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The Role of Interfaith Da'wah Communication on Social Media (Study on Dr. Zakir Naik's Youtube Channel Eps. "Why Did Not God Create Only One Religion?")

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Abstract

This scientific paper analyzes the episode "Why God Didn't Create One Religion" from the YouTube channel Dr. Zakir Naik as a case study of interfaith communication on the YouTube digital platform. This research aims to understand how Islamic views on religious diversity are presented and their impact on the perceptions of interfaith audiences. This episode explains the concept that religious diversity is part of Divine will which gives humans the freedom to choose their spiritual path. The problem raised in this research is how an interfaith dialogue approach can strengthen tolerance, but also faces challenges, especially regarding perceptions of religious superiority. This research uses a descriptive qualitative analysis method, with data collected from episode observations and audience responses through comments on the YouTube digital platform. The research results show that this episode makes a positive contribution to Muslim audiences' understanding of religious pluralism, especially in terms of acceptance of religious diversity as God's will. However, this episode also gave rise to different perceptions in non-Muslim audiences, where some felt that the presentation positioned Islam as a superior religion, thus potentially causing defensive reactions. Therefore, to increase the effectiveness of interfaith communication, this research recommends using more inclusive language, including the perspectives of figures from other religions, and emphasizing universal values such as justice, compassion and peace. The conclusion of this research is that with a more dialogical approach and respect for diversity, similar episodes can be an effective medium for strengthening tolerance and creating more harmonious interfaith understanding.

Keywords: Interfaith Communication, Religious Pluralism, Tolerance, Dr. Zakir Naik, YouTube

1. Introduction

Humans are social creatures who naturally tend to interact and communicate with others in living their daily lives. Since the beginning of human creation, communication has been an important part that cannot be separated from human existence. Since birth, humans are social beings who cannot live in isolation and always require support as well as interaction with others (Artha Sari, D., & Pasaribu, R. A., 2023). In living their lives, humans cannot avoid interacting and exchanging messages with others. Communication is not only an important element, but also the main foundation that helps humans understand the world around them and respond appropriately. With good communication skills, humans can live a day building harmonious and mutually supportive relationships. In other words communication plays a crucial role in establishing social and interpersonal relationships. The interactive aspect of communication is essential in various joint activities and is an inseparable element of human relationships with their surrounding environment (Murotmusaev & Tangrikulova, 2021).

Da'wah has the meaning of an invitation activity, both in the form of oral and written as well as in the form of behavior and so on which is carried out consciously and planned to influence other people, both individually and in groups so that an understanding, awareness of life and appreciation of attitudes and willing to practice the teachings of Islam without any

elements of coercion. Da'wah activities, including a form of communication because in it there is a message sender (da'i) and message receiver (mad'u). Dakwah is a planned and dynamic activity of invitation and call to convey Islamic teachings, encouraging positive changes in thoughts and behaviors, as well as building a peaceful society by making the Qur'an the primary guidance (Hasanah, 2024).

Coexisting with people of other religions can create its own color even though sometimes the differences can cause friction or even conflict. This opinion is in line with the findings of Mawardi et al. (2023) which states that collaboration and mutual respect between religious communities can create harmony in social and religious relations. In general, conflicts can be born from disagreements between one party and another. This is common because of the different perspectives and beliefs between religions. We cannot say that religion is the only source of conflict and if there is no religion, it means that there is no conflict, not at all. Often, conflicts are not really only triggered by religion. Instead, religion is often consciously used by elites as an instrument to create conflict. This is where interfaith dialog becomes important, because it avoids the use of religion as an instrument to cause conflict or violence in the name of religion.

According to Cornille (2013), the term interfaith dialog has a broad meaning. However, the term interfaith dialog is often used to describe a range of engagements between different religious traditions, from everyday interactions, expert debates, formal or casual discussions of spiritual or institutional leaders, to interfaith social activism. Tolerance is one of the important terms in relations between people of different religions.

Tolerance is a form of mutual respect for religious differences in order to avoid conflict or religious disputes and the aim of creating a peaceful life (Khanafi, 2022).

Religious people should bring up tolerance as an effort to maintain social stability, and avoid ideological and physical clashes between people of different religions. This is in line with Preston King in Kinloch (2005) defining tolerance as an act of a person to bear, suffer, or endure with individuals, organizations, activities, or ideas (ideas), or organizations, where he does not really agree with them. (Kinloch, 2005).

