INDONESIAN ONLINE MEDIA STRATEGY IN PREVENTING ISLAMOPHOBIA DURING PANDEMIC ERA

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Abstract

Online media has an important rules in giving informastion during pandemic era like today. This research was conducted as an effort to look at Indonesian online media strategies as an effort to prevent Islamophobia. The strategy in this study is examined using SWOT analysis to see the strength, weakness, opportunity, and threat of Indonesian online media. The representation related to Islam in online media through samples from major online media in Indonesia, such as Republika.co.id and Kompas.com. In an effort to answer research, the authors use qualitative methods. The results of this study indicate that the media have different strength, weakness, opportunity, and threat so that the strategies used in making efforts to prevent Islamophobia are also different. Therefore, to prevent Islamophobia through the media, they can utilize the power possessed by the media to disseminate information about Islam accurately without any pressure from any party. Weaknesses and threats that are owned by the media related to the news about Islam can be overcome by utilizing the strengths and opportunities owned by the media so that news about Islam will no longer cause fear in the community and Islamophobia can be stopped by the use of the media. The conclusion of this research shows that through the SWOT strategy analysis can be made several strategies by the media as an effort to prevent islamophobia in Indonesia.

Keywords – *Islamophobia, SWOT Analysis, and Online Media*

INTRODUCTION

Media is a group tool to manipulate and marginalize non-dominant groups (Eriyanto, 2005). Media is also a marker of human civilization in representing information (Danesi, 2010). In providing information, it appears that the greatest concern of the mass media is information related to political events (Hamad, 2004). Thus, as technology develops, media also develops and follows the current life. In context of social movement activities, this technological change also changes activists in communicating, collaborating, and demonstrating (Sanjaya, 2018). Media has a function as information providers and social critics to relevant agencies to immediately fix themselves in political process (Pujiati & Yulianti, 2019).

In spreading information, media is supported by modern communications technology entrepreneurs and the commercial information industry. They are very active in business expansion so that the media can develop rapidly (Lull, 1997). Development of this technology also makes media in Indonesia increasingly develop in terms of service and presentation of information. One phenomenon that will be highlighted in this research is the role of online media in providing information to public about islamphobia news. Not only media in Indonesia, but also global media often narrate Islam negatively (Elgambri, 2008).

Islamophobia refers to prejudice and discrimination against Islam and there is no logical justification for that thinking. Islamophobia raises the assumption that Islam is a religion that teaches violence, selfishness, intolerance, and so forth (Firdaus, 2019). Islamophobia has taken the public and even the world and became famous since the WTC tragedy in America which occurred on September 11, 2001. In fact, the media has identified Islam with Osama bin Laden, the bombing of the

World Trade Center (WTC), the source of terrorism, Middle East war, and others (D.M.Alfin, *et.al*, 2018). The issue of terrorism has made the image of Muslims become cornered, including in Indonesia (Wijaya, 2016).

The incident illustrates that Islam is considered to have no norms that are in accordance with other cultures and is considered as a cruel political ideology (McGowan, 2004). Many studies related to Islamophobia have been done, such as Moordiningsih (2004), Yuliarti, et.al (2017), and Amalia & Haris (2019). Moodniningsih (2004) focusing studies on the form of strategies to overcome islamophobia. It is necessary to have a positive understanding and open-mindedness towards the life attitudes of each group and show their respective advantages so that it is more useful. Yuliarti, *et.al* (2017) conducted a study on the construction of media framing about ISIS reporting so that raises the stigma of Islamophobia. Ibda (2018) conducted a study to look at strategies to stem Islamophobia by strengthening the curriculum of the Aswaja Annahdliyah Islamic-oriented university. Amalia & Haris (2019) conducted a study of Islamophobic discourse in mass media. The results showed that the mass media were trapped in the discourse of Islamophobia that was rolled out by the western media.

The debate about Islamophobia often centers on street-level incidents, such as pulling headscarves and attacks on mosques, (Allen, 2010). However, actually there is a lot of online anti-Muslim harassment. As research conducted by Awan (2014), he said that 500 tweets from 100 different Twitter users showed how Muslims were seen and targeted by online abusers through Twitter's search engine. Copsey, *et.al* (2013) regarding anti-Muslim prejudice online. There is still little attention given to online racial crime. This can be the beginning of a greater physical threat to other incidents of conflict. Saeed (2007) in his research that discussed the representation of Islam and Muslims in the British press / media showed that British Muslims were described as 'other aliens' in the media.

