



TREND OF THE TERM "LOG IN" RELIGIOUS MODERATION EDUCATION STYLE AMONG GEN Z (Content Study Analysis of the Youtube Platform Habib Husein Ja'far Al-Hadar)

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Abstract:

This research examines the phenomenon of the term "log-in" which is widely used by Generation Z. The term log-in was popularized by Habib Husein Ja'far, whose content can be enjoyed by all groups. Uniquely, this term is understood by Gen Z circles as connoting religious moderation, which is an ideal concept for Indonesia as a plural and multicultural country. The focus of this study, first, examines Habib Husein Ja'far's educational style in introducing religious moderation. Second, how the term log-in can represent the meaning of religious moderation among Gen Z. Using a content analysis approach, the author tries to analyze content that contains the term log-in on the YouTube platform owned by Habib Husein Ja'far. Then how does the term "log in" which previously meant the process of someone entering something, now become a term that conveys the meaning of religious moderation. It is hoped that the results of this research will be able to provide insight for the public that the style of religious moderation education can also be adapted to modern times and become an alternative for all levels of Indonesian society in carrying out the mandate of the 1945 Constitution, Article 28I and Law No. 39 of 1999 concerning human rights as citizens of a moderate religion.

Keywords: *Log-In, Islamic Moderation, Habib Husein Ja'far Al-Hadar, Youtube.*

INTRODUCTION

Creating harmony and maintaining human values amidst cultural, racial and religious diversity is a noble goal as an Indonesian citizen. Living side by side across religions certainly requires awareness of each community/religious leader. Nowadays, the concept of religious moderation is widely discussed. Especially through social media, education about religious tolerance presents various approaches and styles. In line with this, Generation Z, who were born in an era of rapid global technological development, prefers things that are instantaneous. Often touted as a generation that has a high understanding of the world of technology, Generation Z's attachment is that they cannot live far from the digital world. Starting from the social realm, education, knowledge, and so on. Generations are required to be technologically literate or even continue to be creative and innovative in following current trends. The convenience that can be accessed at any time in this digital era is the cause of significant changes in everything, including in the world of knowledge and education. There are quite a few people who just by sitting quietly can receive a lot of information. Behind that, there are some people who have intellectual abilities or have a certain amount of popularity, using this as a means of disseminating information according to their respective interests and interests.

Issues that are currently on the rise are the subject of discussion for influencers. One of them is the importance of tolerance between religious

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communities, which is always interesting to discuss. Influencers from various circles opened open discussions. One of them is Habib Husein Ja'far Al-Hadar. He can be called a figure who is strengthening the values of tolerance between religious communities. Through the YouTube channel as a social media tool which is now a reference for many young people, especially generation Z, Habib Ja'far introduces education that can be accepted by modern people. Having a different style and method when discussing with one's interlocutor is considered a moderate manifestation of religion.

A number of studies say that Indonesia is a positive illustration of the concept of religious moderation. This concept contains the meaning of how to live life among others armed with a moderate and proportional understanding of religion. However, there are still many media who say that there is terrorism, the largest group in Indonesia demands immediate conversion to an Islamic state, minorities feel neglected, and so on. This is very sad if it is true, where external views have made this country a role model for religious moderation. Therefore, the strategy developed by figures who struggle to uphold tolerance is what balances the conservative narrative whose validity is unknown and thus becomes negative consumption for ordinary people who listen. As well as a form of education about the beauty of living together in goodness even though we differ in beliefs.

Significant developments, bringing many changes that have skyrocketed, so that teaching the current generation requires new methods that suit their daily lives. The presence of gadgets must be accompanied by high-quality viewing activities. Habib Ja'far brings coolness to content entitled religious moderation. A simple style that can be understood by all groups does not necessarily ignore ethics or morals. This kind of personality factor can attract YouTube content viewers (viewers) to feel comfortable and will return to watch shows that are light but have a very positive impact.