Every da'i must have a different communication style in delivering his da'wah message, including Dr. Zakir Naik. In preaching, Dr. Zakir Naik tends to use a communication style in the form of debate or question and answer. He presents his arguments logically, rationally and even scientifically based on the Qur'an and as - Sunnah, so that many non-Muslims when arguing with Dr. Zakir Naik lose the argument and decide to convert to Islam in front of thousands of audiences who attended the da'wah event. In addition, Dr. Zakir Naik often appears confident in conveying the truth, not speaking hesitantly or ambiguously in his delivery.

Dr. Zakir Naik is a preacher who focuses on comparative religion. With his impressive public speaking skills, he has succeeded in becoming an international preacher. He has been praised for his achievements and efforts in delivering interesting da'wah with a logical and scientific approach to help dispel misconceptions about the teachings of Islam around the world. He has very strong memorization skills, not only memorizing the Qur'an and Hadith, but he has also mastered and memorized other religious books, such as the Bibles, Vedas, Tripitaka, and Bhagavad Gita and has even succeeded in moving the hearts of thousands of Hindus in India to become mu'allaf. During his time as a preacher, Dr. Zakir Naik has visited many countries such as the United States, Canada, United Kingdom, Italy, France, Saudi Arabia, UAE, Kuwait, Qatar, Bahrain, Oman, Mesi, Australia, New Zealand, South Africa, Botswana and many other countries including Indonesia.

Youtube can be one of the means of spreading the message of tolerance through communication between people of different religions, because as reported by the Business of Apps data, the number of active users of this media in the world is 2.49 billion in 2024, while in Indonesia itself is the platform with the third largest number of users in the world with an active

audience of 127 million users according to data from the same source as of September 2024. (Data Indonesia, 2024).

In line with the development of increasingly advanced times, technology is also developing increasingly sophisticated. Dawah activities in this era have utilized the development of technology, one of which is YouTube social media. This provides easier access to da'wah material through virtual video shows, so there is no need to attend da'wah events directly. YouTube is one of the platforms that provides various da'wah videos from da'i, such as those found on the Islam Will Win YouTube account which regularly uploads various da'wah videos delivered by Dr. Zakir Naik. With hundreds of thousands of subscribers, the account is one of the most consistent accounts in uploading da'wah videos from Dr. Zakir Naik.

Social media such as YouTube has become a very broad and effective communication channel in spreading da'wah messages. This research is important to examine how cross-religious da'wah messages are conveyed through this platform, considering that YouTube has a global audience with diverse religious backgrounds. Through this research, we can understand how multicultural and pluralistic preaching messages are spread and received by audiences from various religious backgrounds. This research is important to explore how the messages conveyed can influence viewers' understanding and attitudes towards other religions. With social media, the message of da'wah reaches not only Muslims, but also people of other religions who may be involved in interfaith discussions. This kind of research provides insight into how the delivery of da'wah on social media must be maintained so as not to cause misunderstandings.

Each of Dr. Zakir Naik's da'wah videos uploaded by the YouTube account Islam Will Win provides a clear picture of his effective communication style in delivering da'wah messages. In addition, the video content in the account also shows how Dr. Zakir Naik conducts debates or discussions with the audience, where he is able to answer questions logically and rationally so that often makes audiences from non-Muslims lose arguments and even decide to embrace Islam at that time.

2. Method

The research used a qualitative approach. The method is content analysis. The collection technique is documentation.

Before conducting analysis, it is important to ensure that the data collected through documentation is complete, relevant, and meets the criteria established in the research methodology. Documentation may include reports, interviews, observations, records, or other recordings related to the research subject.

Data validation is a crucial step to ensure that the collected data is legitimate, accurate, and trustworthy. After data validation, the next step is to analyze the data in depth. After the analysis, it is crucial to ensure the reliability of the obtained research results. After the analysis is complete, the next step is to document and report the research findings clearly and systematically.