Empirical facts from previous studies show that Islamophobia has a very dangerous impact on Muslims, especially in Indonesia which has a majority Muslim population. This study was actually carried out as an effort to complement previous research related to Islamophobia and the media by using SWOT analysis study to find out the strategy used by media as an effort to prevent islamophobia in Indonesia. The thing that underlies the selection of the two local media is having different views in delivering news related to Islam. This can be proven from research conducted by Yuliarti, et.al (2017). They show that news framing from the two big media is very different. The author believes that by using these two media as a sample to find the right strategy in preventing Islamophobia in Indonesia so that people will not be afraid of Islam. This study has a very important urgency that the impact of media reporting is very large so that with the right strategy to prevent Islamophobia is able to stem public fears about Islam and the image of Islam will return positive.

METHOD

This research uses qualitative method. This study uses media as sources of data. The operational definitions of variables and conceptuals from this study are online media, Islamophobia, and SWOT analysis. The following describes the operational and conceptual definitions. Media has a tendency of political-economic as well as ideological interests, especially related to Islamic news (Ayani, 2017). Today, the most widely read media by the public is online media because it is considered more effective and carry out these activities wherever and whenever the person wants to read. With online media, information about events that exist throughout the world can be delivered in an update. Even the freedom of the press to deliver the news was blamed

as a propaganda for the interest groups (Amalia & Haris, 2019). So in this study, the object of study is online media.

The second operational definition is Islamophobia, it refers to fear or hatred of Islam and is intended for Muslims themselves (Fredman, 2005). Islamophobia is a feeling of fear or hatred towards Muslims (Arif, 2014). Islamophobia is caused by publication in the mass media related to the strict representation of Islam through the phenomena of terrorism, ISIS, and Wahhabism (Rachman, 2018). This research tries to solve cases related to Islamophobia that can be done by online media in Indonesia.

The third operational definition is SWOT Analysis. Rangkuti (2006) stated that SWOT is an abbreviation of the internal environment of Stregth (S) and Weakness (W) as well as the external environment namely Opportunity (O) and Threat (T) facing the business world. In this study, SWOT analysis is used to find solutions related to media efforts in Indonesia in resolving the spread of Islamophobia through the media.

Data got from two online media, such as Kompas.com and Republika.co.id. The data in this study were obtained from the two online media to see the media representation in reporting on Islamophobia in Indonesia. Data was collected by means of literature study.

The study was conducted by researchers using SWOT analysis. By paying attention to strengths, weaknesses, opportunities and challenges, the researcher provides strategies in the form of SO, ST, WO and WT so as to provide an overview of the efforts online media can make to eradicate Islamophobia.

RESULT/FINDING AND DISCUSSION

Representation of Islam in Media Coverage

In media coverage, Islam is portrayed differently by online media such as *Kompas.com* and *Republika.co.id*. The authors try to narrow down information related to the representation of Islam in the two media so as to obtain a clear picture of how the online media provides news about Islam in Indonesia. The following table shows the representation of Islam in the reporting of the two online media:

Table 1: Representation of Islam in Media Coverage

	Islam is seen as a static one and not responsive to new realities	
	Kompas.com	*Republika.co.id*
1.	*Kompas* said that there should be no sweeping attributes of Christmas. In delivering the news, Kompas uses statements from the Ministry of Religion as legitimacy. Based on this, it can be concluded that the selection of news sources made by *Kompas.com* media sided with Non-Muslims.	In its reporting, *Republika.co.id* views that the use of the Christmas attribute is haram for Muslims. This is different from the news delivered by *Kompas.com*. In delivering this information, the news source used was the Indonesian Ulema Council (MUI). From the selection of news sources, it can be seen that *Republika* is partial to Islam.
	Reporting related to individuals (Muslim) tend to be associated with their religion	
	Kompas.com	*Republika.co.id*
2.	In its report, Kompas.com only presents one side, the Yogyakarta Legal Aid Institute (LBH), Meila Nurul Fajriah, without clarifying from the reported party, IM. This media blatantly pulled headlines from the news, the *Alumnus of the Islamic University of Indonesia (UII) in Yogyakarta*. From this report, it is clear that *Kompas.com* corners Islam by using the phrase "Alumnus of the Islamic University	Meanwhile, Republika.co.id reported cases of alleged sexual harassment-related to *alumnus of the Islamic University of Indonesia* (UII), IM, tended to be balanced. The news sources used were the Yogyakarta Legal Aid Institute (LBH), Meila Nurul Fajriah, and IM as reported. This shows that *Republika.co.id* is more balanced in reporting individuals and does not corner their religion.

