

Exploration of Simulacra in Moderation Messages: Analysis of Salafi Dakwah on Youtube

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Article Info

Article history:

Received 18 February 2024

Received in revised form 22

March 2024

Accepted 31 March 2024

Keywords:

Salafi Da'wah

Moderate Message

Simulacra

Abstract

This research aims to deepen the moderation messages expressed by Ustad Salafi on the YouTube platform, as well as analyze how the reality of religious moderation is constructed through the perspective of Jean Baudrillard's simulacra theory. The research method applied involved content analysis of videos uploaded by Ustad Salafi, as well as interviews with viewers and followers. The use of Nvivo software makes it easier to code and analyze the collected data. The findings of this research indicate that Ustad Salafi seeks to promote messages of tolerance and peace, by mixing religious principles with the local cultural context. The messages of moderation conveyed through this digital platform have a significant impact in shaping religious discourse and supporting a more inclusive understanding of Islam, especially in the context of Indonesia's multicultural society. This research also highlights the complex dynamics between Ustad Salafi's online persona and the moderation messages he conveys. This shows the importance of understanding how digital media influences people's perceptions of religion and culture, as well as the complexity in the process of forming opinions and beliefs. Thus, this research makes a valuable contribution in understanding the role of digital media in influencing contemporary society's thinking and behavior regarding religious moderation.

Introduction

This research opens with observations about how the Salafi paradigm is often perceived as radical, even though its essence is ideological purification, obedience to religious authority, and avoidance of politics. KH Said Aqil Siradj stated that Salafi teachings could trigger terrorism in Indonesia, linking it to groups such as Jamaah Ansharut Daulah which has a violent orientation. This underlines the importance of understanding the interpretation and application of Salafi teachings in the Indonesian socio-political context.

Further studies show that Salafi groups emphasize a militant attitude towards their ideology, emphasizing a strict separation between truth and error (Mayatik, 2023; Rambe et al., 2022).. This attitude, although based on the intention to purify Islamic teachings, often leads to conflict with other groups who have different views, triggering anxiety in multicultural societies like Indonesia (Afwadzi & Miski, 2021; Barton et al., 2021; Hasbullah et al., 2022; Nurani, 2019).

In real practice, observations show that a large number of suspects in acts of terrorism in Indonesia have a Salafi ideological background, indicating a rigid and exclusive interpretative approach to Islamic doctrine (Umar & Woodward, 2020). Specific cases in Aceh and Sampang illustrate resistance to practices and views associated with Salafism, resulting in an escalation of social conflict (Abonita, 2022). Furthermore, the controversy that emerged in Bogor

regarding plans to build the Imam Ahmad bin Hanbal Mosque exposed the potential for projects with Salafi affiliations to trigger social tensions (Fitra, 2022). This situation marks the significance of a deep understanding of the dynamics of interaction between the application of Salafi ideology and the Indonesian socio-cultural context, considering the multifaceted aspects of pluralism and tolerance which are the foundation of social harmony in this country (Sazali, 2023). Analysis of this trend requires a comprehensive study that integrates theological, social and political perspectives in order to facilitate constructive dialogue and prevent polarization which can lead to social disintegration.

Rejection of Salafis often comes from preaching that is considered radical, prioritizing dogmatic interpretations that can trigger social disintegration (Al-Essa & Yahia, 2019; Priyadharma & Priyadharma, 2021; Sazali, 2022). The character of Salafi ustads who are firm and exclusive towards teachings can increase polarization and the risk of extremism, indicating the need for a more moderate and inclusive approach in conveying religious messages (Mayatik, 2023; Rambe et al., 2022).

Rejection of the Salafi sect in Indonesia is the result of a complex series of factors that contribute to this rejection. One significant factor is the public's perception of the preaching of Salafi ustad which is considered to have radical content (Madali, 2020; Matondang et al., 2023). Criticism leads to claims that such preaching tends to project harsh religious views and prioritize dogmatic interpretations, which in turn can trigger social disintegration and strife (Syahputra et al., 2023). In several incidents, the initiators of similar preaching are believed to have used the platform to campaign extreme ideologies or even advocate violent acts.

Interpretations and responses to Salafi teachings, as reflected in several comments on the YouTube social media platform, give rise to complex discourses in religious studies (Metz, 2020). The strictness of Salafi teachings is often seen as a movement that tends to be intolerant, stating that rigid interpretations of religious texts can hamper the space for dialogue and tolerance within the Muslim community (Beck, 2022; Galvin et al., 2018; Griffin et al., 2019; Mukarom, 2020). In this context, it needs to be understood that Salafi interpretations tend to emphasize strict following of the traditions and early teachings of Islam, without making allowances for the historical context or more contemporary understanding. Therefore, negative perceptions of Salafi teachings are often associated with concerns regarding the possibility of intolerance and a lack of inclusiveness towards the diversity of religious views and practices within the Muslim community.

The impact of the harshness of Salafi teachings on the values of tolerance within Muslims can also be understood from a sociological perspective (Saparudin & Salim, 2023).. These movements, in some cases, can reinforce more restrictive and exclusionary religious norms, limiting the space for alternative interpretations or cultural diversity within Muslim communities (Fuad, 2020). This phenomenon, which is reflected in responses and comments on social media, shows the complexity of internal dynamics in Islamic society related to how religious teachings are received, understood and adapted in an ever-changing social context. As part of scientific discourse, an in-depth study of these factors is needed to understand and respond to the challenges and opportunities faced by Muslims in maintaining the values of tolerance in the modern era.

Social media, especially YouTube, has emerged as a crucial means of spreading moderate Salafi messages, offering opportunities to reduce misunderstandings and strengthen tolerance in society (Khaerun Rijaal, 2021). Further research into Salafi Ustad's communication strategies on social media and user responses could provide important insights in preventing radicalization and maintaining social harmony.