3. Results and Discussion

3.1 An Episode Approach to the Concept of Religious Diversity (https://youtu.be/A3FtiJJhrMY?si=2Dwt59DmVg_FZIge)

In the episode "Why Allah Didn't Create One Religion" on Dr. Zakir Naik's YouTube channel, Dr. Naik sheds light on the reasons behind the existence of different religions in the world and why there is no single religion that applies to all of humanity. From an Islamic perspective, he highlights that religious diversity is part of the design of creation planned by Allah. According to this view, every individual has the freedom to determine his or her beliefs and spiritual path, and religious diversity provides humans with the opportunity to embark on a richer and deeper journey of spiritual discovery. Dr. Naik said that this diversity of beliefs is not

the result of mere chance or social factors, but is part of the test of life that aims to test people's sincerity, choice, and moral responsibility in choosing their path in life

Furthermore, Dr. Zakir Naik explained that in the Islamic view, religious diversity is God's way of assessing people's ability to exercise their religious freedom. Every individual has the same right and opportunity to choose the path they believe in, and they will be held accountable for their choices. A verse in the Qur'an that is often referenced is "There is no compulsion in religion" (QS. Al-Baqarah: 256), which affirms the principle that belief cannot be coerced and must come from a genuine decision. It also shows that Allah wants people to embrace religion based on their understanding and conviction, not because of coercion from others. By granting this freedom, Allah is giving humans the responsibility to choose wisely, and that test is an essential part of the process of creating intelligent and faithful beings.

In addition to freedom of choice, Dr. Naik also referred to Surah Al-Hujurat verse 13, which emphasizes that humans were created in different nations and tribes so that they know each other. This verse provides a strong foundation for the view that God wants humans to live in diverse societies, including in terms of culture and religion. Dr. Naik interprets that the main purpose of this diverse creation is for humans to understand and appreciate each other, not to conflict with each other. Through differences, humans are invited to develop their ability to establish good relationships and form a tolerant society. God provides opportunities for humans to broaden their horizons, accept different perspectives, and learn to coexist peacefully in the midst of diverse beliefs. Dr. Naik emphasizes that this diversity is a form of God's love, where each individual is given the opportunity to develop through a broader understanding of their fellow human beings and the world around them.

Dr. Zakir Naik also explained that from an Islamic perspective, religious diversity is a means for humans to explore the universal values taught by each faith. In every religion, there are teachings about noble values such as honesty, justice, compassion, and responsibility. By paying attention to these teachings, humans are expected to find commonalities that strengthen interfaith relationships. In Dr. Naik's view, knowing and understanding the values upheld by other religions can enrich one's spiritual experience without having to abandon one's own religious beliefs. Therefore, religious differences are not a reason to cut ties or reduce respect for others, but quite the opposite - a means to build the foundations of a harmonious and understanding life.

Furthermore, Dr. Naik emphasized that the concept of religious diversity also teaches people about patience and openness. In living in a pluralistic society, one will be exposed to various views that may differ from his or her own. This, according to Dr. Naik, becomes an exercise for humans to develop mutual respect and understand that each individual has their own reasons and background in choosing their path in life. God has created this diversity not to create a divide, but to challenge people to interact with these differences in a positive way. Thus, living side by side with people who have different beliefs can be a means to enrich human spirituality and emotional maturity.

Dr. Naik's view on religious diversity implies that every individual has an obligation to not only respect, but also learn from the uniqueness of each religion. As beings of reason and faith, humans are expected to see this diversity as a gift that provides opportunities for them to explore the noble values that exist in different religions. This is in line with the Islamic concept of mankind being caliphs on earth, which means maintaining peace and creating a society of mutual support and respect. In this view, respect for religious diversity is part of humanity's moral responsibility to maintain harmony in society.

At the end of his explanation, Dr. Naik implied that the existence of many religions is a way for God to teach humanity that the relationship with God does not have to be imposed through a single path, but can be achieved through many different ways. This religious diversity,

while potentially leading to divergent views, can essentially be a tool to create a more meaningful dialog among humanity. By seeing other religions as companions in the spiritual quest, one can be more open to learning and seeing life from a broader perspective. Dr. Naik invites his audience to view this diversity as a reflection of the greatness of God who gives humans the freedom to choose the best path that suits their conscience.

Thus, Dr. Naik's concept of religious diversity not only provides the theological rationale behind religious differences, but also encourages mutual respect and humility in the face of different beliefs. He underscores that despite the belief that Islam is the true way, the existence of other religions must be respected as part of the divine providence. Through this diversity, humans are given the opportunity to learn from each other and perfect their lives, not only in terms of worship, but also in social and humanitarian aspects. In this way, Dr. Naik emphasizes that religious diversity is not an obstacle, but rather a gift that brings humans closer to values.

