



## Communicating the Message Analysis on Tiktok @Huseinjafar to Maintain Interfaith Tolerance

Aep Wahyudin<sup>a</sup>

<sup>a</sup>State Islamic University Sunan Gunung Djati Bandung, Indonesia

[aep.wahyudin@uinsgd.ac.id](mailto:aep.wahyudin@uinsgd.ac.id)

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**Abstract.** Tiktok has become one of the most popular social media for many Indonesian young millennials. They seek the content at Tiktok mostly for their daily references. Husein Ja'far Al Hadar, a trending moslem scholar utilized Tiktok to deliver the message of inter religious dialogue. We analyzed one short video content using semantic method on Tiktok @huseinjafar which only contained the conversation among Islam, Christian and Buddhist. They talked about their perspectives on tolerance. The finding shown that the harmonious interreligious dialogue could bring the mutual understating when it communicated in peaceful way. The constructive communication process of their dialogue in the video brought the message of living in harmony and respecting each other toward the differences. Tiktok @huseinjafar wanted to deliver the true message of human values by worshipping God and the loving all mankind to shape harmonious interreligious environment.

**Keywords:** Communicating, Tolerance, Human Values, Tiktok.

\*Correspondence Author

: Aep Wahyudin

Institution and Institution Address

: State Islamic University Sunan Gunung Djati Bandung, Indonesia

Correspondence Author Phone Number

: +6282230497286

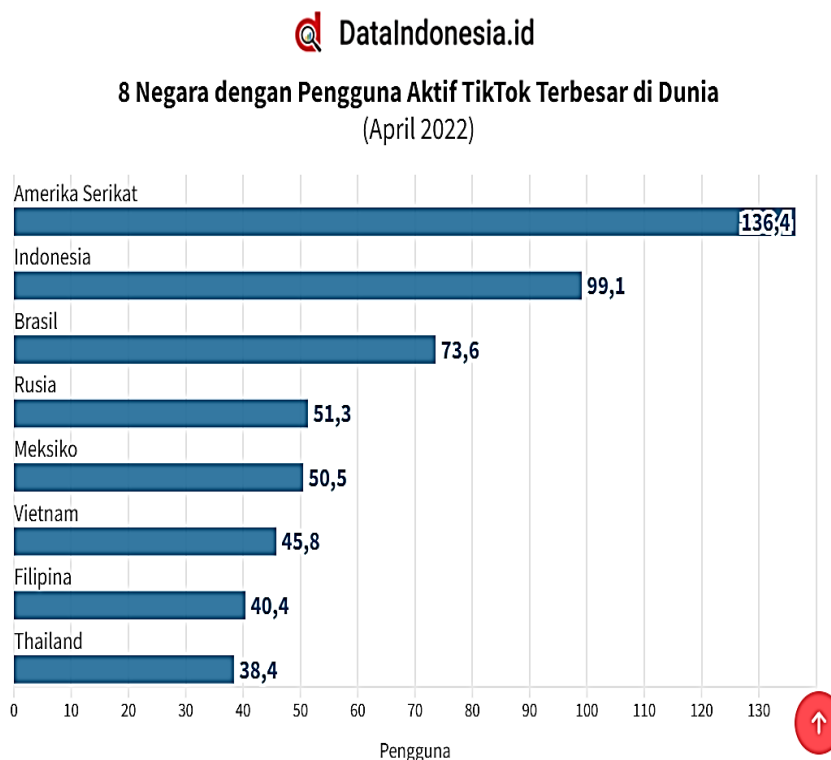
## INTRODUCTION

Indonesia is well-known for its pluralistic of religions, tribes and cultures. It is an archipelagic country which consist of 17,504 islands (Marewa, Yeheschiel Bartin & Parinussa, 2020). The pluralism combined with variety of religions, values and local wisdom. As a pluralistic country, Indonesia is tightened by the philosophical symbols of ‘*Bhineka Tunggal Ika*’ and ‘*Pancasila*’. All religious, ethnic, tribe and cultural are linked through these symbols of unity in diversity. The content carries out the tolerance concept.

This paper will focus on the discussion of inter-religious tolerance in Indonesia. The Indonesian state maintains human values on a religious basis combined with local wisdom that exists in every region in Indonesia. According to Abror (2020), there are several religious laws instituted by the state which implement religious and cultural rituals in peaceful way and harmonization. Tolerance between religious communities is an important attitude to do in a pluralistic society. Without tolerance in a particular religious community, conflicts will inevitably arise and be sensitive issue among societies (Yunus, 2014).