One style that might be typical of Habib Ja'far as a preacher on social media is the term "Log-In". The use of the term "Log-In" has changed to a connotation that represents the meaning of religious moderation. This cool nuanced joke is expected in living in Indonesia, which is actually a country with various beliefs and remains guided by the first principle, namely Belief in One Almighty God. Some people who pay attention to the beauty of differences and mutual respect and respect between religious communities will continue to try to bring an impression that is acceptable in society. A moderate religious style is the ideal form that each individual must have, which does not have too right or left views. In Islam itself it is found in the concept of *wasatiah*. The style of using terms as above has adapted to the modern times. Generation Z, known as the generation that cannot be separated from social media, really enjoys this content. Now it is not only comfortable and free to have cross-religious discussions, it has even become an insight into knowledge between one religion and another. Because to be a member of a good religion you don't only have to study your own religion, you also have to know the teachings of other beliefs. So in this case, creating an environment of religious moderation can be found anywhere and without bringing in the trappings of minorities or majorities.

RESEARCH METHODS

This research uses the Content Analysis method. Content Analysis is a research technique used to make replicable inferences by presenting valid data and paying attention to the context. Content analysis includes special procedures in processing scientific data (Krippendorff, 1991). Apart from that, content analysis also

aims to analyze the meaning, message and way of expressing the message of certain content.

Content analysis can be done in two ways, namely qualitatively and quantitatively. The difference between these two methods lies in the data source and purpose. Content Analysis in qualitative research is strongly influenced by the naturalistic-interpretative paradigm (Cresswell, 1994: 4). Naturalistic means that content analysis is carried out naturally and authentically and there is no intervention from various researchers' interests. Interpretative means that this research really is a method for presenting various kinds of interpretations behind information or messages that will be studied comprehensively. In this research, the Content Analysis chosen was qualitative.

Lockyer develops content analysis more deeply by stating that content analysis is not only in the form of written narratives taken from newspapers, magazines, TV shows, speech texts, but also extends to architecture, clothing models, even offices, restaurants and other facilities in the area. public space (Lockyer, 2008). So, Content Analysis is research that takes the form of an in-depth discussion of the content of information contained in mass media (the object of content analysis is mainly mass media). All objects studied will be mapped in written/symbol form and then interpreted one by one. However, in audio media you still have to listen to it, but you still have to write it down. Likewise with visual media. The goal is to find out all the characteristics of the delivery. In the context of social media, to carry out this analysis, data sources are needed in the form of social media posts such as writing, photos, videos and sounds. The source used in this research uses YouTube media. The author focuses on the YouTube channel of Habib Husein Ja'far Al Haddar.

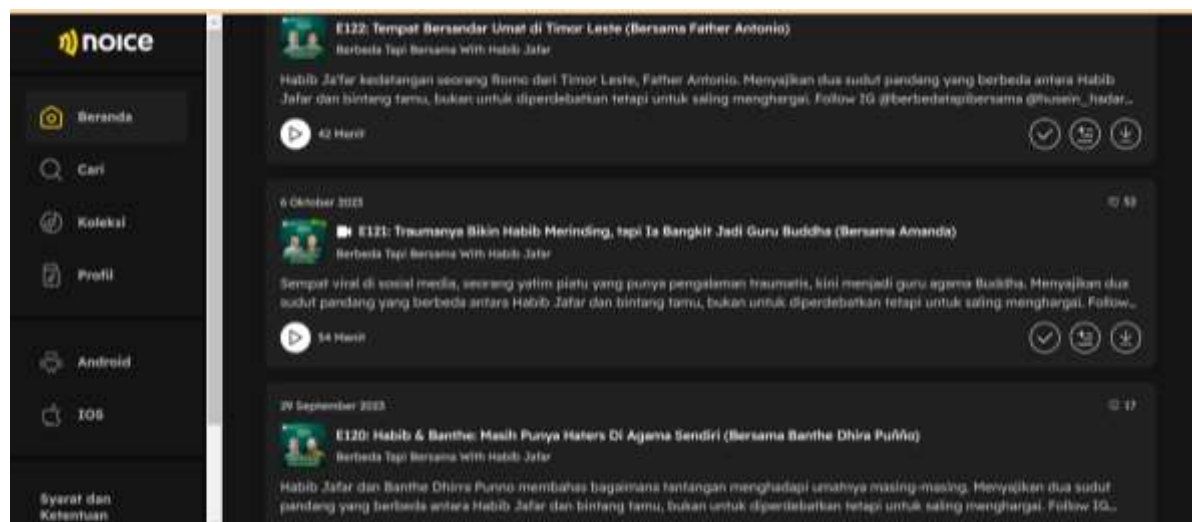
The content analysis procedure actually shows principles that are not too different from each other, only the variants that can be applied depend on the object and scope of the research. In general, the steps in the content analysis method are: first, determine the research topic. The research topic in this article concerns the style used by Habib Ja'far Al Haddar in providing religious moderation education. Second, determine the object to be researched and the research sample. The object of this research is Habib Ja'far Al Haddar's YouTube channel. Third, determine the hypothesis clearly so that it can be proven measurably. In determining the hypothesis in this research, the author observed several contents on the YouTube channel. Then start searching and mapping the data found. Fourth, determine the unit of analysis (variables and values). The data that has been mapped is then selected which according to the author adequately represents Habib Husein Ja'far Al Haddar's religious moderation education style. Fifth, qualitatively analyze each variable and its value. The educational styles presented are then analyzed. Sixth, conclude the interpretation of the research data. After analyzing these educational styles, the author then concludes.

