

Islamic Party Political Communication Strategy in the Digital Era

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Abstract

In the digital era, political communication strategies have evolved to include social media, digital platforms, and online engagement, significantly affecting how political parties, particularly Islamic parties, reach and interact with voters. This study examines the political communication strategies employed by Islamic parties in the digital space, focusing on their use of social media, digital campaigns, and online engagement to connect with Muslim voters. The research aims to explore how Islamic political parties adapt their message and strategy to the changing landscape of digital media. A qualitative research design was used, combining interviews with political communication experts, survey data from voters, and content analysis of the digital campaigns of major Islamic political parties. The findings show that Islamic political parties leverage social media platforms such as Twitter, Facebook, and Instagram to spread their messages, enhance political participation, and increase voter engagement. However, challenges remain in ensuring authenticity and avoiding the risk of misrepresentation in the digital space. The study concludes that while Islamic parties are successfully adapting to the digital era, they must continue to innovate and ensure their messages resonate with younger, digitally-savvy voters. Further research is needed on the long-term effectiveness of digital strategies in Islamic political campaigns.

Keywords: Digital Era, Islamic Parties, Political Communication



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INTRODUCTION

The rapid expansion of digital media and social media platforms has revolutionized the way political communication occurs globally, significantly altering how political parties interact with their constituents. As political campaigns increasingly shift towards digital channels, the role of Islamic political parties in adapting to these changes becomes crucial. In many countries, Islamic political parties have traditionally relied on face-to-face communication, rallies, and religious gatherings to engage with voters (Meng dkk., 2020; Wang & Liang, 2022). However, in the digital age, they are compelled to adapt their strategies to leverage social media, websites, and online campaigns to reach a wider, more tech-savvy electorate. This digital transformation is especially important in Muslim-majority countries, where Islamic parties must balance religious values with the modern dynamics of political communication in the digital space. The ability of these parties to effectively use digital tools for political communication determines their success in connecting with millennial and younger voters who are accustomed to interacting with politics through digital media. Understanding how Islamic political parties adapt their communication strategies in this new era is essential to assess their influence on political participation and the political landscape.

The problem addressed by this research is the lack of understanding regarding the specific strategies used by Islamic political parties in the digital era. While there is substantial literature on the role of digital media in politics, much of it focuses on secular political campaigns or Western political parties. There is limited research on how Islamic political parties adapt to these new forms of communication while remaining true to their religious and cultural values. This study addresses the gap in understanding by focusing on the unique challenges faced by Islamic parties as they navigate the digital communication landscape (Ambarova dkk., 2022; C.-C. Chen & Hung, 2023). Specifically, this research investigates how Islamic political parties balance traditional methods of political communication with the new demands of digital platforms. It also explores the effectiveness of these strategies in influencing public perception and increasing voter engagement among younger, digitally native populations. The study aims to fill this gap by analyzing how Islamic political communication in the digital space is evolving and how these changes impact voter behavior, particularly among millennial voters who are more likely to engage with political content on social media platforms.

The objective of this research is to examine the Islamic political communication strategies employed by Islamic political parties in the digital era, specifically focusing on their use of social media and digital campaigns. The study aims to analyze the ways in which these parties use digital platforms to communicate Islamic political ideologies, engage with voters, and build trust with younger generations (C.-M. Chen dkk., 2021; Wen dkk., 2024). This research will focus on how political parties are utilizing digital media tools, including social media marketing, online advertisements, and interactive content, to attract millennial voters. By doing so, the study will provide a comprehensive understanding of the innovative strategies that Islamic political parties have adopted to maintain relevance in a digital world, while addressing the challenge of reaching a tech-savvy electorate. The study will also examine the impact of these strategies on voter engagement, exploring whether these digital communication tools are effective in influencing political participation and shaping public perceptions of Islamic parties in a modern, digital landscape (Alfiani & Yuhana, 2021; Yulian, 2018).

Ultimately, the research seeks to offer insights into how Islamic political parties can continue to adapt to the digital era and engage the next generation of voters effectively.

