

USE OF SOCIAL MEDIA IN LEARNING ISLAMIC RELIGIOUS EDUCATION IN THE DIGITAL ERAMasruhen¹¹ Hasan Jufri Bawean Islamic Institute, Gresik, Indonesia**Corresponding Author:**

Masruhen,

Department of Islamic Religious Education, Faculty of Tarbiyah, Hasan Jufri Bawean Islamic Institute, Gresik.

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Abstract

The use of social media in Islamic Religious Education learning in the digital era is an innovative strategy to increase students' understanding, involvement, and motivation. Social media such as YouTube, Instagram, and WhatsApp are used as a means of delivering religious material, interactive discussions, and strengthening Islamic character. The author then applies qualitative methods, with a literature study examining the impact of using social media in learning Islamic religious education. This is also motivated by the use of social media, which has recently been misused by students. This research explores the effectiveness of social media in supporting Islamic Religious Education learning and the challenges faced in its implementation. The research results show that using social media can increase learning accessibility and interactivity, but also requires wise supervision so that the information received remains aligned with Islamic values. The implication of this research is the need to adapt technology-based learning strategies that consider pedagogical and ethical aspects in delivering Islamic Religious Education material.

Keywords: Digital Era, Learning, Social Media

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INTRODUCTION

Education is a vital variable for the progress of a nation. A nation can be advanced compared to other countries because of the spread of knowledge in that country. Knowledge is developed in line with needs and challenges for a better future. The institutions most responsible for disseminating knowledge are educational institutions. In the era of globalization, the demands of the development of information technology (IT) mean that the world of education must adopt and involve IT in the learning process (Abdillah, 2022).

The internet and social media have brought significant changes to society, both in urban and rural areas, and at the same time brought new habits in using social media (Cut Sri Wahyuni, 2022). Modern technological advances certainly influence developments in the world of education. It is known that learning media can arouse students' desires and interests, stimulate and motivate students in learning, and have psychological influences on students. Learning media such as WhatsApp Groups are considered quite effective in conveying material during online learning, especially during the Covid-19 period, which also has an impact on the world of education, so learning must be carried out online (Dwistia et al., 2022).

The use of digital media has now become a necessity for the education sector. This situation is caused by the rapid development of technology. This rapid development is expected to be able to improve the skills and abilities of students in Indonesia (Siregar, 2022). The use of digital media in the world of education has experienced significant development in the last few decades. This is not only caused by advances in information technology, but also by a paradigm shift in the learning process, which is more interactive, collaborative, and technology-based. Islamic Religious Education, as part of the formal education system, cannot be separated from this phenomenon (Hasibuan et al., 2024)

An educator has a very big responsibility in carrying out their duties. For example, teachers of Islamic Religious Education and other subjects. Anyone can prepare for this challenge, especially educators who implement and provide teaching according to the character of education. The development of information and communication technology in the education sector has had a major influence. This is supported by the development of people's mindset regarding the use of technology. One impact is the use of social media in education. Social media is no longer new to society. This is a medium that can make it easier for students and teachers to obtain various kinds of information. However, there is a need to be self-aware and introspective when using social media (Salsabila et al., 2023).

Social media has great potential to become an innovation in learning in the era of globalization. The benefits offered, such as broad access to information, increased interaction, and development of digital skills, can make a significant contribution to the quality of education. However, challenges such as security issues, distractions, and gaps in technology access must be overcome through appropriate strategies. The importance of clear policies and adequate training for teachers is key in maximizing the use of social media. Educational institutions must be proactive in creating a safe and supportive environment for social media use. In addition, efforts to bridge the digital divide must be a priority to ensure that all students benefit equally from this technology (Putri Isyara et al., 2024).

In the Islamic Religious Education context, digital media can be an effective means of conveying religious values to students. Digital media not only makes access to information easier, but can also increase students' learning motivation and strengthen understanding of religious concepts through more intensive visualization and interaction. Various digital platforms such as learning videos, interactive applications, and web-based materials can help educators convey complex material in a simpler and easier to understand way. However, the use of digital media in Islamic Religious Education teaching also faces challenges, such as the need for adequate digital literacy from teachers and students as well as the potential for misuse of technology which leads to deviations from the goals of religious education (Hasibuan et al., 2024).

RESEARCH METHOD

The method used is library research, namely a method of collecting data by understanding and studying theories from various literature related to research on learning in the digital era. There are four stages of library study in research, namely preparing the necessary equipment, preparing a working bibliography, organizing time, and reading or recording research material. This data collection uses the method of searching for sources and constructing them from various sources, for example, books, journals, and research that has already been carried out. Library materials obtained from various references are analyzed critically and must be in-depth to support the propositions and ideas (Adlini et al., 2022).

