

## TikTok Consumption and its Impact on Islamic Societies

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**Abstract:** The present study explores the impact of TikTok on Islamic societies based on how the platform influences religious interaction, culturalization, and morality among the communities of Muslims. The research is performed on the base of understanding the dualism of TikTok as the platform of spreading Islam knowledge and the supplier of moral and cultural issues. In this connection, the qualitative research design was applied, grounded on the thematic analysis of in-depth interviews with fifteen Islamic religious scholars, the findings of which prove the idea that TikTok is a complicated instrument of controlling Islamic rhetoric in the new world. On the one hand, it provides access to religious knowledge, which has never existed before, encourages the creative expression of religion, and fosters the feeling of Islamic interconnectedness in the world by connecting users across cultures. On the other hand, scientists were also worried about misinformation, watering down of Islam teaching, and dominance of the trends which are propagated by entertainment and may lead to the shallow experience of faith.. The discussion shows that modern digital culture and traditional Islamic values are in constant conflict because, on the one hand, the platform allows innovation within the cultural context, and on the other hand, it exposes users to secular culture. In general, the paper summarizes that the influence of Tik Tok on the Islamic societies is profoundly transformative but not necessarily positive or negative, and that digital literacy, ethical content production, and active participation of religious scholars are the key elements of the process to please Tik Tok with the Islamic values and reinforce the ethical integrity of Muslim society.

**Keywords:** Tiktok, Youth, Social Media, Islamic Society, Religion

### Introduction:

Over the last few years, TikTok has created one of the most powerful digital platforms that have influenced the social, cultural, and religious behavior around the world. The video app in its brief form represents a disruption in how people consume and create content in the media since it has more than one billion active users (Montag et al., 2021). The algorithmic nature of it, its flood of rapid content and its culture of

participation not only changed the entertainment and communication industry, but also transformed the nature of identity, morality and faith in a radical way. Since religion has continued to be one of the largest forces of moral and social restraint in Islamic communities, the immediate triumph of Tik Tok poses difficult problems with several questions about the truthfulness of culture, decency, religious rules, and web ethics (Abdullah and Osman, 2022).

The use of Tik Tok in Muslim context is a representation of opportunities and problems. On the one hand, it has turned the platform into a thrilling tool of da'wah (Islamic preaching), as well as religious education. Numerous Muslim influencers and scholars in their youth rely on Tik Tok to communicate their verses of the Quran, hadiths, and teachings on morality and reminiscence of the Islamic practice in a way that is visually attractive (Al-Farizi, 2022). This has made religious communication a democratic one where the common user can easily find the spiritual knowledge easily, conveniently and interactionally. Conversely, the opponents believe that the entertainment nature of the Tik Tok platform renders religious content meaningless and information about faith as an activity of the content (Larsson, 2024). This has caused Tik Tok to become the point where religion and fame, as well as revenue, are likely to coincide.

Social and gender norms are other problems that can be utilized to justify how Tik Tok has affected the Islamic societies. This has become increasingly noticeable especially with the presence of Muslim women, in which case, Muslim women post the material of this kind more often than all other groups such as modest fashion, jokes, and lifestyle videos that de-stigmatize the stereotypical depiction of Muslim femininity (Ali and Qureshi, 2023). On the one hand, this type of representation can facilitate empowerment and self-expression but, on the other hand, such public performance and visibility is subject to criticism by conservative groups that view it as immodesty (Civila et al., 2023). In such a way, the presence of Muslim women on TikTok is a two-sided process, between empowerment and ethical criticism.

In addition to gender, Tik Tok has changed the way Islamic values are negotiated and discussed in society. Globular aesthetics of the platform by way of music, dance trends and humour somatically interfere with the old religious norms. Several Muslim scholars and policymakers in Muslim-majority nations, including Pakistan, Indonesia, and Saudi Arabia, have been worried that TikTok promotes the time-wasting habit, moral laxity, and cultural Westernization among young people (Wandi, 2020; Hashim et al., 2021). In Pakistan, the popularity of the app has been banned several times because of the immoral and indecent content that supposedly breaches the Islamic ethics (Siddiq et al., 2025). These are significant instances of technological globalization and cultural maintenance fights in the digital era.

