

**VALUES OF ISLAMIC RELIGIOUS EDUCATION IN RELIGION-BASED VIDEO CONTENT
ON TIKTOK**

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ABSTRACT

Education is not only aimed at improving students' intelligence but also at building their character and morality. Thus, education is essential in producing individuals who are not only intelligent but also virtuous, capable of self control, and able to contribute beneficially to society. This study focuses on the religious values contained in the content of @kadamsidik00 as well as the methods of delivering religious messages through his video content. This research employs a qualitative approach with Library Research, obtained by comparing the information found with other relevant sources. The TikTok content of @kadamsidik00 contains values of Islamic Religious Education, including muamalah (social interactions), aqidah (faith), ibadah (worship), and akhlaq (morality). @kadamsidik00 utilizes communicative and reflective methods, with simple and contextual language.

Keywords: Islamic Religious Education; Religious Values; Religious Content.

INTRODUCTION

Education is not only aimed at enhancing students' intelligence, but also at building their character and morality. Thus, education is very important in producing individuals who are not only intelligent but also noble in character, able to self-control, and capable of making meaningful contributions to their society and country (Pristiwanti et al., 2022).

Islamic education in Indonesia plays a very important role in developing a correct and pure understanding of Islamic teachings. In Indonesia, Islamic education is conducted both in the context of formal and informal education, both having the aim to provide a deep understanding of Islamic teachings based on the Qur'an and Hadith. These two types of education complement each other in shaping a Muslim personality that is not only intellectually smart but also possesses physical intelligence both in character and in acts of worship (Parhan et al., 2024).

Islamic education plays an important role in helping individuals develop their personal qualities and morals, as well as preparing them to understand the teachings of Islam in a clear and effective manner. There is a possibility that religion can be used as a fundamental value for education, including character education. As a result, a religious-based education approach model has emerged. The aim of religious education is not only to provide knowledge about Islamic law and worship but also to instill the moral standards found in Islamic education, which will ultimately influence the behavior and character of individuals (Nofhendri & Fadhlurrahman, 2024).

Islamic education faces significant challenges in the digital era, where religious information can be accessed quickly and easily. However, this information does not align with clear teachings. Therefore, it is important to analyze content like that posted by @kadamsidik on TikTok, which can provide religious education in accordance with Islamic teachings.

The life of modern digital society is heavily reliant on information technology. Technological advancements have made data sharing from anywhere and at any time easier. The latest advancements in communication technology. When information becomes important in daily life, everyone strives to obtain it quickly. The development of the internet and other technologies has become crucial throughout life. In this regard, the internet plays a significant role in disseminating information across society and facilitating the exchange of information. As a result of the rapid growth of the internet, social media is now not just a tool for disseminating information but also a great way to communicate with the general public.

Social media has emerged as one of the most powerful channels for the dissemination of information in this digital era, including in the field of religious education. One of the most popular social media platforms, TikTok, provides a variety of content that can be accessed by various demographics, especially the youth. One account that has attracted attention is @kadamsidik, which offers da'wah content in a new and relevant way.

TikTok is one of the most popular social media platforms among various groups, including children, and has significant potential for spreading religious beliefs. The use of TikTok allows for learning religious content in a more engaging and simpler way to understand through videos that include invitations, preaching, or other topics related to Islamic education (Nurmaya et al., 2024).

TikTok has become an interesting and popular learning platform among millennials and Gen Z in Indonesia. Users can create short music videos with this application. Indonesia became the second country with the highest number of TikTok app installs in 2020. TikTok allows teachers to create interactive learning experiences with its various features. Generation Z feels more comfortable with content circulating on social media, especially TikTok. Educational resources such as general information and college assignments are available in this application. Educational videos are packaged creatively and entertainingly, allowing lessons to be absorbed easily (Fajarini et al., 2024).

The Indonesian Ministry of Education recommended the use of the TikTok application as an innovative and enjoyable learning aid in December 2019. The aim of this idea is to make the memorization process more engaging for students. TikTok allows teachers and students to collaborate in new and creative ways through its interactive features (Fauziyah et al., 2022).

TikTok shows its efforts to make learning more fun and interactive with educational campaigns like "#LearningIsFunOnTikTok," which encourages users to share creative and useful educational content and promotes active participation from the community. With the rapidly growing category of educational content, the platform provides a space for users to learn about various topics in an engaging and easily accessible way (Devi, 2021).