Kompas.com	Republika.co.id
of Indonesia" which certainly leads to Muslims.	
Islam is seen as a religion that threatens, supports terrorism and the link between *Pesantren* (Islamic Boarding School) and Terrorism	
Kompas.com	*Republika.co.id*
3. In its report, Kompas.com states that *Pesantren* (Islamic Boarding School) have links to terrorism. The source quoted was the Chairperson of Al Istiqomah Kapu Islamic Boarding School, Hidayatullah. This shows that in reporting about terrorism cases, it appears that *Kompas.com* is more likely to say that terrorism is related to Islam.	Republika.co.id clearly states that pesantren are not involved in acts of terrorism. The news source used was the Head of Religious Education Boarding School, Regional Office, Ministry of Religion, West Sumatra, Syahrul Wirda. This is very clear and proves that *Republika.co.id* shows that terrorism has nothing to do with Islam and is not involved in acts of terrorism.
Anti-Islam is accepted as something natural and normal	
Kompas.com	*Republika.co.id*
4. *Kompas* reporting on the issue of "*the mall was opened while the mosque was closed*" tends to try to clarify clearly the issue and reveal the reasons why the mall was opened while the mosque was closed. The news source used was the Coordinating Minister for Politics, Law and Security, Mahfud MD	Meanwhile, Republika clearly stated that related to the issue of re-opening the mall. The media said that there was a huge risk when a number of shopping centers were operating again. The source cited is Ustaz Abdul Somad (UAS).

SWOT Analysis of Online Media in Indonesia

Rangkuti (2006) stated that SWOT is an abbreviation of the internal environment of Stregth (S) and Weakness (W) as well as the external environment namely Opportunity (O) and Threat (T) facing the business world. The following table shows SWOT analysis of online media :

Table 2: SWOT Analysis of Online Media in Islamic News

Strength (S)	Weakness (W)	Opportunity (O)	Threat (T)
Online media have professional human resources	Users must have a device and quota to access services.	Increased purchasing power of the people.	The emergence of new online media. The existence of new online media such as Tirto. This new media saw an opportunity because the old media had different views, especially related to religion, such as Republika and Kompas. Then tirto made more

			of the infographic portion than writing, and managed to win over millennials as loyal readers of tirto who are not religion-centric. In addition, alternative media began to emerge and began to dare to dissect what was really happening.
Online media has modern information technology.	Reading online media for a very long duration can make	Increased literacy in Indonesia.	More complete information from print media makes
	your eyes tired.		people move to print media
Online media have a strong financial standing.	There are also some media which have less financial.	There is government support in the development of media in Indonesia.	News control on online media tends to be less controllable
Online media is more effective and efficient	With the presence of online media, it allows the emergence of hoax news that can be shared with the public.	Increased internet access that is cheaper and faster.	The paradigm of society, especially millennials are bored related to religious issues.
Online media are independent	The existence of online media user interaction can lead to a long debate.	Open and accommodating government	Reading articles through online media makes lazy to think coherently, observant, and

			thorough.
The media has a partner, namely the majority of Indonesia's population (Muslim)	Online media tend to get negative and closed information about Islam.		
Online media users can interact with each other.			
There is Audience Control.			
The media has a top news organization whose job is to take editorial decisions.			

Based on the table above, an explanation can be made regarding the strengths, weaknesses, opportunities, and threats of online media so that formulations can be made to determine the right strategy in preventing Islamophobia in Indonesia. Understanding related to these things is very important to describe because it can help online media in spreading positive information related to Islam so that the image of Islam will return to a positive image and negative stigma about Islam will not appear again. The following is the explanation:

The Strength (S) of Online Media in Indonesia

Online media certainly has the power to spread information to the general public. Based on a search of several online media in Indonesia, the following strengths are owned by the online media:

1. Online media have professional human resources

   In spreading information to the public, online media certainly is not haphazard in delivering news. Therefore, it is clear that online media have professional resources such as news seekers, editors, IT departments, and so on. This power possessed by the media with professional human resources can be utilized by the media to spread true information and in accordance with the facts in the field. Therefore, the news about Islam can reach the general public in accordance with the real conditions. In addition, the existence of professional human resources.