3.2 Implications for Interfaith Understanding and Tolerance

By recognizing that each religion has its own place and function in this pluralistic world, the episode "Why God Didn't Create One Religion" provides an important basis for interfaith understanding. Dr. Zakir Naik forcefully highlights that differences in beliefs should not be seen as a reason for conflict or tension. Instead, they can be an opportunity for humanity to hone the values of tolerance and mutual respect. Through his approach, Dr. Naik invited the audience to reflect that each religion offers a unique approach in their search for truth and a relationship with God, a diversity that can enrich humanity's spiritual life.

The episode opens a space for audiences from different faith backgrounds to reconsider that, while their religions may differ, there are universal values that are shared, such as justice, compassion, and truth. Dr. Naik encourages that this diversity should not be seen as divisive, but rather as a natural element in life designed by God, for the purpose of humans learning from and respecting one another. While he insists that Islam is the true way, Dr. Naik also conveys the message that this belief does not prevent Muslims from living in harmony with adherents of other religions. He pointed out that the existence of different religions is part of the divine will to create a world full of choices, and with those choices humans are tested to show respect and tolerance towards different faiths.

This approach encourages the audience to understand that religious differences are not a threat, but rather an opportunity to develop a deeper understanding of the meaning of diversity. Through this episode, Dr. Naik invites his audience to see the world as a global society that needs more openness and understanding in interfaith relations. He highlights that by appreciating differences, each individual can broaden his or her outlook and discover that diverse beliefs provide color in social life, not something that should be homogenized or considered inferior.

This implication provides the foundation for healthy interfaith dialogue, where each religion is seen as part of the larger mosaic that makes up human civilization. In the context of interdependent living, respect for other religions means recognizing that in every faith there are noble values that contribute to the happiness and well-being of humanity as a whole. Dr. Naik encouraged the audience to understand that with the existence of different religions, God provides an opportunity for humans to learn from each other, avoid prejudice, and strive for unity in diversity. He implied that a world with one religion may not have the same challenges in terms of tolerance and understanding, but with multiple faiths, people are tested to show maturity and wisdom in accepting and respecting differences.

With this perspective, Dr. Naik offers the perspective that religious diversity is a means designed by God to educate humanity about the importance of peace and cooperation, not division. It provides an understanding that, regardless of their respective teachings, human values and spirituality can be the bridge that unites humanity. Dr. Naik's approach inspires viewers to

be more open to other religions and reminds them that the search for truth can come in many forms. Through these messages, the episode seeks to foster greater respect among people of all faiths, while providing insight that different beliefs are opportunities for humans to learn and grow together in harmonious diversity.

3.3 Challenges in Interfaith Communication through a Comparative Approach

While the episode "Why God Didn't Create One Religion" aims to broaden interfaith understanding, an approach that focuses on comparative religion brings significant challenges. One of the main challenges is the potential for perceptions of religious superiority to arise. When Dr. Zakir Naik emphasizes that Islam is the true path, non-Muslim audiences may feel that their views or beliefs are viewed as inferior or considered "not true." This can create feelings of discomfort and even insecurity. This can create feelings of discomfort and even defensive reactions, where audiences of other faiths feel their faith positions are not equally recognized. These feelings can hinder the purpose of the episode as an open and inclusive space for interfaith dialog.

An approach that emphasizes the superiority of Islam over other religions may provoke negative reactions from audiences of different faiths, who may feel their religion is undervalued or looked down upon. Not only does this risk causing discomfort, but it could also reinforce the prejudice that interfaith dialog is a "race" to determine which religion is superior. Under these conditions, viewers may no longer feel that the purpose of the episode is to increase understanding, but more like an attempt to show that one religion is more "right" than another. As a result, the original intention to create a dialogue of mutual understanding may end up in a communication deadlock and potential conflict.

In addition to perceptions of superiority, comparative interfaith communication faces another challenge: the possibility of conflicting interpretations among audiences. For example, for audiences who come from religions with exclusive or conservative views, accepting that other religions have legitimate spiritual paths can be difficult or confusing. They may assume that the only path of truth is their own religion and see this pluralistic view as a threat to their faith. This response can lead to resistance, where audiences of different faiths find it difficult to accept that other religions also have spiritual validity. This resistance can be rooted in the belief that recognizing the validity of other religions means giving up some teachings or principles that are considered fundamental to their faith.

