

POSTER MEDIA STRATEGIES FOR BUILDING RELIGIOUS TOLERANCE IN BANGSRI VILLAGE

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Abstract: This article examines the development of poster media as an educational tool to instill the values of religious moderation in Bangsri Village. Religious moderation is an important concept in maintaining harmony, tolerance and harmony in a pluralistic society. The purpose of this study is to determine the effectiveness of poster media in conveying religious moderation messages to teenagers as a group that is vulnerable to being exposed to intolerance. The method used is qualitative research with data collection techniques through field observations, in-depth interviews with community leaders and teenagers, and literature studies related to moderation values. The results showed that poster media has high visual appeal, is easily understood by various groups, and is able to reach a wide range of public spaces. The developed posters contain core messages of religious moderation such as the importance of tolerance, mutual respect for differences, and rejection of all forms of violence and extremism in the name of religion. The poster design also considers the local context to make it more relevant to the lives of local communities. The findings show that poster media can be an effective communication strategy in religious education, especially in building youth awareness of the importance of peaceful coexistence in diversity.

Keywords: Religious Moderation, Poster Media, Education, Tolerance, Bangsri Village

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INTRODUCTION

Indonesia is known as a country rich in religious, cultural and ethnic diversity. This diversity is both a strength and a challenge in maintaining social harmony. Religious moderation emerges as a strategic approach to maintaining interfaith harmony by emphasising mutual respect, tolerance, and rejection of extremism. This concept has been implemented in various regions through the "Religious Moderation

Village" programme such as in Kebumen Regency, Central Java to preserve the noble values of life based on harmony, mutual cooperation, and kinship in the community.¹

Bangsri Village, located in Brebes Regency, Central Java, is a clear example of a community that upholds the values of tolerance and harmony. Despite consisting of various religious and cultural backgrounds, the people of Bangsri Village are able to coexist harmoniously. This is supported by strong local traditional values, mutual respect, and trust in community leaders. In an effort to strengthen religious moderation, communication media plays an important role. One effective medium is posters, which can convey messages of tolerance and harmony in a visually appealing way.

The use of poster media has been proven effective in increasing understanding and tolerant attitudes among elementary school students, as was done at SD Negeri Blimbing 03, where there was an increase in understanding of religious moderation values after socialisation through digital poster media.² Seeing this potential, the development of poster media in Bangsri Village is expected to be an educational tool that supports efforts to build and strengthen religious moderation. Through this approach, the values of tolerance, mutual respect and harmony can be effectively disseminated to all levels of society, creating a harmonious and peaceful environment.

Religious moderation is an important pillar in maintaining social harmony amidst the diversity of Indonesian society. Various approaches have been taken to instil moderation values, including through digital media such as comics and flipbooks.³ For example, the development of digital comics based on Hindu literary texts in Denpasar has shown effectiveness in delivering moderation messages in an

¹ Ezah Fatmatus Saruroh et al., "Peningkatan Nilai Moderasi Beragama Melalui Kegiatan Sosialisasi Moderasi Beragama Di Kampung Mansur Besar Kelurahan Tembeling Tanjung Kabupaten Bintan," *JPPM Kepri: Jurnal Pengabdian Dan Pemberdayaan Masyarakat Kepulauan Riau* 2, no. 1 (2022): 45–54, <https://doi.org/10.35961/jppmkepri.v2i1.324>.

² Dwi Rosyidatul Kholidah, Choerul Anwar Badruttamam, and Allinda Hamidah, "Sosialisasi Nilai Moderasi Beragama Melalui Media Poster Digital Terhadap Sikap Intoleransi Siswa Sekolah Dasar," *Jurnal Pengabdian Kepada Masyarakat Nusantara (JPkMN)* 4, no. 1 (2023): 155–162.

³ Suwarno Suwarno et al., "PELATIHAN PEMBUATAN KOMIK DIGITAL BERTEMA NILAI-NILAI MODERASI BERAGAMA DI TAMAN BACAAN MASYARAKAT TRINANDA EDUCATION," *JMM (Jurnal Masyarakat Mandiri)* 9, no. 1 (2025): 823–832, <https://doi.org/https://doi.org/10.31764/jmm.v9i1.28426>.

interesting and contextualised manner. Similarly, the use of interactive flipbooks in learning the Prophet's dakwah in Medina has increased students' understanding of religious moderation.⁴ However, most of these studies focus on formal or urban education contexts. There is still a gap in the application of simple and accessible educational media in rural areas such as Bangsri Village.

