

Professional Whats App Blast: Best practice direct digital marketing 4.0 to improve students' religious moderation implementation

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Abstract: There were no final literatures both national and international research concerning direct digital marketing of religious moderation using application. One of the solutions for direct digital marketing of religious moderation is using professional Whats App Blast. The study was conducted to determine the effect of professional Whats App Blast to improve the implementation of religious moderation. Mixed method acts as a method in this research. Data collection techniques using tests and interviews. The number of sample is 150 students from three campuses in West Java Province. Random sampling technique was used as a sampling technique. The calculation of data analysis shows that Asymp. Sig. (2-tailed) =0.000 less than Asymp. Sig. (2-tailed) <0.05 which means H^0 is rejected. The results of the data analysis are reinforced by the calculation of the average value after the post test is higher than the pre test. The average student pre test is 52.53, while the average student after post test is 74.77. In addition, the author took other strength data from interviews. In conclusion, Professional Whats App Blast has a very positive contribution in improving the implementation of religious moderation of students in West Java Province. The next researcher is recommended to use other social media platforms besides Professional WA Blast and also the religious moderation information content is not limited to flyers.

Keywords: Professional Whats App Blast, Digital Marketing, Religious Moderation

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INTRODUCTION

There were no literatures both national and international research concerning direct digital marketing of religious moderation using application. So, religious moderation as the Government of the Republic of Indonesia's program have not socialized well directly, automatically and programmatically using application to all elements of society, especially students of West Java Province. This indicates that previous researchers have not or even failed in the concentration of research on direct digital marketing of religious moderation because so far their research focused on conception, existence, urgency, vitalization and implementation of religious moderation.

More details that there were no national research on the concentration of direct digital marketing religious moderation using application can be analysed from the studies described in this paragraph. The Study Arif (2021) emphasized the importance of the concept and religious moderation which is indispensable in the global era. Next (Muqowim et al., 2022)

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concluded that increasing religious moderation with the values of Wasathiyah Islam. Preview study Wardi et al. (2023) focuses on the implementation of education based on religious moderation. The Study Ritonga (2021) Elaborating religious moderation points in the Qur'an for gen Z. Next study Widodo (2019) producing the concept of religious moderation to prevent radicalism. Another study Solahudin et al. (2023) describes the implementation strategy of religious moderation. The Study Mahfud et al. (2022) focused religious moderation to prevent intolerance. An explanation of how the concept of moderation, religious moderation tests in Islamic religious education, and the creation of religious moderation models are researched by Khasanah (2015). Next study Zakariyah et al. (2022) stated form of moderation value and integration of religious moderation into general subjects.

There were also no international journal research that discusses direct digital marketing religious moderation using application. The study Dodi et al. (2021) only provides highlights of understanding the vision of religious moderation in preparing future generations. The study Ginting (2021) exploring the strengthening of religious moderation for Muhammadiyah communities in Indonesia. Next, the results of international conference articles (Aida et al., 2022) only provides an overview of learning based on religious moderation.

The above researches have not helped the government consistently mainstream, socialize, voice the concept and implementation of religious moderation to the community (Nasir & Rijal, 2021) from the direct digital marketing side periodically with just one click operation on the computer. From 2019, religious moderation stakeholders used conventional methods in the socialization of religious moderation such as seminars, training of instructors and ambassadors of religious moderation, conferences, coaching to the state civil servants, books, emerging in the education curriculum, and the internet. These steps only presented limited participants due to time and funding constraints. Previewing the above steps will result in the treatise on the concept and implementation of religious moderation stopping at the participants or certain people only. Whereas religious moderation must be disseminated to all citizens including students.

In line with the fact that the socialization of the implementation of religious moderation was carried out in conventional ways above, the most negative causality is that certain citizens (non-state civil apparatus, non-academics, ordinary people, even students) still do not know and do not care about the implementation of religious moderation. Other negative highest levels such as radicalism, hate speech, violence in the name of religion, riots, conflicts with religious backgrounds, extremism and intolerance will still appear and even increase and threaten the unitary state of the Republic of Indonesia which may occur with the main actors namely students (Junaedi, 2019).

Records of non-moderate religious actions such as radicalism, hate speech, violence in the name of religion, riots, conflicts with religious backgrounds, extremism and intolerance are still high in Indonesia. The Study (Setiabudi et al., 2022) and (Setara Institute, 2020) noted that there were 846 events and 1060 actions during 2014-2019 lack of implementation of religious moderation. Furthermore, (Setara Institute, 2020) placed West Java and DKI Jakarta as provinces where the record of intolerance due to non-religious moderation reached more than 100, followed by East Java, Central Java, Aceh, DI Yogyakarta, Banten, North Sumatra, South Sulawesi, and West Sumatra. The Study (The Wahid Institute, 2014) said that the most violations due to religious non-moderation still occur in West Java. But, study (Melisa et al., 2016) rejects the statement that West Java is the most intolerant province, in fact violence and acts of religious non-moderation occur in other provinces such as West Sumatra, South Kalimantan,

and West Nusa Tenggara. It can be concluded that acts of religious non-moderation still occur even high in several provinces in Indonesia, especially West Java Province.

