

Digital Da'wah and Tolerance Formation: A Study of Deddy Corbuzier's Login Podcast on Youtube

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ABSTRACT

This study investigates how the LOGIN Season 3 program on Deddy Corbuzier's YouTube channel fosters the internalization of religious tolerance values among university students. Rising intolerance in public and digital spaces highlights the urgency of da'wah content that promotes inclusivity. Grounded in Syukur & Hermanto's da'wah content theory and Suyahmo's concept of tolerance, the research employs a qualitative descriptive approach. Data were gathered through video content observation, interviews with student viewers, and analysis of audience comments. The findings show that students internalize values such as freedom of religion, interfaith brotherhood, and acceptance of diversity. This process is facilitated by the program's casual yet substantive communication style, its use of accessible digital platforms, and its inclusive, moderate narratives. Positive engagement in the comment sections further emphasizes its effectiveness. The study concludes that LOGIN offers a contextual and impactful model of digital da'wah, enriching discourse on da'wah theory and demonstrating its potential to cultivate tolerance in a pluralistic society.

Keywords: *Digital Da'wah, Religious Tolerance, University Students, YouTube, LOGIN Program*

Introduction

Da'wah in Islam has a central role as a means to invite people to goodness in a wise way. In Islam, the ideal concept of da'wah is to prioritize wisdom, provide good teaching, and build polite and peaceful dialogue. QS. An-Nahl verse 125 emphasizes that in delivering da'wah, one should use wise means and convey arguments politely and kindly: It means: Invite (people) to the way of your Lord with wisdom and good teaching and debate them in a better way. Indeed, it is your Lord who knows best who strays from His path and He knows best who is guided (Ministry of Religious Affairs of the Republic of Indonesia, 2019).

Da'wah not only conveys religious teachings, but also strengthens social relations, fosters an open attitude, and builds awareness of the importance of tolerance. All religions have their own ways of spreading their teachings, and mutual respect between religious communities is part

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of this understanding (Effendy et al., 2023). However, in practice, da'wah often deviates from ideal values, especially on social media. The increasing phenomenon of intolerance in Indonesia shows a shift in the way of preaching. Lectures spread on digital media often contain hate speech and exclusive narratives. The Setara Institute report (2023) recorded 171 violations of religious freedom throughout 2022, including the rejection of houses of worship, discrimination against minorities, hate speech, and religious-based persecution.

The increasing cases of intolerance indicate a gap between the value of tolerance in Islam and the practice in society. One of the causes is the use of social media as a means of da'wah that is not well controlled. The Alvara Research Center survey (2022) noted that 68% of young Indonesians gain religious understanding from social media such as YouTube and Instagram, but not all content teaches moderate Islamic values. In addition, the spread of religious-themed hoaxes has also worsened the situation. Mafindo (2022) reports that 42% of hoaxes on social media are related to religious issues, which are often used to spread hatred and strengthen conflicts between groups.

Based on the search results, several studies with themes that have closeness or similarity were found, which were then used as comparison materials and initial footing in compiling the framework of this research. The first study entitled 'The Effect of Using the TikTok Application as a Da'wah Media among UPI Muslim Students' written by Muhammad Parhan, Aulia Khaerunnisa, Muhammad Syamsudin Umar, and Syifa Hanifa (2022). This study uses a quantitative approach with data collection methods through online questionnaires. The sample was randomly selected with the condition that the respondents were UPI students who were Muslims. A total of 50 respondents filled out the questionnaire. The results show that the majority of respondents know and use TikTok, both as a means of entertainment and as a medium for receiving da'wah messages. Ustad Hanan Attaki is one of the popular da'wah content creators on the platform, perhaps because he has a more modern appearance and is active in using social media to spread religious messages. However, the method of delivering da'wah through TikTok has advantages and disadvantages. Respondents gave suggestions to make the content more attractive by using the latest designs, paying attention to content packaging to remain in accordance with Islamic teachings, and using reliable sources to avoid misconceptions (Parhan et al., 2022).

