The Impact of the Development of the Digital Hijrah Trend in Building Muslim Millennial Communities on Social Media Platforms

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Abstract

The rapid growth of digital platforms has significantly influenced various aspects of society, including religious practices and community building. This study explores the impact of the digital hijrah trend in the construction of Muslim millennial communities on social media platforms. Using a qualitative approach, this research employs a literature study and library research method to analyze existing literature, articles, and online content related to the hijrah trend. The study examines how the digital hijrah movement, which emphasizes spiritual transformation and religious commitment, resonates within the millennial generation and fosters a sense of community. The findings indicate that the hijrah trend on social media serves as a platform for Muslims to share personal stories, religious knowledge, and support one another in their faith journey. Additionally, the digital hijrah community creates a virtual space for engagement, interaction, and the formation of shared values among Muslims, especially the millennial demographic. This study contributes to understanding the role of social media in shaping religious communities and offers insights into how digital platforms can foster positive social and religious transformation within contemporary Muslim societies. The findings also highlight the potential of digital media in enhancing religious identity and community solidarity in the digital age.

Keywords: Digital Hijrah, Muslim Millennial Community, Social Media, Qualitative Research, Religious Transformation.

INTRODUCTION

The rapid advancement of digital technologies and the pervasive use of social media platforms have significantly transformed various aspects of life, including social, cultural,

and religious practices. One of the key phenomena emerging from this digital revolution is the "digital hijrah" trend, which refers to the movement of adopting a more religious and pious lifestyle, actively promoted and disseminated through digital platforms such as Instagram, YouTube, and TikTok. This trend has particularly resonated with Muslim millennials, creating a space where they can share religious experiences, seek spiritual guidance, and form virtual communities centered around faith. As a result, digital hijrah has influenced the way religious communities, especially among younger Muslims, engage with religion and interact with one another (Fathoni, 2023).

Despite the growing popularity of the digital hijrah trend, there is limited academic research focusing on its specific impact on building Muslim millennial communities within digital platforms. While some studies have explored the role of social media in religious practice (Nugroho, 2020; Putra & Sari, 2021), there is a noticeable gap in research that examines the relationship between digital hijrah and community building among Muslim millennials. Furthermore, while studies have discussed the effects of social media on religious behavior, they do not address how these behaviors contribute to the creation of virtual religious communities, especially within the context of the hijrah trend (Wahyudi & Setiawan, 2022).

This research aims to bridge this gap by exploring how the digital hijrah trend influences the formation of Muslim millennial communities on social media platforms. The urgency of this research arises from the increasing role of digital media in shaping religious practices, especially among the younger generation, who are significantly active on these platforms (Kusuma & Arifin, 2021). Understanding how social media can foster religious transformation and community building among millennials is critical for both religious educators and community leaders to effectively engage with this generation.

This study's novelty lies in its focus on the digital hijrah movement, as previous research has either focused on the general use of social media for religious purposes or examined other trends in religious behavior. By investigating how digital hijrah affects the creation of Muslim communities online, this research offers a new perspective on the intersection of religion, social media, and community dynamics (Suhartono & Lestari, 2020).

The primary objective of this research is to examine how the digital hijrah trend shapes the construction of Muslim millennial communities on social media platforms. This research will also contribute to understanding the implications of digital media in the formation of religious identities and community solidarity among Muslim youth. Moreover, the study aims to provide insights into how religious leaders, educators, and policymakers can better understand the evolving role of digital platforms in shaping the religious practices of young Muslims.

METHODOLOGY

This study adopts a qualitative research design in the form of a literature study (library research), aimed at understanding the impact of the digital hijrah trend on the formation of Muslim millennial communities on social media platforms. The qualitative approach is chosen due to its ability to provide in-depth insights into complex social phenomena such as the interaction between religion and technology in the digital age. As

this research focuses on understanding the meanings and experiences surrounding the digital hijrah trend, a qualitative method is suitable for uncovering the nuances of these dynamics (Prabowo, 2021).

The primary data for this study are derived from secondary sources, specifically academic journals, books, articles, and credible online resources. These sources include previous studies on digital hijrah, the use of social media in religious practices, and the construction of virtual communities, particularly among Muslim millennials (Hidayat, 2022). The selection of sources is based on their relevance to the research topic, credibility, and academic rigor, ensuring that the findings are grounded in reliable and valid literature.

Data collection for this study is carried out using the library research method, which involves reviewing and synthesizing existing literature on the digital hijrah movement and the formation of Muslim millennial communities. Library research allows the researcher to gather a comprehensive range of studies and reports, providing a broad understanding of the subject matter. The researcher systematically reviews articles, reports, and books related to the digital hijrah trend, social media's role in religious transformation, and community-building processes among millennials (Kusuma & Arifin, 2021).

