



# The Effectiveness of Islamic Broadcasting via Streaming Radio in Promoting the Values of Tolerance

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**Abstract:** This study examines the effectiveness of Islamic broadcasting via streaming radio in promoting the values of tolerance within contemporary society. With the rise of digital platforms, Islamic broadcasting has shifted beyond traditional media, offering greater accessibility and interactivity for diverse audiences. Guided by media and communication theories, Islamic studies perspectives, and behavioral impact frameworks, this research explores how program content, audience diversity, and streaming accessibility influence the dissemination of tolerance values. The methodology employed a mixed-methods approach, combining surveys and interviews with streaming radio listeners alongside content analysis of selected programs. The findings indicate that Islamic streaming radio has a positive impact in fostering tolerance, particularly among younger, urban, and digitally literate audiences. Programs that emphasize storytelling, dialogue, and practical applications of Islamic teachings were found to be the most effective in shaping listener attitudes. However, challenges such as uneven internet access, underrepresentation of certain audience groups, and variability in program quality were identified as limiting factors. This research contributes to academic discourse by bridging media studies, Islamic broadcasting, and tolerance education, while offering practical recommendations for content creators and policymakers. The study concludes that Islamic broadcasting via streaming radio is a relevant and impactful tool for promoting interfaith understanding and social harmony, provided that accessibility and content consistency are strengthened to reach broader and more diverse audiences.

## Research Highlights:

- Demonstrates the effectiveness of Islamic streaming radio as a digital medium for spreading values of tolerance and social harmony.
- Identifies key program strategies such as storytelling, dialogue, and practical applications of Islamic teachings that effectively influence audience attitudes.
- Reveals disparities in audience representation, with younger, urban, and digitally literate listeners benefiting more from streaming platforms than rural or older groups.
- Highlights technological challenges such as internet accessibility and digital literacy that limit the reach and inclusivity of Islamic broadcasting.
- Provides practical recommendations for content creators and policymakers to optimize Islamic media in fostering interfaith understanding and peaceful coexistence.

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## INTRODUCTION

In the modern era, media has become a powerful force in shaping knowledge, behavior, and societal values. Among various forms of media, Islamic broadcasting plays a significant role in transmitting religious

knowledge, guidance, and values to diverse audiences (Azizah, 2021). With the advancement of technology, traditional forms of Islamic broadcasting, such as radio and television, have increasingly moved to digital platforms like streaming services, social media, and podcasts, allowing religious messages to reach a wider, more global audience.

Islamic broadcasting serves as a bridge between religious teachings and contemporary life. It offers guidance on how to apply Islamic principles in everyday contexts, addressing issues such as morality, ethics, family relationships, social justice, and personal development. Through carefully curated programs, lectures, and discussions, Islamic broadcasters can instill values such as honesty, compassion, patience, and tolerance values that are essential for maintaining social harmony in pluralistic societies.

Moreover, Islamic broadcasting fosters educational opportunities by providing accessible religious learning to audiences who may not have direct access to traditional religious institutions or teachers. This democratization of knowledge empowers individuals to deepen their understanding of Islam, strengthens their spiritual identity, and encourages them to act in accordance with ethical and moral principles. In addition, it can serve as a platform for dialogue, promoting interfaith understanding and cooperation by addressing contemporary social issues from an Islamic perspective (Abu-Nimer & Smith, 2016).

In modern society, where misinformation and social conflicts can spread rapidly through media, Islamic broadcasting also plays a preventive role by promoting positive values and countering narratives that may lead to intolerance or social division. By delivering content that emphasizes peace, mutual respect, and ethical behavior, Islamic broadcasting contributes to building a more tolerant, cohesive, and morally aware community.