2. Online media have modern information technology

   In its development, it appears that media has an important role in spreading information so that the technological sophistication of online media can be used as a strength to prevent the emergence of negative news about Islam. With

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the sophistication of this technology, media can provide information in accordance with the facts of the field without providing something that is not in accordance with the facts that can later bring down Islam itself. Dissemination of information is very fast, affecting the information contained is not always correct and incomplete because generally online media give priority to updates. So that the news presented does not have credibility, especially vulnerable issues such as religious issues. In addition, because it prioritizes the speed of news so it is not as accurate as other media. Furthermore, because online media is straight news, the news is quickly stale.

3. Online media have strong financials
In the development of an online media, it cannot be denied that the sustainability of online media cannot be separated from the existence of strong financial support. Without a strong financial presence, online media certainly will not work well. With the power of financial support, this can be used by media to get accurate information and in accordance with facts, especially news related to Islam.

4. Online media is more effective and efficient
Technology that develops rapidly and is modern makes the media develop according to the times. Therefore, it can be seen that online media is more effective and more efficient in conveying real information. The existence of this power can be used by the media to convey news related to issues related to Islam quickly and accurately to the public. This power can be used by the media to spread information to this part of the world

that Islam is not a religion that teaches violence or creates fear.

5. Online media are independent
The most important thing in disseminating information is that media must be independent. How does this matter? If the media can be regulated by other parties, it will be easily influenced and will follow everything instructed by the parties. Therefore, this independent can be used by the media to deliver news related to Islam in accordance without any fear from any party. In this case, all components must maintain their independence. For example, journalists must be independent. That means it doesn't matter to write anything (good/bad) about someone as long as it is in accordance with the findings/facts they have. Independence must be upheld above another journalist's identity.

6. The media has a partner, namely the majority of Indonesia's population (Muslim)
Indonesia is one of the countries that has the most Muslim population. This can be used as one of the media's strengths to become partners in reporting so that the news produced can be trusted by the public. In this case, the media can hold famous Muslim clerics or MUIs when clarifying news reporting that angles Islam. So that these sources can be trusted by the community.

7. Online media users can interact with each other
Online media also provides opportunities for two-way communication because audiences can provide comments through related news. By interacting with each other, the community can interact with other communities to respond to a news. This is very important because it can be used as

a power to provide opinions if the news presented is not true. Therefore, the media can make it as a force in delivering Islamic news correctly.

8. There is Audience Control
   The existence of audience control allows the audience to be more flexible in choosing the news they want to get. This can be used by a media as a power to present interesting news for readers so that the spread of Islamic issues can be packaged in a good manner and readers will believe in the news delivered.
9. The media has a top news organization whose job is to take editorial decisions
   The media has the top of the organization to take the final decision on the editors published. With this power, all forms of news delivered related to Islam issues can be accounted for because they have been agreed together with the editorial party.

Weaknesses (W) of Online Media in Indonesia

Besides having strengths, the media certainly also has weaknesses. The following is a description of the weaknesses that are owned by online media:

1. Users must have a device and quota to access services
   One of the weaknesses of news dissemination using online media is access to information services that must use paid internet. This is an obstacle for the media in spreading news related to updated Islamic news. It cannot be denied that the use of quotas to access services is a big problem for the media to be able to convey this information.
2. Reading online media in a very long duration can make your eyes tired

Technological advances sometimes are not always acceptable in human life. Similarly, online media usually contain information or news that is written so long that it makes the reader tired. Readers have to read long news through the monitor or via cellphone which sometimes makes the eyes tired. This is the weakness of an online media in making news that must be written in a long duration.

3. There are some media which have less financial
   For startup media, it tends to be difficult to be professional, especially related to the news because they have to find their own capital. In addition, media such as Kompas and Republika even look professional. They actually tend to follow the ideology of their owners. In the end, the news became the centric owner, especially news related to Religion.
4. With the presence of online media, it allows the emergence of hoax news that can be shared with the public
   One of the online media's characteristics is that it can save news and is easily opened at any time. This allows the emergence of hoax news that can be shared at any time to the public. So the news presented does not have credibility especially vulnerable issues such as religious issues. Beside, the media prioritizes the speed of the news so it is not as accurate as the other media (print). Furthermore, online media are also straight news and the news is stale.
5. The existence of online media user interaction can lead to a long debate. Online media users can interact with each other so that it can lead to long debates for example, ideological debates such as

religious issues that ultimately divide the nation.