The importance of a moderate approach in Salafi da'wah emphasizes the need to respect plurality of views and adapt to Indonesia's pluralistic socio-cultural context (Sazali et al., 2023). This underscores the urgency to bridge the gap between the steadfastness of belief and the demands of contemporary adaptation, reducing the risk of polarization and extremism.

Referring to the context of preventing radicalization, a moderate approach in religious communication is very important (Matondang et al., 2023). Avoiding absolute rhetoric and adopting a more contextual approach can help minimize the risk of groups of people becoming caught up in radical schools of thought. This shows the need for a balanced approach in conveying religious messages, which is relevant to contemporary social and cultural challenges.

In the context of this research, researchers used a combination of the Publish Of Perish and Vos Viewer applications to map the issues raised by shells related to the theme of this research. In this aspect, researchers use three keywords, namely (1) Phisognomy, (2) Salafi Ideology, (3) Religious Moderation which were written in the last 5 years. Based on the meta data tabulation results, 230 articles were obtained regarding citations related to Physiognomy, 1000 articles on Salafy Ideology and 1000 articles on Religious Moderation. The following is a distribution of themes that are often raised.

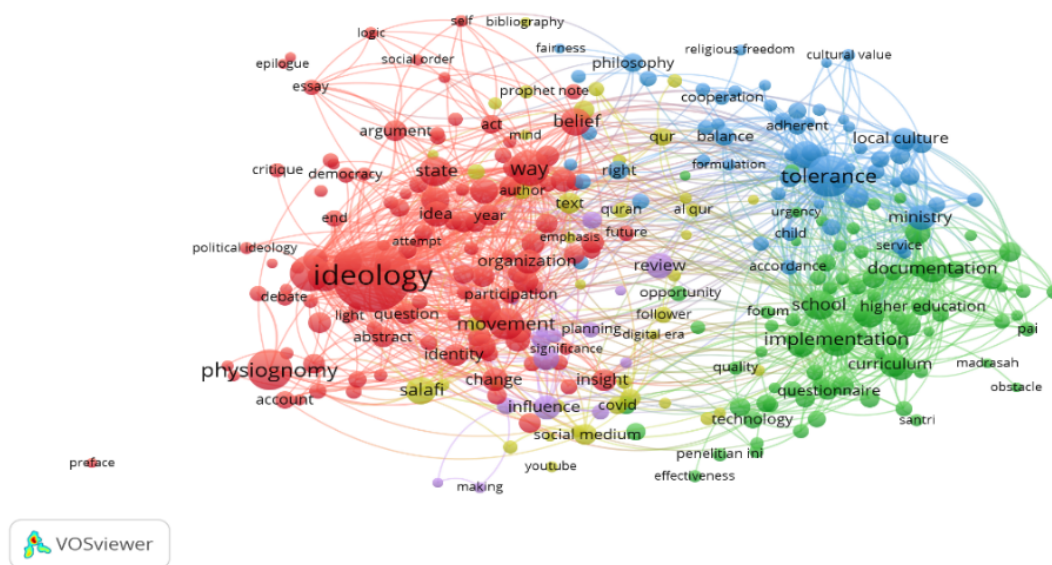


Figure 1. Research Gap

From the results of meta data analysis of 2230 articles using Vos Viewer, it can be seen that issues related to ideology are the main focus in the context of this research theme. However, it is important to note that it is not only ideological issues that dominate, but also other themes such as Physiognomy, Movement, Tolerance, Way, and Implementation. The presence of many of these themes indicates complexity in the conversations related to the research themes. Interestingly, however, there is a significant lack of emphasis on the moderate message in the salafi context. Although the themes of tolerance and implementation have been discussed, it appears that the importance of the message of moderation in this context has not yet reached the expected spotlight, offering opportunities for further development in research and thinking.

This research seeks to underscore the need for an in-depth study of the effects of a balanced approach to conveying religious messages by Salafi ustads on public perceptions and responses. This includes using social media as a platform to amplify arguments around moderate messages, playing a key role in maintaining social harmony and preventing potential

conflict. A proportional and inclusive religious communication approach can be the key to maintaining social harmony in Indonesia.

Methods

The research method applied in this analysis is content analysis, which is aimed at understanding the messages, themes and narratives conveyed through preaching videos by ten Salafi ustads on YouTube, namely Ustad Khalid Basalamah, Ustad Syafiq Riza Basalamah, Ustad Badrussalam, Ustad Yazid Abdul Qadir Jawas, Ustad Firanda Andirja, Ustad Ammi Nur Bait, Ustad Ahmad Zainuddin, Ustad Muhammad Abduh Tuasikal, Ustad Fadlan Fahamsyah, and Ustad Muhammad Nuzul Fikri (Mills, 2019).. This aims to identify their interpretation of Islamic teachings in the contemporary social context and their impact on audiences in Indonesia. In particular, focus is given to how they convey moderate messages, which include aspects of tolerance, accommodation to local culture, national commitment, and non-violence. The data collection process involved selecting videos based on relevance to the issue of religious moderation, followed by transcription to facilitate further analysis, allowing for accurate mapping of the themes and messages conveyed.

This research combines a qualitative approach through content analysis and interviews, as well as the application of Baudrillard (2001) simulacra theory, to understand the dynamics of Salafi preaching on YouTube and social media in the context of religious discourse in Indonesia. By analyzing transcripts of preaching videos using the Nvivo application and conducting interviews with stakeholders, this research aims to explore how Salafi preaching interacts with social and cultural values and supports harmony and dialogue between religious understandings. Simulacra theory is used to explore how moderate messages, which may not fully reflect concrete religious realities, contribute to the formation of public perceptions and narratives of moderation in religion, highlighting the importance of understanding constructed representations in social media to contemporary religious dynamics (Baudrillard, 2001).

