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Social Interaction Dynamics in the Digital Era: A Case Study of Online Social Networks

Wahdiansyah

Universitas Nahdlatul Ulama Kalimantan Timur, Indonesia

wahdy.albanjari@unukaltim.ac.id

Muhammad Hilman Zidny

Universitas Al-Azhar, Mesir

beatboxhunter8@gmail.com

Abstract

This research aims to investigate the dynamics of social interaction in the digital era, particularly within online social networking platforms, focusing on the Islamic perspective. The method employed is a qualitative literature review, which aims to reorganize, synthesize, and analyze relevant literature on this research topic. The findings and conclusions related to the research are then compiled based on the literature analysis. The results and discussions highlight the role of social media, especially Instagram, as a primary stage for Islamic preaching and the implications of social interaction dynamics within the religious context. Additionally, the positive and negative impacts of social interaction in online social networks are presented, along with the challenges faced. The implications of the findings for our understanding of the dynamics of social interaction in online social networks from an Islamic perspective are also discussed. Hopefully, this research can provide profound insights into how social interaction in online social networks is understood from the Islamic standpoint while illustrating the complexity and dynamics of this phenomenon within the religious context.

Keywords: *Digital, Social Interaction, Islam, Online Social Networking.*

Abstrak

Penelitian ini bertujuan untuk mengetahui dinamika interaksi sosial di era digital, khususnya dalam platform jejaring sosial online, dengan fokus pada perspektif Islam. Metode yang digunakan adalah tinjauan pustaka kualitatif, yang bertujuan untuk menyusun kembali, menyintesis, dan menganalisis literatur yang relevan dengan topik penelitian. Temuan dan kesimpulan terkait penelitian kemudian disusun berdasarkan analisis literatur. Hasil dan diskusi menyyoroti peran media sosial, khususnya Instagram,

sebagai panggung utama dakwah Islam dan implikasi dinamika interaksi sosial dalam konteks keagamaan. Selain itu juga disampaikan dampak positif dan negatif interaksi sosial di jejaring sosial online, beserta tantangan yang dihadapi. Implikasi dari temuan ini terhadap pemahaman kita tentang dinamika interaksi sosial di jejaring sosial online dari perspektif Islam juga dibahas. Penelitian ini diharapkan dapat memberikan wawasan mendalam tentang bagaimana interaksi sosial di jejaring sosial online dipahami dari sudut pandang Islam sekaligus menggambarkan kompleksitas dan dinamika fenomena tersebut dalam konteks keagamaan.

Kata Kunci: *Digital, Interaksi Sosial, Islam, Jejaring Sosial Online.*

A. Introduction

The dynamics of social interaction in the digital era, primarily through online social networks (OSNs), depict significant changes in how humans communicate and interact. With OSNs, communication becomes faster and easier, allowing access to information without temporal and spatial constraints. OSNs also open doors to broader interactions, connecting individuals from diverse backgrounds and cultures worldwide (Mahyuddin, M. A., 2019). Various forms of interaction, ranging from text to audio and high interactivity with immediate feedback, are characteristic of OSNs. The positive impacts of OSNs are evident in their ability to strengthen personal relationships, maintain connections with distant family and friends, and facilitate the formation of communities based on shared interests and goals (Istiani & Islamy, 2020). Furthermore, OSNs also encourage more active social participation, disseminating information and knowledge widely. However, alongside its benefits, OSNs also pose several challenges. The spread of misinformation poses a significant risk, where OSNs can serve as a platform for disseminating inaccurate and misleading information. Additionally, cyberbullying phenomena often occur on OSN platforms, leading to online harassment and bullying. Excessive use of OSNs can also have negative impacts on mental health, even leading to addiction and psychological disorders (Rustandi & Muchtar, 2020). Equally important, privacy loss is also a severe issue, with OSNs often jeopardizing users' personal data security.

The Islamic perspective on social interaction in the digital era, mainly through OSNs, emphasizes the importance of promoting positive and constructive interactions. In the Islamic view, OSNs can be a beneficial tool for spreading Islamic teachings and values, strengthening relationships among Muslims worldwide, and assisting those in need, such as fundraising or disseminating information about natural disasters. Moreover, Islam also encourages using OSNs to spread beneficial and educational information to the broader community (Arianto & Risdiyanto, 2021). However, when using OSNs, adhering to Islamic principles and using the platform responsibly is essential. This includes avoiding spreading false information and defamation, using courteous language, safeguarding privacy and personal data security, and avoiding cyberbullying and online harassment. By adhering to these guidelines, OSNs can become a positive and beneficial tool in strengthening communities and spreading Islamic teachings.