RESULTS AND DISCUSSION

Along with the times, technological developments have also progressed quite rapidly. This progress can be seen today, where activities and activities using technology make things easier. Social media is one example of the result of this technological progress. Initially, in the 70s, social media only took the form of a bulletin board system, which made it possible to communicate with other people using electronic mail or download and upload software; this was done using telephone lines (Salsabila et al., 2023).

The development of science and technology brings very significant changes, especially to the dimensions of human life. This can be seen in social, cultural, economic, and educational changes. So that education does not lag behind and can continue to develop according to the times, it is hoped that adjustments will be made to the teaching system in schools.

Islamic Religious Learning

Islamic religious education learning methods are methods, models, or a series of forms of learning activities that educators apply to students to increase learning motivation to achieve learning goals. Islamic religious education learning methods must contain the potential to direct Islamic religious education learning materials must contain the potential to direct learning towards the goals of Islamic religious education (Mohammad Jailani et al., 2021). Education in the Islamic context is guidance towards spiritual and physical development according to Islamic teachings with wisdom direct and train, nurturing and supervising the implementation of all teachings Islam, means the purpose of learning Islamic Religious Education itself does nothing but create a human figure as a servant of Allah (Dr. Sulaiman, 2017).

Starting from the idea that Islamic religious education seeks to maintain and instill Islamic values in students, in the learning process, Islamic religious education is relevant, namely, the word religious education, not teaching about religion. Because education is not only the transfer of knowledge and information about religion, but also the process of forming the character of students who believe and are devoted to Allah SWT, so they can carry out the teachings of the Islamic religion in a kaaffah (complete) manner to become true Muslims (Zalsabella P et al., 2023).

Islamic religious education is formed by two very important meanings, namely "education" and religion, which can also be interpreted as an activity that produces religious people. This definition of education is very broad and varied. One explanation of Plato's version of education is by developing students' potential, so that morals and intellect can develop in finding the real truth. In Al-Ghazali's view, education is an effort to educate to avoid dishonorable behavior and to instill noble morals in students or students, so that they become closer to Allah and obtain peace in this world and the hereafter.

Religious teachers can use social media as a learning process. The learning process in question includes teaching morals on social media through his example as a role model for students. Example has a stronger influence than words delivered repeatedly. Wisdom cannot be transferred, but it can be pursued through modeling. For Islamic Religious Education teachers to successfully carry out their duties, they must have good morals. The process of moral education requires the assistance of a competent teacher (Syafaatunnisa & Nurulhaq, 2023).

Apart from explaining the meaning of Islamic religious education, Islamic religious education aims to form quality individuals in students in their actions, deeds, and thought patterns in everyday life. In Islamic Religious Education, principles are very important. Several principles in Islamic religious education, namely, in providing a teaching service to students, by instilling spiritual values to make people and individuals equipped with good morals and personality (Salsabila et al., 2023).

Social Media

In general, the definition of social media, according to experts, is a group of social media-based applications that are built based on Web 2.0 technology and ideology and allow the creation and exchange of user-generated content. In other words, social media refers to the use of web-based technology to turn communication into interactive dialogue. The most popular social media user websites, such as WhatsApp, Facebook, Twitter, Instagram, Tiktok, and others have illustrated that interactions have been carried out online by individuals, communities, or organizations, especially among students to communicate and engage with other people (Muhamad Ayub & Sofia Farzanah Sulaeman, 2022).

The use of social media is not limited to certain limits, users have the freedom to use everything in it. On social media, we can enjoy various content provided. The content provided can be in the form of images, text, audio, or video. With social media, users can build profiles on a page to share information about themselves or for their business purposes. Apart from that, with social media, we can join online communities according to our interests and goals. Social media can influence our lives.

Social media can have good and bad effects simultaneously. Judging from its usefulness, social media has many benefits, including making long-distance communication easier, expanding social network relationships, making it easier to obtain information globally, and making it easier for the business community to promote its business. However, on the other hand, social media has a negative impact at the same time, namely, increasing individualism in society. With the presence of social media, people are starting to feel lazy about socializing because they feel satisfied with social media, which now makes their lives very easy. Apart from that, on social media, there is a spread of incorrect information, which is often referred to as hoaxes, so we as social media users must be more vigilant in using it (Rosydah & Harits, 2022).

Social media is also a medium for discussion. Make it easier for students to search for material, especially as today's students use advanced technology and need to have a social media account that they can use to discuss with friends on campus and off campus. Students can also find it easier to find lecture materials for further reference, easy to find and easy to access. Furthermore, the material displayed can make things easier and support students in completing their assigned assignments, thus enabling students to develop skills and creativity (Rahman et al., 2023).

Based on the research results (Putri Isyara et al., 2024), it appears that social media has great potential to become an innovation in learning in the era of globalization. The benefits offered include: broad access to information, increased interaction, and development of digital skills, which can make a significant contribution to the quality of education. However, challenges such as security issues, distractions, and technology access gaps must be addressed through the right strategy. The importance of clear policies and adequate training for teachers is

the key to maximizing the use of social media. Educational institutions must be proactive in creating a safe and supportive environment for the use of social media. Additionally, efforts must be made to bridge the digital divide priority to ensure that all students benefit equally from this technology.