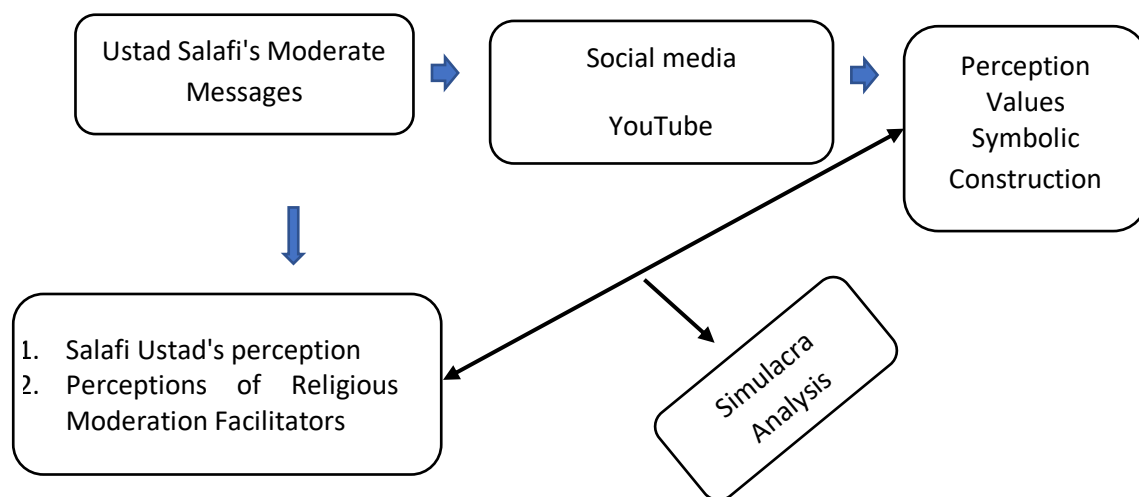


Figure 2. Framework of Thought

This analysis seeks to reveal how moderate messages communicated by Salafi ustads via social media function as symbolic constructions that influence the understanding and actions of their followers, as well as the ways in which these messages strengthen or change the image of the Salafi movement in the eyes of the public. By identifying and analyzing the ways in which these messages are formed, disseminated and received by audiences, this research shows how the concept of moderation in the context of the Salafi movement can be shaped and modified through digital narratives. As such, Baudrillard (2001) theory of simulacra provides a critical

lens for examining the dynamics between digital representations and the reality of religious practice, illuminating how social media can play a key role in shaping religious identities and perceptions.

Results and Discussion

Moderate Messages from Ustad Salafi on YouTube

Analysis of the moderate messages conveyed by Ustad Salafi on the YouTube platform shows their efforts to promote the values of tolerance and peace in society. By accommodating local culture, they strive to strengthen the relationship between religion and local traditions without sacrificing religious principles.

The accommodative approach to local culture promoted by Ustad Salafi on YouTube is an effort to bridge the gap between Islamic religious teachings and local traditions. In this context, they strive to build a close connection between Islamic teachings and the cultural values and practices that exist in the local community. Through this approach, it is hoped that a harmonious relationship can be created between religion and local traditions, thus enabling Muslims to continue to practice the teachings of their religion while still respecting and respecting the existing cultural heritage.

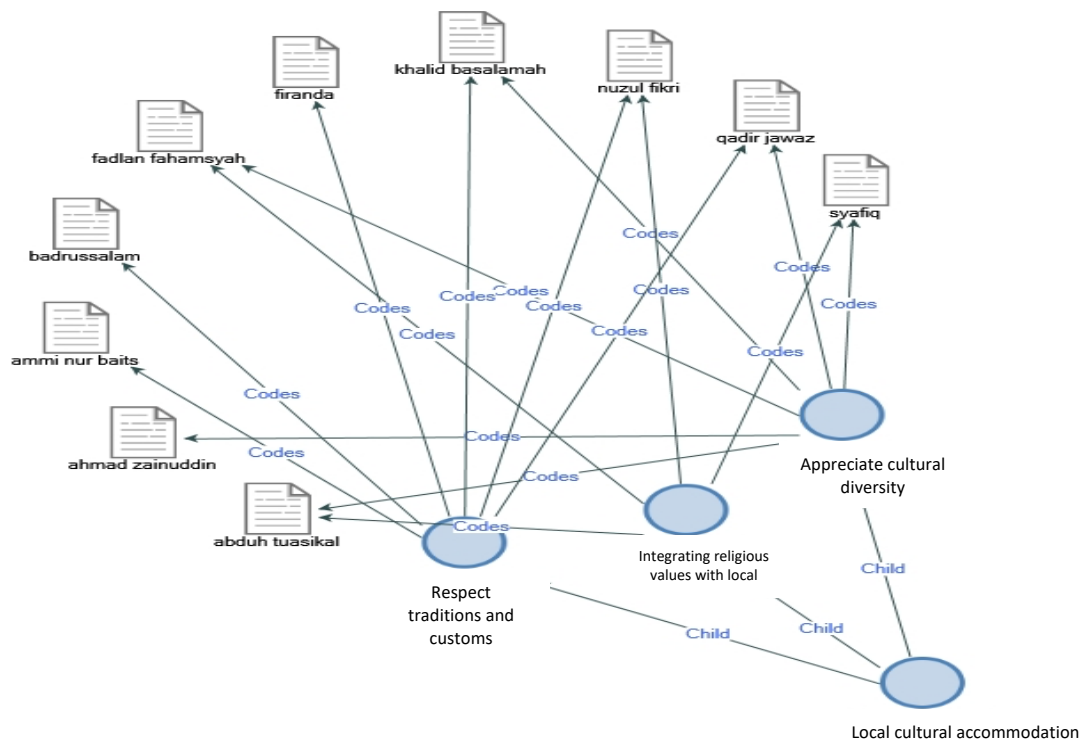


Figure 3. Accommodation of Ustad Salafi's Local Culture on YouTube

The aim of this approach is to strengthen the relationship between religion and local traditions. However, it must be remembered that religious principles must not be sacrificed in this accommodation process. This means that when integrating religious values with local culture, it needs to be done carefully and selectively so as not to conflict with basic religious principles. This requires a deep understanding of religious teachings and the existing local cultural context.

