
Cyber Jihad: Waging War Through Social Media to Defend Islamic Values

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Abstract: *In the modern digital era, the phenomenon of cyber jihad has emerged as a strategy used by various groups and individuals to wage war through social media to defend Islamic values. This research aims to investigate the phenomenon of cyber jihad and how this activity aims to strengthen and defend Islamic values in existing challenges and ideological rivalries. This research method analyses the content of various social media platforms to spread jihad narratives, mobilise support, and promote ideological agendas. An interdisciplinary approach is used to understand the complexity of this phenomenon, including the dimensions of religion, politics, and information technology. The data was collected through literature studies, online observations, and interviews with relevant experts. The analysis identified behavioural patterns, communication strategies, and social impacts of cyber jihad activities. The findings of this study are expected to provide deeper insights into the role of social media in championing Islamic values and its implications for global social dynamics and security.*

Keywords: *cyber, jihad, da'wah, social media, Islamic values.*

INTRODUCTION

Jihad is one of the central concepts in Islam that is often interpreted differently by individuals and groups. Jihad comes from the Arabic word "jahada" which means "to fight" or "to try" [1]. In the context of Islam, jihad refers to the efforts made by Muslims to fight for the truth, fight evil, and defend Islamic values [2].

In the modern era filled with information technology and social media, the concept of jihad has undergone a significant evolution [3]. The phenomenon known as "Cyber Jihad" is an attempt to defend and spread Islamic values through social media and other online platforms. Cyber Jihad is not just an attack on opponents, but rather a movement to educate, empower, and defend Islam in the face of modern challenges, to fight for Islamic values, spread religious messages, and fight against all forms of actions that are considered detrimental to Muslims [4]. In this digital era, war is no longer limited to the physical field alone, but also involves a vast virtual field and affects millions of people around the world. Islam tries to present a balanced perspective on the religion of Islam, presenting information, thoughts, and arguments that support Islamic values [5].



Figure 1. Illustration of Jihad. Source: <https://pin.it/16HXiOMkJ>

Online jihad is an effective jihad. From the perspective of Islamic boarding school education, effective jihad is when a person can convey the truth following the situation and conditions of his society [6]. This is so that the truth conveyed runs effectively and smoothly. Online jihad is one of the media supported by Islamic boarding schools so that a person who engages in jihad can convey the truth and uphold the religion of Allah effectively and efficiently so that the community does not get interference and coercion over its teachings [7]. Forms of jihad can be expressed in various kinds of social and digital media that follow the culture of the community, both with websites, Twitter, YouTube, Facebook, Instagram, and other internet media. Online jihad is a medium for da'wah to run effectively [8],[9], so that the framing of the media can change by adjusting to the conditions of the community. From the above statement, it can be understood that in this era of social media, online jihad is an effective medium to enforce religious teachings because it follows the culture and conditions of today's society [10].

The presence of cyber jihad can be seen from at least two lenses, namely the phenomenon of net war and cyber war. Netwar is a growing mode of conflict in which the protagonists—ranging from terrorists and criminal organizations on the dark side, and militant social activists on the bright side—use the forms of organizational networks, doctrines, strategies, and technologies aligned with the information age. Part of the netwar is the increasing "regularization" of war since the end of the Cold War, which has been a growing focus among strategy analysts, such as Martin Van Creveld. Along with the increase in irregularization is the increasing use of information technology among the military and civil society [12]. Creveld linked the development of information technology and irregularization by emphasizing that conflicts will increasingly depend on information and communication. As argued in *Advent Netwar*, cyber war, and netwar are modes of conflict that are mostly about 'knowledge', about who knows what, when, where, and why, and about how to secure a society, military, or other actor is in relation to its knowledge of itself and its opponents [13]. Meanwhile, the concept of 'Cyberwar' focuses on the use of information age technology in high-intensity conflicts, where formal military forces are pitted against each other. Netwar is understood as occurring at the social end of the conflict spectrum, involving non-state, paramilitary, and other irregular troop movements [14].

The purpose of this study is to dig deeper into how jihad is understood and practised in the context of social media, as well as its impact on the perceptions and policies of Muslims.

Through a detailed and detailed analysis, this study aims to provide a deeper understanding of the Cyber Jihad phenomenon, the strategies used by its perpetrators, as well as its implications in an ever-changing global context [15].

This research will also try to identify the challenges and opportunities associated with Cyber Jihad, both from a security, social, and political point of view. Thus, it is hoped that the results of this study can provide valuable insights for policymakers, researchers, and the general public in understanding this complex phenomenon. Through a better understanding of Cyber Jihad, it is hoped that we can develop more effective strategies in responding to the challenges faced by Muslims in defending Islamic values in this digital era [16], [17].