The second study entitled 'The Effect of Da'wah on Instagram on Student Religious Behavior' written by M. Ridwan, Nurdin, and Fitriingsih (2019). This research uses a quantitative approach with data collection techniques through observation, interviews, and questionnaires. The sample was selected using purposive sampling method, which involved 60 respondents who were active Instagram users. Based on the results of the analysis, it was found that da'wah delivered through Instagram had a significant influence on the religious behavior of students of the Islamic Communication and Broadcasting Study Program at IAIN Palu. The results of statistical tests using the SPSS for Windows 16 application show a calculated T value of 5.475, which is higher than the T table value of 4.255, with a significance level of 0.000 at the 5% significance level ($\alpha = 0.05$). This means that the da'wah variable through Instagram significantly affects religious behavior, with a contribution of 52.6% or 0.526 to the variable (Ridwan et al., 2019).

The third study entitled 'The Impact of Using TikTok Social Media on the Islamic Behavior of Students in Yogyakarta' written by Luluk Makrifatul Madhani, Indah Nur Bella Sari, and M. Nurul Ikhsan Shaleh (2021). This study uses a qualitative approach with a case study type and refers to the S-O-R Theory (Stimulus-Organism-Response) developed by Houland in 1953. The findings show that the use of TikTok has both positive and negative effects on the Islamic behavior of students in the Yogyakarta area. The use of this platform is analyzed through three main aspects, namely the background of use, popular accounts followed, and features available in the application. The positive impacts include improvement in reading the Qur'an, involvement in prayer movements, healing therapy, and the emergence of business opportunities. Meanwhile, the negative impacts identified include time wastage, lack of user age restrictions, and the potential for spreading hate

speech. Recommendations for TikTok users are to limit the age of users and increase self-control to prevent misuse of social media, especially TikTok. (Madhani et al., 2021).

The fourth study entitled 'The Response of IAI Al-Aziz Students in Responding to Islamic Da'wah Content on TikTok Social Media' written by Tia Nur Amrina, Zalfa Mufida, Zidan Khoirul Azmi, and Meity Suryandari (2023). This research uses a quantitative approach with a survey method. The results showed that the majority of respondents had TikTok accounts and were more active in using it than other social media. Their activities on TikTok are very diverse, ranging from seeking entertainment, information, shopping, business opportunities, to increasing knowledge, motivation, and as a means of self-expression. The types of content most frequently accessed include romance, stories, preaching, comedy, games, motivation, music, dance, tutorials, reviews, culinary, references, news, scientific studies, skin care, literacy, sports, business, personal opinions, quotes, travel, and viral content. Although almost all respondents have watched Islamic da'wah content on TikTok, they generally do so only when the content appears on the For You Page (FYP), and only a few regularly follow da'wah content every day. Some respondents also claimed to have skipped da'wah content because they felt they had already watched it or were less interested in the way it was delivered. However, many respondents felt the positive impact of the da'wah content, such as adding insight, being a reminder, and because of the short, concise, and interesting nature of the content, they were more receptive. Most respondents have also applied the da'wah content in their daily lives, especially in terms of worship such as prayer, giving alms, practicing sunnah, and doing good to others. (Tia Nur Amrina et al., 2023).

The fifth study entitled 'Analysis of the Influence of Da'wah Content on Social Media on the Psychology of Gen-Z' by Dhiya Afifah Maulida, Marlia, and Najwa Annisa (2023). This research uses qualitative methods with data collection techniques through direct interviews with three new students and surveys using Google Forms distributed to 84 new students. Based on the results of the analysis, this study concludes that proselytizing content on social media has an influence on aspects of Generation Z religiosity. Although the majority of respondents (56%) prefer entertainment content over da'wah, the presence of da'wah content still has a significant impact, such as increasing spiritual awareness, motivating to worship more consistently, seeking peace of mind, and doing self-reflection. This finding also shows that although not many of Generation Z are actively accessing da'wah content, even one or two pieces of content can positively influence their understanding and awareness of religious values (Maulida et al., 2023).

Previous studies on digital da'wah have largely focused on the use of platforms such as TikTok and Instagram, where content is typically short, persuasive, and oriented toward viral trends, or on individual preachers' YouTube channels that emphasize personal branding and religious authority. While these studies provide valuable insights into the dynamics of religious communication in the digital era, they tend to overlook dialogical and collaborative formats that combine interfaith encounters with popular culture. The *LOGIN Season 3* program is distinct because it is not solely a religious lecture but a moderated dialogue between a Muslim preacher and non-Muslim co-hosts, broadcast on one of Indonesia's most influential YouTube channels. This unique format positions the program as a hybrid form of digital da'wah that merges entertainment, interfaith dialogue, and moderate Islamic narratives. Therefore, this research fills a gap by examining how such dialogical and collaborative da'wah content contributes to the internalization of tolerance values among university students, a perspective that has not been sufficiently addressed in previous studies.