Analysing the facts of the research results and the reality of the phenomenon above, Professional Whats App Blast will be one of the solutions to the problem of implementing religious moderation and can overcome and prevent the problem of non-religious moderation actions as above. Digital technology such as Whats App Blasting is seen as great for socializing and answering educational problems and other government program problems such as religious moderation (Mubarak, 2018).

Whats App is the social media with the largest number of users in Indonesia, 92.1 percent of the total population of Indonesia, and students are the most frequently open this application (Riyanto, 2023). Researchers use Professional Whats App Blast because this application can be synchronized directly to Whats App. The Professional Whats App Blast application can be used for direct messages that will be received directly by the community in their respective Whats App. The Professional Whats App Blast application can market, promote, voice and implement religious moderation. The content sent can be links, online literacy, articles, videos, and flyers concentrating on the implementation of religious moderation to hundreds of students in one click operation even though the researcher did not save the message recipient number first. The delivery operation of religious moderation implementation content is carried out in golden time twice a day automatically one click operation and not from the Whats App group. With continuous and programmed treatment every day, Professional Whats App Blasting will become a medium for self study, self guided or self access learning even motivation to research subjects in the implementation of religious moderation.

The Professional Whats App Blast application is very suitable and the best application in the digital marketing 4.0 era now to promote a program such as religious moderation because the world is increasingly horizontal, inclusive and social and life is increasingly dynamic with the internet (Kartajaya, 2018).

Professional Whats App blast will engage and integrate the spirit and implementation of religious moderation in a varied, interactive, participatory, persuasive and motivative way to students from various Islamic Religious Universities in West Java Province. Variative means that the content shared by Professional WhatsApp Blasting can vary from information links, online literacy, articles, videos, and flyers. Interactive means that Whats App Blast acts as a customer service for religious moderation by opening a space for dialog and discussion through the admin chat number. Participatory means that all research subjects can suggest or give suggestions to the admin about the content and graphic design format of the implementation of religious moderation through Professional Whats App Blast. Persuasive and motivative means that Professional Whats App Blast has the power and magnetism for students to increase the implementation of religious moderation after the treatment.

LITERATURE REVIEW

Religious Moderation

Etymologically, the meaning of moderation can be derived from Italian (moderatio means moderation, not excessive, not lacking), English (moderation means parallel to the average, impartial), Arabic (wasath or wasathiyah means the middle, fair, balanced). A person who prioritizes fairness, balance, impartiality, moderation, and moderation towards the beliefs, character, and morals of others and/or the government is called a moderate. (Badan Litbang dan Diklat Kementerian Agama RI, 2019). Moderate personalities also always seek a balanced middle ground in their actions and attitudes. (Kamali, 2015).

The word moderation is unitized with the word religion to become religious moderation. The culmination of the conception of religious moderation is the avoidance of violence, away from extremism in religious practice (Badan Litbang dan Diklat Kementerian Agama RI, 2019). Religious moderation is more specifically defined as awareness in recognizing complex religious realities influenced by a variety of social, cultural and historical factors. Religious moderation also contains positive values such as tolerance, respect, peace, justice, and the ability to adapt all these values in the concept of religious moderation (Hasanah, 2023).

The entity of religious moderation is very important for citizens and has received major attention by the Government of the Republic of Indonesia (Daheri et al., 2023). The religious moderation program is a priority for the government because Indonesia is a megadiversity country that has a plurality of ethnicities, races, religions, languages, histories, ethnicities, and cultures (Pajariantto et al., 2023). This plurality has the potential for the emergence of radicalism, intolerance, extremism and various conflicts. The destructive power of conflict due to pluralism threatens the integrity of the Unitary State of the Republic of Indonesia (Nugraha et al., n.d.).

Religious moderation has saved the integrity and resilience of the Unitary State of the Indonesia Republic and a new hope to overcome if there is a potential for conflict division due to the above plurality (Wardani et al., 2022). Religious moderation can be a solution to various problems that can reduce national resilience and global civilization (Fahri & Zainuri, 2019). Religious moderation is also the most powerful weapon in overcoming conflict, radicalism, clashes in the atmosphere of diversity problems that affect national security (Alam, 2017). State resilience in various ways including religious moderation is an effort or all comprehensive means of unity, integrity of a country and the safety of the nation from threats and disturbances such as internal conflicts of plurality causality (Indrajit, 2020).