In the increasingly connected digital era, social media has become a major arena where political ideologies and views are spreading rapidly and widely. One phenomenon that has emerged in this context is Cyber Jihad, where groups inspired by Islamic ideology use social media platforms to mobilize and strengthen their struggle [18]. In a broader context, Cyber Jihad emerged as an attempt to defend Islamic values against various challenges, including Islamophobia, foreign intervention, and modernization that are considered contrary to traditional Islamic teachings [19]. This phenomenon shows a shift in strategy in the ideological war, where the struggle to defend Islamic values is increasingly integrated with the digital realm. Therefore, research on how wars through social media are conducted to defend Islamic values is becoming increasingly important to understand in the context of the complexity of today's global dynamics [20].



Figure 2. Jihad Era Digital. Source: <https://search.app.goo.gl/wyNei5o>

Social media has become a significant battleground in fighting for and defending Islamic values. Using these platforms, Islamic-inspired groups seek to wage war online to strengthen, defend, and promote their religious values [21]. Through widely disseminated messages, carefully designed propaganda videos, and organized information campaigns, they seek to counter negative stereotypes against Islam, respond to perceived attacks on Muslims, and strengthen religious identity in the face of modern challenges [22]. In the continuous flow of information, understanding how the war through social media is carried out to defend Islamic values is becoming increasingly important to understand the complex dynamics of the ideological battle that is taking place in cyberspace [23].

One of the crucial problems that arises in the context of efforts to wage war through social media to defend Islamic values is the emergence of online radicalization and the spread of extremist propaganda. With social media platforms providing easy and quick access to millions of users, groups inspired by Islamic ideology are using them as a means to recruit new members, spread radical messages, and mobilize support for their agendas. In many cases, propaganda spread through social media can stimulate emotions, manipulate information, and reinforce misleading radical narratives. The impact of the spread of

extremist content can expand globally, affect people in various parts of the world, and trigger acts of violence and terrorism that endanger national stability and security [25]. Therefore, efforts to respond to and address the problems of online radicalization and the spread of extremist propaganda are crucial in maintaining global social order and security, as well as ensuring that social media remains a positive forum for information exchange and dialogue between cultures [26].

LITERATURE REVIEW

Table 1. Literature Review

No.	Research Title	Research Methodology	Key findings
1	"The Role of Social Media in Jihad: Islamic State's Propaganda Operations" (Smith, 2018)	Content Analysis, Interviews	Social media has become ISIS's main tool in expanding its influence and recruiting members. Content that is interesting and oriented towards radical Islamic values is aggressively promoted.
2	"The Influence of Social Media on Islamic Extremism among Youth: A Study in Malaysia" (Ahmad & Rahman, 2020)	Questionnaire, Regression Analysis	Social media plays a crucial role in promoting radical Islamic identity among Malaysian youth. Content that supports extremism often goes viral and results in increased sympathy for radical Islamic values.
3	"Countering Violent Extremism on Social Media: An Analysis of Islamic State's Online Strategy" (Jones, 2019)	Case Studies, Network Analysis	ISIS is using social media as a tool to spread narratives that support its ideology. Their tactics involve the use of aggressive narratives that attract vulnerable youth to join the movement.
4	"The Role of Online Fatwas in Shaping Jihadist Discourse: A Case Study of Salafi-Jihadist Groups" (Khalid, 2017)	Fatwa Analysis, Interview	Online fatwas are often used as justification by jihadist groups to justify acts of violence. Social media facilitates the dissemination of these fatwas, influencing the thoughts and actions of those exposed.

Tabel 2. Literature Review

No.	Writer	Title of Article/Research	Journal/Publisher	Year	Key findings
1	Al-Rawi, Ahmed, dan Simon Gottschalk	Jihad 2.0: Social media in the next evolution of terrorist recruitment	Journal of Terrorism Research	2013	Social media has become the main tool for jihadist groups to recruit new members, spread propaganda, and strengthen their ideology.
2	Khader, Majid	Digital jihad and virtual Ummah: How Islamic	Studies in Conflict & Terrorism	2011	Terrorists use the internet and social media to

		terrorists use the internet			communicate, recruit, and spread propaganda messages to defend Islamic values and gain support.
3	Gartenstein-Ross, Daveed, dan Madeleine Blackman	The jihadism of the Excluded: Explaining the link between social media and violence	International Journal of Communication	2016	Social media provides a space for individuals who feel marginalized to feel included and recognized, which reinforces their commitment to jihadist ideology.
4	Conway, Maura	Reality check: Assessing the prospects and limitations of social media in conflict resolution	Hague Journal of Diplomacy	2013	The complexity of the use of social media in conflict contexts, including jihadism, emphasizes the importance of an evidence-based and context-based approach to conflict resolution.
5	Berger, J. M.	The Twitter jihad: Social media and Islamic extremism	Middle East Policy Council Journal	2013	Analysis of the jihadist group's use of Twitter to spread propaganda, recruit new members, and coordinate attacks.