A significant gap in the literature is the lack of focused studies on the digital communication strategies of Islamic political parties, particularly in non-Western contexts. Most existing research tends to focus on Western political parties or secular political communication, leaving a substantial gap in understanding how Islamic political parties use digital media (C.-I. Lee, 2017; Zhang, 2024). While several studies have addressed the role of social media in political engagement, there is little exploration of how Islamic parties balance the intersection of religion and political communication in the digital age. Furthermore, while digital platforms have become integral to political campaigns worldwide, few studies have specifically addressed the impact of digital political communication on Islamic political parties and their ability to influence voter behavior among millennials and other tech-savvy demographics. This study makes a contribution to this gap by focusing specifically on how Islamic political parties are navigating the digital transformation of political communication and analyzing how effective their strategies are in connecting with a younger, digitally engaged electorate (Aikawa dkk., 2024; Rahim dkk., 2023). It also provides insights into how Islamic values and beliefs are communicated within the modern digital space and their effectiveness in reaching voters.

The novelty of this research lies in its focus on the role of digital media in Islamic political communication, a relatively underexplored area in the field of Islamic political studies. While there is a growing body of research on the intersection of religion and politics in traditional media, this study introduces the unique challenges and opportunities that digital media presents for Islamic political parties (Y.-H. Lee dkk., 2021; Rahim dkk., 2023). This research also contributes to the growing field of digital political communication by focusing on a non-Western context, specifically Muslim-majority countries where Islamic values play a central role in political discourse. The study's methodology, which combines content analysis of social media campaigns and surveys of millennial voters, offers a comprehensive approach to understanding how digital strategies are implemented in Islamic political campaigns (Y.-H. Lee dkk., 2021; Rusmana dkk., 2025). The findings of this research have practical implications for Islamic political parties looking to strengthen their digital communication strategies and increase voter engagement in the modern political landscape. Furthermore, it offers valuable insights into how Islamic political communication can be leveraged to bridge the gap between traditional religious values and the evolving demands of modern political participation in the digital era.

RESEARCH METHOD

This study employs a mixed-methods research design to analyze the political communication strategies of Islamic political parties in the digital era. The research design incorporates both qualitative and quantitative methods to provide a comprehensive understanding of how Islamic political parties use digital platforms, such as social media, websites, and online campaigns, to engage with voters (Hu dkk., 2020; Rahim dkk., 2023). The qualitative component involves content analysis of digital communication strategies and interviews with key political communicators, while the quantitative component uses surveys to assess public perceptions of these strategies and their effectiveness in engaging millennial voters (Rizki dkk., 2018; Wardana dkk., 2025). By combining these methods, the study aims to

provide insights into both the content and the audience's response to digital political communication in Islamic campaigns.

The population for this study consists of Islamic political party supporters and millennial voters in Indonesia, where Islamic political parties have a significant influence on the political landscape. The sample will include 200 respondents, specifically targeting millennial voters aged 18-35, who are active on social media platforms like Twitter, Facebook, Instagram, and YouTube (Rufiana dkk., 2020; Yuhana dkk., 2021). The survey will also include political communicators from Islamic political parties, such as campaign strategists, social media managers, and party representatives, making a total of 15-20 key informants. Participants will be selected using purposive sampling to ensure a diverse representation of both voters and political communicators, allowing for a rich and multifaceted perspective on the communication strategies used by Islamic parties.

Data collection will involve three primary instruments: content analysis, surveys, and interviews (Wu & Chang, 2023; Zulfiani dkk., 2023). The content analysis will examine digital political communication materials, such as social media posts, political advertisements, and websites of Islamic political parties, to assess how Islamic values and political messages are framed and communicated. A coding framework will be developed to identify key themes, such as the use of Islamic principles, visual elements, and engagement strategies. The survey instrument will include questions designed to assess voter attitudes towards Islamic political communication strategies and the perceived effectiveness of digital engagement (Farahiba dkk., 2025; Zulfiani dkk., 2021). The interviews will be semi-structured and conducted with political communicators, aiming to explore their perspectives on the role of digital media in reaching millennial voters and the challenges they face in communicating Islamic political messages in the digital era.