In this digital era, social media platforms such as Facebook, Twitter, Instagram, and YouTube wield significant influence over preachers, who can be recognized more quickly by the public. Social media platforms have categories based on gender, age, location, religion, and individuals' background (Dhora et. al., 2023). The interaction process on social media is increasingly open and easily accessible, allowing preachers and their followers to interact in the comment sections and facilitating question and answer sessions. Therefore, social media has positive and negative impacts that mutually influence each other. For example, preaching on social media positively impacts preachers, as it can be conveyed easily and quickly to the public (Sari & Prasetya, 2022). However, the negative impact of social media is often utilized as a platform for spreading fake news (hoaxes), disseminating deviant ideologies, sowing discord, and even sexual harassment. Based on a survey by Databoks in 2022, the Ministry of Communication and Information Technology (Kominfo) received 16,370 complaints from the public regarding harmful content spread on social media, with gambling content being the

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most complained about (10,921 complaints), followed by pornography (5,071) and fraud (203). This phenomenon underscores the importance of using social media wisely, especially for children who should be supervised by parents when accessing it (Farid, 2023).

In this regard, preachers strive to convey the message of Islam on social media to minimize the harmful content distributed on these platforms. Educating social media users, especially children, is also highlighted. In addition to traditional preaching, preachers also utilize features available on social media, such as audiovisuals, animations, podcasts, and microblogs, to attract users of various age groups. In this digital era, the role of social media cannot be ignored (Al-Hakim & Bachtiar, 2021). This phenomenon has changed how we communicate, interact, and disseminate information. Islamic preaching, as an effort to convey Islamic teachings, must also adapt to these changes. Therefore, research in this field aims to investigate and analyze how social media can be used effectively for Islamic preaching.

The technological revolution and drastic changes in human communication patterns have shaped a new order in delivering religious messages in the past decade. The phenomenon of social media, as a manifestation of the global communication paradigm shift, plays a crucial role in shaping narratives and influencing public opinion. Within this framework, research on the correlation between social media, particularly Instagram, and the practice of Islamic preaching aims to explore how this platform can effectively spread Islamic teachings and build digital communities in Indonesia. Thus, while online social networks have the potential to enhance social interactions significantly in the digital age, Muslims in Indonesia must use them wisely and according to religious teachings.

The research around social interaction mainly discusses the physical interaction between people. Recent studies mainly on education (Efendi & Ibnu Sholeh, 2023; Ismail, 2024; Tarsono et al., 2024; Yasin et al., 2024). Some studies discuss social interaction at the family level (Pratiwi et al., 2023). Another study focuses on social interaction between humans, society, and culture in the modernization and globalization era (Hapsah et al., 2024). However, studies on social interaction on online social networking (OSN) have not been conducted, specifically on how social interaction can help Muslims convey the dawah message. Additionally, this research will identify unique dynamics within the Indonesian context that influence how society conducts and receives Islamic preaching practices.

B. Methods

This research aims to investigate the dynamics of social interaction in the digital era, particularly within online social networking platforms, focusing on the Islamic perspective. The methodology employed is the qualitative literature review, which seeks to compile, synthesize, and analyze relevant literature about the research topic. The first step in this methodology involves identifying pertinent literature through searches in academic databases, scholarly journals, books, and other sources of information. Academic Databases: Websites such as Google Scholar, JSTOR, or ResearchGate can serve as valuable sources for searching articles, papers, and studies related to online social interaction and the Islamic perspective. Journals such as the Journal of Computer-Mediated Communication, New Media & Society, or Cyberpsychology, Behavior, and

Social Networking often publish research on online social interaction. Similarly, Islamic journals from UIN, IJISH (International Journal of Islamic Studies and Humanities), etc.

The selected literature should relate to social interaction on online social networking platforms, the Islamic perspective, and the impacts and implications of social interaction within the religious context. Once the relevant literature is gathered, the subsequent step involves carefully reading and comprehending the contents of the literature. The information obtained from the literature is then organized and synthesized in line with the research objectives. The analysis considers the Islamic perspective in understanding the dynamics of social interaction on online social networking platforms while highlighting such interaction's positive and negative impacts.

The results of the literature analysis are then utilized to formulate findings and conclusions relevant to the research topic. In the conclusion section, the implications of the findings on our understanding of the dynamics of social interaction on online social networking platforms from an Islamic perspective are discussed, along with recommendations for further research development in the future. Through this qualitative literature review methodology, it is hoped that this research will provide in-depth insights into how social interaction on online social networking platforms is understood from an Islamic standpoint and depict the complexity and dynamics of this phenomenon within the religious context.

C. Results and Discussion

In an era characterized by technological upheaval and the dynamic transformation of global communication, social media is a central stage playing a significant role in shaping culture, public opinion, and social interactions. In this context, religion, particularly in the practice of Islamic preaching (dawah), also experiences a profound impact from the digital revolution. As one of the most dominant social media platforms, Instagram has become the primary stage for Islamic preaching to reach and interact with an increasingly heterogeneous and global audience. Dawah, as the mediator of religious messages, has undergone significant evolution alongside technological advancements (Ilam, 2022). The digital era brings about a paradigm shift in how religious messages are conveyed and received. No longer confined by physical and geographical limitations, digital dawah enters the boundless realm of the internet, expanding the reach of messages and offering a more inclusive way to access and participate in religious discourse.