All these issues still cannot take away the popularity of Tik Tok among Muslim youth. Studies indicate that digital Muslims are using social media platforms more and more to get inspired by their religion, build communities, and express themselves (Nasir and Al-Kandari, 2022). The algorithmic system used by TikTok helps people to create virtual communities based on the religious hashtags, including #IslamicReminder, #RamadanVibes, or HajabStyle, which give the user the feeling of belonging or a moral purpose (Al-Farizi, 2022). However, the same systems can contribute to the spread of false data or sectarianism and contribute to the growth of ideological divergence between Muslim communities (Larsson, 2024). The confusion between the believable and religious guidance and popularized pseudo-religious contents makes digital literacy an urgent topic of Islamic societies.

The other instance of Tik Tok as a counter-space is the way in which Muslims are opposing Islamophobic rhetoric and redefining religion identity on the international media platform through Tik Tok. Muslim makers prefer to make Islam more human and shatter the stereotypes through humor and stories and autobiographical accounts (Civila et al., 2023). This aesthetic resistance is linked with the larger trends of online movements and interreligious communication that is easily accessible via social media. Nonetheless,

when this form of activism is commercialized, i.e., when likes, followers, and sponsorships are the main terms of appearance, some moral issues arise concerning the authenticity and commercialization of faith (Abdullah and Osman, 2022).

Sociologically, Tik Tok is a microcosm regarding the manner in which modernity is being bargained by the Islamic societies. It is a virtual space where the holy and the unholy exist, where young Muslims are repeatedly renegotiating religious boundaries through a habitual participation. Since conservative authorities are more likely to consider TikTok as a threat to moral principles, some of them believe that it is a shifting cultural sphere of imagination and spiritual accessibility. Islamic ethics and digital innovation do not necessarily contradict each other as researchers like Hashim et al. (2021) want them to do but tend to interact in a dialectical manner providing new forms of moral consciousness that are suitable to the digital era.

## Problem Statement

In the last ten years, social media has transformed cultural expression, communication and identity-making the world over. Among these platforms, one of the most powerful ones now has become Tik Tok that now has over 1.7 billion users worldwide (Statista, 2025). The algorithmic structure and short-form video content type on this platform have transformed the way individuals view and create digital content, especially among young people. The very rapid proliferation of TikTok in Muslim-majority societies, where religion is at the center of the determination of moral and cultural boundaries, has generated new possibilities and challenges in the interpretation and practice of Islamic values, norms, and behaviors (Larsson, 2024).

The spread of the Tik Tok social platform in the Islamic countries demonstrates its popularity all around the world. DataReportal (2024) reports that in Indonesia, Tik Tok serves over 140 million active users, and this figure is 38 million in Pakistan, and 32 million in Saudi Arabia, three of the biggest Muslim-majority countries. These statistics prove how well the platform has infiltrated cultures that were traditionally dominated by conservative moral codes. The simplicity of content creation, entertainment-focused algorithm, and trends in virality promote engagement that is frequently incompatible with the concept of modesty and gender segregation as well as moral discipline embraced in most Islamic settings (Abdullah and Osman, 2022). Although Tik Tok opens up new opportunities to Muslim users to be creative, educative, and da'wah (Islamic preaching), the entertainment-based format can also weaken or commercialise Muslim values. It is found that numerous young Muslims learn about their religion in TikTok, with brief reminders, Quranic recitations, and morals but that this same exposure is mingled with content that can be inconsistent with Islamic ethical standards (Al-Farizi, 2022).. This algorithmic, fast, and consumptive use of mixed moral cues has been described as a cause of what researchers refer to as moral dissonance, where young audiences find it difficult to accept religious teachings and digital trends (Nasir and Al-Kandari, 2022). As a result, TikTok has turned into a conflict zone where piety, pleasure and performance exist in a tensed state.

The other urgent matter is the gender representation and female representation. In the past, Tik Tok has become a popular platform among Muslim women, who have been able to demonstrate modest fashion, spread the culture of the hijab, or talk about empowerment in the context of Islamic models (Ali and Qureshi, 2023). Their exposure has however elicited some backlash among conservative viewers accusing them of breaking the religious rules of modesty. On other occasions, Pakistani, Indonesian, and Egyptian female creators have been harassed on-line or scrutinized at the state level because of their work (Civila et al., 2023). This is indicative of a larger social conflict concerning the negotiation of Muslim femininity in electronic mediums, and how new media platforms incite challenges to the patriarchal view of the moral in the religion.

