



The Influence of social media on Cultural Change in Muslim Communities

Kurniawan^{1*}, Reza Rahma Yanti², Afriza Rahma Rani³

^{1*}Universitas Islam Negeri Imam Bonjol Padang, Indonesia

²STITNU Sakinah Dharmasraya, Indonesia

³Universitas Pahlawan Tuanku Tambusai, Indonesia

Email: kurniawan16@gmail.com

ABSTRACT

This study aims to analyze the influence of social media on cultural change in Muslim communities. The development of social media has changed patterns of social interaction, values, and cultural habits in daily life, resulting in significant changes in how Muslims understand and practice cultural norms and religious values in the digital era. This study used a quantitative approach with a survey method. Data were collected through questionnaires distributed to Muslim respondents who actively use social media. Data analysis techniques used were descriptive statistical analysis and simple regression to determine the level of influence of social media on cultural change. The results show that social media use has a significant influence on cultural change in Muslim communities. The intensity of social media use correlates with changes in communication patterns, lifestyle, and socio-cultural values. Some respondents indicated a cultural shift towards a more open and global direction, while efforts to maintain Islamic values in daily life remain. In conclusion, social media influences cultural change in Muslim communities, both positively and negatively. Therefore, strengthening digital literacy and Islamic values is necessary to ensure that the cultural changes that occur remain aligned with Islamic principles.

Keywords: social media, cultural change, Muslim society, digital literacy.

***Wahyudi Putra**, Universitas Islam Negeri Imam Bonjol Padang, Indonesia. Email: kurniawan16@gmail.com

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INTRODUCTION

The development of information and communication technology in the digital era has brought significant changes to various aspects of human life. One of the most prominent phenomena in the last decade is the emergence of social media as a new interactive space capable of connecting individuals without the constraints of space and time ([Andzani, 2023](#)).

Social media such as Facebook, Instagram, TikTok, X (Twitter), and WhatsApp have become an integral part of the daily lives of modern society, including Muslim communities, both in urban and rural areas ([Sitanggang et al., 2024](#)). Globally, social media not only functions as a means of communication but has also transformed into a major agent of social and cultural change. The rapid flow of information enables the massive exchange of values, lifestyles, and mindsets across cultures ([Peranginangin et al., 2025](#)). This condition makes culture increasingly dynamic, fluid, and open to external influences, thereby blurring the boundaries between local and global cultures.

In the context of Muslim society, this phenomenon presents complex dynamics. On the one hand, social media provides positive contributions in the form of easier access to religious information, expansion of digital preaching, and strengthening of Islamic identity in the digital public sphere ([Ayuni & Ramadhani, 2024](#)). Many religious figures, Islamic educational institutions, and Islamic missionary communities utilize social media as a means of disseminating Islamic values widely and effectively ([Hakim & Dahri, 2025](#)). However, on the other hand, social media also brings challenges in the form of the influx of global culture that is not always in line with Islamic values, such as the rise of consumerism, hedonism, individualism, and the decline of communication ethics in the digital space ([Maulana & Nasution, 2026](#)).

The cultural changes that have occurred are also evident in the patterns of social interaction. Direct interaction is beginning to be replaced by faster and more instant virtual interactions. This has resulted in changes in family communication patterns, a decline in the intensity of community-based social relationships, and a weakening of social control based on traditional values. Thus, social media has become not only a communication tool but also a powerful agent of cultural transformation ([Galihleo et al., 2026](#)).

Previous research has shown that social media has a significant influence on people's social lives. Research by [Galihleo et al., \(2026\)](#) concluded that social media plays a significant role in changing the communication patterns of Muslim youth, particularly in terms of language, interaction styles, and self-expression in the digital space. Research by [Dahlan \(2025\)](#) concluded that social media contributes to changes in the lifestyles of urban Muslims, particularly in the rise of consumer culture and the trend of cultural globalization. Meanwhile, research by [Marwah & Ilyas, \(2025\)](#) concluded that social media has a dual role, namely as a means of strengthening Islamic da'wah and as a medium that has the potential to weaken moral values if not used wisely.

