



Internalization of Islamic Values in the Millennial Generation Through Social Media

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ABSTRACT

The development of technology has a major influence on society. One form of technology used by society is the internet. Social media that is used properly and usefully can be used as material to increase knowledge. This study aims to implement the application and internalization of Islamic values among the millennial generation in Indonesia, especially through the use of social media and digital applications such as WhatsApp. The process of internalizing Islamic values among millennials is identified through contemporary religious education, the use of social media to spread Islamic teachings, community activities involving social discussions, and an attitude of tolerance towards diversity. The results of the study show that Islamic religious education that integrates social and global issues plays a major role in shaping the character of the millennial generation. This study shows that social media has a significant role in the internalization of Islamic values in the millennial generation, with 80% of them using social media every day and often accessing Islamic content through Instagram, YouTube, and TikTok. The positive impact can be seen from the increasing awareness of religion, easy access to Islamic studies, and the formation of virtual Islamic communities.

Keywords: Internalization of Islamic values, millennial generation, social media

ABSTRAK

Perkembangan teknologi memiliki pengaruh besar bagi masyarakat. Salah satu bentuk teknologi yang di gunakan masyarakat adalah internet. Media sosial yang digunakan secara baik dan bermanfaat mampu dijadikan sebagai bahan dalam menambahkan ilmu pengetahuan. Penelitian ini bertujuan untuk menganalisis penerapan dan internalisasi nilai-nilai Islam di kalangan generasi milenial di Indonesia, khususnya melalui penggunaan media sosial dan aplikasi digital seperti WhatsApp. Proses internalisasi nilai-nilai Islam di kalangan milenial diidentifikasi melalui pendidikan agama yang kontemporer, pemanfaatan media sosial untuk penyebaran ajaran Islam, kegiatan komunitas yang melibatkan diskusi sosial, serta sikap toleransi terhadap keberagaman. Hasil penelitian menunjukkan bahwa pendidikan agama Islam yang mengintegrasikan isu-isu sosial dan global sangat berperan dalam membentuk karakter generasi milenial. Penelitian ini menunjukkan bahwa media sosial memiliki peran signifikan dalam internalisasi nilai-nilai Islam pada generasi milenial, dengan 80% di antaranya menggunakan media sosial setiap hari dan sering mengakses konten keislaman melalui Instagram, YouTube, dan TikTok. Dampak positifnya terlihat dari meningkatnya kesadaran beragama, akses mudah ke kajian Islam, serta terbentuknya komunitas virtual Islami.

Kata Kunci: Internalisasi nilai-nilai Islam, generasi milenial, media social



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A. INTRODUCTION

In the rapidly developing digital era, social media has become an inseparable part of everyday life, especially for the millennial generation. Advances in information technology allow wide access to various sources of knowledge and virtual social interaction. Social media such as Instagram, TikTok, YouTube, and Twitter are not only used as a means of entertainment, but also as a platform to spread information and values that can influence the mindset and behavior of its users.

In the context of Islam, social media has great potential as a means of preaching and internalizing Islamic values. With a creative and innovative approach, various Islamic teachings can be conveyed in a more interesting and easily accepted way by the millennial generation. However, on the other hand, social media also presents challenges, such as the proliferation of less valid information, content that contradicts Islamic values, and the influence of global culture that can shift the understanding of moderate and authentic Islam.

One of the benefits of the internet is that it is used for social media. Community interaction can be made reciprocal. People can also use social media to find new things, give opinions, buy and sell activities, work, online learning, and just for fun. The types of social media implementation are also diverse in line with the needs of each user. Social media is experiencing increasingly massive development. Development can be a good thing in supporting and sharing public enlightenment on democratic behavior. However, social media can also threaten the behavior and conduct of the nation's children. Various shows that are provided cannot be filtered optimally. Vulgar and indecent content is sometimes presented on social media so that it can influence everyday life. This is easy to review and enjoy by all groups, including students and students. The use of the internet is currently a trend, especially social media. Every individual has the freedom to express their opinions in cyberspace. (Anwar et al., 2022)

What is internalization, What are Islamic values, What are Islamic values, What Islamic values can be given to Gen X through social media, How is the application of internalization of Islamic values in the millennial generation. This study aims to provide a deeper understanding of the spread and application of Islamic values in Indonesia, and how the millennial generation can internalize Islamic teachings in their lives amidst existing challenges. The development of technology has a major impact on the people.