The significance of the problem is also supported by the moral and regulatory reactions of the Islamic governments. Tik Tok has been blocked or restricted temporarily in some of the Muslim dominated nations due to reasons of immorality and indecent contents. In fact, Pakistan Telecommunication Authority (PTA) in Pakistan has issued the TikTok ban three times since 2020 because of the claims of violation of the Islamic values and national ethics (Siddique et al., 2025). Similarly, the Ministry of Communication of Indonesia temporarily banned the app in 2018 because of the threat of blasphemous information, but the app was reinstated after negotiations (Hashim et al., 2021). These practices highlight the tension in terms of online globalization and religious conservatism- one of the issues that the policy makers of the Islamic societies struggle to manage in their attempts to control moral governance in the digital age. Besides the regulatory issues, there is the psychological and social impacts that are emerging to be a focus of research. The research articles indicate that excessive use of Tik Tok leads to worse attention, social loneliness, and addictiveness and occurs particularly frequently among the adolescents (Montag et al., 2021). This obsessive tendency is not in line with the Islamic culture of restraint and moderation (*wasatiyyah*), and is not in congruence with the religion of balance and mindfulness (Wandi, 2020). Another problem that Islam struggles with is the hyper-visibility of the religion and its promotion via Tik Tok, which contradicts the principle of staying modest, honest (*ikhlas*), and isolated in mixed environments (Abdullah and Osman, 2022). The lack of regulation and digital literacy of the Muslim youth adds to these issues. A 2023 survey by the Pew Research Center found that 78 percent of Muslim youths aged 18-29 years in Muslim majority countries said they used Tik Tok every day, but only 32 percent said they had any form of digital ethics or media literacy education (Pew Research Center, 2023). This loophole exposes the young users to untrue information, indecency and perhaps the loss of moral awareness. The scholars state that the lack of digital literacy programs with references to the cultural aspect conditions the risk of gradual desensitization to moral and ethical inappropriateness in the Islamic societies mediated by the viral media (Larsson, 2024). At the same time, in terms of dismissing the role of TikTok as an utterly dangerous idea, there is a necessity to consider the fact that it can be turned into something useful, provided that it is religiously innovative and finds the way of interfaith dialogue. Other Muslim influencers use the platform to neutralize Islamophobia, foster togetherness, and humanize the Muslims to the rest of the world (Civita et al., 2023). But the commercial logic of the platform, which is calculated by the number of likes, shares, and followers, may accidentally transform religious content into entertainment, at the expense of the spirituality of the content (Nasir and Al-Kandari, 2022). This commercialization of religion poses some of the basic questions of authenticity and commercialization of religion in the virtual world of the digital space.

It is against this complex set of dynamics that the key issue that arises is how Tik Tok use is changing Islamic societies not only in the way that they behave in the media but also what is meant by religious identity, morality, and community. It is both emancipatory and disruptive to the socio-cultural behaviors of the traditional sources of religious authority and it changes the moral discourse and reforms the traditional sources of religious authority. Although the issue of TikTok and its socio-religious influence has increasingly become a topical and important issue, little systematic empirical work has been conducted so far on TikTok, particularly in the non-Western Islamic world. Thus, the research aim is to solve the issue of examining the impact of Tik Tok usage on the moral values, identity negotiation, and cultural cognition of the Muslim users, especially the young ones. It looks at just how far Tik Tok can be a field of digital *da'wah* versus moral struggle and how the algorithmic culture mediates the connection between entertainment, religion, and daily life. Through this intersection, the research will fill in the greater discussion of digital religiosity, Islamic media ethics, and cultural globalization in the Muslim societies.

## Significance of the Study

What is important about the study is that it investigates that the consumption of TikTok is transforming the Islamic societies especially in terms of morality, cultural identity, and digital religiosity. In the digital age where digital media has taken center stage in the lives of people, it is important that scholars, policymakers, religious leaders, teachers, and media practitioners comprehend the socio-religious implications of such applications as TikTok. The present work adds to the academic, cultural, and policy discussion, as it provides a complex view on how the greatest social media platform in the world is meeting one of the most influential religious and cultural traditions Islam.