Variations of vitalization and implementation of religious moderation have been segmented into concepts, rules and methods. The concept of vitalization and implementation of religious moderation is carried out in the following strategic ways, (a) mainstreaming religious moderation through various dissemination and socialization; (b) infiltration of religious moderation into various institutionalized and binding programs and policies; (c) submission of religious moderation into the 2020 national medium-term development plan (Badan Litbang dan Diklat Kementerian Agama RI, 2019). The Study (Wulandari & Sari, 2023) contributes to religious implementation procedures including; (1) Religious literacy is facilitated in electronic form; (2) Strengthening the content of religious moderation in terms of creed and morals; (3) Increasing religious extracurricular activities; (4) Improving the quality of tolerance among students, educators and education personnel; (5) Establishing a special work unit for religious moderation to disseminate concepts, guidelines and implementation strategies and study the development of religious moderation; (6) Improving the education system to concentrate on implementing models of religious moderation practice. The Study (Musyahid et al., 2022) develops the concept of religious moderation values which is carried out by including the concept of religious moderation in the curriculum and to the final assignment of students. The implementation of religious moderation according to (Riyadi et al., 2023) and (Daheri et al., 2023) must be included in all materials and education. The Study (Ulinnuha, 2022) provides an overview of the implementation of religion by inserting religious moderation into courses, training/workshops/seminars, including religious moderation in the curriculum, and through extracurricular activities. The study (Yusriadi et al., 2021) describes the implementation of religious moderation through the inclusion of religious moderation in the basic competencies of all syllabi and lesson plans and the provision of examples of religious moderation by educators to students.

Professional Whats App Blast

Professional Whats App Blast is the most advanced and best application in the flow chart of sending and receiving direct messages (direct messages) to hundreds, thousands and even millions of people with just one click operation at the time. The Professional Whast App Blast application is an escalation of the sophistication of mixing technology between computers and Whats App. This application is more powerful than short messages broadcasting, Whats App Broadcasting and Whats App Group.

The researcher developed a professional Whats App blast sender to adjust this research. Professional Whats App blast sender is escalated so that the message is sent according to the sender's wishes (sender of the message) so that the information is received in the golden hour or according to the sender's time wishes. The following is a description of the Professional Whats App Blast sender for the purposes of digital marketing research on religious moderation socialization.

Main Page



Figure 1. Main page of Professional Whats App Blast Sender for Religious moderation

Log in using username ID and **Scan QR Whatsapp linked device**

Make sure to know your User ID code and connect with Whats App Web by scanning the QR Whatsapp Link.

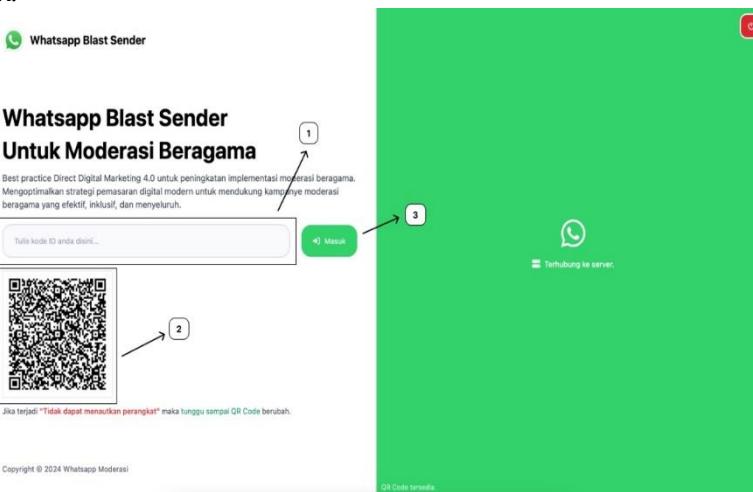


Figure 2. Log in page

Message Scheduling

The latest feature of this application is message scheduling, messages can be sent according to our customized schedule.

This is the message sending and scheduling page. There are several menus presented. Starting from the message delivery column, message recipient contact input column, message title, delivery schedule, and message delivery history.