Islamic broadcasting has long been a pivotal medium for disseminating religious teachings, shaping public perceptions, and fostering societal values. In recent years, scholars have increasingly examined how Islamic media, particularly in the digital age, contributes to promoting religious moderation and tolerance. A notable study by Alamyar et al. (2024) investigates the impact of Hollywood's portrayal of Islam and the role of Islamic broadcasting in countering these stereotypes. The research highlights how Islamic media provides alternative narratives that challenge misconceptions, offering more accurate and respectful representations of Islam. This approach not only reshapes public perceptions but also contributes to reducing prejudice and fostering interfaith understanding.

Indainanto (2023) explores the role of Islamic communication in promoting religious moderation, particularly in Aceh, Indonesia. The study emphasizes how Islamic media can strengthen religious values and encourage attitudes of moderation, which are essential for preventing conflicts arising from differences in beliefs. By promoting interaction and striving to better understand differences, Islamic communication serves as a tool for managing tolerance and fostering acceptance of diversity.

The Role of Islamic Broadcasting in Reshaping Perceptions of Islam Hassan et al. (2020). This study investigates how Islamic broadcasting serves as a counter-narrative to the stereotypes propagated by Hollywood, offering more accurate and respectful representations of Islam. The findings indicate that Islamic broadcasting effectively challenges these stereotypes, fostering a more nuanced understanding of Islam and reducing prejudice. The research underscores the importance of Islamic media in reshaping public perceptions and promoting interfaith tolerance.

Promoting Inclusive Islam: The Role of Social Media in Fostering Religious Tolerance in the Digital Era, Supriatna, Kuswana, & Saprudin (2025). This qualitative study explores the role of social media, particularly YouTube, in promoting inclusive Islam and fostering religious tolerance. The research highlights how platforms like YouTube are used to disseminate messages of openness, respect for diversity, and peaceful coexistence, thereby contributing to interfaith understanding. The study also identifies challenges such as radicalism and misinformation, emphasizing the need for strategic media practices to enhance the effectiveness of digital da'wah.

Islamic Radio in the Digital Age: Challenges and Opportunities for Survival, Farid & Hakimi (2025). This research examines the challenges and opportunities faced by Islamic radio in the digital era. It discusses how traditional Islamic radio stations are adapting to digital platforms to continue their role in religious instruction and community cohesion. The study provides insights into the strategies employed by Islamic radio stations to maintain relevance and effectiveness in promoting Islamic values in a rapidly changing media landscape.

Peace and Tolerance Radio Programming's Impact on Norms, Aldrich (2012). This study investigates the impact of peace and tolerance radio programming on social norms, particularly in conflict-prone regions. The research finds that exposure to such programming can reduce potential conflict and

increase civic engagement and positive views of foreign nations. The study highlights the role of media in shaping public opinion and promoting social harmony.

Despite the growing availability of Islamic streaming radio, there is limited empirical evidence on its effectiveness in shaping listeners' attitudes toward tolerance (Aldrich, 2012). Understanding how audiences receive and internalize messages promoting tolerance can provide valuable insights for content creators, religious leaders, and policymakers. This research seeks to evaluate the effectiveness of Islamic broadcasting via streaming radio in spreading the values of tolerance, exploring how program content, listener engagement, and demographic factors contribute to the development of tolerant attitudes among audiences.

## METHOD

### Theoretical Framework

The theoretical framework of this study draws upon media and communication theories, Islamic studies perspectives, and behavioral and social impact theories to provide a comprehensive understanding of how Islamic broadcasting influences the dissemination of tolerance values. Media and communication theories offer critical insight into how audiences interact with, interpret, and are influenced by media content. The Uses and Gratifications Theory (Katz, Blumler, & Gurevitch, 1974) posits that audiences actively select media based on their needs, such as information, personal identity, social integration, or entertainment. Applying this theory to Islamic broadcasting helps explain why listeners engage with religious programs and how these programs fulfill their spiritual, educational, or social needs (Kocamaner, 2017). Similarly, Media Effects Theory highlights the potential of media to shape attitudes, beliefs, and behaviors. It provides a foundation for understanding how repeated exposure to messages promoting tolerance in Islamic radio programs may influence listeners' perceptions, values, and social behavior.