### 1. Academic and Theoretical Contribution

Academically, the work fits into the new scholarly topic of digital religion, which is an interdisciplinary field studying the processes of negotiation of religious beliefs, practices, and authority using digital platforms. Although most of the available literature concentrates on the Western setting or applications like Facebook and Instagram (Larsson, 2024), the TikTok study in the Islamic world is not yet extensively studied. The study will help fill this gap and bring more theoretical debates to media globalization, moral economy, and religious communication within non-Western contexts.

Furthermore, the study builds upon **media effects** and **cultural negotiation theories**, highlighting how TikTok's algorithmic culture reshapes moral behavior, collective identity, and public piety. In doing so, it extends scholarly understanding of **how algorithmic visibility impacts religious discourse** and authority structures. For instance, popular Muslim TikTok creators may gain influence that rivals traditional scholars or religious institutions (Abdullah & Osman, 2022). The study therefore contributes to a deeper understanding of how **digital charisma** and **performative piety** alter traditional hierarchies within Islamic societies.

### 2. Social and Cultural Relevance

At the societal level, the research will be important as it will analyse the impact of Tik Tok on the cultural change and the moral viewpoint of the Muslim young generation. Islamic societies are also experiencing a shift in generations with the young generations becoming increasingly exposed to the globalized media and digital trends. According to the DataReportal (2024), more than 60 percent of TikTok users in Pakistan, Indonesia, and Saudi Arabia are young people between the ages of 16 and 29 years old and are the most energetic group of people in the process of establishing the new cultural environment in the countries. The paper will show how modernity and tradition are negotiating through the analysis of how these youngsters are making sense of, reproducing, or challenging Islamic values via Tik Tok. It examines the possibilities of Tik Tok as erosion agent or even imagination of religion avenue. This dynamics is essential in seeking solutions to social discourse of westernization, digitals-moral, and religious authenticity that is increasingly gaining control over the discourse in Muslim societies (Siddique et al., 2025).

### 3. Contribution to Religious and Ethical Discourse

The study is also of great importance to the contemporary Islamic ethics theory. Because Islam is a full code of conduct in every life sphere, including the media consumption and communication, the rise of Tik Tok means that new paradigms must be developed regarding what constitutes ethical engagement in the virtual environment. The study findings can guide the researchers to train religious researchers and practitioners on how to reach the youth through cultural competent and ethical practices to reach the youth listeners. By analyzing how Tik Tok affects such values as modesty, humility, and community responsibility, this study can educate Islamic institutions to create digital ethics programs, promote responsible use of the media by young people, and avoid the misinformation or the loss of moral compass. Moreover, the paper mentions

that technological innovation and Islamic ethics do not always need to oppose each other: instead, they can be balanced through enlightenment and awareness (Hashim et al., 2021).

#### **4. Policy and Governance Implications**

The results of the present research are also relevant to governments, regulators and policymakers of Muslim majority countries who struggle to handle the digital governance issues. The situation with Tik Tok and different Islamic states has been receiving dilemmas in Pakistan, Indonesia, and Egypt, where despite the acknowledgment of its potential effects on education and economic development, the platform is a means of promoting immoral content (Siddique et al., 2025). The study can offer evidence-based concepts to support balanced policies that support the existing cultural and religious values but do not oppress creativity, expression, or digital entrepreneurship.

As an example, the insights into the specifics of user behavior and morality on Tik Tok may assist policymakers with coming up with context-specific content moderation principles that would not be based entirely on Western technological standards but would incorporate local ethical principles. These results can help create accommodating digital policies in order to reserve religious sensitivities without endangering freedom of expression and creativity.

#### **5. Educational and Practical Applications**

Educationally, this research is helpful in media literacy and moral education in the Islamic societies. The study shows a dire necessity to provide Muslim young people with the skill of critical interaction with the Internet content and retain their religious consciousness and moral accountability. According to research, only 32 percent of the Muslim youth in developing countries have gotten formal training as to digital literacy (Pew Research Center, 2023). Application of the results of this study in education systems can assist the universities, religious schools (madaris), and community groups to foster balanced use of the media in line with the Islamic beliefs.

Moreover, the present study can be useful to Islamic content creators, influencers, and media organizations that aim to communicate their da Allah (Islamic outreach) and faith-based messages through Tik Tok. Knowing how the audience behaves and what is socially sensitive in a culture or not, the actors can produce content that is at the same time spiritually fulfilling and socially responsible.