METHODOLOGY

This research will use qualitative and quantitative approaches to explore how war through social media can be used to defend Islamic values. First, a qualitative approach will involve analyzing social media content used by groups or individuals who aim to fight for or defend Islamic values. This will involve identifying and analyzing the narratives, images, videos, and messages posted to inspire or influence the audience, as well as how the content is perceived and interpreted by social media users [27]. Furthermore, a quantitative approach will involve surveys or statistical analysis to measure the impact of content posted on social media on audience views and behaviour. Surveys can be used to assess the level of perception of Islamic values promoted through social media, the extent to which the content influences their attitudes and tendencies, as well as the level of involvement in activities related to the struggle [28].

In addition, this research method will also involve literature analysis to understand the theories underlying the use of social media in the context of war to defend Islamic values. This will assist researchers in formulating a theoretical framework that guides data analysis and interpretation of findings. The research will collect data from a variety of sources, including media platforms, as well as academic publications, news reports, and official documents related to movements or groups that utilize social media in their efforts to defend Islamic values [29]. This method is expected to provide a comprehensive understanding of how wars through social media are used in this context and their impact on the communities involved.

RESULTS AND DISCUSSION

The results of research on cyber jihad Establishing a war through social media as an effort to defend Islamic values is an increasingly prominent phenomenon in this digital era. Social media, with its power and broad reach, has become a significant battleground in championing a wide range of issues, including religious values [30]. In the context of Islam, actors use these platforms to disseminate understandings and practices that are considered appropriate to religious teachings, as well as to combat interpretations or actions that are perceived to deviate from those values [31].

First of all, social media provides easy and quick access to disseminate information about Islamic teachings and practices believed by certain groups or individuals [32]. This allows users to easily share citations of holy verses, hadiths, or scholarly thoughts with a wider audience. Thus, they can strengthen their understanding and practice of Islamic values in a digitally connected society [33].

In addition, social media is also used as a tool to respond to or criticize content that is considered contrary to Islamic values. Users often take an active stance in combating content that is considered harassing, defamatory, or distorting their religious teachings. They use a variety of strategies, ranging from online campaigns, and digital petitions, to boycotts of products or services that are considered to violate Islamic values [34]. However, running a war through social media also poses challenges and risks. One of them is the potential to cause conflict and polarization among social media users themselves. The discussions and debates that take place on such platforms are often filled with strong emotions and rhetoric, which can deepen the gap between groups or factions [35]. In addition, there is also a risk of spreading invalid or manipulative information, which can worsen public perception of Islam and Muslims. To defend Islamic values, actors must be careful in choosing sources of information and verifying the veracity of every content they disseminate [36].

Thus, waging war through social media to defend Islamic values is a complex phenomenon, where there is great potential to strengthen the understanding and practice of religious teachings, but also requires vigilance and prudence in facing the challenges and risks that exist [37].



Figure 3. Illustration of social media jihad. Source:

<https://www.harakatuna.com/pemanfaatan-platform-digital-oleh-teroris-tren-taktik-dan-tantangan-terkini.html>

Cyber jihad is a modern phenomenon that marks a shift in the war to the digital realm to defend Islamic values. By utilizing social media and other online platforms, cyber jihadists seek to spread messages that advocate for the teachings of Islam and counter negative narratives directed at the religion [38]. Cyber jihadists use modern technology as a weapon to fight against radical ideas and for peace and tolerance between religious communities. One of the important aspects of cyber jihad is the dissemination of information that is educational and persuasive [39]. Cyber jihadists use social media to spread the correct understanding of Islamic teachings, combat propaganda that corners Islam as an extremist religion, and provide clear explanations of often misunderstood concepts. They are also active in discussing contemporary issues relevant to Islam, such as human rights, democracy, and peace. Not only that, cyber jihad also includes efforts to stop the spread of content that degrades or insults the religion of Islam [40]. Cyber jihadists often respond quickly to content that is considered defamatory or harassing of Islam, both through online campaigns and through appropriate legal measures. They use social media as a means to voice their objections and rally support from Muslim and non-Muslim communities in responding to crimes that go against the values of justice and tolerance. Overall, cyber jihad is a form of intelligent and adaptive resistance to attempts to destroy the image of Islam and threaten the security of Muslims. By utilizing social media and digital technology, cyber jihadists aim to fight for the values of humanity, justice, and peace, as well as strengthen the solidarity and unity of Muslims around the world [41],[42].