Accommodation to local culture also faces challenges in determining the boundaries between what can be accommodated and what cannot. Adapting religious messages too much to local cultural values can blur the boundaries between religious teachings and cultural aspects, giving rise to the potential for deviation from pure religious values. Therefore, it is important to

maintain a balance between flexibility in accommodating local culture and caution in ensuring that religious teachings remain authentic and are not misinterpreted.

In efforts to adopt an accommodative approach to local culture, there needs to be an awareness that the main goal of da'wah is to convey religious messages clearly and authentically. Although the integration of religious values with local culture can enrich people's understanding of religious teachings, care is still needed to ensure that religious messages are not distorted or interpreted incorrectly. Therefore, in carrying out accommodation strategies to local culture, there needs to be a good balance between flexibility and caution, as well as awareness that religious teachings must remain the main priority.

The next aspect is the affirmation of a non-violent stance by Ustad Salafi on YouTube which highlights their awareness of the importance of adopting a peaceful approach and dialogue in resolving conflicts. They realize that the use of violence as a means of resolving disputes is not a desirable solution because it can result in worsening conditions and have wider negative impacts in society. This attitude is in line with Islamic teachings which emphasize the importance of peace and encourage its followers to become agents of peace who act in a dignified and civilized manner. In this context, placing dialogue as the foundation for conflict resolution is an effort that is considered effective in opening up space for open discussion and mutual understanding between disputing parties.

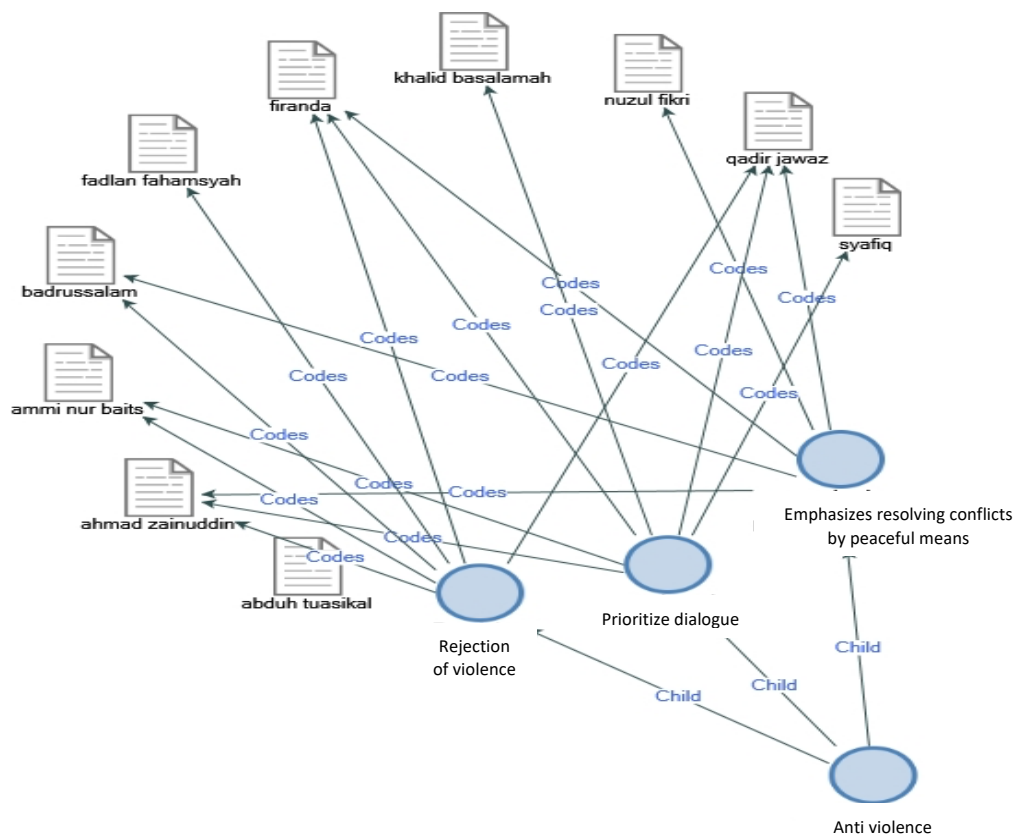


Figure 4. Ustad Salafi's views on anti-violence on YouTube

Ustad Salafi encourages the use of dialogue as a tool to resolve conflicts, seeking to build awareness of the importance of achieving just and sustainable solutions. They believe that through dialogue, disputing parties can achieve a better understanding of each other, so as to find common ground and solutions that are acceptable to all parties involved. Awareness of the destructive impact of violence also helps society understand that peace is not just an end goal, but also a process that requires active involvement and commitment from all parties involved.

The non-violent approach promoted by Ustad Salafi on YouTube also shows their proactive attitude in building a society based on peace and justice. They understand that creating a safe and peaceful environment requires hard work and commitment from all members of society. Therefore, by emphasizing the importance of using dialogue in resolving conflicts, they seek to promote a culture of peace that encourages constructive and sustainable conflict resolution.

The next aspect is national commitment which is reflected in Ustad Salafi's messages on YouTube emphasizing the importance of supporting the unity, integration and integrity of the Indonesian nation. They realize that Indonesia is a country rich in ethnic, cultural and religious diversity, so maintaining social harmony amidst this diversity is very important (Zainun et al., 2021). In this context, the messages conveyed by Ustad Salafi aim to unite Indonesian society in a spirit of unity and integrity, as well as reminding them of the importance of maintaining diversity as one of the nation's greatest assets.

This national commitment is not enough just in the form of rhetoric. There needs to be concrete action from all parties, including religious leaders and community figures, to overcome social tensions and strengthen diversity as a national asset. This can be done through various efforts, such as increasing interfaith dialogue, fostering interfaith cooperation in social development, and strengthening multiculturalism education in schools.