The Role of Social Media in Islamic Religious Education Learning

In today's global era, almost everyone can easily access the internet. From parents, teenagers to small children, everyone is familiar with the internet. Moreover, this is supported by the proliferation of smartphones and internet packages that are competing to call themselves cheap and slow. No need to bother going to an internet cafe to access it. As internet technology develops, people are becoming more familiar with the social networking sites Facebook, Blogger, Instagram and Twitter. Social networking sites are not only used to interact with friends. Some use it as a medium for conveying information, to promote products, or even just to express their feelings to users.

Social media allows students to further develop their abilities, especially in technical and social matters, which are needed to face developments in the current digital era. They will also find ways to adapt and mingle with their close friends through social media, where better friendships are also formed (Rahman et al., 2023). Social media is a relatively new concept and has become the center of attention for many educators, teachers, and parents in education. In the millennial era 4.0, especially in the world of Islamic religious education, the process of learning and teaching the Islamic religion is in an advanced digital world. For learning to be more effective and efficient, of course, in the world of education in particular, our problem is not only strengthening teaching materials, but also the learning media. The current source of learning literacy is no longer reading printed books, children use digital as if they were breathing oxygen. Not only about subject matter, but various information can be obtained easily through social media. What educators need to pay attention to is not to let students misuse today's increasingly sophisticated facilities. The most important thing we have to do is direct them to learn proportionally by providing structured and systematic tasks (Dwistia et al., 2022).

Social media has great potential in supporting Islamic Religious Education learning in the digital era. One of its main potentials is the ability of social media to present educational material creatively and interestingly. Visual content such as videos, infographics, and animations can be used to explain abstract Islamic concepts, so that students understand them more easily. For example, Islamic history material can be conveyed through short documentary videos published on platforms such as YouTube or Instagram. Social media also serves as a tool to expand the reach of learning beyond the boundaries of the classroom. Through online discussion groups on WhatsApp, Telegram, or Facebook, students can exchange opinions, ask questions, and discuss Islamic Religious Education topics at any time. This creates a dynamic learning environment where interaction between educators and students can occur continuously.

In addition, social media encourages students' active involvement in learning. With interactive features such as polls, live question and answer sessions, or uploading assignments in the form of creative videos, students can participate more actively. They are not just recipients of information, but can also act as content creators based on Islamic values. Another potential offered by social media is integration with other educational technologies, such as online quiz applications and e-learning modules. This combination allows students to learn independently with more flexible guidance.

Social media such as Google Classroom, Google Meet, Zoom, Facebook, YouTube, and so on are several social media options that can be used as learning tools. Online media libraries, elearning and online learning media developed by the Ministry of Religion and the Ministry of Education and Culture can be used as supporting learning media, especially Islamic Religious Education lessons.

Social media also allows for personalization of learning to meet student needs. Through features such as video playlists, learning materials can be tailored to students' skill levels or interests. With this approach, the learning process becomes more flexible and effective, because each student can learn at their own pace.

Not just broadcast material, social media also has the potential to increase awareness of Islamic values through content that is relevant to everyday life. For example, students can be invited to create educational content such as short videos or digital posters that emphasize Islamic teachings, so that they not only understand the theory but also apply it in real life (Zaleha et al., 2024). With the existence of social media, social interactions will increase rapidly without us having to meet in person. By using social media, of course, you must use it wisely and carefully because what is distributed by social media account users will be recorded forever (Prawati, 2022).

In this way, social media is not just a complement, but also a transformation machine for Islamic Religious Education learning that is more adaptive and relevant to the needs of the times. Apart from that, social media can be used as a tool to increase interactivity in learning. Features such as live question and answer sessions, online polls, or group discussions allow students to be more actively involved in the learning process. This interaction not only improves understanding of the material but also creates closer relationships between educators and students.

CONCLUSION

The discussion of social media as a learning medium is interesting to review. Social media has a positive influence on socialization among its users, but it can also have bad effects in real life. This then causes changes in children's abilities to learn and understand Islamic religious education teaching material, both in the form of academic abilities and personality.

With social media, students will be more interested in the material being taught. The possibility of a negative impact of social media as a learning medium is that it is signal-constrained, and they also have to pay money to buy an internet package. In general, the benefits gained from implementing social media as a learning medium are, of course, because it makes it easier for teachers to provide teaching material. Especially in Islamic religious education, for example, teachers can teach children techniques for reading the Koran using YouTube media, so that children can hear the harakat, qalqalah, and tajwid. Not only audio, but visually, children will be enthusiastic with the display of pictures that will make children interested in learning about religion

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