Table 3. Research Results and Discussion

No.	Heading	Description
1.	The Role of Social Media in Cultural Wars	Social media is used as a tool to spread Islamic values and fight for faith in the context of globalization [43].
2.	Online Propaganda Strategy	Groups that want to defend Islamic values use social media to spread propaganda that supports their ideology and dampens the influence of foreign cultures.
3.	Information Wars Through Digital Content	The production of digital content promotes Islamic teachings and strengthens the identity of Muslims through social media as an effort to counter negative narratives and enemy propaganda.
4.	Online Terrorism Communication	The use of social media by extremist groups to recruit sympathizers, rally support, and plan attacks as part of an ideological war.
5.	Kontra-Narasi Islamofobia	Muslims use social media to respond to and challenge Islamophobic narratives, as well as fight for a correct understanding of Islam.
6.	Online Community and Muslim Solidarity	The establishment of an online community that shares Islamic values strengthens solidarity and supports each other in the face of external challenges.
7.	Digital Suppression and Censorship	Efforts by the government or certain groups to stop the spread of Islamic values through social media by suppressing or censoring content that is considered to be against the regime or group in power.

Table 4. Content Marketing Strategy

No.	Content Marketing Strategy	Information
1	Use of Influencers	Inviting famous or influential figures to promote these contents.
2	Contests and Special Events	Hold contests or special events to increase audience engagement.
3	SEO Optimization	Optimizing keywords and tags to increase the visibility of content in search engines [44].

Table 5. Content Impact Evaluation

No.	Impact Evaluation Methods	Information
1	Statistical Data Analysis	Analyze the number of interactions, retweets, likes, and comments as an indicator of audience engagement.
2	Surveys and Questionnaires	Use surveys and questionnaires to gauge your audience's attitudes and views on the content.
3	Social Network Analysis	Analyze the structure and patterns of interaction among social media users to understand the spread of content and its influence

Table 6. Research Aspects

No.	Research Aspects	Findings	Implication
1	Posted Content	– Propaganda videos featuring military actions with narratives that defend Islamic values. The use of hashtags (#) to spread jihad messages and quotes from the Qur'an.	– Such content has the potential to influence the opinions and behaviour of the audience, especially those who are vulnerable to radicalization. The use of hashtags allows these contents to go viral and reach a wider audience.
2	Interaction with Audience	– Positive responses from most of the audience, especially those who have views that are in line with the message conveyed There was a discussion and debate in the comments, with various opinions from various circles.	– These interactions can be used as indicators to gauge the level of support and potential growth of the follower base- Discussions and debates can be an opportunity to spread more messages that support Islamic values and influence the attitudes of others.
3	Response of the Government and Authorities	– The government's efforts to monitor and remove radical content that threatens security	– The government's actions show seriousness in dealing with the threat posed by

	and stability The policy of restricting access to social media platforms is considered a means of spreading radical ideology.	the spread of radical content on social media Access restrictions can spark controversy over freedom of speech, but are seen as a necessary step to protect the public from the threat of extremism [44-51].
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CONCLUSION

Cyber jihad as an effort to wage war through social media to defend Islamic values highlights its complexity and impact in the digital realm. This phenomenon confirms that social media has become an important ideological battleground, where various groups compete to dominate narratives about Islam. The use of social media by extremists to recruit, spread propaganda, and plan attacks has raised global concerns about online security. However, on the other hand, activists are also using this platform to counter negative narratives and promote a correct understanding of the Islamic religion. Regulation and education are key in facing these challenges; While freedom of speech must be maintained, measures to prevent the spread of radicalization and extremist propaganda also need to be strengthened. As such, cyber jihad marks a significant shift in the dynamics of modern ideological warfare, demanding a comprehensive response from the international community in maintaining a balance between freedom and security in the digital space.

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Author Contribution

This paper is the result of a joint contribution by the author who has tried to explore, analyze, and present information as best as possible, then the author's contribution to this journal includes research, analysis, and the preparation of meaningful information.

Conflicts of Interest

All authors declare no conflict of interest.

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