However, most of these studies still focus on individual behaviour and digital communication, thus not comprehensively discussing the broader and more integrated cultural changes in Muslim communities. This indicates a research gap that requires further study, particularly in examining how social media shapes the transformation of values, norms, and culture in the lives of Muslim communities in the digital era. Based on this background, this study aims to analyze the influence of social media on cultural changes in Muslim communities in greater depth. This research focuses not only on changes in individual behavior but also on the

transformation of cultural values and norms that occur due to the intensity of social media use. Therefore, this research is expected to provide theoretical contributions to the study of social sciences and communication, particularly in the context of digital culture based on Islamic values. Furthermore, this research is also expected to have a practical contribution, namely providing understanding to the Muslim community about the importance of digital literacy based on Islamic values. With good digital literacy, the community is expected to be able to use social media wisely and selectively, while maintaining its Islamic identity amidst the rapid flow of digital cultural globalization.

METHODS

This study uses a quantitative approach with an explanatory research type that aims to explain the influence of social media on cultural changes in Muslim communities empirically and measurably ([Sofya et al., 2024](#); [Rahman et al., 2024](#); [Mufidah et al., 2024](#)). The quantitative approach was chosen because this study focuses on measuring variables and testing the causal relationship between the intensity of social media use as an independent variable (X) and cultural changes in Muslim communities as a dependent variable (Y). This study uses a survey design to obtain data directly from respondents through questionnaires. The population in this study is the Muslim community who actively use social media. Because the total population cannot be determined, the sampling technique used is purposive sampling, namely selecting respondents based on certain criteria relevant to the research objectives. The number of samples is determined proportionally at a minimum of 50 to 100 respondents so that the data obtained can be analyzed statistically. The research variables consist of variable X, namely social media, which is measured through indicators of intensity of use, frequency of access, and type of platform used, and variable Y, namely cultural change, which is measured through indicators of changes in communication patterns, lifestyle, social values, and religious norms in the lives of Muslim communities.

Data collection was conducted using a questionnaire instrument with a Likert scale consisting of five response categories: strongly agree, agree, neutral, disagree, and strongly disagree, which was distributed to respondents directly or through digital media. The research instrument was developed based on predetermined variable indicators and pre-tested through validity and reliability tests to ensure the accuracy and consistency of the measurement tool ([Adetya & Yuliana, 2025](#); [Rahman et al., 2025](#)). The collected data were then analyzed using descriptive statistical analysis techniques to describe respondent characteristics and response tendencies, as well as simple linear regression analysis to examine the influence of social media variables on cultural change in Muslim communities. In addition, a significance test (t-test) was also conducted to determine the level of significance of the influence of independent variables on the dependent variable. The entire data analysis process was assisted by statistical applications such as SPSS to ensure more accurate and scientifically accountable results. Thus, this research method is designed to produce objective, systematic data that can clearly illustrate the relationship between social media and cultural change in Muslim communities in the digital era.

RESULT AND DISCUSSION

The results of this study were obtained from 100 Muslim respondents who actively use social media, with a minimum usage criterion of two hours per day. Data were collected through a Likert-based questionnaire and analyzed using descriptive statistics and simple linear regression to determine the influence of social media on cultural change in Muslim communities. Overall, the analysis shows that social media usage is high, while the level of cultural change is also moderate to high. This indicates that social media plays a significant role in shaping Muslim cultural patterns in the digital era. Respondents predominantly use WhatsApp, Instagram, and TikTok as their primary platforms, with activities dominated by communication, entertainment consumption, and following emerging digital trends.

Table 1. Respondent Characteristics

No	Characteristics	Category	Frequency	Percentage
1	Age	17-25 years	52	52%
		26-35 years	30	30%
		36-45 years	18	18%
2	Gender	Man	46	46%
		Woman	54	54%
3	Length of Social Media Use	2-4 hours/day	40	40%
		5-7 hours/day	38	38%
		>7 hours/day	22	22%

The table shows that the majority of respondents are in the productive age group of 17-25, which is the most active group in social media use. This indicates that the younger generation plays a significant role in shaping the changing patterns of digital culture. Furthermore, the gender distribution is relatively balanced, so the data can be considered representative. The duration of social media use also shows that most respondents use social media for more than 4 hours per day, indicating a high level of engagement in the digital space.

Table 2. Descriptive Statistics of Research Variables

Variables	N	Mean	Min	Max	Standard Deviation	Category
Social Media (X)	100	4.12	2.80	5.00	0.56	High
Cultural Change (Y)	100	3.98	2.70	5.00	0.61	Medium-High

Descriptive statistics show that the social media variable has a high mean value, indicating that the intensity of social media use among the Muslim community is quite intense. Meanwhile, the cultural change variable also shows a fairly high mean value,

indicating that cultural changes due to social media have begun to be significantly visible in everyday life. The relatively small standard deviation indicates that the respondent data is quite homogeneous and not too widely spread from the mean.