A further challenge is that this comparative religion approach can narrow the space for a truly dialogical dialogue, where each side can share and listen without feeling threatened. By highlighting differences, this comparative approach is prone to focusing on aspects that separate rather than unite. As a result, the audience may miss the opportunity to appreciate the common moral and ethical values found in different religions. Universal values, such as compassion, honesty and justice, are an important part of every religion, and when dialogue focuses too much on differences, the potential for finding common ground is overlooked. As such, this approach risks limiting the possibility of building a deeper understanding of shared values that could be the basis for interfaith harmony.

On the other hand, the comparative religion format can also create a feeling of isolation among viewers who feel that their faith is being scrutinized or contrasted with Islam. When theological differences are magnified, audiences from other religions may feel their beliefs are being questioned or even cornered. This has the potential to trigger emotional reactions that make the audience defensive and less open to the message. In an increasingly pluralistic global environment, approaches that magnify differences can make interfaith dialogue more difficult, especially when some audiences feel that these approaches only emphasize the inadequacies or weaknesses of other religions' teachings. Without an inclusive approach, such interfaith

communication can exacerbate existing prejudices and stereotypes, narrow the space for understanding, and even increase the sense of exclusivity among religious believers.

Furthermore, this comparative format can hinder the development of the collaborative frame of mind that is essential in interfaith dialog. Ideal interfaith communication should be based on mutual understanding and recognition, allowing all parties to speak and listen with openness. When the comparative religion approach overemphasizes differences, it can create an atmosphere of competition rather than collaboration. Such an atmosphere of competition can make communication a one-way street, where one religion tries to prove its superiority over another. In a digital context, this negative interpretation can spread widely and quickly, worsening the audience's perception of interfaith dialog efforts that are supposed to create unity.

In addition, this comparative approach can also limit what should be an open dialogue between different religions. Whereas interfaith dialogue should ideally allow audiences to hear different perspectives objectively and without prejudice, the comparison format often creates a tendency for judgment. Interfaith communication based on an open and respectful dialogue approach can turn into a one-way debate or argument, ultimately minimizing the potential for productive and open discussion. This is not only detrimental to the dialogue, but also risks reinforcing negative prejudices that some audiences may already have.

The comparative religion approach also faces another challenge in that the audience may focus too much on exclusive aspects of its religious teachings, which in turn hinders the achievement of harmony. When the primary focus is on doctrinal or theological differences, the audience may miss the opportunity to find common cause in humanitarian principles, such as social justice, peace and well-being. For example, interfaith cooperation can have great potential to support global humanitarian issues, but an overly rigid focus on religious comparison and superiority can close this opportunity. As a result, each religion can be trapped in a narrow view of its own uniqueness, thus neglecting the benefits of interfaith recognition and cooperation.

Overall, the challenges of the comparative religion approach require an extra balance so that interfaith communication does not become trapped in an atmosphere of competition or superiority. To create productive dialogue, an approach is needed that not only highlights differences, but also recognizes commonalities that can be the basis for interfaith cooperation and tolerance.

3.4 Episode Impact on Interfaith Perceptions

The episode had a complex impact on interfaith perceptions, potentially creating two opposing sets of understandings among the audience. On the one hand, the episode can increase Muslim viewers' understanding and insight into how Islam views religious diversity. Through Dr. Zakir Naik's explanation, viewers are invited to understand that the existence of various religions is part of the divine will, where each human being is given the freedom to choose their own way of life and beliefs. For viewers who already have an open view towards religious pluralism, this episode reinforces the belief that different beliefs need not be seen as a threat, but as something natural and even desired by God. Viewers who hold this view may be more encouraged to value religious freedom and see religious diversity as something positive. As such, this episode provides a stronger foundation for tolerance and respect for different beliefs, which are important elements in interfaith communication.

For viewers with a pluralistic or open perspective, this message provides new insights into the concept of diversity in Islam. They may view this episode as a means to understand how Islam sees other religions within a broader frame of harmony. This audience can appreciate the view that all religions have their place in society, and that everyone has the right to follow the teachings they believe in without feeling threatened or criticized. As such, the episode encourages the realization that different beliefs should not be a barrier to coexistence, but rather an

opportunity to learn and appreciate each other. This attitude will ultimately increase interfaith tolerance and strengthen respect for the diversity of beliefs in society.

