

## REPRESENTATION OF RELIGIOUS MODERATION IN THE CONTENT OF HABIB HUSEIN JA'FAR AL-HADAR'S YOUTUBE VIDEO "DUDUK BERSAMA BUDHA"

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### Abstract

*This study discusses the representation of religious moderation in Habib Husein Ja'far Al-Hadar's YouTube content through a video titled "Duduk Bersama Budha." Using Ferdinand de Saussure's semiotic analysis, this study examines the signifiers and signified meanings in the conversation between Habib Ja'far and Bhikkhu Dhirapunno that illustrate the values of religious moderation. The results of the analysis show that the content represents tolerance, openness, respect for different traditions and beliefs, and an emphasis on universal human values. Religious moderation is present through a dialogue that emphasizes the common moral principles in Islam and Buddhism, such as love, anti-violence, balance in life, and the relevance of religious teachings to the development of the times. This representation is not only a practice of moderate interfaith preaching, but also shows how social media, especially YouTube, can be a strategic medium for spreading messages of tolerance, nationalism, and peace in a multicultural society. Thus, Habib Ja'far's digital preaching content has proven to be relevant as an alternative discourse in maintaining religious harmony in Indonesia.*

**Keywords:** religious moderation, semiotics, YouTube, tolerance.

### INTRODUCTION

Indonesia is a country with a pluralistic society, consisting of more than 500 ethnic groups, with various religions and beliefs, united by a national system as a nation within the framework of the unitary state of Indonesia. In reality, maintaining and caring for this pluralistic Indonesian society is not easy. The prevalence of social, political, and religious conflicts in Indonesian society, partly caused by the unpreparedness and inability of our people to maintain and nurture this diversity, serves as a reminder that our cultural diversity must be seriously nurtured so as not to undermine the unity of the nation. In a multicultural society, especially in religious life, there is a growing need for