Next, a simple linear regression analysis was conducted to determine the influence of social media on cultural changes in Muslim society.

Table 3. Simple Linear Regression Test Results

Variables	B	Std. Error	Beta	t	Say.
(Constant)	12.45	2.10	-	5.93	0.000
Social Media (X)	0.68	0.08	0.72	8.50	0.000

Based on the regression test results in the table above, a significance value of $0.000 < 0.05$ was obtained, indicating that social media has a significant influence on cultural change in Muslim communities. The regression coefficient (B) value of 0.68 indicates that every one-unit increase in social media usage will increase cultural change by 0.68 units. The beta value of 0.72 indicates that the influence of social media on cultural change is relatively strong. Thus, it can be concluded that social media is an important factor in cultural change in Muslim communities in the digital era.

Table 4. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error
1	0.72	0.52	0.51	0.42

The model summary results show an R-square value of 0.52, meaning that 52% of cultural change in Muslim communities can be explained by social media variables, while the remaining 48% is influenced by other factors outside the study, such as family environment, education, and other social factors. This indicates that social media has a significant contribution in explaining cultural change, but it is not the only factor influencing it.

Discussion

Overall, the results of this study indicate that social media has a significant and powerful influence on cultural change in Muslim communities. These findings support the theory that social media functions as a new socialization agent capable of partially replacing the role of traditional social environments. The most dominant cultural change is seen in the communication aspect, where people tend to use short, fast, and symbol-based digital communication such as emojis and short videos. ([Herman, 2024](#)). This indicates a shift from a culture of in-depth verbal communication to a more practical, instant communication culture.

Furthermore, changes are also evident in the lifestyles of Muslim communities ([Rahman et al., 2024](#)). Social media fosters a culture of consumerism and trend-

following, particularly through the influence of influencers and viral content. Many respondents acknowledged that decisions about clothing, purchasing goods, and even daily activities are influenced by the content they see on social media ([Pratami & Estriana, 2025](#)). This phenomenon demonstrates that social media is not only a communication tool but also a shaper of people's preferences and consumption behavior.

In terms of social values, a shift from collectivism to stronger individualism has been observed. Previously face-to-face social interactions have now shifted to digital spaces, resulting in more flexible but less in-depth social relationships. However, not all impacts are negative, as social media also provides a platform for strengthening Islamic values through digital da'wah (Islamic outreach), online studies, and the growing presence of virtual religious communities. Thus, it can be emphasized that social media plays a dual role in changing the culture of Muslim communities: as a means of positive transformation and as a challenge to the preservation of Islamic cultural values. Therefore, strengthening digital literacy based on Islamic values is necessary so that Muslims can use social media wisely, selectively, and responsibly in the face of the globalization of digital culture.

CONCLUSION

Based on the research results, it can be concluded that social media has a significant influence on cultural change in Muslim communities in the digital era. The intensity of social media use has been shown to influence communication patterns, lifestyles, social values, and cultural habits of Muslim communities, which are increasingly open to global culture. These changes are evident in the increasing use of digital communication, the emergence of a consumer culture and following trends, and a shift in social interaction patterns from face-to-face to virtual interactions. However, social media also has a positive impact, particularly in expanding access to religious information, strengthening digital da'wah (Islamic outreach), and forming Islamic communities in virtual spaces. The results of statistical analysis indicate that social media has made a significant contribution to cultural change in Muslim communities, thus social media can be said to be one of the dominant agents of cultural transformation in modern life. Therefore, strengthening digital literacy based on Islamic values is necessary so that Muslims can use social media wisely, selectively, and responsibly, so that the development of digital technology remains in line with cultural norms and Islamic values.

AUTHOR CONTRIBUTION

K, K: Supervision, editing. **R, R, Y:** Data curation, Conceptualization, observations, **A, R, R:** writing-reviewing, and investigation

CONFLICT OF INTEREST

The authors declare that this research was conducted without any conflict of interest in the research.

DECLARATION OF USE OF AI IN SCIENTIFIC WRITING

The author(s) used [Chat GPT] during the preparation of this work to [Grammatical Corrections]. After utilizing the tool/service, the author(s) thoroughly reviewed and edited the content as necessary and assumed full responsibility for the publication's content.

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