6. Online media tends to get negative and closed information about Islam Another weakness that is owned by online media is the existence of negative and closed information related to the reporting of Islam. Therefore, this weakness must be overcome immediately with the right strategy so that online media can obtain open information related to the reporting of Islam.

Online Media Opportunities (O) in Indonesia

In its development, online media certainly has many opportunities that must be utilized by the media itself. The following is a description of the opportunities held by online media:

1. Increased purchasing power of the people
The purchasing power of the community to buy cellphones, laptops, I-phones and others is one of the great opportunities for the media to be able to convey Islamic news to the public. This means that in this life humans need accurate information so that people's purchasing power of the ability to buy communication service technology can be used by the media to provide information according to what they need. Especially with the large number of media that disturbs the public with the news or issues of terrorism, ISIS, or bombings that make people afraid, so they need information from the media that they can trust and can calm their minds. This condition can be used by the media to spread positive news about Islam which is *rahmatan lil alamin* and not a religion that teaches violence.
2. Increased literacy in Indonesia

Increasing literacy in Indonesia is a good opportunity for media in Indonesia to disseminate Islamic news in accordance with the facts on the ground without any manipulation or pressure from other parties. The public's desire to obtain this information can be a good opportunity to convince the public that Islam is not a religion that teaches violence such as propaganda aimed at Western media which tends to corner Islam, causing Islamophobia in society.

3. The media get opportunities obtained from the government
In this case, it appears that the government strongly supports the development of media in Indonesia so that this opportunity must be utilized properly. As a manifestation of the development of the media, it is necessary to improve the quality of delivering news, especially news related to Islam that tends to be covered up and negative things that are often revealed. For media that are still startups, they tend to find it difficult to be professional, especially when it comes to reporting, because they have to find their own capital. Unlike the mainstream media such as Kompas and Republika. In addition, media such as Kompas and Republika, although they look professional, tend to follow the ideology of their owners. In the end, news became owner centric (the interest in the power of media owners), especially related to religion.
4. Increased internet access that is cheaper and faster
The next opportunity is many offers related to cheap internet access given by several providers to users of internet services. The offer of using internet quota is an opportunity for the media to provide

factual and actual information about Islam to the public so that they can get information according to what they need.

5. Open and accommodating government
This opportunity can be exploited by the media to get support for the government to provide information related to Islam in real terms without any negative stigma. The government has a role in controlling and cooperating with the media so that they are careful in making news that can break unity.

Threat (T) of Online Media in Indonesia

1. The emergence of new online media in Indonesia
The emergence of new online media is a threat to the media in Indonesia. The new media such as *Tirto* see an opportunity because of old media that leads to different views, especially related to religion, such as *Republika.co.id* and *Kompas.com*. Then, *Tirto* made more infographic than writing, and won the millennial as a loyal reader that was not religious centric. The existence of new online media such as Tirto. This new media saw an opportunity because the old media had different views, especially related to religion, such as Republika and Kompas. Then tirto made more of the infographic portion than writing, and managed to win over millennials as loyal readers of tirto who are not religion-centric.
In addition, alternative media began to emerge and began to dare to dissect what was really happening.

2. More complete information from print media makes people move to print media
Because the level of truth of online journalism is still in doubt, so readers prefer print media. One reason is the print media go through various stages before it is printed and distributed to the public.

3. News control on online media tends to be less controllable
Supervision of online media events tends to be less controlled so that the reporting is very frivolous. This can be a threat because the truth of a story can be doubted by the reader.

4. Community paradigm especially millennials are bored with religious issues
Community paradigm especially millennials are bored with religious issues, so they prefer to be sceptical.

5. Reading articles through online media makes lazy to think coherently, observant, and thorough
Reading articles in online media actually makes you lazy to think coherently, observant, and thorough because typing in keywords can find the article you are looking for.