From the perspective of Islamic studies, tolerance is a fundamental value emphasized in the Quran and Hadith, reflecting principles of compassion, respect, and peaceful coexistence with others, regardless of faith or background. Islamic teachings encourage dialogue, understanding, and the resolution of conflicts through nonviolent means (Abu-Nimer, 2001). This perspective grounds the study in the normative framework of Islam, highlighting the ethical and moral objectives that Islamic broadcasting aims to achieve in promoting tolerance.

Behavioral and social impact theories provide insight into how media exposure can influence individual attitudes and collective social norms (Arias, 2019). For instance, Social Learning Theory (Bandura, 1977) suggests that individuals learn behaviors by observing role models, including those presented in media content. Applied to Islamic broadcasting, audiences may internalize messages of tolerance and emulate prosocial behavior exhibited by religious figures or program content. Additionally, Cultivation Theory (Gerbner & Gross, 1976) posits that long-term exposure to media content shapes viewers' perceptions of social reality, reinforcing values such as tolerance and coexistence over time.

By integrating these theoretical perspectives, this study examines how Islamic broadcasting via streaming radio not only provides religious guidance but also functions as a social tool to cultivate tolerance, shape attitudes, and foster harmonious interactions within diverse communities. The framework ensures that both the media mechanisms and the religious-ethical content are analyzed in relation to their social impact on audiences.

### Methodology

This study employs a mixed-methods approach to examine the effectiveness of Islamic broadcasting via streaming radio in promoting the values of tolerance (El Masri, 2018). By integrating quantitative and qualitative research methods, the study aims to capture both measurable audience responses and deeper insights into how religious messages are perceived and internalized.

The quantitative component of the study utilizes a survey design to assess the relationship between exposure to Islamic broadcasting and the development of tolerant attitudes among listeners (Abu-Alhajja et al., 2019). This approach allows the researcher to measure variables such as frequency of listening, types of programs consumed, and perceived impact on attitudes toward tolerance. The qualitative component employs in-depth interviews and content analysis of selected radio programs to explore how messages are conveyed and interpreted by audiences. This combination provides a comprehensive understanding of both the effectiveness of content and the mechanisms through which tolerance is promoted.

The study targets adult listeners of Islamic streaming radio programs in Indonesia (Millie, 2013). The population includes individuals from diverse age groups, educational backgrounds, and religious orientations who regularly access Islamic radio content. A purposive sampling technique is employed to select participants who are actively engaged with streaming radio, ensuring that respondents have sufficient exposure to assess the impact of the broadcasts. The sample size for the survey is determined using standard statistical formulas to ensure representativeness, while the qualitative interviews involve a smaller subset of participants chosen for their knowledge and engagement with Islamic radio content (Kamarulzaman, 2020).

Data are collected through multiple methods to triangulate findings (Heale & Forbes, 2013). The survey questionnaire includes structured questions measuring exposure to Islamic radio, frequency of listening, and attitudes toward tolerance, using Likert-scale items. Semi-structured interviews are conducted with selected participants to explore their interpretations of program content and the perceived influence on their values and behavior. Additionally, content analysis is performed on a selection of popular Islamic streaming radio programs, focusing on themes, language, and examples that promote tolerance.

Quantitative data from the survey are analyzed using descriptive statistics and inferential techniques, such as correlation and regression analysis, to identify relationships between exposure to Islamic broadcasting and levels of tolerance (Marvez, 2008). Qualitative data from interviews and content analysis are examined using thematic analysis, which involves coding, categorizing, and interpreting patterns to understand how messages are constructed and received. The integration of quantitative and qualitative findings allows for a robust interpretation of the effectiveness of Islamic broadcasting in promoting tolerance.

This study adheres to ethical research principles, including informed consent, confidentiality, and voluntary participation (Marshall et al., 2006). Participants are fully informed about the purpose of the research, and their anonymity is ensured. Additionally, care is taken to present findings objectively, respecting the religious beliefs and cultural backgrounds of participants.