Literature Review

Digital da'wah content itself comes in many forms, from online lectures to popular culture-based podcasts. However, there are two main trends: moderate and open da'wah, and exclusive and intolerant da'wah. One prominent example of moderate da'wah is Habib Husein Ja'far Al-

Hadar who conveys Islam in a relaxed, dialogical, and still weighty manner through his YouTube channel. Dawah content on social media is currently divided into two poles: those that respect differences and are inclusive, and those that are exclusive and intolerant. Intolerant content often contains narratives that attack other groups, claim sole truth, and even encourage rejection of the existence of certain groups. This kind of content triggers real conflicts and is massively spread through social media without adequate filters.

Social media algorithms that encourage controversial content exacerbate polarization. Therefore, it is important for digital da'wah to be redirected towards peaceful, tolerant and compassionate Islamic values. Preachers need to deliver messages with methods that are relevant to the younger generation, while still upholding the principles of moderation and inclusiveness. The government and civil society also need to work together in monitoring and educating the public to be more selective about da'wah content. On the other hand, a number of preachers such as Habib Husein Ja'far Al-Hadar have successfully used social media positively, with an open, relaxed, and easy-to-understand approach. He consistently raises themes of tolerance, diversity, and mutual respect.

The gap between the idealism of peaceful Islamic preaching and the reality on social media that often triggers intolerance is an important background for this research. This study aims to understand how digital da'wah content on YouTube, especially through programs such as LOGIN, can contribute to the formation of tolerance values among the younger generation. The younger generation is the most active user of social media and has a great influence in shaping the mindset of society in the future. Therefore, it is important to examine how the consumption of digital da'wah content affects their religious understanding, as well as how moderate da'wah strategies can be strengthened to spread the value of tolerance.

Today's da'wah media are not limited to places of worship such as mosques, but also include various means such as movies, music, books, and the internet. Technological developments allow access to information without space and time limits (Andriani, 2023). Social media is one of the most prominent technological innovations, which enables rapid and widespread interaction and content distribution (Elisa et al., 2023). Platforms such as YouTube, Instagram, X, and Facebook are now not only entertainment venues, but also digital public spaces that shape opinions and educate the public. YouTube is a very effective digital platform in delivering da'wah messages because of its expressive and easy-to-understand audiovisual power (Andriputra et al., 2021). Its popularity is supported by a variety of content that attracts the interest of the wider community.

Social media is now not only a communication tool, but also an interactive space that encourages active user participation. A CNN survey (2022) shows that social media is used for entertainment, information, social networking, and online shopping. In the context of da'wah, YouTube serves as an alternative media capable of reaching a wide audience across time and geography, replacing the limitations of conventional da'wah. However, this transformation requires preachers to be more creative, innovative, and relevant in delivering messages.

This development indicates that Islamic preaching continues to adapt to the times and technology (Effendy et al., 2023). In Indonesia, Habib Husein Ja'far Al-Hadar is an example of a preacher who utilizes YouTube positively, targeting the millennial generation with a relaxed, concise, and easy-to-understand approach. One tangible form of this approach is the LOGIN Series Program, which is a means of moderate digital da'wah in the midst of the rise of provocative religious content.



Figure 1.
 LOGIN Season 3 Program Series
 Source: Youtube LOG IN Program

Program Series LOGIN Season 3 is a digital da’wah show that presents a dialogue between Habib Husein Ja’far, Onadio Leonardo, and Boris, two non-Muslim co-hosts. This program presents interfaith figures to discuss tolerance and peace between religious communities in a relaxed, informative, and humorous format. The program consists of 30 episodes airing daily during Ramadan 2025, each lasting 40-60 minutes. Discussions are inclusive, uphold the value of diversity, and use an approach that is easily accepted by various groups.

The show is broadcast exclusively on Deddy Corbuzier’s YouTube channel, which is one of the most popular platforms in Indonesia with over 24 million subscribers and more than 6.7 billion views. The popularity of this channel also strengthens the reach and effectiveness of the moderate da’wah offered by the LOGIN Program. The presence of this program is an effective da’wah content distribution strategy, because it not only reaches a wide audience, but also creates a space for in-depth public discussions related to social issues and diversity.