The village is known for its inter-religious harmony that is maintained thanks to the values of local traditions and high mutual respect. However, not many efforts have been made to strengthen these values through visual media that can reach all levels of society.⁵ This research aims to develop poster media as an educational tool in building and strengthening religious moderation in Bangsri Village. Posters were chosen because they are simple, easy to produce, and can be placed in various strategic locations in the village, so that the messages conveyed can reach the wider community. In addition, the use of attractive illustrations in posters can increase the attractiveness and understanding of the message conveyed.

Thus, this research offers a new approach in spreading the values of religious moderation through simple yet effective visual media in rural environments. It is hoped that the results of this research can serve as a model for other villages, demonstrating how culturally relevant media can effectively strengthen interfaith harmony and tolerance.⁶

RESEARCH METHODS

A. Type and Research Approach

This research uses a descriptive qualitative approach. This approach aims to describe systematically and factually the process of developing poster media and its

⁴ Komang Agus Triadi Kiswara, "Pengembangan Komik Digital Sebagai Media Pendidikan Moderasi Beragama Berbasis Teks Susastra Hindu Di Kota Denpasar," *Jayapangus Press: Jurnal Penelitian Agama Hindu* 9, no. 2 (2025): 34–48, <https://doi.org/https://doi.org/10.37329/jpah.v9i2.3664>.

⁵ Komalasari Komalasari and Resta Tultuffia Sari, "Moderabook: Pengembangan Media Pembelajaran Berbasis Flipbook Guna Meningkatkan Pemahaman Moderasi Beragama Dalam Materi Dakwah Rasulullah SAW Di Madinah," *Jurnal Pendidikan Tambusai* 7, no. 3 (2023): 23181–23192, <https://doi.org/https://doi.org/10.31004/jptam.v7i3.10274>.

⁶ Asniah Asniah and Rifki Rosyad, "Implementasi Moderasi Beragama Dalam Meningkatkan Kerukunan Suku Anak Dalam Di Desa Dwi Karya Bakti Jambi," *Refleksi* 22, no. 1 (2023): 101–128, <https://doi.org/10.15408/ref.v22i1.32513>.

implementation in building religious moderation in Bangsri Village. This method allows researchers to understand social and religious phenomena in depth through direct interaction with research subjects.

B. Location and Research Subjects

The research was conducted in Bangsri Village, a village with religious and cultural diversity. The research subjects included religious leaders, village youth, and the general public involved in religious and social activities in the village.

C. Data Source

The data used in this study consisted of:

1. Primary Data: Obtained through in-depth interviews with religious leaders, village youth, and the general public regarding their perceptions of religious moderation and the effectiveness of the developed poster media.
2. Secondary Data: Obtained from literature studies, including books, articles, and documents related to religious moderation, as well as analyses of previously used poster media.

D. Data Collection Techniques

Data collection techniques include:

- i. In-depth Interview: Conducted to explore the perceptions and experiences of research subjects related to religious moderation and the use of poster media.
- ii. Participatory Observation: Researchers were directly involved in social and religious activities in the village to observe inter-religious interactions and the use of poster media.

E. Data Analysis Technique

Data analysis was carried out qualitatively with the following steps:

1. Data reduction: Selecting and focusing data that is relevant to the research objectives.
2. Data Presentation: Arranging data in the form of a narrative or matrix to facilitate understanding.
3. Drawing Conclusions: Interpreting data to find patterns and meanings related to the development of poster media and religion.

F. Sharia Issues Analysis Mechanism

In analysing sharia issues related to religious moderation, researchers used a normative approach by referring to Islamic principles that emphasise tolerance, justice, and compassion. The analysis also considered the local social and cultural context of Bangsri Village to ensure that the poster media developed was in accordance with sharia values and effective in promoting religious moderation. This research method is expected to provide a comprehensive picture of the process and effectiveness of poster media development in building religious moderation in Bangsri Village, as well as its contribution to the understanding and application of sharia values in people's lives.