There are many accounts on TikTok that create videos aimed at teaching the basic aspects of Islam, such as monotheism, prayer, fasting, almsgiving, and morals. These videos are usually presented in a way that is easy to understand, often with clear narratives or concise and

straightforward text, allowing viewers to easily grasp the points being made. TikTok can be utilized by religious teachers or preachers to convey their messages or sermons in a clear, concise, and straightforward manner. Regardless of the length of the videos, it encourages preachers to explain religious doctrines in a more engaging and enlightening way. There are many TikTok users who watch videos about daily activities or dhikr, along with explanations regarding the benefits and advantages in daily life.

Although TikTok is known for its music content, many users watch videos featuring uplifting Islamic music, such as qasidah, nasyid, or other religious songs. Using music with this may be an effective way to express religious beliefs emotionally. Visual aids such as hadith, verses from the Quran, or images depicting the sea, mosques, or Islamic symbols can help people understand the importance of religion and spirituality in their daily lives.

RESEARCH METHODS

This research uses a qualitative research type with a library research approach. The library research is conducted by reviewing, comparing, and analyzing various relevant sources, including books, journals, scientific articles, and social media content related to the research topic, particularly the TikTok account @kadamsidik00. The focus of the research is directed towards discovering the values of Islamic religious education contained in the video content and the methods of delivery to the audience.

The research data sources were obtained from literature related to Islamic education and digital da'wah, as well as documentation of TikTok video content produced by the account @kadamsidik00. The data collection technique was carried out through documentation study, which involved collecting relevant reading materials and content, then analyzed using content analysis techniques. The analysis was conducted through the processes of data reduction, data presentation, and conclusion drawing, resulting in a clear depiction of religious values in the content. To ensure the validity of the data, this study employed source triangulation by comparing information from various literatures and relevant content, thereby ensuring that the research findings could be scientifically justified.

In addition, this research also emphasizes the connection between theory and reality in the field, particularly how the social media platform TikTok functions as a means of contemporary preaching. Through a literature-based approach, the researcher attempts to link the perspectives of experts on Islamic religious education with the phenomena that are developing in digital society. Thus, this research not only provides a descriptive overview but also a critical analysis of the role of social media in conveying religious values.

Furthermore, this method was chosen because it aligns with the research objectives that are not oriented toward direct experimentation, but rather on literature review and existing content. This allows researchers to explore the phenomenon of digital preaching more deeply and comprehensively. The results of this method are expected to make contributions both theoretically in the development of Islamic education studies and practically as a consideration for educators and preachers in utilizing social media as an effective medium for preaching.

RESULTS AND DISCUSSION

The research results show that the preaching content created by the TikTok account @kadamsidik00 contains various values of Islamic religious education that are relevant to everyday life. The value of faith is evident through the explanation of the night of Lailatul Qadar and the story of the sacrifice of Prophet Ibrahim AS, which emphasizes total obedience to Allah SWT and belief in His revelations. The value of worship is illustrated in the invitation to take advantage of the momentum of Ramadan by increasing prayers, dhikr, and reading the Qur'an, thus fostering awareness of sincere worship. The value of morality is highlighted through the message to control desires, suppress the ego, and practice sincerity in the context of sacrifice, while the value of social interactions is seen in the content that emphasizes the importance of working in a lawful, honest, and professional manner as an expression of worship in social and economic life.

In addition to the aforementioned values of Islam, this research also found that the method of delivering messages by @kadamsidik00 uses a communicative, simple style that is close to the daily lives of the audience, especially the younger generation. His language style is relaxed, light, and relatable, making religious messages easier to accept and understand without coming across as preachy. He often uses analogies from everyday life, humor, and reflections to touch the emotional sides of the audience, as well as incorporating verses from the Quran and Hadith to strengthen the

message. However, an overly relaxed approach can sometimes lead to the perception that the preaching message is merely entertainment, so there needs to be a balance between popular style and depth of content.

Thus, the results of this research affirm that digital preaching through TikTok can be an effective means to convey the values of Islamic religious education in a creative and relevant way to the needs of the younger generation. Despite its limitations, popular preaching styles as demonstrated by @kadamsidik00 continue to make a significant contribution to grounding Islamic teachings in the digital space, while also opening opportunities for more moderate, contextual, and inclusive preaching methods.

The discussion of the research results shows that the preaching content on the TikTok account @kadamsidik00 contains the main values in Islamic Religious Education, namely faith, worship, morals, and social interactions. The value of faith is evident in the story of Prophet Ibrahim AS, which emphasizes total obedience to Allah and the explanation of the Night of Lailatul Qadar, which strengthens belief in Allah's revelation. The value of worship is seen in the call to increase prayer, remembrance of Allah, and reading the Qur'an, especially during the month of Ramadan. The value of morals is embodied in the invitation to control desires, subdue the ego, and practice sincerity. Meanwhile, the value of social interactions is reflected in the message about the importance of working in a halal, honest, and professional manner, so that economic activities can have worshipful value.