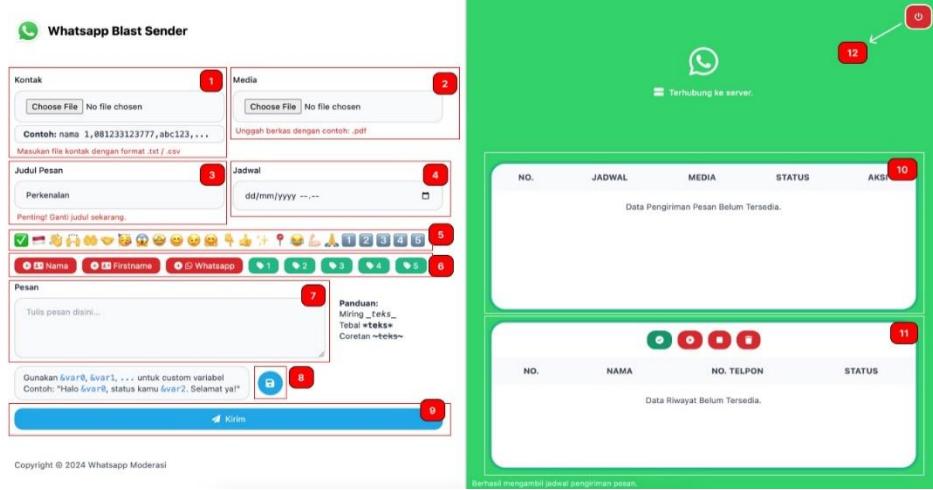


Figure 3. Message Scheduling page

Sending message

The message sending process is a process where the contacts we register will be sent messages one by one using this application. There are contacts who are registered WhatsApp accounts, and there are those who are not registered, then it is marked with a check and cross icon in the message delivery history.

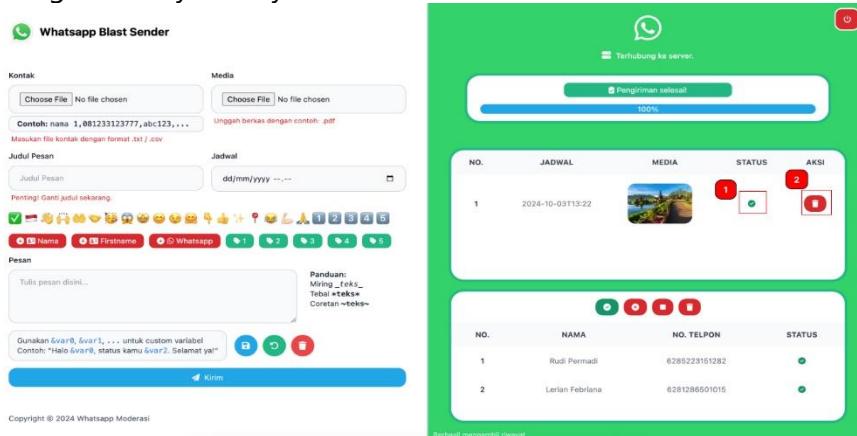


Figure 4. Sending message via Professional WhatsApp Blast

Digital Marketing 4.0

Marketing is essentially a program or business. Marketing is not only for business, but must be taken to a higher, more strategic realm, for example for program succession (Kartajaya, 2022). Without marketing, a program will not be socialized and will not run well.

Furthermore, Priansa (2021) says that marketing is an organizational function and a set of processes to create, communicate, and convey value to society (consumers) and to build consumer relationships that benefit the organization and its stakeholders.

Marketing is a concept that can be the strength of an organization when facing various challenges in the present and even in the future (Kotler et al., 2023).

In the era of technological advances, marketing has begun to change a lot (Bala & Deepak Verma, 2018). Conventional marketing has begun to be converted into digital marketing by

utilizing electronic devices, computers and the internet (Nugroho, 2016) and (Arifin et al., 2019). The wave of horizontalization driven by the development of the internet changes the elements of marketing strategies to efficient ones including digital marketing(Kartajaya, 2022). The use of digital tools in marketing has attracted many researchers for the development of marketing projects (Toukola et al., 2023).

According to Naik and Suresha (2023); Sivasubramani (2019); Jadimath and Sheetlan (2022) Digital marketing is the marketing of products, services, services, programs using internet technology, which can also be done on mobile phones, display ads and other forms of digital media.

Furthermore, digital marketing is a method of marketing both products and programs using internet media, hardware, software, fiber optic (Haryanto & Azizah, 2021) Digital marketing is a process of building and maintaining customer relationships through online activities that can satisfy the goals of both parties (Mohammed et al., 2003).

The use of digital marketing has significantly changed how companies or agencies promote, socialize, market their products or programs to consumers or the public (Rizvanović et al., 2023). Digital marketing has evolved to a higher level, not just the use of digital media to market products or programs, but more focused on how to win people's interest in the product and or program being promoted, retain them, and improve the program or brand, and also develop mainstream programs or sales (da Silva et al., 2023).