Indonesian Online Media Strategy in Preventing Islamophobia

The explanation above has discussed the strengths (S), weaknesses (W), opportunities (O), and threats (O) faced by the media in Indonesia. This section discusses in detail the strategies that can be carried out by the media in Indonesia as an effort to prevent Islamophobia in society. The following table shows the strategies that can be used by the media by taking advantage of the opportunities that exist and the strengths they have to overcome the weaknesses and threats of the media itself.

The following table shows the strategies that can be used by the media by utilizing existing opportunity and strength to overcome weakness and threat from the media itself. To make this strategy, the EFAS and IFAS matrices are first made so that the strength, weakness, opportunity and threat that are owned by online media are seen. This can be seen in tables 3 and 4 below:

Table 3: IFAS Matrix

Internal factors			
Strength	**Value**	**Rating**	**Score**
Online media have professional human resources	0,10	4	0,40
Online media has modern information technology.	0,10	4	0,40
Online media have a strong financial standing.	0,10	4	0,40
Online media is more effective and efficient	0,10	2	0,20
Online media are independent	0,10	2	0,20
The media has a partner, namely the majority of Indonesia's population (Muslim)	0,20	3	0,60
Online media users can interact with each other.	0,1	2	0,2
There is Audience Control.	0,1	4	0,4
The media has a top news organization whose job is to take editorial decisions.	0,1	4	0,4
Total Score			**3,20**

Weakness	Value	Rating	Score
Users must have a device and quota to access services.	0,25	4	1,00
Reading online media for a very long duration can make your eyes tired.	0,15	2	0,30
There are also some media which have less financial.	0,20	2	0,40
With the presence of online media, it allows the emergence of hoax news that can be shared with the public.	0,20	2	0,40
The existence of online media user interaction can lead to a long debate.	0,10	2	0,20
Online media tend to get negative and closed information about Islam.	0,10	1	0,10
Total Score			**2,40**

Based on table 3, it can be seen that the total strength score is 3.20 and the total

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weakness score is 2.40. The following table 4 is an external factor of the media in Indonesia which is used to look at external factors from outside the media environment. Table 4 follows:

Table 4: EFAS Matrix

External Factors			
Opportunity	**Value**	**Rating**	**Score**
Increased purchasing power of the people.	0,3	4	1,2
Increased literacy in Indonesia.	0,1	2	0,2
There is government support in the development of media in Indonesia.	0,2	4	0,8
Increased internet access that is cheaper and faster.	0,4	4	1,6
Total Score			3,80
Threat	**Value**	**Rating**	**Score**
The emergence of new online media.	0,3	4	1,20
More complete information from print media makes people move to print media	0,1	1	0,1
News control on online media tends to be less controllable	0,20	4	0,80
The paradigm of society, especially millennials are bored related to religious issues.	0,20	2	0,40
Reading articles through online media makes lazy to think coherently, observant, and thorough.	0,20	2	0,40
Total Score			2,90

Based on table 4, it can be seen that the total score of the opportunity score is 3.80 and the total value of the threat score is 2.90. After knowing the scores of each strength, weakness, opportunity, and threat, a strategy can be made that can be used by the media as an effort to prevent Islamophobia in Indonesia. Look at table 5 here:

Table 5: SWOT Matrix: Indonesian Online Media Strategy in Preventing Islamophobia

Internal \ External	**Opportunity**	**Treath**
Strength	**SO Strategy** - Create Android Media Applications	**ST Strategy** - Increase product/service diversification

	- Create an official account on Social Media - Make effective promotions in various media - Increase public participation as a source of news search - Continue to update technology	- Making Islamic journalistic competition events for the younger generation
Weakness	**WO Strategy** - Create public comment column for news - Create filters to filter news comments - Maximize government support for the media	**WT Strategy** - Increase the speed of access to news - Give certain promotions for Islamic young generation to access news - Increase more millennial religious content - Improve news content that is coherent, observant and concise

Based on the SWOT matrix above, the description can be made regarding strategies that can be carried out by Indonesian online media in an effort to prevent Islamophobia.

Strategi SO (Strength-Opportunity)

This strategy is used by the media to use their strengths by looking at opportunities. The following strategies can be used.