RESULTS AND DISCUSSION

Habib Husein Ja'far Al-Hadar or who is familiarly called Habib Ja'far is a Muslim and religious figure who is interested in exploring the theme of religious moderation in his videos on social media. It is packaged simply and in his typical style which carries talks or discussions interspersed with jokes so that it can be accepted by all groups. The nuances of religious moderation dialogue that have been created have changed the perspective of this concept. Indeed, there are some people

who convey knowledge and religious knowledge so firmly that they are considered stiff and not open to this era and generation. However, in this case Habib Ja'far has a quite unique strategy in showing the coolness of coexisting with various beliefs.

The uniqueness displayed is in the use of language or terms that represent the meaning of religious moderation. As a religious figure who is known for his consistency in the world of tolerance, Habib Ja'far has carried out several activities on social media, such as on the Noice platform with the title "Different But Together", on the YouTube platform with the hashtag "Log-In", and also in his own YouTube content as well as being a guest star on other YouTube. Quoted on the NU-Online website, he said that "Religious moderation is not just a religious guidance or demand, but there is a humanitarian message that must also be fulfilled."





The education delivered by millennial preachers is said to be in great demand by all groups, including Generation Z, which is the main target. So that thought produced results in the form of 30 content in 30 days, namely "Log-In". This program is part of the Close the Door program belonging to the famous YouTuber "Dedy Corbuzier". This program is here to accompany viewers during the month of Ramadan. Habib Husein Ja'far as a representative of religious moderation figures together with Onadio Leonardo, a Catholic Christian, are the figures behind this program. Several episodes bring in experts/religious leaders and youth from across religions. Here's the documentation:



BHANTE BUDDHA BUAT HABIB RESAH ! #LogIndiCloseTheDoor - EPS. 15



Deddy Corbuzier
22 jt subscriber





SEJAUH MANA BATAS TOLERANSIMU ? ? ! !

#LogIndiCloseTheDoor - EPS. 27



Deddy Corbuzier
22 jt subscriber

Subscribe

35 rb

Bagikan



KALI INI HINDU TURUN TANGAN ! #LogIndiCloseTheDoor - EPS. 28



Deddy Corbuzier
22 jt subscriber

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60 rb

Bagikan



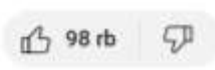


ROMO DATANG, ONAD PUN MENANG ! YAKIN ? !

#LogIndiCloseTheDoor - EPS. 26



Deddy Corbuzier
22 jt subscriber



Above is the ongoing YouTube content with 5 countries that are recognized in Indonesia, even here they also invite representatives from Confucian religious figures which were just re-inaugurated by GusDur after disappearing in the new order.



KENALAN SAMA AGAMA YANG FOLLOWERSNYA PALING SEDIKIT !

#LogIndiCloseTheDoor - EPS. 29



Deddy Corbuzier
22 jt subscriber



Together with the videos on this YouTube content, apart from building the spirit of each other's faith, the message of love and respect for each other must continue to be maintained as brothers and sisters of humanity. In a digital era like this, it is not the time to close oneself off by not wanting to know anything about other religions at all, even to the point of forgetting one's identity as one brother under the auspices of the Indonesian state. Gaining and knowing insight into different beliefs does not mean being considered slowly moving away. Because in this way, a spirit of tolerance between religious communities is embedded, so that each community also teaches goodness.