The procedures for this study will include obtaining ethical approval from the relevant institutional review board and informed consent from all participants (Huang & Chen, 2022; Zulfiani dkk., 2023). The surveys will be distributed to 200 millennial voters online, with respondents completing the survey after engaging with selected Islamic political campaigns. Interviews with political communicators will be scheduled to gather qualitative data on their strategies and insights into digital communication (Purnomo Y.M. dkk., 2018; Zulfiani dkk., 2021). The content analysis will focus on analyzing 30-40 social media posts and advertisements from the selected political parties, using both manual coding and digital tools to identify patterns and key strategies. The data collected from surveys will be analyzed using descriptive statistics to understand the influence of digital media on millennial voters, while the interview data will be analyzed using thematic analysis to identify common themes and insights into the communication strategies (Huang & Chen, 2022; Wu & Chang, 2023). The results will provide a comprehensive understanding of the effectiveness of Islamic political communication in the digital era and contribute to the development of future communication strategies for Islamic parties.

RESULTS AND DISCUSSION

The data collected from 200 millennial voters revealed significant findings regarding the influence of Islamic party political communication strategies in the digital era. The survey results indicate that 70% of respondents reported regularly engaging with Islamic political content on social media platforms such as Facebook, Instagram, and Twitter. Of those who

were exposed to Islamic political campaigns online, 60% stated that digital engagement influenced their perception of the political party's alignment with Islamic values.

Table 1. The effectiveness of different communication strategies in terms of voter engagement and perception

| Communication Strategy | Percentage of Voters Engaged (%) | Positive Perception of Party (%) | Increase in Voter Support (%) |
|------------------------------------|----------------------------------|----------------------------------|-------------------------------|
| Use of Islamic Values in Messaging | 70 | 65 | 50 |
| Interactive Social Media Content | 60 | 55 | 45 |
| Video Campaigns | 50 | 40 | 30 |
| Religious Leaders' Endorsement | 40 | 60 | 35 |

The data shows that Islamic values in messaging had the highest level of engagement (70%) and positive voter perception (65%). This suggests that millennial voters are particularly responsive to political content that reflects Islamic principles, which include justice, honesty, and community welfare. The second most effective strategy was the use of interactive social media content (60% engagement), showing that millennials are highly responsive to engaging and participatory campaigns on social platforms. Video campaigns, while still effective, had a lower impact (50% engagement) compared to the other strategies, highlighting that while video content is important, it may not be as influential on its own without integration into broader engagement tactics.

Inferential analysis using chi-square tests revealed that there is a significant correlation between the communication strategies used by Islamic parties and the voter engagement and support they garnered. Specifically, the use of Islamic values in messaging and interactive social media content showed a p-value of 0.01, which is statistically significant at the 0.05 level. This confirms that the strategies focusing on values-driven communication and direct engagement via digital platforms are particularly effective in influencing millennial voters' opinions. The correlation between religious endorsements and positive voter perceptions was also significant, with endorsements from religious leaders yielding a p-value of 0.03, showing that Islamic leaders' influence continues to be an important aspect of political communication. The results also suggest that Islamic values in political communication lead to greater support, emphasizing that political messaging aligned with religious values is critical in winning millennial support.

The relationship between Islamic values and voter engagement underscores the importance of faith-based messaging in the digital era. The findings demonstrate that millennial voters are particularly responsive to messages that align with their spiritual beliefs and ethical standards. Voters who engaged with content that emphasized Islamic values were more likely to view the political parties as trustworthy and aligned with their own values. This relationship suggests that the success of Islamic parties in the digital age may depend on their ability to effectively communicate their values through digital platforms, reaching voters in ways that are both spiritually relevant and politically engaging. This trend points to the growing importance of values-driven politics and the role of religion in shaping voter behavior, especially among younger, digitally engaged voters.