#### **6. Global and Intercultural Understanding**

Lastly, the research has a worldwide implication since it will be a part of the general study on the relationship between Islam and digital modernity. TikTok has established a transnational space in which Muslims across diverse cultures and sects can communicate, argue, and discuss meanings of faith (Civila et al., 2023). The platform thus becomes a living laboratory for examining how religious identities are reimagined in an interconnected world. By documenting how Islamic values adapt to or resist global digital trends, the research provides valuable insights for comparative media studies, intercultural dialogue, and global ethics. It also challenges stereotypes about Islam being incompatible with modern communication technologies by showing how Muslims actively appropriate these tools to express their faith and negotiate their place in a globalized digital culture.

### **Research Objectives**

To examine how tiktok consumption among youth effecting the moral and cultural values in Islamic societies.

To explore how Islamic ethical norms and principles are effect from tiktok consumptionby youth in Islamic society

To examine the tiktok usage implications on society and religion for policymakers.

## Research Questions

RQ1 how tiktok consumption among youth effecting the moral and cultural values in Islamic societies.

RQ2 how Islamic ethical norms and principles are effect from tiktok consumptionby youth in Islamic society

RQ3 what are the tiktok usage implications on society and religion for policymakers.

## Literature Review

TikTok has become one of the most powerful social media platforms that have changed the trends in communication, self-expression, and cultural interaction throughout the Muslim world. Its video nature in short format has attracted millions of youthful consumers in the Islamic societies which has created a passion as well as a panic among the scholars, teachers and religious heads. According to scholars, TikTok is a place where the Islamic values, modernity, and global digital culture intersect, which, in some cases, they do harmoniously, and in other cases, controversially (Alghamdi, 2023). Viral trends, algorithmic personalization, and the culture of participation enable users to create and share content that represents them, their religious faith, and their morals (Kurnieawati and Saefuddin, 2023). However, it is these same affordances that present users with ideologically diverse content that can undermine traditional Islamic moral codes especially in the youth who are trying to negotiate the contradictions between religiosity and digital modernity (Rahman, 2022).

According to a number of studies, the good religious potential of TikTok in Islamic societies can be seen especially as a channel of da'wah (Islamic preaching) and spiritual education. For instance, Akhtar and Zahid (2023) examined religious content creation among Pakistani TikTok influencers, finding that many creators use the platform to simplify Islamic teachings through humor, storytelling, and emotional appeal, thereby attracting younger audiences who may not engage with traditional religious institutions. Consequently Ariffin and Hashim (2022) found out that Islamic content on TikTok in Malaysia is frequently both moralizing and culturally aesthetic, creating what they term digital piety, where entertainment and spirituality become one and another type of devotional expressions. Such results reinforce previous ideas of mediation between religion (Campbell, 2013) when digital technologies expand the religious experience no longer on physical grounds but on the virtual plane.

Regardless of these good provisions, several studies warn of a possible adverse effect of the use of Tik Tok on the Islamic moral principles and conducts. Alzahrani (2023) discovered that the relationships between attitudes to modesty, gender roles, and family relationships may be changed after Saudi youth are exposed to non-Islamic or Westernized content on Tik Tok, in the form of dance challenges or romantic skits, etc. This is consistent with the results of Yusuf and Idris (2022), who found that the high use of TikTok among Nigerian Muslim youth was related to the drop in religious activity and more time spent in idle activities and entertainment. The problem lies not only in the content but also in the algorithms of Tik Tok, which are inclined to promote sensational or emotionally arousing videos irrespective of whether they are morally good or bad (Zeng and Kaye, 2022). Such an amplification algorithmically makes some people in Islamic

cultures a matter of concern because information that opposes religious precepts can easily become visible and become normalized patterns encouraging actions that do not align with the values of the immediate society.

These fears are supported by empirical evidence. A survey by Arab Media Forum in 2024 discovered that 68% of Muslim youth in the Middle East use Tik Tok every day, and only 27% of them use the application to learn or study religion (Arab Media Forum, 2024). Besides, 45 percent of the respondents admitted that, they had watched material that they found to be morally unfit or religiously objectionable. These statistics point to the conflict between digital entertainment and the religious ethics and call to regulate the content and implement digital literacy programs with the basis in the Islamic moral education.