However, on the other hand, the episode also has the potential to have a disparate impact on some viewers who interpret the message as a form of Islam's superiority over other religions. When Dr. Zakir Naik emphasizes that Islam is the "true way," some non-Muslim viewers may feel that their views or beliefs are seen as inferior or not in line with the real truth. This situation may trigger a defensive response from audiences of other faiths, who may feel that their faith position is not equally recognized. For audiences with other faith backgrounds who approach their religion in an exclusive or absolute manner, this view can create feelings of offense or even discomfort. It certainly has the potential to create further perceptual distance between adherents of different religions, deterring them from participating in productive and peaceful dialog.

Under such conditions, statements emphasizing that Islam is the only "right way" can easily be perceived as an attempt to highlight the superiority of one religion over another. For audiences who are unfamiliar with or disagree with this view, the feeling that their religion is being denigrated can easily arise. This leads to some viewers feeling that they are faced with a polarized choice: whether to accept Islam as the "right way" or maintain their faith in a defensive position. This polarization can widen the gap of understanding between adherents of different religions, especially if these differences continue to be emphasized in the supposedly peaceful space of interfaith dialogue. Thus, dialogue, which is expected to be an arena for understanding and mutual respect, can turn into an arena of tension that builds walls between them.

Furthermore, the impact of the episode may have shaped two very contrasting sets of perceptions within the audience: one group that is more accepting of differences and sees positive value in diversity, and another group that feels more defensive of its own religion. For the first group, the episode gave them an understanding that religious plurality is part of the divine design, where every human being has a moral responsibility to coexist in peace and harmony. They were able to accept diversity as a wealth that needs to be respected, and encouraged them to be more open to the existence of other religions as a form of God's will that tests the spiritual maturity of humanity. In this group, awareness of universal values such as compassion, justice and peace found in various religions will grow, strengthening mutual respect and empathy among religious communities.

Conversely, for the second group, who felt that the episode emphasized Islam as the true way, the impression that other religions are less "true" or "less perfect" may lead to a closure of interfaith dialogue. They may perceive that interfaith communication is merely a tool to demonstrate the superiority of a particular religion, so they become more defensive and tend to reject dialogue involving other religions. This defensive attitude can also lead to the view that interfaith dialog is a threat to their beliefs, thus closing the door to potential humanitarian and social cooperation or collaboration. This causes some of them to see differences as something to be wary of, rather than embraced as a potential for building a more harmonious life.

3.5 Strategies for Improving the Quality of Interfaith Dialogue in Content Like This

To make such episodes more effective in supporting interfaith dialog, there are several approaches that can be taken to improve the quality of communication:

a. Inclusive Approaches in Language and Delivery:

Using more neutral and inclusive language can help reduce the potential for misunderstandings that often arise when one religion is highlighted over another. Instead, the episode could have focused on universal values recognized by all religions, such as justice, kindness, compassion and honesty. By highlighting these values, episodes can avoid the impression that one religion is superior to another, so that viewers from other religions feel accepted and not marginalized. For example, instead of suggesting that only

one religion is "right," focus on how human values such as peace and togetherness are championed by each religion. With language that values and respects every religion, interfaith dialogue will be more peaceful, and the audience will be more open to engaging in the discussion without fear of judgment or a sense of superiority.

b. Featuring Perspectives from Other Religious Leaders:

To deepen and enrich the dialog, this episode could include figures from other religions who can provide their perspectives on pluralism, tolerance and shared values. By inviting figures from different faiths, the dialog will become more inclusive and balanced. This not only gives viewers the opportunity to hear their religious views represented in the dialog, but also gives Muslim viewers new insights into how other religions view diversity. This approach helps to reduce the impression that Islam dominates or "compares" the views of other religions, and instead demonstrates that interfaith dialogue can proceed with mutual respect. In addition, the presence of interfaith figures allows viewers to see how diversity can be recognized and understood without compromising personal beliefs. This approach emphasizes that all religions have important contributions to make in building a more peaceful and understanding world.

c. Building Dialogue Based on Common Values:

In an effort to create better understanding, focusing on shared values is a highly effective strategy. By highlighting concepts that virtually all religions recognize - such as justice, compassion, equality and peace - the episode can build a foundation for dialogue that recognizes that religious differences do not have to be a barrier to common humanity. This approach allows viewers to see that while religious rituals and teachings may differ, the core of these teachings is fundamentally respect for humanity. By emphasizing these commonalities, episodes can help overcome perceptions that differentiate and instead show how religions can complement each other in the search for truth and peace. Viewers, both Muslims and non-Muslims, can see that other religions also strive to achieve the same noble values, which ultimately strengthens mutual respect and opens up opportunities for cooperation between different religious communities.