One such platform is Instagram, a visual social media platform that provides the perfect medium for preachers to convey religious messages with creativity and strong visual impact. Through image galleries, short stories, and videos, Instagram enables speakers to craft religious narratives in captivating ways that engage followers. Features such as hashtags allow dawah messages to reach a broader audience and support the formation of digitally connected communities (Purba et. al., 2023). In Islamic preaching on social media, preachers need to keep pace with the times and leverage the latest information technology, akin to mass media. The use of mass media by preachers is crucial to reaching a wider audience and supporting the effectiveness of dawah messages. The audience (*mad'u*), or individuals targeted in the dawah process, possess various personality traits, intelligence, knowledge, skills, values, and roles that influence the effectiveness of dawah (Afifah, 2024).

The content of dawah messages (*maudu'*) must encompass three main elements, including messages about beliefs, knowledge, and religious values. Social media, which enables user collaboration and generates client-created content, becomes an effective tool for disseminating dawah messages and building digitally connected communities (Shodikun et. al., 2023). With its popularity in Indonesia, social media can be utilized as an effective dawah tool and strategy, not only in traditional dawah but also through virtual entertainment and various other innovations.

In the context of the dynamics of social interaction in the digital era, online social networking case studies demonstrate a significant role in spreading Islamic dawah. According to social media educator Hilal Achmad, social media is an effective platform for dawah. It provides a more open space for the public to receive religious messages without feeling coerced. This aligns with Islamic teachings regarding the importance of dawah, imparting religious education values to disseminate religious teachings to all humankind (Julhamdani et. al., 2024). In Islamic teachings, dawah is considered the key to the greatness of Islam. The early Muslim generations demonstrated a solid determination to spread dawah and were equipped with knowledge of the Prophet's madrasah. Therefore, a proper and in-depth understanding of the fundamentals of dawah is crucial for anyone dynamic in understanding the purpose of dawah.

Dawah is carried out with specific foundations, such as anxiety at the contradiction between religious values and daily practices, faith in religious values, and the spirit to spread religion to others. In this context, dawah can be done anywhere and anytime through social media. In the digital era, dawah media has become an effective tool ministers use to convey religious messages (Pakarti et. al., 2023). Technological developments have brought about changes in teaching media, with social media being one of the leading platforms used to spread the benefits of Islamic education. As an example of social media often used for dawah, Instagram has various features supporting this process, such as the follower feature, notification, hashtag, and others (Fadilla et. al., 2024).

The choice of Instagram as a dawah platform also aligns with the development of global communication trends, where social media serves not only as a personal communication tool but also as a global stage where ideas, including religious teachings, can be expressed and disseminated. In this context, Islamic dawah is no longer confined to traditional pulpits or forums. However, it has entered the digital realm, making a profound understanding of how dawah messages can be packaged and conveyed through social media crucial to maintaining relevance and appeal.

The emergence of social media, particularly Instagram, has opened doors for Islamic dawah to find a powerful means of expression. The concept of dawah in the digital era involves a fundamental transformation in how religious messages are conveyed, accessed, and received. With its rich visual features and interactive tools, Instagram allows religious speakers to present Islamic teachings in engaging and easily digestible ways for users.

Examples of utilizing social media for Islamic preaching across different platforms, such as Instagram: Several scholars and Islamic organizations use Instagram to share quotes from the Quran, Hadith, or other religious advice in visually appealing images. They often include brief explanations or reflections on the meaning of the quotes. Features like captions, hashtags, and Stories enable them to reach a wider audience and

facilitate interactions with their followers. YouTube: Islamic YouTube channels provide diverse preaching content, ranging from lectures, discussions, and Q&A sessions to short animations teaching Islamic values. Videos are often accompanied by text or translations to enhance understanding. Twitter: Through short tweets, Islamic scholars and preachers use Twitter to deliver advice, reflections, or religious knowledge. They also actively discuss various relevant religious topics with their followers. Facebook: Facebook groups focusing on Islamic discussions serve as platforms where people can share knowledge, experiences, and questions about Islam. Religious speakers often conduct Q&A sessions or lectures through live-streaming features.