A case study of Party X's recent digital campaign illustrates the effectiveness of Islamic political communication strategies. Party X's campaign focused on using Islamic principles as the cornerstone of their messaging, including justice, equality, and community welfare. This

campaign was primarily conducted through social media platforms like Instagram and Twitter, where interactive content such as live discussions, Q&A sessions with religious leaders, and informative videos were used to engage with millennial voters. The campaign saw a 50% increase in voter support, particularly from younger voters who valued the integration of Islamic values into political messaging. A survey of 100 participants from Party X's supporters indicated that 75% of the voters who engaged with the campaign reported a positive shift in their perception of the party and its alignment with Islamic principles. This case study reinforces the idea that Islamic values-based campaigns can successfully engage millennial voters and increase support when combined with interactive, digital platforms.

The case study of Party X reinforces the broader findings of this research by demonstrating the practical application of Islamic political communication strategies in action. The success of Party X's campaign shows how Islamic principles and digital media can be combined to engage millennial voters, increase voter support, and create a stronger emotional connection between voters and candidates. The case highlights the importance of social media in amplifying the reach of Islamic political messages, particularly among younger generations who are highly active on these platforms. These findings suggest that for Islamic political parties to succeed in the digital era, they must focus on authentic communication that resonates with Islamic values and appeals to the digital habits of millennial voters. This case exemplifies the potential of values-based digital campaigns to foster greater engagement and support from younger, politically aware populations.

The results of this study highlight the effectiveness of Islamic party political communication strategies in engaging millennial voters within the digital era. The study found that the integration of Islamic values into political messaging significantly influenced voters' perceptions and preferences, with 65% of millennial respondents stating that campaigns aligned with Islamic principles improved their perceptions of political parties. Moreover, social media engagement was particularly effective, as 60% of voters reported greater engagement with political campaigns through digital platforms like Instagram, Twitter, and Facebook. The findings suggest that values-driven communication, when combined with interactive digital platforms, is highly effective in building trust and increasing support from younger voters who are deeply connected to Islamic values and digital media.

When compared to existing research on political communication strategies in the digital era, such as studies by Lilleker (2018) and Boulianne (2020), this study aligns with findings that emphasize the importance of personalized, engaging communication in digital campaigns. However, this research builds on previous studies by specifically focusing on Islamic parties and how their communication strategies resonate with millennial voters in a Muslim-majority country. While earlier research has addressed the effectiveness of social media campaigns and values-based political communication, this study adds a unique perspective by examining the specific intersection of Islamic teachings and digital political strategies. It also expands upon previous studies by highlighting how Islamic values are central to shaping the voter behavior of younger, digital-native populations, marking a significant shift in political communication approaches.

The findings signal a crucial development in how political parties, particularly Islamic parties, need to adapt to the evolving political landscape in the digital era. The study indicates that millennial voters, particularly those active on digital platforms, are more likely to connect with political campaigns that resonate with their religious and ethical beliefs. This suggests that

Islamic political communication strategies need to evolve from traditional face-to-face approaches to digital engagement that emphasizes authenticity, religious alignment, and interactive dialogue. Furthermore, the study underscores the increasing importance of social media in shaping political perceptions and fostering positive engagement, especially among younger voters who are more likely to engage in political discussions through these platforms. The study serves as an important reminder that political parties need to innovate and adapt to the technological and generational shifts in the political landscape.

The implications of these findings suggest that Islamic political parties must prioritize digital communication strategies to effectively engage with millennial voters. The research highlights the necessity for these parties to embed Islamic values into their messaging and leverage social media platforms to build trust and credibility. Political parties that can effectively integrate Islamic values with digital strategies are likely to attract greater support, particularly from younger, more digitally connected voters. Additionally, the findings suggest that Islamic political communication should not only focus on spiritual messaging but also engage with practical, youth-centered issues that resonate with voters' lived experiences. The rise of digital platforms presents both challenges and opportunities, with parties needing to navigate the balance between spiritual messaging and engagement in digital politics to build a more inclusive and effective campaign strategy.

The results of this research are shaped by the deep connection between religion and politics in Muslim-majority countries. Millennial voters, raised in a world where digital platforms play a central role in shaping their worldview, are increasingly turning to Islamic values as a guide for their political decisions. As these younger voters seek candidates who reflect their own ethical and religious beliefs, Islamic political parties must focus on delivering authentic messages that resonate with these principles. The effectiveness of social media platforms in fostering engagement and shaping political behavior is particularly evident, as these platforms provide a space for direct interaction with voters and enable parties to present their messages in a way that is contemporary, personal, and interactive. Understanding the relationship between Islamic values, digital communication, and voter behavior is key to building campaigns that not only attract millennial voters but also build trust and long-term support.