d. Religious Literacy Education to Respect Differences

Good religious literacy is an important element in effective interfaith dialog. By adding content that introduces the concept of interfaith literacy, the episode can help viewers understand that each religion is unique and has different values, but all share good intentions. For example, by introducing the concept of pluralism, the episode could encourage an understanding that religious diversity is not a threat, but rather an opportunity to broaden horizons. Viewers who have a deeper understanding of the concept of diversity are more likely to appreciate differences without feeling threatened or superior. Religious literacy that focuses on appreciating diversity can open up space for more balanced and respectful interfaith communication. By realizing that each religion has different noble teachings but the same goals, the audience will be better equipped to engage in peaceful and constructive interfaith dialogue, thus strengthening harmony and togetherness amidst differences.

e. Introducing the Principle of Interfaith Cooperation in Social Projects:

One way to strengthen interfaith communication is to emphasize the importance of cooperation on social and humanitarian issues of common concern. Involving figures from different religions who share their experiences of how their religion has contributed to helping society can show that every religion has an important role to play in solving global problems, such as poverty, education and the environmental crisis. By highlighting the role of religions in solving humanitarian problems, this episode can show that religious diversity can actually produce a common strength for the common good.

4. Conclusion

The episode "Why Allah Did Not Create One Religion" provides a valuable insight into how Islam views religious diversity, highlighting the concept that different beliefs are part of the Divine will. The episode invites the audience to appreciate religious diversity as something natural and planned, instilling the understanding that every human being has the freedom to choose his or her own path. In the context of an increasingly pluralistic world, this understanding is essential for building tolerance, mutual respect and respect for differences. Through an Islamic perspective, this episode seeks to understand that religious diversity is not a threat, but a gift that can be a means for humans to coexist peacefully and harmoniously.

Dr. Zakir Naik highlighted that despite the belief that Islam is the true path, the existence of other religions must be respected as part of the divine providence. Through this diversity, humans are given the opportunity to learn from each other and perfect their lives, not only in terms of worship, but also in social and humanitarian aspects. In this way, Dr. Naik emphasizes that religious diversity is not an obstacle, but rather a gift that brings humanity closer to the God.

However, the episode faces some challenges in conveying messages about pluralism and tolerance in a balanced way. The emphasis that Islam is the "right way" can lead to a perception that it is superior to other religions, which for some audiences can trigger a defensive response or a feeling that their faith is inferior. This challenge suggests that a more inclusive language approach that respects all religions would have helped to convey the message in a more balanced manner. In addition, the episode would have been more effective in conveying the message of tolerance if it had included perspectives from other religious figures, who could provide different but complementary viewpoints. With diverse views, audiences from different religious backgrounds will feel more acknowledged and valued in this dialogue, which in turn reduces the potential for polarization.

An approach that focuses on shared human values will reinforce the message that differences in beliefs do not have to be divisive, but rather a unifying bridge. Thus, interfaith dialog is not only about understanding differences, but also about exploring similarities that can be the basis for collaboration to achieve common goals, such as peace, social justice and the welfare of humanity. In the context of an ever-evolving world with all its forms of diversity, inclusive and dialogical interfaith communication not only enriches individual understanding, but also builds a more harmonious and stronger society.

Furthermore, this episode teaches that interfaith dialog not only creates understanding among religious believers, but also forms the foundation for cooperation on global issues. In the face of common challenges such as poverty, climate change and social injustice, a collaborative approach underpinned by universal values will be more effective. Episodes like these can motivate audiences from different religious backgrounds to unite in the fight for humanity, regardless of differences in beliefs. Ultimately, interfaith dialog is not only a process of understanding each other, but also a collective effort to create a better world.

In conclusion, this episode, the concept of religious diversity outlined by Dr. Naik not only provides the theological rationale behind religious differences, but also encourages mutual respect and humility in the face of different beliefs. Dr. Zakir Naik explicitly highlighted that differences in beliefs should not be seen as a reason for conflict or tension. Comparative religion approaches come with the challenge that audiences may focus too much on exclusive aspects of their religion's teachings, which in turn hinders the achievement of harmony. When the main focus is on doctrinal or theological differences, the audience may miss the opportunity to find common ground in humanitarian principles.