The LOGIN Season 3 Program Series on Deddy Corbuzier’s YouTube channel has succeeded in presenting relevant and moderate da’wah through digital media, reaching a wide audience, and emphasizing the importance of tolerance and peace between religious communities (Setiawan, 2024). Tolerance is an important foundation in social life because it respects different points of view and guarantees freedom of opinion. This attitude encourages open dialogue and creates healthy and fair social relations (Rizal & Kharis, 2022).

Da’wah that carries the value of tolerance rejects the imposition of beliefs and emphasizes mutual respect. It invites with love and appreciation for the diversity of religions, cultures, and political views. However, tolerance does not mean absolute freedom without limits. It does not erase differences in beliefs, but rather respects the right of each person to practice their religion, without interfering with each other. This is an important basis in building an inclusive and peaceful society (Ruslan, 2023). The explanation above is the basis for the author in choosing this topic as the focus of thesis research entitled Da’wah Content on the LOGIN Program on Youtube Deddy Corbuzier in the Formation of Tolerance Values (Qualitative Descriptive Study on Podcast Program Series LOGIN Season 3).

Methods

This research uses a descriptive qualitative approach to understand the contribution of da’wah content in the LOGIN Season 3 Program Series to the formation of tolerance values in students. This approach was chosen to explore subjective experiences and social meanings in depth. The subject of the research is the LOGIN Season 3 video podcast, while the object is the content of the da’wah message which includes religious freedom, brotherhood between people, and an attitude of accepting differences.

Data were obtained through in-depth interviews, the sampling technique in this study used purposive sampling, which is the deliberate selection of participants based on specific criteria. These criteria include 2021 Communication Science Study Program students aged 18-25 who have watched the program, and observations made on the content of the LOGIN Podcast video Season 3 on Deddy Corbuzier's YouTube channel, with a focus on the content and messages conveyed, as well as through documentation such as videos, screenshots, and comments as secondary data.

Then the data obtained was analyzed through three stages: data reduction by simplifying and sorting relevant information, emphasizing matters related to religious preaching content in the 70 LOGIN Season 3 Program Series uploaded on Deddy Corbuzier's YouTube channel in shaping tolerance values among students, then data presentation by organizing and presenting them systematically, and conclusion drawing by comparing the opinions or statements of informants with the meanings contained in the main concepts used in the study. Data validity was strengthened by triangulating sources, methods, and time, including interviews with expert sources from the Ministry of Religious Affairs to test the accuracy of the findings.

Result and Discussion

Video Podcast Content of LOGIN Season 3 Program Series in Showing Freedom of Choice of Religion

The value of freedom of choice of religion includes the right of individuals to embrace, practice, convert, or reject beliefs without coercion, and is part of the principle of tolerance guaranteed by Islamic law and teachings. The LOGIN Season 3 Program Series conveys this value through an inclusive, dialogical, and humanist da'wah approach. Habib Husein Ja'far emphasizes the importance of love and mutual respect between religious communities, without judging differences in beliefs.

In the 19th episode of the LOGIN Season 3 Program Series entitled "Change Religion for the sake of Marriage? Isn't it Dangerous?", the value of religious freedom is raised through a casual yet meaningful discussion. This episode features Raim Laode recounting his wife's spiritual journey of converting to Islam, and has been watched more than 1.5 million times and liked by around 29 thousand YouTube users. At 47:25-47:32, Habib Husein Ja'far emphasizes the importance of respecting the God worshipped by each individual, referring to the principle in the Qur'an that belief is a personal right that must be respected, as a concrete manifestation of tolerance between religious communities.

'Honor the gods that everyone worships, because everyone will believe in what he believes in' (audio).



Figure 2.

Screenshot of Habib Ja'far regarding the message of freedom of choice of religion in Episode 19

Source: Youtube Podcast LOGIN Season 3

The 19th episode of the LOGIN Program Series emphasizes the importance of individual freedom in choosing and believing in religion, and rejects all forms of coercion and judgment. Habib Husein Ja'far said that faith is a conscious choice, in accordance with QS. Al-Baqarah verse 256 which states that there is no compulsion in religion. From the researcher's analysis, the da'wah in this episode is delivered openly and does not impose certain views. The relaxed and dialogical communication style creates a space for mutual understanding between religious communities, strengthens the message of tolerance, and encourages respect for personal belief choices.