RESULTS AND DISCUSSION

Effectiveness of Poster Media in Religious Moderation Education

Poster media is one of the visual communication media that has the advantage of conveying messages in a concise, interesting, and easy to understand manner. In the context of value education such as religious moderation, this media has proven to be able to raise public awareness of the importance of tolerance, mutual respect, and avoiding extremes in religion. Posters work directly through symbolic visuals, colours and short, powerful sentences, so the message can be captured instantly by the audience.

Research conducted by Dwi Rosyidatul Kholidah, et al (2023) at SD Negeri Blimbing 03 stated that the use of digital poster media in socialising tolerance values resulted in a significant increase in student understanding. The average score of students' understanding of diversity issues rose from 56 to 90 after being given exposure through contextually designed poster media. This shows that the visual approach is very suitable for conveying abstract values such as justice, equality, and mutual respect between religious communities.

Another study by Wafiyatu Maslahah and Titin Fitria (2023) at MTs Al-Khoirot confirmed that poster media used in social studies learning succeeded in improving students' critical thinking skills. This skill is important in building an understanding

of religious moderation because students are invited to reflect on various points of view, not just accept doctrine. Posters are used as triggers for discussion and critical reflection, so that they not only educate, but also encourage students' active participation in understanding diversity issues contextually.⁷

Apart from the school environment, posters are also effectively used in the general community, including in rural areas such as Bangsri Village. The characteristics of rural communities that tend to be visual and communicative are very suitable for the poster approach, especially if accompanied by images and messages that are relevant to local conditions. By featuring local figures or symbols of local culture, religious moderation posters will be more easily accepted and understood by the community. Research from UIN Sunan Kalijaga even states that visual media such as posters can influence the religious attitudes of residents in peripheral areas.

The effectiveness of poster media also depends on the quality of the design and the context in which it is distributed. Posters created without understanding the sociocultural context of the community may create resistance or fail to convey the message. Therefore, involving local communities in the poster design process is highly recommended. By combining participatory approaches and strong visual media, posters can be a strategic instrument in building a moderate culture in the community.

Poster Media Implementation Strategy in Bangsri Village

The development of poster media in building religious moderation in Bangsri Village requires a planned and contextualised strategy. The first step is to map local values that are relevant to the principles of religious moderation, such as the values of gotong royong, deliberation, and interfaith tolerance. This identification is important so that the message in the poster is not abstract, but close to people's daily lives. Posters that highlight local wisdom have a higher appeal and acceptance rate in rural communities.

The second step was the involvement of community and religious leaders in the process of creating the poster media. Their participation not only provides

⁷ Wafiyatu Maslahah and Titin Fitria, "Pengaruh Media Poster Terhadap Keterampilan Berpikir Kritis Siswa MTs Abad 21," *Edukatif: Jurnal Ilmu Pendidikan* 5, no. 2 (2023): 1301-1307, <https://doi.org/10.31004/edukatif.v5i2.3941>.

legitimacy to the content of the message, but also increases public trust in the media delivered. According to research conducted by Nadia Wiyata Hanif and Sidiq Setyawan (2024) in the Scientific Journal of Communication Sciences, communication strategies involving local leaders tend to be more effective in delivering social messages because people have emotional attachment and trust in these figures. Thus, the message of religious moderation delivered through posters will be more easily accepted and practised by citizens.⁸

The third step is the utilisation of digital technology to expand the reach of the posters. Although most people in Bangsri Village live in rural areas, the penetration of social media such as WhatsApp, Facebook and Instagram is high, especially among the youth. Therefore, digital posters can be distributed through the village WhatsApp group, the youth organisation's social media accounts, or posted on the village website. Finally, the fourth step is the physical distribution of posters in strategic places, such as village halls, mosques, ronda posts, and schools. This placement is important so that people who are not active on social media can still receive the message.

Posters should be designed with an attractive appearance, striking yet harmonious colours, and simple and communicative language. Visualisation of local figures, quotes from religious leaders, and cultural symbols can strengthen people's attachment to the message. Periodic evaluations should be conducted to assess the effectiveness of the posters in increasing public understanding of religious moderation. Evaluations can be conducted through focus group discussions (FGDs), short surveys, or interviews with community leaders. The results of this evaluation can be the basis for improving the content and distribution approach in the next activity.