In order for episodes like "Why God Didn't Create One Religion" to achieve a more optimal goal of supporting interfaith dialogue and creating inclusive understanding, the following suggestions can be considered. These suggestions aim to establish more effective communication, reduce the potential for misunderstanding, and increase mutual respect among viewers from different religious backgrounds.

1. Using More Inclusive and Neutral Language.

One way to make interfaith dialog more effective is to use language that is inclusive, neutral, and free from any sense of superiority. For example, instead of emphasizing that one religion is superior to another, the narrative can focus more on universal values that every religion values, such as compassion, justice, honesty and peace. With inclusive language, the episode can avoid potential feelings of defensiveness or offense from audiences of different faiths. This approach can also help emphasize that every religion has noble values that deserve respect, thus building a deeper sense of mutual respect.

2. Involving Leaders or Representatives of Various Religions in Dialogue

Inviting other religious leaders or representatives of different faiths to speak about their views on pluralism and tolerance will add depth to the dialogue and enrich the audience's perspective. By bringing in voices from different religions, the dialogue becomes more inclusive and balanced, so the audience feels their beliefs are valued and recognized. This not only reduces the impression that one religion dominates the dialogue, but also shows that interfaith dialogue can take place in an atmosphere of mutual respect and understanding. In this way, the audience can be more accepting and open to other views, while strengthening the spirit of togetherness in diversity.

3. Emphasizing Universal Shared Values

For this episode to promote deeper interfaith understanding, focusing on shared values recognized by all religions, such as love, equality, peace and social responsibility, is an effective strategy. By prioritizing these universal values, religious differences are no longer seen as divisive, but rather as varied paths to the same goal. Audiences will be more encouraged to see that every religion carries the same humanitarian principles, so that different beliefs can enrich the view of life without necessarily causing conflict. This can also serve as a foundation for closer cooperation in social and humanitarian fields, where religions can unite for a greater common goal.

4. Presenting Religious Literacy Educational Content

Religious literacy is an important element to create a better understanding of religious diversity. Adding educational content that addresses the concepts of pluralism, tolerance and respect for differences will help viewers understand that each religion is unique and valuable, yet still supports the same humanitarian goals. With good religious literacy, viewers will be more ready to accept diversity without feeling that their religion is being compared or denigrated. This literacy content can also shape mutual respect and open up space for more harmonious dialogue, thus improving the overall quality of interfaith communication.

5. Include Stories or Examples of Interfaith Collaboration in Social Fields

One way to illustrate that religious diversity can be a positive force is to include real-life stories of interfaith collaboration in social or humanitarian activities. For example, examples of how different faith communities work together to mitigate natural disasters, fight poverty, or support educational programs for underprivileged children. By highlighting the contributions of different religions in humanitarian missions, this episode will show that religions can be a source of shared strength in the face of global challenges. This approach will show that religious differences do not prevent people from uniting and working together for the common good.

6. Provide Open Q&A Space with the Audience
In order for the message of the episode to be truly well received and understood, organizing an open Q&A session with the audience can be a very beneficial addition. These sessions allow audiences from different backgrounds to ask questions or express their views directly, adding an interactive element to the dialog. It allows misperceptions or lingering questions to be answered directly, providing greater clarification and preventing misunderstandings. It will also make the dialogue feel more inclusive, where everyone feels heard and valued in the communication process.
7. Considering the Audience's Psychological and Emotional Perspectives
Given the sensitivity of the topic of religion, it is important for messengers to consider the psychological and emotional perspectives of the audience, especially those with strong religious views. Messages can be formulated with an empathetic approach, where the audience's feelings are considered, and there is no sense of judgment. Delivering messages in a softer style and emphasizing respect for all beliefs will increase the openness of the audience to accept the ideas presented. In addition, considering these emotional aspects will prevent the creation of defensive responses or resistance that can hinder constructive dialog.
8. Adopting a Collaborative Dialogue Model in the Future
For future episodes with interfaith themes, considering a collaborative dialog model, where each religion contributes to the discussion, would create a more equal and balanced discussion. This model allows the dialogue to proceed not to "compare" one religion with another, but to build a complementary discussion together. By adopting a collaborative model, the audience will see that each religion has values and strengths that can contribute to social improvement, so that dialogue can become the foundation for real cooperation that benefits humanity.

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