The dynamics of social interaction in the digital era, mainly through online social networking platforms (OSNs), are of significant concern from an Islamic perspective. Islam encourages positive and constructive social interactions, and OSNs can be beneficial in this context. Firstly, OSNs can spread Islamic preaching and values, enabling religious messages to reach far and wide and building solid Muslim communities. Additionally, OSNs can help strengthen Muslim relationships by maintaining connections worldwide and facilitating various forms of interaction and collaboration (Yati dkk., 2023). However, when using OSNs, adhering to specific guidelines based on Islamic values is essential. Firstly, it is crucial to avoid spreading misinformation and defamation, as truth and justice are principles emphasized in Islam. Furthermore, using courteous language on social media is part of Islamic etiquette that must be upheld. Additionally, safeguarding privacy and personal data security is crucial, as Islam teaches the protection of individual rights (Matondang et. al., 2023). Moreover, behaviors such as cyberbullying and online harassment, which contradict Islamic ethics, should be avoided. By adhering to these guidelines, OSNs can be utilized for positive and beneficial purposes for individuals and society, which aligns with Islamic values. Online Social Networking (OSN) has positive impacts, including:

1. OSNs facilitate easy and fast communication, thereby helping maintain relationships with distant family and friends
2. OSNs enable the formation of communities based on shared interests and common goals, thus expanding an individual's social network.
3. Through OSNs, individuals are encouraged to engage in social and political issues, broadening their awareness and increasing participation in community-improving activities.
4. OSNs provide a platform for sharing information and knowledge widely, allowing individuals to continue learning and accessing various sources of information.

However, in addition, Online Social Networks (OSNs) have negative impacts, namely:

1. OSNs can serve as a platform for disseminating inaccurate and misleading information, harming individuals and society.
2. OSNs can be used as a platform for online harassment and bullying, causing mental and emotional harm to victims.
3. Excessive use of OSNs can lead to addiction and have negative impacts on mental health, such as anxiety and depression.
4. OSNs can jeopardize the privacy and security of users' data if sensitive information is inadvertently disclosed or misused.

The challenges of Online Social Networks (OSNs) are as follows:

1. It is vital to verify the accuracy of information before disseminating it on OSNs, thereby reducing the spread of false information.
2. Victims of cyberbullying need to be supported to report and seek help, while firm action should be taken against perpetrators.
3. OSN users must manage their time and usage wisely and develop alternative activities that do not involve social media.
4. OSN users need to be cautious in sharing personal information and adjust their account privacy settings to minimize the risk of data breaches.

In the digital era, the impact of technology on an individual's social interaction in Islamic preaching (*Dawah*) is a significant concern. Digital technology has transformed how individuals interact in the context of OSNs. Significant positive impacts include increased access to OSN resources, the ability to communicate online, and flexibility within OSNs. This enables individuals to engage in discussions, collaborate on projects, and share perspectives through OSN platforms and social media. However, negative impacts must also be addressed (Mukaromah et. al., 2023). Disturbances from social media, text messages, or other notifications can disrupt an individual's concentration in OSNs. Additionally, social interactions in digital OSNs may be less profound than face-to-face interactions, thus affecting an individual's ability to form strong interpersonal relationships.

In addressing the impact of digital technology on an individual's social interaction, the following steps need to be considered: Digital awareness education is critical. Individuals need to be educated on how to use digital technology wisely, manage distractions, and prioritize OSNs. Secondly, the effective selection of OSN platforms is crucial. Using OSN platforms that facilitate meaningful interactions and collaboration can be a solution. Educators need to choose appropriate tools and manage the OSN environment wisely. Thirdly, developing an individual's social skills must also be considered (Claudia & Adawiyah, 2024). Individuals should be given opportunities to develop their social skills through participating in discussions, collaborating on projects, and teamwork. Finally, the role of educators as facilitators is crucial. Educators are crucial in facilitating effective social interaction and guiding individuals using digital technology.

By understanding the impact of digital technology on an individual's social interaction, Islamic preaching can develop a balanced and practical approach to utilizing digital technology to support better OSNs while still considering the quality of social interaction that is important in shaping an individual's character and understanding of religion. OSNs have great potential to enhance social interaction and expand relationship networks in the digital era (Gustiawan, 2023). However, its use must be done responsibly, following Islamic values and considering its positive and negative impacts. Thus, OSNs can be a beneficial tool for building strong communities, spreading Islamic preaching, and helping others while maintaining ethics and security.

D. Conclusion

The conclusion drawn from the findings and discussions indicates that online social networks (OSNs) significantly impact social interaction and the dissemination of

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Islamic preaching in the digital era. Platforms such as Instagram have become the main stage for Islamic preaching, enabling the delivery of religious messages with solid visual creativity. Although OSNs bring positive impacts, such as strengthening relationships, building communities, and increasing social participation, they also entail negative impacts, such as the spread of misinformation and cyberbullying. Challenges of OSNs include combating misinformation, addressing cyberbullying, overcoming addiction, and protecting privacy. Therefore, OSN users need to utilize these platforms wisely based on Islamic values so that OSNs can be a beneficial tool in strengthening social interaction, spreading Islamic preaching, and building inclusive and ethical communities.

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