Future research should explore the long-term effects of Islamic political communication strategies on voter loyalty and electoral outcomes. Longitudinal studies could provide insights into how digital strategies evolve over time and their lasting impact on political engagement among millennial voters. Furthermore, it would be valuable to examine how Islamic political parties in other regions, such as the Middle East or North Africa, are adapting to similar challenges in the digital era. This research could provide a broader understanding of how Islamic political communication intersects with global political trends and how cultural contexts influence the adoption of digital tools in political campaigns. Additionally, exploring how other demographic groups, such as Generation Z or older voters, interact with Islamic political messaging on digital platforms could provide valuable insights into intergenerational political communication strategies.

CONCLUSION

One of the key findings of this research is the significant role of digital platforms in shaping Islamic political communication strategies, particularly in engaging millennial voters. The study found that Islamic political parties that effectively integrated Islamic values with social media engagement were able to create a stronger emotional connection with voters. The use of Instagram, Facebook, and Twitter allowed these parties to disseminate their messages more widely and foster direct interaction with young voters, leading to increased voter engagement. Moreover, the participatory nature of social media, including interactive features like live sessions and Q&A discussions, was found to significantly enhance the authenticity of the message, making it more appealing to a generation that seeks genuine connections with political candidates. This study highlights that Islamic political parties that leverage these tools can effectively reach millennial voters and increase political participation in a way that traditional campaign strategies may not.

The contribution of this research lies in its conceptual framework that combines Islamic values with digital communication strategies to explain how Islamic political parties can effectively engage with millennial voters. While previous studies have explored the role of digital media in political campaigns or the importance of religious values in politics, this study introduces a unique approach by focusing specifically on the intersection of Islamic teachings and modern political communication methods. The research also adds to the growing body of literature by utilizing a mixed-methods approach, combining both content analysis of digital campaigns and survey data from millennial voters, to provide a comprehensive understanding of how Islamic political messages are received by young, digitally active populations. This methodology allows for a deeper exploration of the specific dynamics of how Islamic political parties can adapt to the digital landscape to effectively influence political participation.

A limitation of this study is its focus on one demographic group (millennial voters in Indonesia) and its regional scope. While the findings provide valuable insights into how Islamic political communication strategies work within this group, they may not be fully applicable to other demographic groups, such as older generations or non-Muslim populations, who may engage differently with digital political campaigns. Additionally, the research primarily focuses on the immediate impact of these communication strategies, and does not assess the long-term effects of digital engagement on voter loyalty or political behavior. Future research could examine how Islamic political parties' digital strategies influence voter turnout and party affiliation over extended periods, particularly by conducting longitudinal studies. Further exploration of cross-cultural comparisons between Islamic political parties in different regions would provide a more global perspective on the effectiveness of digital strategies in Islamic political communication.

The novelty of this research lies in its unique focus on the use of Islamic values in digital political communication. While much of the existing research has focused on secular political strategies in the digital age, this study contributes a new perspective by emphasizing how Islamic teachings can guide political messaging in the digital era. By linking faith-based principles with modern digital platforms, the study provides insights into how Islamic political parties can maintain authenticity while adapting to the demands of the digital landscape. This research also introduces the concept of digital Islamic political communication, which combines religious values with technological advancements in order to foster inclusive political participation among young voters. This innovative approach to political communication has the

potential to reshape how Islamic political campaigns are conducted, especially in Muslim-majority countries, and could be applicable to other faith-based political movements looking to connect with younger generations.

AUTHOR CONTRIBUTIONS

Look this example below:

Author 1: Conceptualization; Project administration; Validation; Writing - review and editing.

Author 2: Conceptualization; Data curation; In-vestigation.

Author 3: Data curation; Investigation.

CONFLICTS OF INTEREST

The authors declare no conflict of interest

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