi.id this one is like a post that invites its followers or followers to discuss something related to diversity in religion. As for one of the forms of religious moderation performed by the @toleransi.id account, this is their side also giving speeches related to commemorating the great days performed in religion. For example, on the day of Idul Fitri, the New Year Imlek, the Holy Day of Waisak and of course the words for other religions. The @toleransi.id account always holds high what is called humanity, diversity and peace, this makes their side always to give posts of speech related to the great days celebrated by religion.

They also refer to the opinion about giving speech to other religions is permitted originally not believing in such beliefs, and the law of Muslims saying greetings to other religion is actually not explained clearly and in detail. There is no Quran or Hadith that explains the harm or ability to do

so, that is why it is still a dispute among the worshipers. Citing the book of Hafidz Muftisany, some scholars or Nahdlatul Ulama (NU) see that basically saying good Christmas can be, the reason is only part of merely saying and there is no belief in the heart to believe its meaning. “Allah does not forbid you from doing good and from doing righteousness to those who do not fight you in religious affairs and do not drive you out of your homes. Surely Allah loves those who do righteousness” [3].

Allah does not forbid Muslims from doing good, from doing righteousness, and from rewarding non-Muslims for good. So make saying good Christmas is seen as one of the good attitudes to non-Muslims so it is permitted. And the people of Islam are clearly forbidden to confuse their religion with the religion of other religions, as Allah says in Surah al-Baqarah, verse 42: “And do not confuse the truth with the wrong, and do not conceal the truth while you know it” [3].

The @toleransi.id party also makes boundaries of tolerance related to religious moderation according to the individual's beliefs by the person. Things that are allowed or not allowed. They also assume that a person has their own beliefs and beliefs, but that should not be an excuse to disrupt the person's beliefs. The limits of tolerance held by them are based on the regulations of the Ministry of Religion on ethics of interfaith among religious peoples, which emphasizes the importance of mutual respect and appreciation between religious believers [17].

Social media is also a container used by @toleransi.id in communicating and disseminating information around its contents related to religious and social moderation. Social media used by @toleransi.id is Instagram that reaches hundreds even millions of people to use its application. As of April 2023 the Instagram account @toleransi.id itself already has 36,4 thousand followers, which makes them a rather influential community in the field of moderation and tolerance on social media. In various socialization activities that are offline, they use Instagram as a media to convey information to their followers about related things about the activities and then continue on the WhatsApp Group to talk about their offline activities, while for online activities they tend to use the zoom meeting app and Google meet to interact online with people who participate in the activities.

On this platform, they also often conduct offline activities by inviting their followers to participate in socialization by bringing various speakers with different skills and skills. For example, the @toleransi.id party has invited the Master's Docent of Peace & Conflict Resolution from UGM namely Mr. Dody Wibowo, Ph.D. and Special Staff of the President of RI and Managing Director of the Indika Foundation namely Mother Ayu Kartika Dewi, he told his mother that "Tolerance should not be passive tolerance only yes, tolerance must be active. We work to protect those who suffer from intolerance. Therefore we must work together with everyone, not just me and the persecuted people who move, but all, all Indonesian citizens, all stakeholders must move together because we do not see and stop the persecution” [18].



Other offline socialization activities carried out by the @toleransi.id account also held several collaborations with prominent parties and other content creators such as Unilever Indonesia and @milenialislami content accounts. To commemorate the International Day of Tolerance in 2022, the @toleransi.id community has collaborated with Unilever Indonesia to create an “Inclusive Space” for Unilevers Indonesian employees. This inclusive space is a space for people who are shy, feel embarrassed or afraid to offend others. In this inclusive space, participants are free to ask and understand without fear of being judged and this space is a safe space for all participants. The inclusive space also invites female entrepreneurs, women in the world of STEM (science, technology, engineering, mathematics), deaf friends, religious figures, and mental health advocate [19].

As for the example of online activities, Indika Foundation which also includes @toleransi.id accounts also collaborates with @MillennialIslami content accounts, here @toleransi.id and @millennial islami work together to build thoughts about moderation on the followers of their Instagram accounts. The theme of the event is “Voice of Moderation”. According to one of the participants after attending the discussion session, Arga Bisma Ginanjar, he said that “I am pleased that every Indika Foundation program always involves people with disabilities, so that equality of speech especially in the narrative of peace and tolerance can be created.” According to another discussion participant after following this activity, Ilham Panutan, he said that “Thanks to the Indika Foundation that has held outstanding activities through the Voice of Moderation, we understand and can distinguish the concept of radicalism and extremism. And not only that, we learn to make content from our understanding. We also learn how to create the right content and understand the audience, so we can maximize the benefits of the content we create” [20].

In addition, some posts from @toleransi.id are also said not to discuss diversity in religion but they also believe that tolerance can also be felt through tolerance in social life. As in the post about Muslims who took the initiative to build a church. Many may wonder about it, but this incident was in the Alor district, Nusa Tenggara East in 2016. Initially, the construction of the church was not eligible because there were only four Christian family heads. Then some Muslims here put their names on a list that applied for permission to build a church, so that four Christian families could worship in the church. The name of the church was taken from the name of one of the Muslims who founded the church [21]. This event is one of the real proofs that tolerance in social life is truly very harmonious and peaceful even though there is always something that destroys the good image.

Diversity, compassion, solidarity and harmony become one of the measures of society to always do good while doing good can be done only in ways that we often consider small, such as reminding friends to obey their religious teachings, always do worship and do good things to anyone and whenever. It is a small example that @toleransi.id always planted in the minds of its Instagram followers, therefore it is very important the role of the community that is

active in social media especially among millennials who are more frequently crumbling in it, of course the community and this activity brings things and positive images to spread among the society more than millennials who will continue to others that tolerance can not only be taught, because tolerance must be experienced and felt by each individual because in the basics good deeds will surely grow from good people.

#### IV. CONCLUSION

The meaning of understanding religious moderation is to respect the values of goodness and to uphold humanity, so the tendency to practice religious teachings is sometimes exaggerated, often leaving the truth one-sided. And studying religious moderation is very important because often people assume that believing themselves is the most right and others are wrong. Therefore, we must know that the purpose of religious moderation is to create a society that is always peaceful without having to argue with one another. Religious moderation also does not mean that everyone should follow the teachings of other religions, but religious Moderation teaches how to respect and respect the religion of others in a good and respectful way. A religious community of moderation that brings positive thoughts and activities will be welcomed by every community if their side also respects the person and that is one of the absolute attitudes in mankind. Therefore, in a society, the attitude of tolerance in religion and society must begin with oneself, it becomes a good impact so that others can spread a positive tolerance attitude starting from those around them.

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