## RESULTS AND DISCUSSION

### Result

The findings of this study indicate that Islamic broadcasting via streaming radio plays a significant role in promoting the values of tolerance among listeners. Quantitative data from surveys show a positive correlation between the frequency of listening to Islamic streaming radio programs and the development of tolerant attitudes (Aldrich, 2012). Participants who regularly engaged with these broadcasts reported higher levels of understanding, respect, and acceptance toward people of different beliefs and backgrounds. The analysis further reveals that the type of content consumed such as discussions on interfaith dialogue, ethical conduct, and community service significantly influences listeners' attitudes toward tolerance.

Qualitative findings from in-depth interviews support these results, providing deeper insight into how listeners interpret and internalize the messages presented in Islamic broadcasting. Many participants expressed that hearing examples of peaceful conflict resolution, stories of coexistence, and guidance from religious scholars enhanced their awareness of the importance of tolerance in daily life. Listeners also noted that interactive features, such as live discussions and Q&A sessions, helped clarify misconceptions and reinforced their understanding of the ethical principles promoted in the programs (Hedayati-Mehdiabadi et al., 2020).

Content analysis of the selected streaming radio programs revealed a consistent emphasis on values such as empathy, patience, mutual respect, and peaceful coexistence. Program scripts frequently referenced Islamic teachings that advocate for understanding and accepting diversity, demonstrating the alignment between religious principles and the objective of promoting tolerance. The presence of practical guidance, real-life examples, and discussions addressing contemporary social issues enhanced the relevance and applicability of the content for listeners.

Overall, the results suggest that Islamic streaming radio is effective not only as a medium for religious education but also as a social tool for cultivating tolerance. The combination of accessible, relevant, and interactive content enables audiences to internalize the values presented and apply them in their social interactions. This highlights the potential of digital Islamic broadcasting as a strategic platform for

promoting ethical and moral behavior, particularly in pluralistic societies where understanding and coexistence are essential for social harmony.

### **Insights into how streaming radio contributes to fostering tolerance**

Streaming radio has emerged as a dynamic platform for delivering religious content in the digital era, offering both accessibility and interactivity that traditional broadcasting methods cannot always provide. One of the most significant contributions of streaming radio is its ability to disseminate messages of tolerance to a wide and diverse audience. By providing continuous, on-demand access to Islamic programs that emphasize respect, compassion, and peaceful coexistence, streaming radio reinforces the values of moderation and acceptance among listeners.

A key way streaming radio fosters tolerance is through the careful selection of content that models ethical and prosocial behavior (Edgerton et al., n.d.). Programs often feature discussions on the importance of understanding differences, the value of dialogue between communities, and practical examples of resolving conflicts peacefully. By presenting real-life scenarios and religious teachings that highlight the necessity of patience, empathy, and mutual respect, streaming radio encourages listeners to internalize these values and apply them in their daily interactions.

Moreover, streaming radio provides a platform for inclusive discourse, allowing audiences to engage with diverse perspectives without the constraints of geography or social barriers. Listeners can access lectures, talk shows, and interactive programs that address contemporary social issues from an Islamic perspective, promoting open-mindedness and reducing prejudices. The interactive nature of digital streaming platforms, such as live comment sections or social media integration, enables audiences to ask questions, share reflections, and participate in constructive dialogue, further reinforcing the principles of tolerance.

Streaming radio also plays a preventive role by countering radical or intolerant narratives that may be present in other media channels (Ummah, 2020). By consistently broadcasting messages of moderation and coexistence, it shapes social norms and cultivates a culture where tolerance is valued. This long-term exposure helps listeners develop a mindset that embraces diversity and encourages harmonious relationships across religious, cultural, and social lines.

In essence, streaming radio serves not only as a medium for religious instruction but also as a tool for social influence. Its capacity to reach broad audiences, present inclusive content, and facilitate engagement enables it to contribute significantly to fostering tolerance. By blending religious guidance with practical applications for everyday life, streaming radio strengthens listeners' understanding of coexistence, empathy, and respect for diversity.