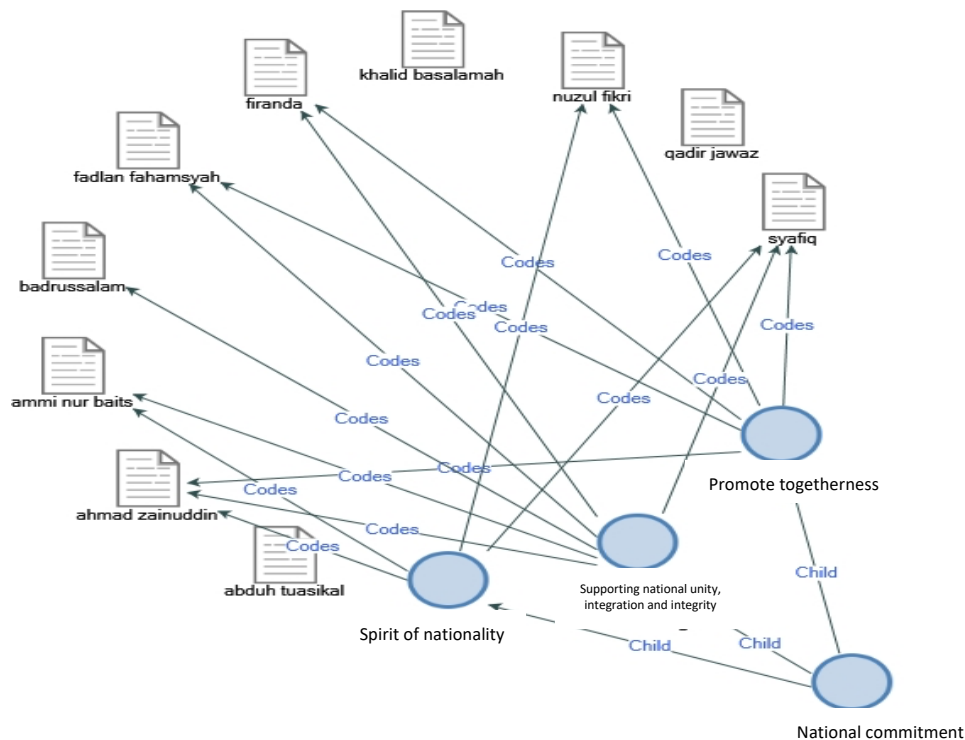


Figure 5. View of Salafi Ustad's Commitment on YouTube

It is also important to overcome various social conflicts that may arise due to differences in beliefs and cultures. With a strong commitment to unity and integration, society can work together to resolve various conflicts that arise, both through formal and informal mechanisms. Apart from that, an inclusive and participatory approach also needs to be implemented so that all parties feel involved in the development process and maintaining social peace.

The national commitment reflected in Ustad Salafi's messages on YouTube is a positive first step in building awareness of the importance of national unity and integrity. However, these efforts must be followed by concrete and collaborative actions from all elements of society to

maintain social harmony, strengthen diversity, and ensure that Indonesia remains a peaceful and developed country.

The final aspect is the context of tolerance, where the messages conveyed by Ustad Salafi on YouTube have the potential to build a better understanding of the importance of respecting differences in religious beliefs and practices. In this context, efforts to foster attitudes of tolerance among religious communities are very important, especially in a multicultural country like Indonesia. Messages that emphasize the importance of tolerance can help strengthen relationships between religious communities and reduce potential conflicts that may arise due to differences in beliefs.

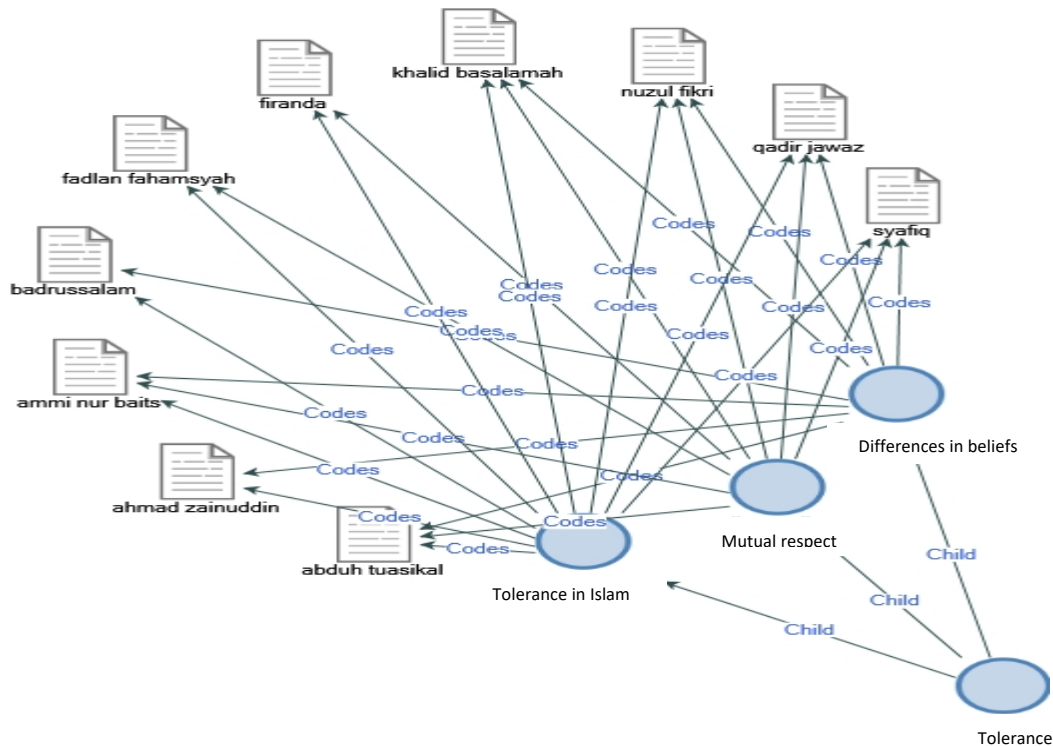


Figure 6. View of Salafi Ustad's tolerance attitude on YouTube

Referring to the context of respect for differences in beliefs, it is important to note that tolerance does not mean having to follow the beliefs of other religions. Ustad Salafi firmly emphasized that respect for differences does not always have to be expressed in the form of greetings such as Merry Christmas and so on. This shows that the attitude of tolerance in Islam does not require its followers to follow or celebrate religious practices that are contrary to Islamic teachings.