Oktarina Puspita Wardani, Meilan Arsanti, Leli Nisfi Setiana, Aida Azizah, Turahmat (2021) The results of the study show that PBSI Unissula students have used Islamic values when expressing opinions on social media. It is also used during the learning process, so students are used to it. Some students are still carried away by the situation when expressing opinions on social media but still maintain the points of Islamic values. Islamic values that need to be instilled include aspects of faith, morals and worship. The instillation of the values of faith and morals of PBSI Unissula students is given through the learning process and teaching materials. Formally, Islamic values are conveyed by being internalized in teaching materials and the learning process. The attitude of students when using social media already reflects

attitudes and behavior for fellow human beings. Refrain from having bad thoughts about people and information about someone. The efforts made by Unissula in internalizing Islamic values aim to enable students to balance the world and the afterlife. The attitudes and behavior of students are able to reflect Islam. (Wardani et al., 2021)

Andi Saefulloh Anwar, Kardi Leo, Uus Ruswandi, Mohamad Erihadiana (2022) The results of the study show that understanding religious moderation and the role of social media form a unity in supporting religious moderation in Indonesia based on digital era literacy 4.0 in the 21st century. Social media in the form of WhatsApp, Facebook, Instagram and YouTube can be used as one strategy in encouraging the crisis of religious moderation in the digital era 4.0 in Indonesia, especially for millennials. (Anwar et al., 2022)

Shela Rahmadhani (2024) The results of the literature review study show that a holistic and integrated approach between formal and non-formal education, as well as the role of parents and communities in providing good examples, can be an effective solution in strengthening the internalization of religious moderation values for the millennial generation. The practical implication of this study is the importance of the role of all parties in creating an environment that supports and encourages the millennial generation to internalize the values of religious moderation in order to create a more harmonious and tolerant society. (Rahmadhani, 2024)

This study is different from previous studies that discussed the internalization of Islamic values in learning studied by Oktarina Puspita Wardani. understanding of religious moderation and the role of social media studied by Andi Saefulloh Anwar, Kardi Leo, Uus Ruswandi, Mohamad Erihadiana. internalizing the values of religious moderation studied by Shela Rahmadhani. While this study discusses the internalization of Islamic values in the millennial generation through social media.

Therefore, it is important to discuss how the internalization of Islamic values can be done effectively through social media, so that the millennial generation does not only become consumers of information, but is also able to understand, practice, and spread Islamic values wisely in this digital era.

B. METHOD

This study uses a qualitative research method with an emphasis on descriptive data analysis. The author uses a qualitative approach in analyzing research to understand the internalization of Islamic values among the millennial generation through social media. Therefore, this data analysis will of course focus on library research, through reading, research and exploration of books and literature sources that are closely related to the problems being discussed.

C. RESULT AND DISCUSSION

This study shows that social media has a significant role in the internalization of Islamic values in the millennial generation, with 80% of them using social media every day and frequently accessing Islamic content through Instagram, YouTube, and TikTok. The positive impacts are seen from the increasing religious awareness, easy access to Islamic studies, and the formation of virtual Islamic communities. However, challenges also arise, such as unverified religious information, exposure to extreme content, and the dominance of pop

culture that distracts from Islamic values. Therefore, effective strategies such as optimizing creative Islamic content, collaborating with Muslim influencers, and increasing Islamic digital literacy are key to maximizing the role of social media as a means of preaching for the millennial generation.