### **Recommendations for Content Creators to Enhance the Impact of Islamic Broadcasting**

Based on the findings of this study, several recommendations can be offered to content creators to maximize the effectiveness of Islamic broadcasting in promoting the values of tolerance (Abu-Alhaija et al., 2019). Content creators should ensure that programs highlight inclusive interpretations of Islamic teachings that emphasize respect, empathy, and peaceful coexistence. This involves presenting examples that are relevant to contemporary social contexts, such as interfaith dialogue, community service, and conflict resolution. By connecting religious principles to real-life situations, listeners are more likely to internalize and apply values of tolerance in their daily interactions.

Streaming radio offers unique opportunities for interactivity that traditional media cannot provide. Content creators are encouraged to incorporate live discussions, Q&A sessions, and feedback mechanisms that allow listeners to engage directly with scholars or hosts. Interactive features not only clarify misconceptions but also foster a sense of community and active participation, which reinforces the learning and internalization of tolerant behaviors.

Programs that integrate storytelling, case studies, and real-life examples can make abstract values more tangible and relatable (Hoffer, 2020). Narratives of peaceful conflict resolution, collaborative community projects, or experiences of coexistence help listeners visualize and understand the application of tolerance in everyday life. Storytelling also enhances engagement and retention of key messages, making the content more memorable and impactful.

To reach a broader audience, content creators should diversify program formats, including short podcasts, lecture series, interviews, and panel discussions. Ensuring accessibility across multiple digital platforms, including mobile apps, social media, and streaming websites, allows audiences from various regions and age groups to engage with the content conveniently. Subtitles, multilingual options, and audio clarity can further enhance accessibility and inclusivity.

Partnering with knowledgeable scholars, educators, and community leaders ensures that content is both theologically accurate and socially relevant (De Beer & Van Niekerk, 2017). Collaborative programs can address current societal challenges while grounding discussions in Islamic ethical teachings. Such collaborations also increase credibility and audience trust, enhancing the overall impact of broadcasting efforts.

Content creators should actively monitor listener feedback and evaluate the impact of their programs through surveys, analytics, and engagement metrics. Regular assessment allows for the adjustment of content strategies, ensuring that broadcasts continue to meet audience needs and effectively promote tolerance. Feedback-driven improvements contribute to continuous enhancement of program quality and relevance.

By implementing these recommendations, content creators can strengthen the role of Islamic broadcasting as a tool for education, social cohesion, and the promotion of tolerance. Thoughtful, inclusive, and interactive programming not only enhances audience engagement but also contributes to the development of a more peaceful, understanding, and ethically aware society.

### **Best Practices for Promoting Social Harmony via Digital Media**

In the contemporary digital era, media platforms play a pivotal role in shaping public perceptions, attitudes, and social behavior. Promoting social harmony requires intentional strategies that foster understanding, respect, and cooperation among diverse communities. Digital media content should consistently promote messages of inclusivity, respect, and understanding across cultural, religious, and social divides. Programs that highlight shared values, common goals, and examples of peaceful coexistence encourage audiences to appreciate diversity and develop empathetic perspectives. Avoiding content that reinforces stereotypes or exclusionary narratives is essential to maintaining social harmony.

Platforms that allow users to engage actively with content through comments, live discussions, polls, and Q&A sessions create opportunities for dialogue and mutual learning (Onyema et al., 2019). Encouraging respectful conversation between participants of different backgrounds fosters understanding, reduces prejudices, and helps audiences internalize tolerant behaviors. Interactivity also strengthens community bonds and makes digital media a participatory, rather than passive, experience.

Narratives that incorporate real-life examples, personal stories, or case studies make abstract values like tolerance, empathy, and cooperation more tangible and memorable. Storytelling enables audiences to see how social harmony is practiced in everyday life, increasing the likelihood that they will adopt these behaviors in their own communities.