This approach reflects a critical and consistent attitude towards religious values, where tolerance must not exceed the limits set in Islamic teachings. Although it is important to respect differences in beliefs, you must still maintain established religious principles. Thus, Ustad Salafi's messages on YouTube not only build understanding about the importance of tolerance, but also provide clear guidelines on how to implement tolerance wisely in accordance with religious principles.

Analysis of the image above showing a "Word Cloud" of Ustad Salafi's moderate messages on YouTube can provide valuable insight into the focus and messages conveyed by Ustad Salafi to his followers. This word cloud provides an overview of frequently discussed themes, but more in-depth analysis is needed to understand the context and implications of the messages.

The word cloud highlights words such as "tolerance," "religion," "islam," "teachings," "principles," and "beliefs," reflecting the Salafi Ustad's efforts to promote inclusive values and

respect for differences among believers. religious. However, it is important to remember that word clouds only provide a glimpse and do not provide details about the context or further implications of the messages.

Ustad Salafi in the context of the YouTube platform consistently presents moderate messages that highlight the values of tolerance, accommodation to local culture, national commitment and non-violence. Through their presentations, they advocate the importance of respecting differences in religious beliefs and practices without following other religious beliefs. In addition, they take an accommodative approach to local culture with the aim of strengthening the relationship between Islamic religious teachings and local traditions, without ignoring the underlying religious principles. In the heterogeneous context of Indonesia, Ustad Salafi shows a strong awareness of the importance of supporting unity, integration and national integrity, and reminds him of the importance of maintaining diversity as a very valuable national asset.

Ustad Salafi also emphasized his non-violent attitude and encouraged a peaceful approach and dialogue as the main solution in resolving conflicts. They realize that the use of violence will only worsen conditions and have a wider negative impact on society. In their view, peace and justice are the main goals, and dialogue is a key instrument in achieving sustainable solutions.

The moderate messages conveyed by Ustad Salafi on YouTube form a solid guiding framework for promoting the values of tolerance and peace in society. In an academic context, their approach represents a conscious and systematic effort to overcome the challenges faced by a multicultural society like Indonesia.

Response to the Moderate Messages of Ustad Salafi

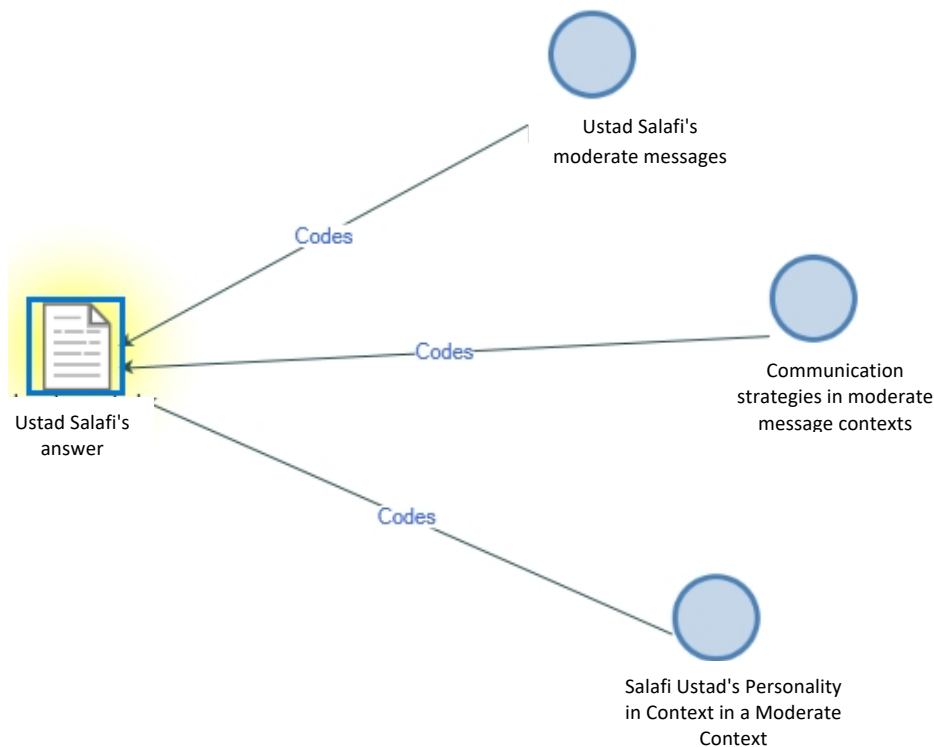


Figure 8. Salafi Ustad's response

To develop a response to moderate messages by referring to the views of the Salafi Ustad in North Sumatra (Ustad Joko Sanubari) and the Religious Moderation Facilitator (Dr. Mailin MA), a multidisciplinary approach is needed. This analysis involves combining religious, social, and psychological perspectives to understand the dynamics of society's response to moderate messages. Ustad Joko Sanubari can provide insight into the practical application of

moderate messages in a religious context, Dr. Mailin MA on strategies for facilitating dialogue and interfaith understanding.

Ustad Joko Sanubari emphasized the importance of the values of tolerance, humility and simplicity in conveying religious messages, which are rooted in the Koran and Hadith. This approach is not only a moral principle, but also an effective strategy in da'wah, facilitating open dialogue and broad acceptance of the moderate message. He also highlighted the importance of reflecting fairness in communication, emphasizing that effective communication is not only about content, but also a tactful and fair manner of delivery, in accordance with Islamic principles that prioritize justice, politeness and wisdom.