This study aims to analyze the implementation and internalization of Islamic values among the millennial generation, especially through the use of social media and digital applications such as WhatsApp. Based on the analysis of the process of internalization of Islamic values that occurs among the millennial generation, several main findings can be summarized as follows:

1. **Contemporary Religious Education:** The results of the study show that religious education that combines Islamic values with contemporary issues is very influential in shaping the character of the millennial generation. Education that integrates religious values with social and global challenges, such as the use of technology and modern lifestyles, helps the millennial generation to better understand and apply Islamic values in their daily lives. (Febriansyah & Amin, 2024)
2. **Utilization of Social Media to Spread Islamic Values:** This study found that social media, especially applications such as WhatsApp, are used by the millennial generation to spread Islamic values. WhatsApp, as a platform that allows for quick and easy exchange of information, is an important means of sharing positive content that educates about Islam. The millennial generation uses social media not only to socialize, but also to learn, discuss, and internalize Islamic values in their lives. (Astuti et al., 2023)
3. **Community Activities and Social Discussions:** Millennials engage in community activities that involve social discussions, which allow them to deepen Islamic values through direct interaction. Discussions on contemporary issues from an Islamic perspective, both through online and offline forums, serve as a platform to strengthen the understanding and application of Islamic values among millennials. (Hotmian, 2024)
4. **Tech-savvy and Diversity-tolerant Millennials:** Millennials, who are highly exposed to technological developments, show a tendency to use digital applications to spread Islamic values. The study also shows that millennials are more open to religious and cultural diversity, so they are more receptive to Islamic values spread through social media. (Ummah, 2023)

Internalization of Islamic values through applications such as WhatsApp can be accepted by the Gen X generation for several reasons:

1. **The Process of Internalizing Islamic Values through Social Media:** In the context of the millennial generation, internalizing Islamic values does not only include passive acceptance of religious teachings, but also includes critical evaluation and application of these values in everyday life. Social media is an important medium in this process, as it allows millennials to access and share information about Islam in a more interactive and contextual way. Applications such as WhatsApp facilitate the rapid exchange of information, allowing millennials to learn about Islamic values in a format that is easy to understand and accept. (Rahmadhani, 2024)
2. **Religious Education that Answers the Challenges of the Times:** The millennial generation faces unique life challenges, including globalization, technological developments, and social change. Therefore, Islamic religious education that integrates traditional values with contemporary issues is very necessary. This contextual education helps the

millennial generation to understand Islamic principles more deeply and apply them in everyday life, both in the workplace and in social interactions. (Indriani & Firdian, 2021)

3. **The Role of Community Activities in Strengthening Islamic Values:** Community activities that organize discussions or teachings about Islamic values provide space for the millennial generation to dialogue and understand Islamic teachings in a social context. These forums can also be a supportive place to introduce concepts such as justice, trustworthiness, and simplicity to the millennial generation, while facilitating them to contribute to community development. (Ritonga, 2021)
4. **The Role of WhatsApp in Internalizing Islamic Values:** WhatsApp, as one of the most popular digital applications, plays an important role in the internalization of Islamic values. Its widespread use, including among generation X and millennials, allows for the sharing of Islamic content more widely and quickly. In addition, the ability to share text, video, images, and audio makes WhatsApp an effective platform for educating and informing Islamic values to a larger audience. In addition, this application also supports the creation of dialogues and discussions that can strengthen the understanding and implementation of Islamic values in everyday life. (Aryanti, 2022)
5. **Tolerance and Diversity in the Millennial Generation:** One of the factors that accelerates the internalization of Islamic values among the millennial generation is their more open attitude towards religious and belief diversity. In an increasingly pluralistic social environment, the millennial generation values differences more and tends to seek a more inclusive understanding. This attitude makes it easier for them to accept and apply Islamic values that are spread through social media, including through the WhatsApp application. (Wardani et al., 2021)

In the millennial generation, the implementation of Islamic values continues through religious education, professional ethics, and social interaction. However, the development of Islam in Indonesia faces challenges that come from radicalization, inter-religious conflict, poverty, social inequality, and the impact of modernization and globalization.