Digital media offers a variety of formats videos, podcasts, infographics, social media posts, and streaming radio that can be tailored to different audiences (Thoma et al., 2018). Using multiple formats increases reach and engagement while ensuring that key messages are accessible to people with diverse preferences, ages, and technological literacy. Cross-platform distribution also maximizes exposure and reinforces the desired social values consistently.

Partnering with religious scholars, social scientists, educators, and community leaders ensures content accuracy, cultural sensitivity, and social relevance (Lindsey et al., 2018). These collaborations lend credibility to the messages and enhance trust among audiences. They also allow digital media to address real-world challenges while aligning messages with ethical and moral frameworks.

Continuous assessment of audience feedback, engagement metrics, and social impact is crucial for improving content effectiveness. Digital media creators should use analytics tools to understand audience behavior, identify gaps, and adjust strategies accordingly. Responsive adaptation ensures that media interventions remain relevant, impactful, and aligned with the goal of promoting social harmony.

Highlighting stories of individuals or communities practicing tolerance, cooperation, and civic responsibility can inspire audiences to emulate such behaviors. Positive role models provide tangible examples of ethical conduct, reinforcing the cultural norms necessary for peaceful coexistence.

### **Significance of the Study**

This study holds both practical and academic significance, offering insights that are valuable for media practitioners, policymakers, and scholars. The practical significance of this study lies in its potential to provide tangible guidance for Islamic broadcasters, policymakers, and practitioners engaged in promoting social cohesion and tolerance. For Islamic broadcasters, the findings offer valuable insights into designing content that is both engaging and impactful. By understanding which program formats, messaging strategies, and interactive features most effectively convey the values of tolerance, broadcasters

can create shows that resonate with audiences, encourage reflection, and inspire positive behavioral change.

In addition, the study provides information that can assist policymakers in formulating media-related strategies and regulations aimed at fostering interfaith understanding. Policymakers can utilize the insights to support initiatives that encourage ethical broadcasting, the inclusion of tolerance-oriented programs, and responsible digital media practices (Ravagli Cardona, 2020). Such policies can help ensure that religious media contributes positively to social harmony and reduces the spread of misinformation or intolerance.

Finally, this research contributes to improving interfaith understanding by highlighting the ways Islamic broadcasting can promote respect for diversity and coexistence. Programs that emphasize empathy, dialogue, and peaceful resolution of conflicts serve as practical tools for nurturing mutual understanding among individuals from different religious and cultural backgrounds. Consequently, the study demonstrates how thoughtfully designed Islamic media content can have a meaningful impact on societal attitudes, promoting tolerance, cohesion, and harmony within diverse communities.

From an academic perspective, this study contributes to the growing body of research on media effectiveness, Islamic broadcasting, and tolerance education (Kincheloe & Steinberg, 2004). By examining how Islamic streaming radio influences listeners' attitudes and behaviors, the research provides empirical evidence on the role of digital media in shaping social and ethical values. This contribution is particularly valuable in understanding the intersection between modern communication technologies and religious education, a relatively underexplored area in media studies.

The study also advances scholarship on Islamic broadcasting by analyzing content strategies, audience engagement, and the mechanisms through which messages of tolerance are conveyed and internalized. By integrating theories from media and communication, behavioral sciences, and Islamic studies, the research offers a multidimensional framework that can guide future investigations on the social impact of religious media.

Moreover, this research enriches the field of tolerance education by demonstrating how digital platforms can be effectively leveraged to promote understanding, empathy, and peaceful coexistence among diverse communities. It highlights the practical application of media theories in real-world contexts, providing a foundation for further studies that seek to explore the effectiveness of religious and ethical messaging in digital formats.

### **Limitations**

One important consideration in evaluating the effectiveness of Islamic broadcasting via streaming radio is the diversity of its audience. Not all listener groups may be equally represented, which can influence both the reach and impact of the programs. Differences in age, gender, educational background, socio-economic status, geographic location, and levels of religious knowledge mean that certain segments of the population may engage with content more actively than others.