This is in line with Saifuddin's view in 2018 which states that humans are essentially social beings who must interact with one another in everyday life. This means that in the research findings presented above, efforts, marketing, and business should be conducted honestly and professionally. Furthermore, the Prophet Muhammad (peace be upon him) is known as an honest and trustworthy trader, demonstrating the importance of self-employment. Working and providing for the family is a very important obligation in Islam. This shows the value of muamalah in daily life, which is how Islam regulates economic and social relations among people to be fair, honest, and responsible (Saifuddin, 2018).

In addition to the message content, the discussion also highlights the delivery methods used by @kadamsidik00. The communicative, relaxed, and relatable style with everyday life makes his content more easily accepted by the younger generation. The da'wah message is not delivered rigidly, but through light language, humor, and life analogies that touch the emotional side of the audience. This strategy makes da'wah feel grounded and not preachy, even though on the other hand, it has the potential to make some audiences see it merely as entertainment.

The message conveyed is not formal as examined by Niken Karnelia in 2024, which explains that the language used in the content on @kadamsidik00 is usually simple, casual, and easy to understand by readers from various backgrounds. The use of informal language, which is not rigid or too formal, makes the preaching message feel more familiar and down to earth. This simple communication allows the audience to digest the preaching message without feeling pressured or lectured (Karnelia, 2024).

However, the research also found weaknesses in this preaching style. The relaxed and visually appealing style sometimes shifts the audience's focus to appearance rather than the substance of the religious message. This can diminish the depth of understanding, especially for an audience that expects a more serious study. Therefore, it is recommended that digital preaching combine popular styles with the reinforcement of Quranic verses, Hadith, and scholars' viewpoints, as well as provide a variety of more formal content to reach a broader layer of society.

Overall, the discussion of this research emphasizes that digital preaching through TikTok can be an effective medium for disseminating the values of Islamic education. Despite facing challenges, creativity and an approach that resonates with the audience make content like that created by @kadamsidik00 relevant to the needs of the younger generation. This innovation in digital preaching also presents a significant opportunity to integrate the values of Islamic spirituality with the current developments in communication technology.

This discussion also shows that the use of TikTok as a media for preaching aligns with the development of modern digital lifestyle. Young generations, especially millennials and Gen Z, are more accustomed to consuming information in the form of concise, creative, and entertaining short videos. By leveraging this trend, preaching content on TikTok can reach a wider audience, even beyond the realm of formal education. This proves that social media can function not only as a means of entertainment but also as a platform for disseminating contextual and easily accepted religious values.

Furthermore, this research highlights the importance of innovating preaching methods to remain relevant to the times. Preachers who utilize social media platforms like TikTok need to maintain the credibility of their preaching content while adapting their communication style to suit the digital audience. Thus, preaching does not lose its religious substance even when packaged in a popular form. The presence of digital preaching through accounts like @kadamsidik00 proves that technology can be an effective means of internalizing the values of Islamic education while also maintaining the relevance of preaching in the modern era.

CONCLUSIONS

From the results of the research and discussion that has been conducted, it can be concluded that the TikTok account @kadamsidik00 contains several key values in Islamic Education. The value of Faith is reflected in the strong instillation of belief in Allah SWT, such as the exemplary story of Prophet Ibrahim AS in making sacrifices and the explanation regarding the significance of the night of Lailatul Qadar. The value of Worship is manifested in the encouragement to increase good deeds such as prayer, dhikr, and reading the Qur'an, especially during the month of Ramadan with sincere intentions and full awareness. The value of Morality is conveyed through messages to resist desires, foster sincerity, and improve oneself morally and spiritually in daily life. The value of Social Transactions is demonstrated through messages to work, do business, and seek sustenance in legitimate, honest, and professional ways as a form of worship to Allah SWT. Overall, the content is delivered with a creative and contextual approach, making it an effective medium for digital preaching in instilling and strengthening the values of Islam within the community. In addition, the method of delivering religious messages by @kadamsidik00 through the TikTok platform has a communicative and reflective characteristic with a non-didactic style, instead inviting the audience to reflect and think personally about the spiritual meaning in everyday life. The language used is simple, contextual, and easy to understand, making it feel close to the lives of teenagers as well as the general public as a whole. Thus, the religious messages conveyed become softer, simpler, and more easily accepted by various audiences.

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