The message of religious freedom in this content is very relevant, especially for university students, who live in the midst of diversity and need an inclusive understanding of religion and respect for differences. YouTube as a digital da'wah platform has the advantage of wide reach and two-way interaction. Through the comment feature, audiences from various backgrounds can respond directly to da'wah messages, including about religious freedom.

The positive response shows that the content not only conveys the message theoretically, but also touches the audience's personal consciousness. Many audiences find it helpful to understand the meaning of tolerance and strengthen their spiritual process. This proves that digital da'wah through YouTube is able to shape value awareness in a real way, by making digital space an open, inclusive, and emotionally touching tool.



Figure 3.

Comments on Episode 19

Source: Youtube Podcast LOGIN Season 3

The LOGIN Season 3 Program Series has succeeded in conveying the value of religious freedom through an inclusive, relaxed, and non-judgmental preaching approach. This broadcast was positively received by students because it was able to build a new understanding of tolerance. Nessa, a Catholic informant, stated, 'I feel that the LOGIN Program video this time gives me space to feel not alone as a minority ... it makes me feel valued' (Interview, 2025).

Meanwhile, Fikri admitted to experiencing a shift in understanding, 'At first I thought that tolerance was just respect... but after watching Program LOGIN, I realized that allowing people to freely choose their religion is also part of tolerance' (Interview, 2025). Mada also said, "I came to think, you can't force people to have the same beliefs... I now prefer not to interfere with other people's faith" (Interview, 2025). Habib Husein Ja'far's communication style is light and empathetic, as well as reinforcement from verses such as QS. Al-Baqarah: 256 and '*Lakum dinukum waliyadin*,' make this program effective in shaping tolerant attitudes among students.



Figure 4.

Screenshot of Habib's Quote

Source: Processed by Researcher

According to H. Usama Majid, video media is very effective for digital da'wah because it is fast, easily accessible, and close to the daily lives of the younger generation. He mentioned that 'the digital da'wah content in the LOGIN Program Series has a unique presentation ... it feels light and not rigid, so it is not trapped in heavy or patronizing thoughts' (Interview, 2025). This approach is considered capable of conveying the value of freedom inclusively and strengthening tolerance. The LOGIN Season 3 Program Series has succeeded in creating an effective digital da'wah space through in-depth messages but packaged in a relaxed manner. With an inclusive narrative, easily accessible media, and positive responses from the audience, this program has proven to contribute significantly to shaping the values of tolerance and religious freedom, especially among students.

LOGIN Season 3 Video Podcast Series Program Content in Displaying a Sense of Brotherhood with Others

The value of brotherhood is an important part of tolerance, which includes mutual respect and help between individuals regardless of differences in religion, culture, or views. In Islam, the concept of *ukhuwwah insaniyyah* (brotherhood of humanity) emphasizes that all humans are brothers. The Qur'an also mentions that fellow believers are brothers and must be reconciled if they have a dispute, as an effort to maintain peace and harmony, both among Muslims and fellow humans in general.



Figure 5.

Quotes about Brotherhood

Source: Processed by Researcher

In Season 3 of the LOGIN Program, the value of brotherhood between people is the main theme, one of which is clearly seen in the 30th episode entitled "The Miracle of the Seal of the Prophet: The Qur'an". The episode, which aired on the last day of Ramadan, is 58 minutes long, has been watched more than 1.4 million times and received 39 thousand likes on YouTube. In this episode, Prof. Quraish Shihab appears as a guest speaker and delivers his message in a calm,

inclusive and respectful manner. He emphasizes that the Qur'an brings mercy to all mankind, not just to Muslims, and invites not to feel the most righteous and live with mutual respect in diversity.



Figure 6.

Episode 30 footage shows all the speakers interacting with each other.

Source: Youtube Podcast LOGIN Season 3

In the 30th Episode of the LOGIN Program, Prof. Quraish Shihab said that religious differences are part of God's will, because humans are given reason and freedom to choose. He emphasized, "If God wants, He can make one religion. But God respects humans... so think about and be responsible for your own choices" (Episode 30, minutes 12:10-12:42). He also adds that all religious people have the same noble goal, which is to meet God, and therefore should not blame each other. At minutes 37:19- 37:56, Prof. Quraysh explains that greetings from various religions such as

'Shalom', 'Salam', and 'Selamat' contain the meaning of peace, which reflects the main teachings of each religion.