The Professional Whats App Blast application is a direct digital marketing 4.0 application because it is an insertion of several technological sophistication such as computer programs, broadcasting languages, integration with smartphones, and integration with the internet. In addition, this application can encourage users not only to introduce the posture and function of the program or product (marketing 1.0), but also can provide compatible space for the community to the choice of programs/products and functions (marketing 2.0) and can motivate and involve the community to the social and environmental realm to implement the program/product and understand the program/product (marketing 3.0).

The Professional Whats App Blast application can not only be used for business activities, but this application can also help government institutions, ministries, private agencies, private companies, educational institutions in socializing programs such as the implementation of religious moderation (Permadi & Munir, 2023).

The Professional Whats App Blast application has a very convincing performance in the promotion, dissemination, implementation of religion. It is even convinced that it will win people's hearts to defend religious moderation, and disseminate the implementation of religious moderation to other communities.

Professional Whats App Blast : Best Practice Direct Digital Marketing 4.0 to improve students' religious moderation

Indonesia's megadiversity or diversity in religion, tribe, ethnicity, culture, language should be maintained by fostering and implementing religious moderation in order to create mutual respect and harmony, especially in the digital era (Arenggoasih & Pertiwi, 2023). The potential problems and conflicts of plurality causality in Indonesia are very high and can arise at any time, therefore the implementation of religious moderation must continue to be voiced, mainstreamed in order to avoid, prevent and even become a solution in overcoming conflict, one of which is the use of social media (Widiningtyas Wibowo & Siti Nurjanah, 2021).

The implementation of religious moderation can be marketed, promoted, voiced, mainstreamed digitally through social media because the number of active social media users is very large in Indonesia. In 2020, (A. T. Haryanto, 2020) noted that there were 175.2 million

internet users in Indonesia, in 2023 there were 167 million active social media users in Indonesia (Widi, 2023). In addition, in this digital era, people strongly believe and depend on the speed of information technology, one of which is social media (Ranney, 2015).

The survey Riyanto (2023) noted that the average time of internet usage is seven hours and forty-two minutes. Meanwhile, the average use of social media by Indonesians is three hours and eighteen minutes. Variations in projections of internet usage are as follows 83.2 percent for information discovery, 73.2 percent for idea discovery, 73 percent for friends and family connections, 65.3 percent for leisure time filling, 63.9 percent for news searches and current events 61.3 percent for consumption of tv shows, videos and movies. Variations in the projection of the Indonesian people in using social media are as follows: 60.6 percent of connections with friends and family, 58.2 percent to fill spare time, 51.2 percent to find out what people are talking about, 50.4 percent to find inspiration about what to do or products (Riyanto, 2023).

The social media that has the most users, is widely accessed and is used almost every time in Indonesia is Whats App around 92.1 percent of the total population in Indonesia, followed by Instagram 86.5 percent, Facebook as much as 83.8 percent, and Tiktok ranks fourth at 70.8 percent (Riyanto, 2023). This note updates the three social media that are often used in the 2022 survey, namely Youtube, Whats App and Instagram (Boyle, 2022). The explanation in this paragraph proves that Whats App is very popular (Biemans, 2023).

From the description above, it can be concluded that the implementation of religious moderation to prevent extremism, radicalism, hate speech, intolerance that can break the unity of the Indonesian nation can be done through social media, one of them is Whats App which is the social media with the largest number of users in Indonesia.

In terms of technical implementation of the research, the community or students will receive socialization and implementation of religious moderation on Whats App directly through the help of professional Whats App Blast. The professional Whats App Blast application can be categorized as direct digital marketing 4.0, because it integrates and utilizes technological sophistication. With the help of this application, religious moderation implementation messages can be set to be sent quickly and easily to the public every day - Messages are sent once a day to hundreds of people with just one click and the time of receipt of the message is set. The message reception time is set at golden hours so that people immediately open the message of religious moderation implementation directly.

The flow chart of the treatment of the sophistication of the professional application Whats App blast every day will make a positive contribution to the implementation of religious moderation. The religious implementation index will increase so that the harmony, harmony, unity and integrity of the Indonesian nation will be maintained forever.

METHOD

Method of the research

The research method used is mixed method. This method combines quantitative and qualitative data, analyses each data independently, contrasts or combines data, and interprets the results to conclude the findings. (Irambona & Syomwene, 2023).

Population and sample

Population refers to the number of people being analysed (H. Sanders, 1990). Population has a relationship with the segment of units or people who are used as objects of research (Sudjana, 2010). The population in this study are students of private Islamic religious univer-

sities (PTKIS) in West Java Province, especially the areas of Tasikmalaya City, Sukabumi City and Ciamis Regency. This is because the knowledge index of the implementation of religious moderation of students in these areas is still low so that the potential for radicalism, extremism, intolerance, the spread of hoaxes, hate speech may appear at any time.