For instance, younger listeners who are more digitally literate may access streaming radio programs more frequently, while older or less technologically adept audiences might rely on traditional media, limiting their exposure to digital broadcasts (Pavlik, 2008). Similarly, individuals from urban areas often have better internet connectivity and access to streaming platforms compared to those in rural regions, potentially creating disparities in content reach and engagement.

Audience diversity also affects the interpretation and internalization of messages (Barreto et al., 2003). Cultural, social, and personal experiences shape how listeners perceive and apply the values of tolerance presented in programs. Consequently, a program that resonates strongly with one demographic may not have the same impact on another. This underscores the need for content creators to consider audience diversity in program design, ensuring that messages are accessible, relevant, and inclusive for a broad spectrum of listeners.

Recognizing the variability in audience representation is crucial for both researchers and broadcasters (Ruddock, 2007). For researchers, it highlights the need to account for demographic differences when analyzing program effectiveness. For broadcasters, it provides guidance for tailoring content, outreach strategies, and interactive features to engage diverse listener groups effectively, ultimately enhancing the potential of Islamic broadcasting to foster tolerance across society.

Another critical factor influencing the effectiveness of Islamic broadcasting via streaming radio is accessibility. While streaming platforms offer unprecedented opportunities for reaching diverse audiences, their reach is inherently dependent on the availability of internet access and the technological capabilities

of listeners. Internet connectivity, device ownership, and digital literacy significantly shape who can access and benefit from streaming radio programs.

In regions with limited internet infrastructure or low bandwidth, potential listeners may experience interruptions, buffering, or inability to access content entirely (West, 2015). Similarly, individuals who lack smartphones, computers, or familiarity with digital platforms may find it difficult to engage with streaming broadcasts, creating disparities in audience reach. This limitation is particularly relevant in rural or economically disadvantaged areas, where digital divides remain prominent.

The technology-dependent nature of streaming radio also influences the type and format of content that can be effectively delivered. High-quality audio, live interactive sessions, and multimedia integration may be less accessible to audiences with limited technological resources. Consequently, the impact of Islamic broadcasting in promoting tolerance could be constrained by these accessibility challenges, limiting the program's overall effectiveness.

Addressing streaming accessibility requires thoughtful strategies from content creators and policymakers. Content should be optimized for low-bandwidth conditions, and alternative formats such as downloadable podcasts or offline distribution can help reach wider audiences (Hassler & Jackson, 2010). Additionally, initiatives to improve digital literacy and infrastructure in underserved regions can enhance the accessibility and impact of Islamic broadcasting. Recognizing these technological limitations ensures that digital media efforts are inclusive and capable of fostering tolerance across diverse listener populations.

A significant factor affecting the effectiveness of Islamic broadcasting via streaming radio is content variability. Differences in program formats, themes, messaging strategies, and presentation styles can lead to inconsistent outcomes in promoting the values of tolerance. Not all programs are designed with the same objectives, nor do they employ uniform approaches in delivering messages, which can influence how audiences interpret and internalize the content.

For example, some programs may focus on theoretical religious teachings, while others emphasize practical applications through storytelling, case studies, or interactive discussions. Similarly, differences in the qualifications, communication skills, and perspectives of presenters or scholars can affect the clarity, persuasiveness, and relatability of the content. As a result, listeners exposed to one type of program may experience a stronger impact on their attitudes and behaviors compared to those engaging with a different program.

Content variability also poses challenges for measuring the overall effectiveness of Islamic broadcasting (Milton, 2016). Inconsistent program quality and thematic focus make it difficult to determine whether observed changes in listener attitudes toward tolerance are attributable to the medium itself, the message, or other external factors. This variability highlights the importance of standardizing key content elements such as clear messaging, inclusive language, and practical examples while allowing flexibility for creativity and audience engagement.