Cultural researchers have also paid attention to the redefinition of Muslim identity in the Tik Tok spaces. The study of Osman and Fauzi (2023) reveals that Tik Tok enables Muslim young people to identify with hybrid identities that integrate the local religiosity with the global trends in culture. This bargaining is usually represented by visual images in the form of modest fashion, tutorials on hijab styles or Quranic recitations that have been edited in trending sounds. On the one hand, this content contributes to creativity and exposure of Muslim identities to the Internet, on the other hand, there is a threat of commodifying faith as the performance aesthetic. This observation mirrors the idea of Ali (2021), who argues that digital expression of piety usually obscures the line between genuine worshiping and gathering of social capital within the context of online Islamic communities. The other important research line is on gender representation on Tik Tok in the Islamic world. Saeed and Rehman (2023) state that Tik Tok has presented empowering and problematic spaces to Muslim women. On the one hand, it enables women to engage in the debate on religion, modesty, and empowerment; on the other, it puts them under the eyes of society, objectifies women, and subject them to online harassment. The paradox of visibility and modesty highlights the emerging discussions regarding women involvement in the digital public space in the Islamic ethical contexts.

Besides culture and gender connotations, educational researchers have considered the TikTok use as a teaching aid in religious studies. Hamzah et al. (2023) discovered that the inclusion of Tik Tok in the teaching of Islamic in the Indonesian schools boosted the interest of students in learning about Islamic ideas, especially when the lessons consisted of short and creative videos that were related to religious messages. The same study however, pointed out that in the absence of proper supervision, the students would be as easily distracted by irrelevant entertainment content. Therefore, Tik Tok provides new opportunities in pedagogy but at the same time, it provokes the educator to choose between engagement and discipline.

In addition, the commercial logic of the platform, which is influenced by influencers and brand partnerships, creates ethical issues in the context of the Islamic societies. Malik (2023) says that the increasing commercialization of Islamic content is the threat of transforming the religious influence into a kind of digital capitalism when piety becomes a product to be sold in clicks, sponsorships, and fame. The phenomenon makes the validity of online religious authority difficult and brings theological implications of the same to the genuineness (*ikhlas*) of online preachers.

Overall, the existing literature reveals a complex duality: TikTok serves both as a powerful tool for digital *da'wah* and as a site of moral contention. It enables creativity, communication, and access to Islamic knowledge, while simultaneously posing threats to traditional values and religious discipline. Although studies in countries like Indonesia, Malaysia, Pakistan, and Saudi Arabia provide valuable insights, cross-cultural and longitudinal research is still limited. Most existing studies rely on small samples or qualitative designs, leaving quantitative assessments of moral and behavioral change underexplored. There is also

insufficient attention to algorithmic accountability and the role of state and religious institutions in regulating digital moral culture. Consequently, future research must adopt interdisciplinary approaches that integrate perspectives from media studies, theology, sociology, and digital ethics to develop a balanced framework for understanding TikTok's impact in Islamic societies.

In sum, while TikTok reflects the ongoing digital transformation within Muslim-majority cultures, it also exposes the moral and cultural tensions between modernity and tradition. The reviewed literature suggests that Islamic societies are not passive consumers of digital media but active negotiators of meaning—appropriating, contesting, and reinterpreting content through the lens of faith. This dynamic underscores the need for continuous academic inquiry and practical strategies to ensure that social media consumption contributes to, rather than detracts from, the moral and spiritual well-being of Muslim communities.

## Research Methodology

The research design adopted in this study is a qualitative research study to acquire extensive knowledge on the experiences and perceptions of Islamic religious scholars towards the consumption of Tik Tok. This research is particularly well-prepared to be carried out in a qualitative research because it can result in a subtle observation of the complex social problem. These scientists were chosen due to the knowledge they have on the topic of Islam and their awareness of the current trends in social media, particularly Tik Tok. The criteria of the selection made a broad sample of those scholars who had reflected various backgrounds and geographical positions of the Islamic societies and enabled researching the personal experience and interpretation. Data collection was based on the semi-structured interviews and, thus, provided certain freedom in searching the ideas and experiences of the participants regarding Tik Tok. The thematic analysis was used to analyze the data gained in the course of interviews.

## Findings

Thematic analysis performed on the interviews with 15 Islamic religious scholars demonstrated that there are quite a number of critical themes that depict the varied influence of Tik Tok in the Islamic societies. The results give the information about the effect that TikTok has on the sphere of religious beliefs, culture, and the ways young people are attracted to the religious teachings.