⁸ Nadia Wiyata Hanif and Sidiq Setyawan, "Strategi Komunikasi Pemerintah Dalam Pembangunan Masyarakat Kabupaten Hulu Sungai Tengah Kalimantan Selatan Dengan Komunitas Adat Terpencil (Suku Dayak Meratus)," *JURNAL AUDIENS* 5, no. 4 (2024): 687-697, <https://doi.org/https://doi.org/10.18196/jas.v5i4.531>.

Challenges and Solutions in Using Poster Media

The use of poster media in building religious moderation in Bangsri Village is certainly not free from various challenges. One of the main challenges is the different levels of visual literacy in the community. Not all residents have the same ability to interpret the symbols or images displayed on posters. This could potentially lead to misunderstanding of the message. Therefore, posters should be designed in a simple yet communicative manner, avoiding ambiguous or overly academic symbols or terms.

Another challenge is the lack of access to technology, especially for people who are not familiar with digital platforms such as social media or poster design applications. Although digital poster distribution has advantages in terms of reach and efficiency, some people, especially the older generation, are still more familiar with print media. In this case, a combination strategy between print and digital media is a solution that needs to be implemented. Research by Fathur Rohman (2023) also states that the success of visual-based campaigns in villages is highly dependent on the ability to adapt the media to the characteristics of local residents.⁹

In addition, resistance to changes in values or new messages is also a crucial challenge. In culturally established societies, messages such as "religious moderation" can be perceived as foreign or even threatening to tradition. Therefore, it is important to frame the poster in a narrative that is relevant to local culture and values. In other words, posters should not be patronising but should instead be a reflection of the life of the community itself.

The solution to these challenges is a participatory and contextualised approach. Involving the community, especially religious, traditional and youth leaders, in the planning, design and distribution of posters is crucial. Finally, to overcome the limited reach of the poster media, community discussions and verbal reinforcement of the narrative can be complementary. Posters serve as conversation starters, which are then continued in informal forums such as *pengajian*, *arisan*, or neighbourhood forums. In

⁹ Fathur Rohman, "PEMANFAATAN MEDIA SOSIAL UNTUK SOSIALISASI MODERASI BERAGAMA," *SCHOLASTICA: Jurnal Pendidikan Dan Kebudayaan* 5, no. 2 (2023): 25-42, jurnalsttstnualhikmah.ac.id.

this way, posters are not only a silent medium, but also a space for dialogue and value exchange. This integration between visual media and oral communication is believed to be able to strengthen the message of religious moderation in a deeper and more sustainable way.

CONCLUSIONS

The development of poster media as a means of building religious moderation in Bangsri Village has proven to have great potential, both in terms of message delivery effectiveness and visual appeal that can reach various levels of society. Posters not only convey information in a short and concise manner, but also become a cultural communication tool that is easily accepted by the community because it prioritises local symbols and messages. The successful use of posters has been proven in various previous studies, including in the context of schools and the wider community.

The right implementation strategy determines the success of poster media in internalising religious moderation values. Contextualised approaches such as local value mapping, involvement of community leaders, dissemination through social media, and physical distribution are important factors. In addition, participatory poster design can increase citizens' sense of belonging to the message, while minimising cultural resistance.

However, a number of challenges still need to be anticipated, such as people's varying visual literacy, limited access to technology, and resistance to messages that are perceived as new. Solutions to these challenges include simplifying the design, combining print and digital media, and strengthening community discussions that deepen the visual messages. This way, the posters are not only informative but also educative and dialogic.

Strengthening moderation messages through posters at the village level also opens strategic space for the campaign of peaceful and tolerant religious values at large. This effort supports the Ministry of Religious Affairs' programme to strengthen religious moderation villages as part of national character building. Bangsri Village, as an area with a rich culture and spirit of togetherness, has the potential to become a

model for developing locality-based poster media. Therefore, poster media is not just a means of one-way communication, but is part of a social transformation strategy that forms collective awareness. With an inclusive, communicative and collaborative approach, poster media can be a force in building a moderate, tolerant and civilised society at the grassroots level.

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