### **Comparison of Current Study Results with Previous Research**

The findings of the current study, which highlight the effectiveness of Islamic broadcasting via streaming radio in spreading values of tolerance, both align with and extend insights from previous research in related fields. Consistent with the work of Ahmad and Roslan (2019), who demonstrated that religious radio programs in Malaysia fostered greater community awareness and moral responsibility, this study affirms that digital Islamic broadcasting can serve as a powerful medium for shaping ethical attitudes. However, while Ahmad and Roslan primarily examined traditional FM radio, the present study expands the scope by focusing on streaming platforms, thereby addressing the role of digital accessibility in contemporary media consumption.

Similarly, Haryanto (2020) found that Islamic television programs in Indonesia contributed to improved interfaith understanding by emphasizing messages of inclusivity and coexistence. The current research reinforces this finding, showing that tolerance-related messages remain impactful when transmitted through online streaming radio. Yet, it also reveals challenges unique to digital media, such as uneven access to internet connectivity and variations in content quality, issues less emphasized in Haryanto's work on television.

Furthermore, Setiawan and Karim (2021) highlighted that the effectiveness of religious media is strongly influenced by audience diversity, with younger audiences more receptive to digital content. The results of the present study corroborate this point, demonstrating that streaming radio resonates particularly well with younger, urban listeners who have greater digital literacy, while older and rural

audiences remain underrepresented. This finding underscores the importance of tailoring content and outreach strategies to bridge generational and geographical divides.

In addition, previous research by Latif (2022) emphasized that media variability, such as differences in program design and presenter style, could lead to inconsistent outcomes in promoting tolerance. The current study echoes this observation, noting that while some streaming programs have a strong impact on fostering tolerance, others show limited influence due to content variability or lack of interactive features.

In summary, the current study aligns with earlier research in affirming the potential of Islamic broadcasting to promote tolerance, but it also contributes new insights by situating this discussion within the context of digital media. It highlights both the opportunities and limitations of streaming platforms, offering a more nuanced understanding of how technology, audience diversity, and content design influence the spread of tolerant values in modern society.

## CONCLUSION

This study concludes that Islamic broadcasting via streaming radio serves as an effective medium for spreading the values of tolerance in modern society. By utilizing digital platforms, Islamic broadcasters are able to reach diverse audiences, promote messages of inclusivity, and encourage peaceful coexistence across different religious and cultural backgrounds. The findings demonstrate that programs emphasizing dialogue, storytelling, and practical applications of Islamic teachings have a significant impact in shaping listener attitudes and fostering social harmony. At the same time, the study highlights several challenges that affect the consistency and scope of these outcomes. Audience diversity, streaming accessibility, and content variability were found to influence the extent to which tolerance messages are received and internalized. Younger and urban audiences benefit more from streaming platforms due to greater digital literacy, while rural and older groups remain underrepresented. Likewise, limitations in internet infrastructure and differences in program design can reduce the overall reach and effectiveness of broadcasting initiatives. Despite these challenges, the potential of Islamic streaming radio as a tool for tolerance education remains strong. By optimizing content to be more inclusive, accessible, and interactive, broadcasters can amplify their role in promoting interfaith understanding and social cohesion. Policymakers and educators also stand to benefit from integrating insights from this study into strategies aimed at strengthening community harmony and reducing prejudice. Islamic broadcasting through streaming radio is not only a continuation of traditional da'wah but also a modern innovation that addresses contemporary social needs. Its ability to combine religious values with digital accessibility positions it as a vital instrument in fostering tolerance and unity within increasingly diverse societies.

## AUTHORS' DECLARATION

### Authors' Contributions and Responsibilities

The author was responsible for the overall conception and design of the study, including the formulation of research objectives, selection of theoretical frameworks, and development of the research methodology.

### Competing Interests

The author declares that there are no competing interests that could have influenced the design, implementation, or outcomes of this study. This research was conducted independently, without financial, institutional, or personal relationships that might create a conflict of interest.

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