Ustad Joko Sanubari emphasized that humility and simplicity are not only manifestations of obedience to religious teachings, but are also key in building trust and emotional connections with the audience. This approach recognizes the importance of the human aspect of preaching, strengthening the impact and acceptability of the message. He also placed a strong emphasis on the values of tolerance and inclusivity, as well as the importance of moderation and contextual interpretation in understanding religious teachings, with the aim of building deeper understanding and closer cooperation between religious communities.

Apart from that, in spreading moderate religious messages via YouTube, Ustad Joko Sanubari emphasizes adaptation to the digital environment by creating content that is interesting, informative, interactive, and allows two-way dialogue with the audience. This reflects his awareness of the importance of flexibility in preaching to build a community that is actively and positively involved in religious discussions.

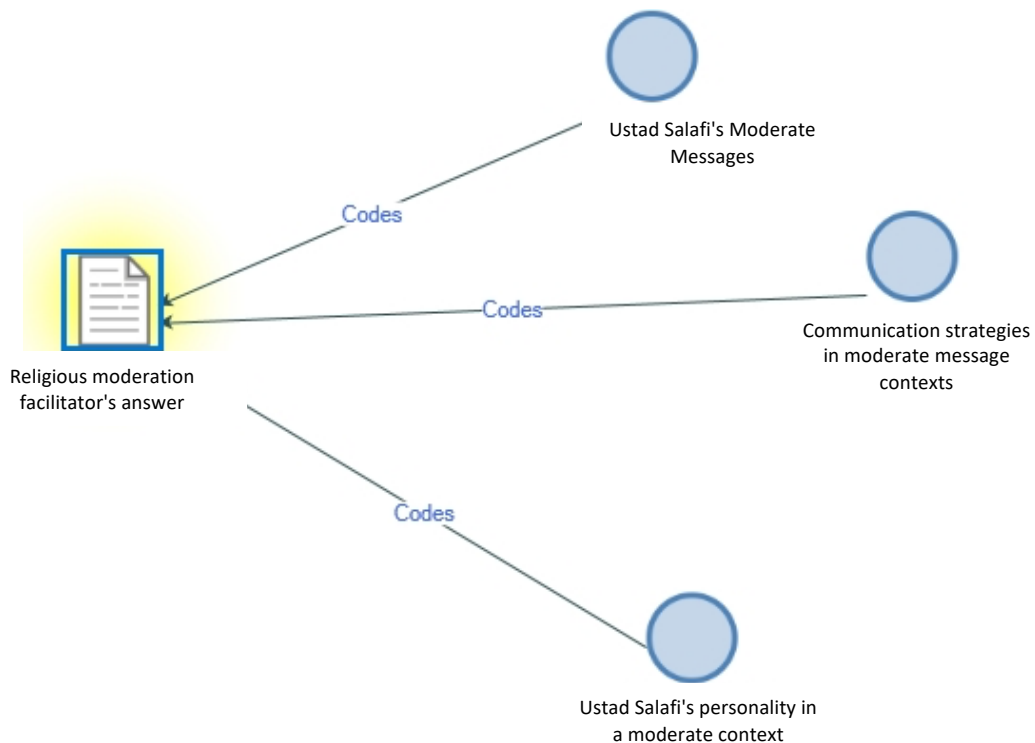


Figure 9. Response of Religious Moderation Facilitator

The religious moderation facilitator appreciated Ustad Salafi's moderate understanding and his ability to adapt his preaching message to existing conditions, strengthening harmony and tolerance in society. They emphasized the importance of considering the audience's background and the potential impact of a da'wah message before spreading it, as well as maintaining emotions related to da'wah by conveying it with wisdom and considering the

sensitivity of various audiences. The facilitator also highlighted the importance of adapting to the digital environment in conveying da'wah messages, choosing the right language and approach so that da'wah messages are not only effective in spreading Islamic values, but also strengthen the spirit of moderation and tolerance in society.

The facilitator also emphasized the need to convey moderate messages appropriately, avoiding delivery that could trigger discomfort or chaos. They encourage Salafi Ustads and other preachers to continue to improve the quality of conveying their religious messages, by paying attention to the context and emotions in delivery, so that they can become more effective agents of change in strengthening the values of moderation and tolerance in society. The facilitator also highlighted the importance of cross-thinking and inter-religious dialogue as well as paying attention to the context of social media in communication strategies, to ensure that moderate messages can be more effectively conveyed and accepted by the wider community.

Analysis of the views of Ustad Joko Sanubari and religious moderation facilitators regarding the personality of Ustad Salafi in a moderate context provides a balanced and comprehensive picture. Ustad Joko Sanubari highlighted the importance of values such as tolerance, humility and simplicity in conveying religious messages, while religious moderation facilitators emphasized the importance of considering the context and audience in preaching, as well as maintaining harmony and tolerance in society. The approach proposed by Ustad Joko Sanubari shows that these characteristics are not only important as moral principles, but also as effective strategies in spreading moderate messages. He linked these characteristics to the principles of the Qur'an and Hadith, asserting that they reflect the essence of Islamic teachings that prioritize peace, tolerance and justice.