This message strengthens the value of brotherhood in diversity, encouraging people to respect each other, live in peace, and build harmonious relationships despite different beliefs. Episode 30 of the LOGIN Season 3 Program strongly displays the value of brotherhood and tolerance through a calm, polite, and inclusive style of da'wah. The discussion between Habib Husein Ja'far, Prof. Quraish Shihab, Onad, and Boris Bokir took place warmly without being patronizing, showing that differences in beliefs do not prevent respectful relationships.

The delivery of da'wah is done in an open and friendly manner, making audiences from various backgrounds feel welcome. Interactions full of intimacy and jokes show that togetherness in diversity is something real and can be emulated. Researchers noted that the value of brotherhood in this episode is not only conveyed through narration, but also appears from the way the characters interact in parallel. The positive response from viewers in the YouTube comment section also shows that this show raises social awareness and a spirit of mutual respect. Overall, this program provides concrete learning for the younger generation, especially students, that tolerance and brotherhood can be built through openness, empathy, and communication that respects differences.



Figure 7.
Audience Comments on Episode 30
Source: Youtube Podcast LOGIN Season 3

The content of LOGIN Season 3 Program Series effectively instills the value of interfaith brotherhood through a relaxed, open, and empathetic communication style. The show features intimate interactions between Habib Husein Ja'far, Onad, and Boris, showing that true friendship can exist despite different beliefs. Nessa, a non-Muslim informant, said, "I was really happy when I saw their interaction. It makes me feel that people of different religions can also get along, chat together without hurting each other" (Interview, 2025). This confirms that LOGIN presents a concrete example of how emotional and social closeness can be built upon differences.

Fikri, who admitted that he began to understand the meaning of *ukhuwah insaniyyah* after watching LOGIN, said, 'When Habib Ja'far talked to Onad and Boris, I felt that they were like brothers, even though they have different religions' (Interview, 2025). Meanwhile, Mada stated, 'It feels like we are humans who have to take care of each other... we can still be friends, even like brothers' (Interview, 2025). All three informants highlighted that brotherhood is not about the similarity of beliefs, but about the willingness to accept each other and take care of fellow humans.

Through podcasts and videos on YouTube, the LOGIN Program proves that *da'wah* does not only convey religious teachings, but also builds students' social awareness to embrace differences. As Nessa said, 'I have become more open to making friends with anyone, even though their beliefs are different', and Fikri added, 'We have the same humanity, so we should care and help each other'. Even Mada reinforces, 'Islam teaches us to be friendly to anyone... religious differences are not a reason to stay away, they can actually make us closer' (Interview, 2025).

With a touching approach and humanist narrative, the LOGIN Season 3 Program has succeeded in instilling awareness that tolerance is not only accepting, but also embracing, and that interfaith brotherhood is a reflection of the loving and humanitarian values of Islam. According to H. Usama Majid, the interactions in the LOGIN Program Series reflect that diversity is not just a symbol, but a reality that can be celebrated. He states, "The differences are very obvious between them, but that's where the privilege lies, they can laugh together... LOGIN has a big mission: to build awareness that diversity is God's creation" (Interview, 2025). This program not only conveys tolerance normatively, but also shows real examples of interfaith brotherhood through warm and empathetic dialogue. This broadcast becomes a reflective space for students to understand that establishing harmonious relationships despite different beliefs is part of noble religious values.

Video Content Podcast Program Series LOGIN Season 3 Showing the Aflitude of Accepting Differences

The value of accepting differences is the essence of tolerance, which demands openness of heart and mind in the face of diversity of views, beliefs, and cultures. In Islam, diversity is seen as God's will that must be respected, as humans are created different to know each other, not reject each other. The LOGIN Season 3 program displays this value through casual yet meaningful dialogues between resource persons across backgrounds. The program does not impose uniformity, but provides space to express views openly and with mutual respect. This approach reflects humanist and inclusive da'wah, which prioritizes empathy, dialogue, and respect for differences.

In Season 3 of the LOGIN Program, the value of accepting differences is the central theme conveyed through casual yet meaningful dialogue. The 27th episode titled 'Catholic Priest Invites Mechanic Fight, Makes Habib Glower!!!' features an interfaith figure, namely a Catholic Priest, as the main speaker. This presence opens a space for interfaith dialog that is humane and respectful. The hour-long show has been viewed more than 922,000 times, showing the public's enthusiasm for the message that different beliefs are not a barrier to respecting and learning from each other.