1. Create Android Media Applications
   In an effort to facilitate the dissemination of information related to Islam, the media can use technological advances by using Android applications so that it is easily utilized by the public to get news related to Islam.
2. Create an official account on Social Media
   To avoid hoax news and to make people believe in the Islamic news delivered, then the media can make an official account so that the public believes in the news about Islam that is reported by the media.
3. Make effective promotions in various media
   This strategy can be carried out by the media to create attractive promotions in an effort to attract public trust in the media itself. With this trust, the information conveyed related to Islam can be conveyed well to the public and there will be no more negative issues about Islam.
4. Increase public participation as a source of news search
   Indonesia has a majority Muslim population so this can be used as a force to engage the public as a source of news search. After that,

the news can be discussed with policy makers in the media before being published. This public involvement can be a positive value if the source is valid and involves Muslim leaders in Indonesia. This is an effort to attract the attention of the public to believe in news about Islam delivered by the media.

5. Continue to update technology
   Technology becomes a very important part. Therefore, the media needs to always update the technology so that it does not lag behind the technological advancements that exist in the world. In addition, technological advances can be utilized to obtain information and disseminate information in real time and up to date.

ST Strategy (Strength-Threat)

This strategy is used by the media to use their strength by looking at existing threats. The following strategies can be used.

1. Increase product/service diversification
   In an effort to maintain the quality of reporting related to Islam, it is necessary to increase products or services to online media. With the number of service products, a lot of news can be given with a variety of colors so that it is more attractive to the community.

2. Making Islamic journalistic competition events for the younger generation
   Millennials are less concerned and less interested in Islamic news. Therefore, to attract the interest of millennial readers to Islamic news that is nicely packaged and interesting. So, the media can make Islamic journalistic competition events for the younger generation. With this competition event, it can increase the interest of young

people to read Islamic news and also write Islamic news positively.

WO Strategy (Weakness-Opportunity)

This strategy is used by the media to overcome their weaknesses by looking at opportunities that exist. The following strategies can be used.

1. Create public comment column for news
   The media can make a column of public comment, especially in providing opinions on the news delivered. The comments column can be filled in accurately by the public and filled with accurate and impartial public opinions on any party. This public opinion can support the media to spread Islamic news properly.

2. Create filters to filter news comments
   In making comments, the media can filter out comments made by the public. The media is obliged to make a filter of comments that lead to things that marginalize Islam.

3. Maximize government support for the media
   Support for the media can be used to deliver true news about Islam without fear. Because the government gives press freedom to journalism so that it can be used by the media to give positive news to Islam.

WT Strategy (Weakness-Threat)

This strategy is used by the media to overcome their weaknesses by looking at existing threats. The following strategies can be used.

1. Increase the speed of access to news
   In an effort to disseminate information quickly and accurately, the media in Indonesia can increase the speed of access to reporting to the public. This is very important because the speed of this access can provide inner peace to the

community when there are news that are troubling the community for example there is news of Islamic propaganda, terrorism, and so forth. The media in Indonesia can quickly convey accurate information to Islamic news.

2. Give certain promotions for Islamic young generation to access news
   As we have seen, access to the media sometimes becomes an obstacle due to difficult or paid news access. Therefore, the media can provide promotions to Islamic young people to access Islamic news.

3. Increase more millennial religious content
   In delivering religious news, it must be packaged with interesting writing and use language that is acceptable to millennials. The writing is interesting and not too long but it hits millennial generation. Then it will increase understanding of millennial generation towards understanding Islam comprehensively. This means that millennial generation needs to get a good understanding of Islam so that it is not easily propagated by people who do not like Islam.

4. Improve news content that is coherent, observant and concise
   News in online media is sometimes packaged with less interest so that readers are lazy to read. Therefore, strategies that can be used by online media to improve the quality of Islamic news content and presented coherently, observantly, and briefly. With the presence of coherent, observant, and concise content, readers will be interested in reading Islamic news so that news about Islam can reach the public correctly and nothing is propagated.

CONCLUSION

Strategies that can be used are SO Strategy to create an android media application, create an official account on social media, make effective promotions on various media, increase public participation as a source of news seekers, and continue to update technology. The ST strategy undertaken is to increase product/service diversification and create Islamic journalistic competition events for the younger generation. The WO strategy undertaken is to create a community comment column for news, create filters to filter out news comments, and maximize government support for the media. WT's strategy is to increase the speed of access to news, provide certain promotions for Islamic young people to access news, increase religious content that is more millennial, and increase the content of news that is coherent, observant and concise. Further research can be done to prevent Islamophobia in Indonesia through the media by using another approach. SWOT analysis can be used by using Islamic media as media used as the object of study.

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