The sampling technique in this study used a random sampling technique in which the researcher was free to choose a sample without looking at the linearity and strata of the population. Researchers took a sample of 50 students from private Islamic university located in Tasikmalaya City, 50 students from private Islamic university located in Sukabumi City, and 50 private Islamic university located Ciamis Regency.

The sample in the study will experience a pre-test flow chart, dissemination of the implementation of religious moderation by experts, treatment of the implementation of religious moderation through the professional application Whats App Blasting which has been upgraded to the latest version and settings, and post test.

Research instrument

Researchers used tests and interviews as research instruments. Tests are used to measure a person's ability (Brown, 2004). The test instrument variable concentrated on the implementation of religious moderation in the form of multiple choice as many as forty items after going through validity and reliability tests.

Interviews were conducted online to find out and strengthen data on the professional influence of Whats App Blast senders as a tool that can help socialize/marketing religious moderation for private Islamic university students in several city districts in the West Java Province area qualitatively.

Table 1. Reliability Test Result

Cronbach's Alpha	N of items
,942	50

Variables of the research

Independent variable

Independent variable is variable that cause or have a theoretical possibility of impacting other variables. The independent variable is generally denoted by the letter X. In this study, variable X is Professional Whats App Blast

Dependent variable

An independent variable is a variable that is structured in scientific thinking to be a variable caused by changes in other variables. This independent variable becomes the primary interest to the researcher or the main issue for the researcher, which then becomes the object of research. The independent variable in this study is the increase in the implementation of religious moderation of private Islamic universities students in several city districts in West Java Province.

Technique of collecting and analysing the data

Quantitative data collection was carried out through pre tests and post tests shared by professional Whats App Blast after the dissemination/socialization of religious moderation research on each sample campus. Next the researchers conducted post test. After holding a post test, the researcher conducted an interview which was conducted in a zoom meeting.

Data analysis of the pre-test and post-test results was carried out quantitatively using a paired sample t test through the data requirements test (normality test and homogeneity test).

Time and place of the research

The research was conducted in several city districts within the scope of private Islamic universities of West Java Province, namely Tasikmalaya Islamic Institute, Insan Madani Institute Sukabumi and STAI Putra Galuh Ciamis.

The research time is divided into three main steps, namely preparation, implementation and reporting. Research preparation is around August 2024. The main step of the research implementation is early September to October 2024 and the last step or reporting is held in October to early November.

RESULT AND DISCUSSION

Result

Data Description

The SPSS output of the data description of the study concentrated on the comparison of scores before and after treatment including range (values that often appear), lowest value, maximum value, total number of values obtained, mean value, standard deviation and variance. More details are presented in the Table 2:

Table 2. Data Description Findings

	Descriptive Statistics													
	N	Range	Min.	Max.	Sum	Mean	St. Dev	Variance	Skewness	Kurtosis	Stat.	Std. Error	Stat.	Std. Error
	Stat.	Stat.	Stat.	Stat.	Stat.	Stat.	Std. Error	Stat.	Stat.	Stat.	Stat.	Stat.	Stat.	Stat.
Pretest Moderasi beragama	150	74	14	88	7880	52,53	,997	12,212	149,123	,219	,198	,291	,394	
Posttest Moderasi beragama	150	70	30	100	11216	74,77	1,364	16,701	278,915	-,462	,198	-,287	,394	
Valid N (listwise)	150													

From the Table 2, it can be seen that the difference in values that often appear before treatment (pre test) and after treatment (post test), before treatment the student value that often appears is 74. Different things are shown when students have experienced treatment, the value that often appears is 70.

Another difference is shown by the minimum score obtained by students before and after treatment through Professional WhatsApp Blast, the minimum score before treatment is 14 and the minimum score after Professional WhatsApp Blast treatment is 30.

Another atmosphere of distinction in this study can be seen from the maximum scores in both the pre test and post test. The maximum student score obtained before the pre-test was 88 and the maximum post-test score was 100. Likewise, the overall score obtained by students experienced an upward graph from the original 7880 to 11216.

One of the other important things that needs to be focused on is the increasing graph of the average student score. The average value of students before treatment (pre test) is lower than the average value of students after treatment (post test) or in other words, the average value of students after treatment (post test) is higher than the average value of students before treatment (pre test). The mean of students before treatment was 52.53 and the mean of students after treatment was 74.77. This indicates that students progressively achieved a mean of 22.24 in this study.