Figure 8.

Screenshot of Episode 27 featuring the interaction between the romo, habib, onad, and Boris

Source: [Youtube Podcast LOGIN Season 3](#)

The 27th episode of the LOGIN Program shows that religious differences are not a barrier to building a close and equal relationship. In the show, Habib Husein Ja'far and a Catholic Padre have a casual dialogue full of humor without any awkwardness, displaying warm interactions and mutual respect. One of the symbolic moments is when the Padre challenges Habib in mechanical skills, which is accepted casually and humorously - showing that differences can be a space of closeness, not opposition.

According to the researchers, the value of accepting differences can be seen in the attitude of listening to each other, giving space to speak, and laughing together. This show practices active tolerance, where diversity is valued in a real way, not just passively acknowledged. Through a light-hearted and empathetic approach, LOGIN shows that differences can be a bridge to building humane relationships, which is highly relevant to the younger generation. Positive comments from audiences on YouTube also show that the program is effective in shaping an open social awareness towards diversity.

The researcher concludes that the LOGIN Season 3 Program Series has a significant influence on the formation of tolerance values in Communication Science students at UIN Sunan Kalijaga 2021. Through video shows, podcasts, and interactive media, students learn to appreciate differences and build mutual understanding. LOGIN broadcasts, which are delivered in a relaxed, open, and humanist manner, succeed in instilling the value of freedom of choice of religion, interfaith brotherhood, and acceptance of differences.

The podcast provides a reflective space that is non-judgmental, making students feel more emotionally connected. This internalization process is supported by consistent and accessible content, and reinforced by positive comments from YouTube viewers, which show that LOGIN's proselytizing messages are widely accepted, across social backgrounds. As such, LOGIN not only impacts individuals, but also forms a collective social awareness of the importance of tolerance.

Conclusion

Based on the results of video content analysis and interviews with informants, this study concludes that the LOGIN Season 3 Program Series has succeeded in representing the values of religious tolerance in a communicative, inclusive, and relevant context for the younger generation in the digital era. The value of freedom to choose religion is reflected in the mutual respect between interfaith figures; the value of brotherhood appears in the atmosphere of intimate and equal dialogue; and the value of accepting differences is realized through openness in expressing views without cornering other parties.

This program shows that digital da'wah can be delivered in a moderate and humanist manner, reaching cross-religious and cultural audiences with a light but meaningful approach. Therefore, researchers recommend that content creators and digital da'wah practitioners make LOGIN a model of open and dialogical religious communication. For program managers, it is important to maintain the interfaith format and expand content distribution to various digital platforms so that the message of tolerance reaches more people. In addition, academics and researchers can use these findings as a starting point for developing interactive communication-based digital da'wah studies. For students and the younger generation, LOGIN can be a real example of understanding and practicing the value of diversity wisely, without leaving the essence of religious teachings.

In practical terms, the findings of this study provide important implications for various stakeholders. For *da'i* and digital preachers, the LOGIN program offers a model of how da'wah can be packaged in ways that are dialogical, moderate, and appealing to younger audiences without losing its substance. For educators, particularly in Islamic higher education, such content can be integrated as learning material to strengthen students' critical awareness and tolerance values in the digital sphere. Meanwhile, policymakers can draw lessons from the effectiveness of this program to design initiatives that support the dissemination of inclusive and moderate religious content across social media platforms, as part of broader efforts to counter intolerance and extremism online. However, this study also recognizes its limitations: the research is based primarily on the perspectives of students at UIN Sunan Kalijaga, so the findings may not fully represent the experiences of young people in other educational or cultural contexts. Consequently, the generalizability of the results remains limited, and future studies are encouraged to expand the scope of informants and platforms to capture a more diverse picture of digital da'wah and tolerance building.

From a critical perspective, while LOGIN successfully embodies values of tolerance, it is important to reflect on the fact that such content competes with the algorithmic logic of social media, which often prioritizes sensational or polarizing material. This tension highlights the structural challenge of ensuring that moderate da'wah content gains visibility and influence amid a flood of divisive narratives. Future research could therefore investigate how algorithms, audience engagement patterns, and platform politics shape the reach and impact of tolerance-

oriented da'wah. Moreover, comparative studies across different digital platforms, religious groups, or audience demographics would provide a more comprehensive understanding of how digital da'wah can effectively foster tolerance in plural societies.

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