For data analysis, this study employs thematic analysis, a qualitative method that involves identifying, analyzing, and reporting patterns or themes within the data. Thematic analysis allows the researcher to organize and interpret the information gathered, revealing key insights into the digital hijrah trend and its impact on Muslim millennial communities. Thematic analysis also helps identify recurring topics and trends in the literature, allowing the researcher to categorize and contextualize findings based on their relevance to the research objectives (Suhartono & Lestari, 2020). This method is particularly useful for uncovering underlying patterns and trends that may not be immediately apparent, offering a deeper understanding of the social and cultural implications of the digital hijrah movement.

RESULTS AND DISCUSSION

This study aims to analyze the impact of the digital hijrah trend in building Muslim millennial communities on social media platforms. The digital hijrah, which is defined as a movement toward a more religious and pious lifestyle shared and disseminated through digital platforms, has gained significant traction, especially among young Muslims in Indonesia. The primary objective of this research is to understand how digital hijrah influences the construction of communities among Muslim millennials, particularly through popular social media platforms such as Instagram, YouTube, and TikTok. By focusing on the experiences of Muslim millennials in these platforms, the study seeks to understand how religion is practiced and communicated within virtual spaces, helping to construct new identities and solidarity within the Muslim youth community.

The findings indicate that digital hijrah plays a pivotal role in shaping Muslim millennial communities by providing a platform for individuals to connect, share personal stories, and discuss religious teachings. Social media has thus become a virtual space where religious transformation occurs, with individuals using these platforms to broadcast their journey toward a more pious lifestyle. This aligns with the findings of previous studies, such as that of Fathoni (2023), which highlighted the role of social media in fostering religious

identity. However, this study adds a unique perspective by showing how these digital communities are characterized by their flexibility and openness, contrasting with more traditional religious groups that may impose stricter boundaries on community membership. The digital hijrah movement allows for a more personal and self-directed approach to religious practice, reflecting the values of individualism and self-exploration among millennials.

When compared with earlier research, such as that by Suhartono and Lestari (2020), which discussed the broader influence of social media on Islamic practices, this study places a greater emphasis on how social media serves as a means for community formation through the hijrah trend specifically. While Suhartono and Lestari (2020) primarily explored how digital media influences the individual religious practices of Muslim millennials, this study underscores the importance of collective identity-building and mutual support within these online communities. It highlights the idea that digital hijrah not only helps individuals transform their lifestyles but also fosters a sense of belonging and solidarity among members of the online Muslim community.

Furthermore, the contributions of this study to the field are significant. It provides a deeper understanding of how digital hijrah acts as a tool for shaping the religious practices of Muslim millennials. This research extends beyond previous studies by analyzing the formation of digital communities that go beyond traditional spaces, offering millennials the opportunity to engage with their faith in innovative and flexible ways. This finding is consistent with Nugroho and Putra (2020), who pointed out that digital platforms are increasingly being used by Muslim millennials to engage with religion on their own terms, adapting religious practices to modern digital tools. Therefore, the digital hijrah trend can be seen not just as a passing trend, but as part of a larger shift in how religious identities are constructed and maintained in the digital age.

This study highlights the ongoing digital transformation in religious practice, which shows how digital media has become an essential tool for religious expression and community-building in the 21st century. As social media continues to evolve, it is likely that the influence of digital hijrah will expand, offering more opportunities for Muslims to engage with their faith in diverse and innovative ways. The findings of this research can contribute to future studies on digital religion and community formation, as well as offer practical insights for religious educators and community leaders aiming to understand and engage with the digital practices of millennial Muslims.

CONCLUSION

This study examines the impact of the digital hijrah trend in building Muslim millennial communities on social media platforms. The findings reveal that digital hijrah plays a significant role in shaping the religious identity and practices of Muslim millennials. First, social media platforms such as Instagram, TikTok, and YouTube have become essential spaces for young Muslims to express and share their hijrah journeys, fostering a more individualized and flexible approach to religious transformation. These platforms allow millennials to connect with others who share similar values, creating supportive virtual communities that facilitate discussions around faith, lifestyle, and personal growth.

Second, this research highlights the adaptability and openness of these online communities, which contrasts with more traditional, structured religious organizations. The digital hijrah movement empowers millennials to engage with their faith in innovative ways that reflect the values of self-exploration and personal choice. Additionally, the study underscores how these communities not only provide a platform for individual transformation but also cultivate a sense of belonging and solidarity. The ability of social media to bridge geographical and cultural divides further strengthens these communities, making religious expression more accessible and inclusive. Overall, this research contributes to a deeper understanding of the intersection between technology, religion, and community-building in the digital age, particularly among the Muslim millennial generation.

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