To bring about the themes of inter-religious tolerance, there is a young millennial *Habib* who is very trending on Tiktok social media. He is *Habib* Husein Ja'far Al Hadar. Tiktok is a social media that is widely used by the younger generation of Indonesia. According to (DataIndonesia.id, 2022), TikToks monthly active users in Indonesia were 99.1 million people in April 2022. This number is the second largest after the United States.

**Figure 1.**  
**Countries with the Most Tiktok User in the World**



The United States has the largest active TikTok user in the world. The number was recorded at 136.4 million people in April 2022. Indonesia is in second place with the number of active TikTok users of 99.1 million people. TikTok users in Indonesia spend an average of 23.1 hours on TikTok per month (Rizaty, 2022). Moreover, digital natives spend 79% of their time accessing the internet every day (Supratman, 2018). Digital native in Indonesia occupy the largest population today. They are generation that grew up in the digital era. Digital native considered that internet have been part of their life. They are so much familiar with the internet since the early ages (Cornu, 2011; Supratman, 2018). Moreover, Supratman & Wahyudin (2020) said that communicating messages about religious tolerance through social media has reached widely Indonesian millennials. It is one effective effort to awaken the message of tolerance. In addition, with the existence of social media which has the faster and interactive, the dissemination of information can be spreaded instantly.

Many studies on tolerance have been carried out, but those discussing the delivery of messages of tolerance between religious believers through social media, especially TikTok are very rare (Hermawati et al, 2016). Husein Ja'far Al Hadar who is usually called *Habib* Husein Ja'far often interacts with followers on the Tiktok media @huseinjafar. Almost the majority of social media content spreads the spirit of mutual respect for tolerance among inter religious communities. One of the videos that highlights inter-religious tolerance is the collaboration of *Habib* Husein Ja'far with Pastor Yerry and Monk Zhuan Xiu. Therefore, the research question that we propose is, “How is the message of interreligious tolerance of human values conveyed in the Tiktok @huseinjafar of *Habib* Husein Ja'far?”




## RESEARCH METHOD

We conducted this research using qualitative method with the approach of Semiotics. Tiktok @huseinjafar short video of “Me, the Priest and the Monk” has shown the content of tolerance. *Habib* Husein Ja'far delivered his interreligious tolerance message on his Tiktok account. There were 4 selected spoken scenes from Tiktok @huseinjafar. The data collecting was done by observing and transcriptions the discussion between *Habib*, Priest and Monk. We examined the categories of verbal phrases to find the data interpretation on how *Habib* Husein Ja'far communicating the interreligious tolerance of human values on Tiktok @huseinjafar.

## RESULT

The value of religious tolerance is a noble concept that can strengthen national unity and integrity. *Habib* Husein Ja'far wanted to convey this attitude of tolerance through its tiktok content about how to strengten the tolerance between inter-religious communities and accept each other by the diversity. Whatever religion a human believes in, it must be respected so that inter-religious harmony can be realized. In Tiktok @huseinjafar's video entitled "Me, the Prist and the Monk" (“*Saya, Pendeta dan Biksu*”), *Habib* Husein Ja'far want to create harmonious atmosphere as promoter of cooperation between inter-religious dialogue.

**Table 1.**  
**Short Video of Tiktok @huseinjafar**  
**“Saya, Pendeta dan Biksu” (Me, the Priest and Monk) Interreligious Dialog**

Tiktok Cover Image of “Saya, Pendeta dan Biksu” @huseinjafar short video	Tiktok Messages on Interreligious Dialog @huseinjafar
	<p>“...dan menurut saya kita duduk bersama ngobrol bersama penting sebagai pemandangan bahwa bagaimana kita yang berbeda agama ini bisa saling ngobrol. Sehingga orang melihat oh mereka kalau bisa bersama di tengah perbedaan kenapa kita enggak.” (Pernyataan Habib Husein Ja’far statement, 2022)</p> <p>“...and I think we're sitting together chatting together is important as a scene that how we who are of different religions can chat with each other. So people see..oh if they can be together in the midst of differences then why can't we do the same way.” (Habib Husein Ja’far statement, 2022)</p>
	<p>“Pentingslah ini menjadi tontonan yang bernilai tuntunan Kita boleh berbeda dalam agama tapi mari kita berlomba-lomba dalam berbuat baik bagi sesama” (Pernyataan Habib Husein Ja’far statement, 2022)</p> <p>“It is important that this can be a spectacle of guidance which has the value on the content. We may different in religion but let us compete in doing goodness for others”, (Habib Husein Ja’far statement, 2022)</p>
	<p>“Kalau cinta Tuhan, harus belajar mencintai apa yang Tuhan cintai. Termasuk yang tidak segolongan, segama bahkan musuhpun” (Priest Yeary statement, 2022)</p> <p>“If you love God, you have to learn to hate what God loves. Including those who are not in the same class, as religious</p>