### Theme 1: Influence on Religious Practices

According to the participants, Tik Tok has turned into a place where religious content is popularized and sometimes in a creative and exciting manner. The scholars have noted the following points:

- **Access to more religious Knowledge:** It is a fact that through Tik Tok, many scholars admitted that the youth and others can have access to religious teachings at their own convenience. This is capable of causing a greater comprehension of the Islamic principles.
- **Various Interpretations:** Although TikTok gives people an opportunity to interpret Islamic teachings differently, some scientists were concerned about the quality of the information provided. They pointed out that not everything is consistent with the classical Islamic values, and it can be interpreted improperly.
- **Influence on Rituals and Practices:** Multiple respondents identified that TikTok trends tend to impact the practice of religion, including presentation of prayers (Salah) and celebrating events in Islam. This effect may at times cause a mixture of practices of culture and religion which may or may not be in line with the orthodox doctrine.

## Theme 2: Cultural Representation and Identity

The researchers mentioned the way Tik Tok can be used as a means of exploring cultural identity by the young Muslims:

- **Cultural Expression:** The participants noted that Tik Tok enables religious content to be used by individuals to express their cultural heritage. Video sharing by users is usually related to their culture and they include Islamic lessons which make them feel that they are identified.
- **Global Islamic Community:** Tik Tok has brought about the feeling of unity among Muslims globally. Scholars observed that users tend to exchange the practices and experiences of various.

## Theme 3: Youth Engagement and Challenges

One of the major aspects of the interviews concerned the influence of TikTok on the youth and their relationship to Islam:

- **Heightened Recruitment:** Academics observed that Tik Tok can augment the youth interest in the Islamic teaching. The interactive nature of the platform can motivate young people to engage in the discussions and express their opinion about religious issues.
- **Difficulties of Distraction:** Yet, numerous researchers were worried that Tik Tok may also deprive young Muslims of studying and worshipping according to the old methods. The content will be high-paced and thus there will be a lack of profound engagement with the material.
- **Peer Influence:** Tik Tok could affect religious beliefs and practices as influenced by peers. Other scholars pointed out that there are cases when the users follow trends, but they are not fully aware of what they entail in their religions.

## Theme 4: Concerns About Content Quality

An important concern that the participants expressed regarding TikTok is quality and authenticity of the content that users share:

- **Misinformation Risks:** Scholars highlighted the dangers of misinformation, with users who lack the necessary knowledge creating and sharing content most of the time. This may result in propagation of ideas which are against the laid down Islamic teachings.
- **Guidance is required:** A number of scholars promoted the necessity to offer the guidance on how to be critical of the content they can find on Tik Tok. They recommended that religious leaders ought to use social media to contribute towards guiding the discussion and to make the right information.

## Theme 5: Potential for Positive Engagement

Nonetheless, despite the difficulties, the participants identified the opportunities of positive interaction with Tik Tok:

- **Community Building:** Scholars stated that Tik Tok is able to make a Muslim community, where people can discuss faith and morality as well as current problems.
- **Creative Outreach:** The creative means of relaying religious messages into creative content also had many scholars enjoying the innovative approach that will address younger generations more closely to Islam.

## Conclusion

Thematic analysis of the interviews with 15 Islamic religious scholars indicated that Tik Tok is a mixed influence on the Islamic societies as a means of communicating the religion as well as causing cultural and ethical problems. The academics have identified the fact that Tik Tok has made the Islamic knowledge more accessible than ever before and has promoted the creative modes of practicing faith in such a manner that the Muslim youth would be able to experiment and offer access to religious content in a creative manner. It also enhances the feeling of an Islamic community globally as it links users of different cultures. Nonetheless, there were complaints of misinformation, weakening of Islamic principles and increased power of entertainment-oriented trends, which may lure the young people out of their traditions of learning religious beliefs and encourage superficiality in terms of faith. The conflict between modernity and the traditional Islamic values was also manifested as the platform supports cultural expression at the same time exposing the users to secular ideologies which may be in conflict with the religious norms. In general, the discussion finds that the effect of Tik Tok on the Islamic societies cannot be described as either good or bad but radically changing. The outcome of its use lies in the interaction of the users and institutions with it- this makes it important to be digitally literate, in the creation of responsible content and the guidance of religious scholars to ensure that the use of social media enhances and does not compromise the moral and spiritual pillars of the Muslim communities.

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