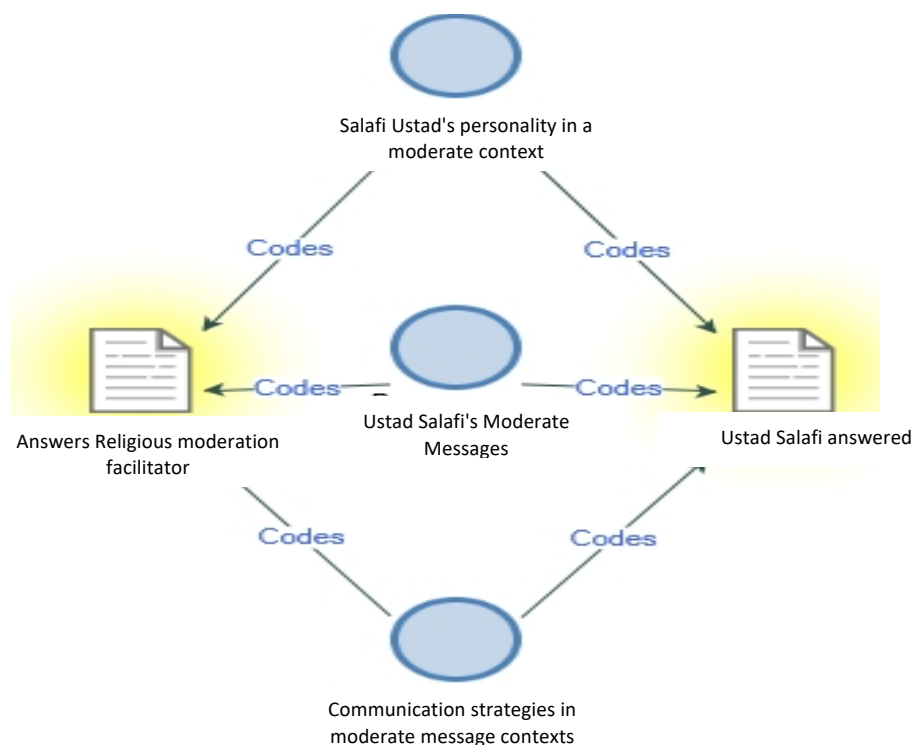


Figure 10. Comparison of Responses of Salafi Ustads and Religious Moderation Facilitators

On the other hand, religious moderation facilitators provide a perspective that emphasizes the need to prioritize contextual considerations in conveying da'wah messages (Sazali & Matondang, 2023). They highlighted the importance of maintaining emotions related to preaching and being open to adapting to the current dynamics of social media. Although there

are differences in emphasis and approach, both have the same goal, namely promoting moderate messages that strengthen tolerance, harmony and cooperation between religious communities in society. By combining moral and practical perspectives, they make valuable contributions in building a deeper understanding of religious messages and pushing society toward greater harmony.

Simulacra Analysis of Moderate Messages

The communication strategy implemented by Ustad Salafi on the YouTube platform shows a careful integration of a strong online persona with a moderate da'wah approach. In this context, Ustad Salafi wisely adapts his tough and assertive personal characteristics to promote messages oriented towards inclusivity and moderation. Through the use of the wide-reaching YouTube platform, he has succeeded in creating a space for constructive dialogue among diverse audiences, which is an important step in effectively spreading religious messages.

The delivery of da'wah by Salafi Ustads, who tend to be firm and brave, is actually intended to emphasize the importance of understanding the true teachings of Islam. However, this approach does not aim to intimidate or discourage other views. Instead, this communication strategy requires a delicate balance between demonstrating firmness in the face of misunderstanding or extremism and maintaining openness to meaningful dialogue and discussion.

In an effort to implement this communication strategy, Ustad Salafi utilized various rhetorical and pedagogical techniques. This includes the use of concrete examples, easy-to-understand analogies, as well as engaging the audience through question-and-answer sessions and interactive discussions. In addition, the use of visual and audio features in his YouTube videos provides an additional dimension to the delivery of the message, enriching the audience's experience and strengthening understanding of Islamic teachings. Although this strategy carries a number of challenges, such as the risk of being misinterpreted or made the target of criticism on polarizing social media, Ustad Salafi has managed to maintain his credibility while remaining relevant to a diverse audience. Thus, YouTube is not only a platform for spreading moderate Islamic messages, but also an effective tool in building an inclusive and supportive community.

In connecting Ustad Salafi's communication strategy on the YouTube platform with Baudrillard (2001) simulacra theory, we can deepen our understanding of how his preaching efforts respond to the challenges of a multicultural society, especially in Indonesia which has complex social and cultural diversity. Baudrillard (2001) highlights an epochal shift in which the reproduction of reality through symbols and signs creates what he calls 'hyper-reality,' where the boundaries between reality and its representation become blurred. In the context of Salafi Ustadz, the use of the YouTube platform to spread da'wah messages creates a hyper-reality where their online and offline identities penetrate each other.

The strong online persona built by Ustad Salafi, who is presented as tough but also inclusive and moderate, creates a unique simulacrum. His preaching message not only functions as a representation of Islamic teachings, but also becomes a new reality for his audience consisting of various levels of society. Through this communication strategy, Ustad Salafi consciously presents moderate Islam as an alternative reality that offers a solution to the polarization that occurs in multicultural societies.

Ustad Salafi's communication strategy that utilizes digital technology and social media not only facilitates deeper understanding and interaction between various groups in society, but also overcomes misunderstandings and encourages constructive dialogue. The use of YouTube allows Ustad Salafi to reach a wider audience, while the imbrication between online and offline

identities opens up new insights into how digital personalities can influence a person's image in real life.

The success of Salafi Ustads in unifying their online and offline identities offers valuable lessons about how technology can be utilized to strengthen religious messages and values in an increasingly digitalized society. This integration creates a dynamic where the existence of moderate Islam is not an abstract concept, but a real and living reality. Thus, through this approach, Salafi Ustad succeeded in building space for deeper intercultural and interreligious dialogue, which could ultimately lead to mutual understanding and greater tolerance among diverse societies.

Conclusion

This research explores in depth the dynamics of Salafi da'wah which is often communicated via the YouTube platform in a loud and firm tone. This approach is then analyzed through the lens of Baudrillard (2001) simulacra theory to reveal the construction of reality built by these preaching messages. Critical conclusions from this research highlight that while such a tough and assertive approach reflects a strong commitment to uncompromising religious principles, it also raises questions about how such messages are received by audiences with diverse backgrounds and views. The balance between maintaining the authenticity of religious messages and facilitating inclusive and tolerant dialogue is important, especially in the context of Indonesia's multicultural society. Here, understanding and acceptance of diversity is not only an added value, but also the key to maintaining social harmony. Thus, this research opens up space for further reflection on how da'wah messages can be conveyed in a way that takes more account of the social context and diversity of the audience, while still maintaining the essence and fundamental principles of the religion being practiced

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