Habib Ja'far often uses a selection of proverbs that he coined himself, namely "different in truth, together in goodness". There is a deep message in this sentence, where having different truth/belief backgrounds does not close the way for doing good to each other, living in harmony, and providing a sense of security for every human being. PPIM UIN Jakarta research in 2021 stated that the understanding possessed by the millennial generation and generation z is like "Religiosity NO, Extremism YES" where they lack knowledge about Indonesia which is rich in diversity such as religion, so their religiosity regarding their sense of tolerance is very low and only shows his concern when the beliefs he holds become the object of insults.

All religions have the right to spread their religion, and subsequent decisions are also the rights of each individual. In Islam, Allah SWT. says in the Al-Qur'an Surah al-Baqarah verse 256 "there is no compulsion in religion...". In Indonesia, it is guided by the first principle of Pancasila "Belief in One Almighty God". So that it does not invite guests who come from "atheist/not believing in the existence of religion" backgrounds. This Log-In content provides an example of healthy dialogue that does not lead to an argumentative debate, for example one of the interlocutors wants to win the argument. This spectacle, which has the value of guidance, provides an understanding that this style of education is needed by Generation Z as input for social life in Indonesia. The true Log-In is to keep yourself busy to continue improving and seeking the light of God Almighty. Letting other people see the exemplary and coolness of this light, without needing to shout to attract it into our realm.



TIGA AGAMA DUDUK BARENG, ADU DEBAT ? !

#LogInDiCloseTheDoor - EPS. 13



Deddy Corbuzier

22 jt subscriber

Subscribe

74 rb



Bagikan



CONCLUSION

Understanding religious moderation is an ideal concept for Indonesian society. For the sake of sustaining a harmonious and prosperous life, religions also need to develop strategies. The guidance and demands of each belief must be carried out and believe that it contains the teaching values of kindness towards fellow human beings. Habib Ja'far as a figure who is considered to be the pioneer of the term "log-in" provides an example of good application and can be accepted by all groups. He explained the educational style delivered through videos uploaded to YouTube content in a relaxed manner and interspersed with a few jokes. dialogue with other religious figures in a calm tone and paying attention to each other enthusiastically.

When he is the owner or guest star at an activity, he always provides a simple understanding. can explain what the other person says with understanding. so the use of the term "log-in" is very widely used to give a peaceful impression, that discussing serious and solemn matters is not always stiff. adapting the discussion structure to modern people will be more acceptable, as well as opening up great opportunities for anyone, especially generation z who is listening, to continue to apply an attitude of mutual respect and respect between religious communities. different in truth (belief) continue together in goodness. This jargon must continue to be echoed as a forum for greeting moderate religious tolerance.

Habib Husein Ja'far Al Haddar's YouTube content video, apart from building the spirit of each other's faith, the message of love, mutual respect and respect for each other, also fosters relationships as brothers and sisters in humanity. In a digital era like this, it is not the time to close oneself indifferently to matters of other religions, or even to the point of forgetting one's identity as one brother under the auspices of the Indonesian state. Gaining and knowing insight into different beliefs does not mean being considered slowly moving away. Because in this way, a spirit of tolerance between religious communities is embedded, so that each community also teaches goodness. With this, religious moderation will become firmly rooted in society.

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Link Youtube :

- <https://www.youtube.com/watch?v=wM2eAKusNaU&t=168s> (diakses Senin 04 Maret 2024, jam 19.00)
- <https://www.youtube.com/watch?v=pNhfgO4PUdM&t=3s> (diakses Senin 04 Maret 2024, jam 19.00)
- <https://www.youtube.com/watch?v=9EtDR6R4ZDg&t=697s> (diakses Senin 04 Maret 2024, jam 19.00)
- <https://www.youtube.com/watch?v=V1dO-RN-K3o&t=390s> (diakses Senin 04 Maret 2024, jam 19.00)
- <https://www.youtube.com/watch?v=5vemVjbTKck&t=70s> (diakses Senin 04 Maret 2024, jam 19.00)