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as you, even with the enemies” (Priest Yearly statement, 2022)

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“Pertapa meditasi yang paling tinggi adalah kesabaran, ketika seseorang membuat jiwa kita panas, maka kesabaran itu harus dimunculkan” (Biksu Zhuan Ziu statement, 2022)

“The most high meditative hermit is patience, when someone makes our soul uncomfortable, then that patience must be raised” (Monk Zhuan Ziu statement, 2022)

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**Source:** (Husein Ja'far @huseinjafar TikTok Videos, 2022)

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The dialogue between *Habib* Husein Ja'far, Pastor Yerry and Monk Zhuan Xiu can be a driving factor for tolerance in providing awareness of harmonious living among religious people in society. In the conversation of *Habib* Husein Ja'far, Pastor Yerry and Monk Zhuan Xiu, they both explained about their religious teachings which were full of compassion for mankind. Because basically, according to *Habib* Husein Ja'far, Pastor Yerry and Monk Zhuan Xiu, all religions teach good things to their people. Kindness to fellow human beings is a characteristic of humans who have human values. Human values that have been attached to pious humans will uphold mutual respect between fellow religious people.

Tolerance according to *Habib* Husein Ja'far, Pastor Yerry and Monk Zhuan Xiu are human beings who behave patiently, respect each other and follow the rules (the teachings of goodness in all religions) to their fellow human beings. More broadly, *Habib* Husein Ja'far, Pastor Yerry and Monk Zhuan Xiu explained about avoiding discriminatory behavior in society. *Habib* Husen Ja'far in his video epilogue also called for whatever the religion is, if we could show the best behavior according to the teachings of its religious, the tolerance between inter-religious communities can be maintained. Every religion recommends all humankind to respect, love, and even help each other in goodness (Bakar, 2015).

## DISCUSSION

The message at Tiktok @huseinjafar in the short video “Me, the Priest and the Monk” delivered the context of inter-religious relations. It wanted to avoid the intolerance which raised when there is the prejudice against other people or groups that are outside of themselves. The intolerance will lead to radicalism and extremism. Allport (1954) mentioned the paradox of religion and intolerance. According to him, religion is also responsible for the emergence of prejudice. Even though there are universal aspects of every religion, when religious ties are formed, feelings of in-group will arise and cause everyone who is outside the bond to be considered as out-group and treated differently. In this context, conflicts and violent behavior in the name of religion are vulnerable to emerge. Religious tolerance is tolerance that includes issues of belief in humans related to the faith or divinity that

they believe in. Everyone should be given the freedom to believe in and embrace a religion (having a faith) of their own choosing and get respect in the implementation of the teachings that they adhere to or believe in (Casanova, 2008).

Tolerance is the result of social interaction in the diverse society. In the social life of religion, humans cannot deny the existence of association, either with their own group or with other groups that sometimes differ in religion or belief, with this fact, religious people should try to bring about peace, tranquility in a frame of tolerance so that social stability and friction can arise. Ideological friction between people of different religions will not occur (Kinloch, 2005). Tolerance is something that can reduce conflicts between religious communities and create a sense of brotherhood despite different beliefs. (Hafidzi, 2019) said that Indonesia as a pluralistic country from side ethnic group nation, culture, and religion need a strategy to create and maintain atmosphere freedom religion and harmony people religion, that is the very important done to make it happen Indonesian people who are prosperous, safe, and peaceful. The existence of diversity is a social reality which undeniable especially in Indonesia as pluralistic country. This Tiktok @huseinjafar has delivered the message in the basis of *Bhinneka Tunggal Ika/Unity in Diversity*. Its said that although the humankind are different in all aspects (religion/belief/faith), they are still one unity as the God's creation. Religious tolerance is needed as our cultural strategy in upholding the diversity.

Inter-religious tolerance is viewed as the application of harmonious social interaction. It cannot be violated by the egocentric as *Habib Husein Jafar* stated in his short video. The interfaith harmony must be created to value the diversity. Actually, the interreligious can present adhesive equality in bringing the mission of peaceful in society. It teaches the balance of giving honor, respect and dignity to all humankind.

## CONCLUSION

Social media Tiktok @Huseinjafar is a form of creative da'wah about tolerance between religious communities created by *Habib Husein Ja'far*. His short video with Pastor Yerry and Monk Zhuan Xiu can be an invitation for other content creators to create content that spreads peace to others. The social media content of Tiktok @huseinjafar has a good influence on public awareness on the importance of maintaining tolerance between religious believers as human values in religious practice in a pluralistic society. Tolerance is a perspective for a harmonious life order. Because it contains human values that are full of love, compassion and peace in order to build a harmonious/harmonious attitude that provides mutual benefit.

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