Normality Test

The results of the normality test in this study indicate that the data is normally distributed. This can be seen from the SPSS output Table 3.

Table 3. Normality Test Finding

Treatment	Tests of Normality					
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Stat.	df	Sig.	Stat.	df	Sig.
Professional WA Blast	Pretest	,070	150	,068	,986	150
	Posttest	,068	150	,089	,986	150

a. Lilliefors Significance Correction

The number of students used in this study was more than thirty, so researchers focused on the Kolmogorov Smirnov test in the normality test. It can be seen from the table that both the normality test on the pre-test (0.068) and the normality test on the post-test (0.089) are both more than 0.05, so it can be concluded that the data used in this study are normally distributed.

Homogeneity Test

Homogeneity test SPSS output drives the research runs to the next step. The result of homogeneity test is presented in the Table 4.

Table 4. Homogeneity Test Finding

		Test of Homogeneity of Variance			
		Lavine Stat.	df1	Df2	Sig.
Professional WA Blast	Based on Mean	,001	1	298	,978
	Based on Median	,001	1	298	,977
	Based on Median and with Adjusted df	,001	1	298	,977
	Based on timmed mean	,001	1	298	,978

The significance level of the homogeneity test results is 0.978, this number exceeds the significance of 0.05. This indicates that the data is homogeneous or sourced from the same source.

Hypothesis test

In this study, researchers used a paired sample t test. The final results of the Professional Whats App Blast research to improve the implementation of religious moderation of private Islamic univesity students in West Java Province can be summarized as follows:

Table 5. Hypothesis Test Finding

	Paired Samples Test					
	Paired Difference					
	Mean	St.Dev	St.Error Mean	95% confidence interval of the Difference		
Pair 1 Prof WA Blast Pretest- Prof WA Blast Posttest	-22,240	16,952	1,384	-24,975	-19,505	-16,068 149 ,000

The significance level of the research is confirmed to be at a significance level of 0.000 or less than the significance level of 0.005. It can be concluded that Professional Whats App Blast contributes positively to increasing the implementation of religious moderation of PTKIS students in West Java Province..

Interview Result

From the results of interviews with nine students, it can be concluded that the use of Professional Whats App Blast as a digital marketing strategy has a positive impact on the implementation of religious moderation among students of private Islamic universities in West

Java. Students feel more involved, get relevant information, and have the opportunity to interact with each other. This shows that professional WhatsApp Blast can be a best practice in efforts to build awareness and interfaith tolerance in higher education.

In addition to the above interview findings, it can also be concluded that the flyer content shared through WhatsApp Blast has a significant role in improving the implementation of religious moderation in Islamic Religious Universities in West Java. Informative, interesting, and educational content not only increases students' knowledge about religious moderation, but also encourages active participation in activities that support these values. Through professional WhatsApp blast, the dissemination of positive information can be done effectively, making religious moderation easier for the younger generation to understand and implement.

Discussion

After analyzing the research results above, it can be concluded that Professional WhatsApp Blast is projected as the best method for digital marketing 4.0 in increasing the implementation of religious moderation for students of Private Islamic Religious Universities in West Java. Quantitative data from statistical calculations and qualitative data from research interviews are in sync with each other, there is nothing to reduce or reject that this platform is not effective in mainstreaming religious moderation.

The quantitative data of Professional WhatsApp Blast showed that it was very significant in statistical calculations in increasing the implementation of religious moderation after being treated for twenty-five days by sharing flyers. Every day the sample students received two informative and inspirational flyers about the implementation of religious moderation.

The results of qualitative interview data show that the use of Professional WhatsApp Blast as a digital marketing strategy has a positive impact on the implementation of religious moderation among students of private Islamic universities in West Java. Students feel more involved, get relevant information, and have the opportunity to interact with each other. Another point of view from the qualitative interview data is the flyer that is shared, it can be concluded that the flyer content shared through WhatsApp Blast has a significant role in improving the implementation of religious moderation in Islamic Religious Universities in West Java. Informative, interesting, and educational content not only increases students' knowledge about religious moderation, but also encourages active participation in activities that support these values.

The method of mainstreaming religious moderation through professional WhatsApp blasts is not only effective in reaching a wider audience, but also in delivering relevant messages quickly and efficiently. With the development of communication technology, the use of instant messaging applications such as WhatsApp blasts has become an integral part of modern digital marketing strategies (Permadi & Munir, 2023).

In this context, it is important to consider how WhatsApp Blasts can be used to spread information about religious moderation. According to data obtained from a survey, more than 80% of private Islamic university students in West Java actively use WhatsApp as a means of daily communication. This shows that this platform has great potential to be used as a tool in spreading the values of religious moderation among students. By utilizing a platform that is already familiar to them, the messages conveyed will be more easily accepted and understood.