1. **Acceptance of Islamic Values by the Millennial Generation:** How can Islamic values, such as morals, worship, monotheism, trustworthiness, justice, tolerance, and cooperation, be effectively implemented in the daily lives of the millennial generation? The emphasis on Islamic religious education and professional ethics serves as a moral foundation for them in facing the challenges of globalization and social change. (Qodir, 2020)
2. **Challenges in the Spread and Implementation of Islam in Indonesia:** Radicalization, inter-religious conflict, poverty, social inequality, and changes due to globalization and modernization are major challenges in maintaining social harmony and the sustainability of Islamic teachings in Indonesia. Although the development of Islam in Indonesia is rapid, these challenges must be faced by strengthening the values of tolerance, justice, and harmony. (Jamzuri, 2019)
3. **The Role of Social Media and Technology:** The use of social media as a platform to spread Islamic teachings has also had a major impact on the millennial generation in understanding and practicing Islamic values. However, this platform has also become an arena for the potential spread of radicalization and extremism. (As'ari, 2021)

The application of Islamic values among the millennial generation can be seen in various aspects of life, including education, work, and social interaction. Here is an explanation of applying Islamic values to the millennial generation.

1. Asfiati, M.Pd (2014) explains that Islam entered Indonesia through trade routes involving Muslim traders from Arabia, India and Persia, who brought Islamic teachings through intense interactions and trade relations with Indonesian society. (narotama, 2022)
2. Rahayu Permana, S.Ag, M.Hum (2022) states that the influence of Islamic kingdoms, such as the Samudera Pasai Kingdom, played an important role in the spread of Islam in the archipelago. These kingdoms not only accepted Islam but also made it the state religion. (kompas.com, 2020)
3. Aliq Bayhaqi (2023) stated that ulama and da'wah have a central role in spreading Islam in Indonesia. Figures such as Wali Songo in Java used a cultural and customary approach to introduce Islam to society, so that Islamic teachings were easily accepted. (Max ki, 2024)
4. Oliver W. Wolters (1999) shows that the spread of Islam also involved education and the arts, such as madrasas which were established to educate the younger generation and traditional arts such as wayang kulit which were used as a medium for Islamic preaching. (annisa dayana salsabila, 2024)
5. Mohammad Kurjum (2022) and Sukari Sukari & Haerullah Haerullah (2024) emphasize the importance of Islamic religious education in shaping the character of the millennial generation and providing a strong moral foundation in facing global social challenges. (Muhtar, 2024)
6. Lutfiah Nurohmah (2024) identified the application of Islamic values in work ethics, such as trustworthiness and justice, as well as in social interactions that emphasize tolerance, cooperation, and harmonious living among others. (Zami, 2019)
7. Pin Hoshino (2023) highlights the major challenges faced by Islam in Indonesia, such as radicalization, social inequality, and the impact of globalization which can influence local forms of worship and traditions. (Rahma Ambar Nabilah, 2023)

Following is the hadith of Tirmidhi's history:



Figure 1. Hadith on how to be an honest person

The picture above explains how to be honest in your words, honest in your intentions and desires, and honest in your actions or in trading or buying and selling.

D. CONCLUSION

This study shows that the internalization of Islamic values among millennials in Indonesia, especially through social media and digital applications such as WhatsApp, has a significant impact on shaping their character. Millennials use social media not only to socialize, but also to spread and apply Islamic values in their daily lives. Several factors that influence the success of this internalization include contemporary religious education, which integrates Islamic values with social and global challenges, and the active involvement of millennials in communities that discuss Islamic issues. In addition, an open attitude towards cultural and religious diversity also plays an important role in accelerating the process of accepting and practicing Islamic values. WhatsApp and other social media platforms are effective means of introducing and strengthening understanding of Islam, thus facilitating discussion and exchange of information between millennials. Thus, technology and social media play a key role in introducing and strengthening the application of Islamic values among millennials in Indonesia.

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