The application of this method also allows the delivery of educational and informative messages, such as flyers about interfaith tolerance, the importance of moderation in religion, and examples of good practices in everyday life. In the context of an increasingly diverse society, the delivery of information that emphasizes the values of tolerance is very important. Through well-designed flyers, people can be invited to understand and appreciate the differences that

exist, thus reducing the potential for conflict that may arise due to misunderstandings. In addition, the importance of moderation in religion also needs to be emphasized, given that extremism often stems from a narrow and intolerant understanding of other people's beliefs. By providing clear and easy-to-understand information, people can be more open to constructive interfaith dialog.

For example, flyers with information on good practices in daily life can inspire individuals to apply these values in their interactions. Practices such as respecting each other during worship, participating in interfaith activities, or even just sharing positive experiences between people of different faiths, can help build bridges of better communication. Data shows that communities that actively interact across religions tend to have lower levels of conflict and higher levels of mutual understanding. This suggests that strengthening interfaith relations is not only beneficial for individuals, but also for overall social stability.

From a strategic point of view, the use of Professional WhatsApp Blast is in line with the digital marketing 4.0 trend that emphasizes personalization and direct interaction with the audience. With this approach, messages about religious moderation can be delivered in a way that is more engaging and in line with students' preferences. This will increase the likelihood that the messages will be remembered and applied in their daily lives.

Further analysis shows that this approach is not only effective in delivering messages, but can also serve as a tool to build a more solid community among students. By creating a space for discussion and exchange of ideas, this platform can facilitate a better understanding of religious moderation and reduce potential conflicts that may arise due to differences in views. Therefore, it is important for educational institutions and youth organizations to adopt this innovative communication strategy, ensuring that important messages are well received and understood by the younger generation. By doing so, efforts to promote religious moderation will not only be more effective, but also contribute to the creation of a more harmonious and respectful environment among students.

A limitation of this study is that the content shared was only in the form of flyers. It is important to highlight that the successful implementation of this method also depends on the quality of the content delivered. Interesting, informative, and relevant content will more easily attract students' attention. Therefore, developing good materials and involving experts in the field of religious moderation is essential to ensure that the messages are not only informative but also inspirational.

In conclusion, the use of Professional WhatsApp Blast as a digital marketing 4.0 method offers significant opportunities to improve the implementation of religious moderation among students of private Islamic universities in West Java. By utilizing existing technology and making it a tool for education and discussion, it is hoped that a more tolerant and moderate generation of students will be created. To achieve this goal, collaboration between students, lecturers, and campus administrators is necessary in designing and implementing relevant and effective programs.

CONCLUSION

The results of the study indicate that Professional WhatsApp Blast has a positive contribution as the best platform for direct digital marketing to increase the implementation of religious moderation for students of private Islamic religious university in West Java Province. This can be accounted for from statistical quantitative calculation data and qualitative data.

The results of statistical quantitative data show that the significance level of the professional WhatsApp Blast hypothesis test in improving the implementation of religious moderation for

students of Islamic religious colleges in West Java Province is 0.000. This figure is less than the significance level of 0.005, so it can be concluded that professional Whats App Blast has a very positive effect in increasing the implementation of religious moderation for students of Islamic religious colleges in West Java Province.

In addition, other statistical data can be seen from the difference in the average range of pre-test and post-test scores of the Professional Whats App Blast treatment. The graph of the average value of students before treatment (pre test) is lower than the average value of students after treatment (post test) or in other words, the average value of students after treatment (post test) is higher than the average value of students before treatment (pre test). The mean of students before treatment was 52.53 and the mean of students after treatment was 74.77. This indicates that students progressively achieved a mean of 22.24 in this study. The data reinforces that the professional Whats App Blast has a very positive effect in increasing the implementation of religious moderation for students of Islamic religious colleges in West Java Province.

Another indicator that reinforces that Professional Whats App Blast has a very positive effect on increasing the implementation of religious moderation for students of Islamic religious universities in West Java Province is the results of qualitative interview data. Overall, respondents stated that the use of Professional Whats App Blast as a digital marketing strategy has a positive impact on the implementation of religious moderation among students of private Islamic universities in West Java. Students feel more involved, get relevant information, and have the opportunity to interact with each other. Another point of view from the qualitative interview data is the flyer that is shared, it can be concluded that the flyer content shared through WhatsApp Blast has a significant role in increasing the implementation of religious moderation in private Islamic religious universities in West Java. Informative, interesting, and educational contents not only increases students' knowledge about religious moderation, but also encourages active participation in activities that support these values.

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