
Interfaith Dialogue Format in Fostering Peace on Instagram: Indonesia Celebrates Diversity

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ABSTRACT

This research aims to examine the peace dialogue format in fostering harmony on Instagram Indonesia Merayakan Perbedaan (IMP). This research uses descriptive quantitative research, where this study aims to examine the use of dialogue formats in fostering harmony on the Instagram social media platform IMP. The researcher found three indicators used in the study, namely cognitive, affective, and collaborative. In each indicator, there are themes raised by the researchers to classify each post. The most frequently appearing theme in the cognitive indicator is the theme of knowledge of differences and similarities. The most frequently appearing affective theme is the theme of togetherness. The most prominent collaborative theme is the theme of collaboration in building the nation. The result of this research is that, in building peace on Instagram IMP, the cognitive indicator is the most widely used indicator. In conclusion, the cognitive aspect is useful for building a dialogue of harmony among religious communities and cultures in Indonesia, especially on the theme of understanding differences and similarities.

Keywords: *Peace, Indonesia Celebrates Differences, Cognitive, Dialogue Formats, Togetherness*

INTRODUCTION

According to the peace development index released by the Institute for Economics & Peace in 2023, the peace of countries decreased by 0.42 percent in the Global Peace Development Index 2023. This is the ninth consecutive year that global peace has deteriorated. The average level of peace has only increased twice year-on-year since 2008. This was reported by the Institute for Economics & Peace in 2023.

In this case, Indonesia itself ranked 45th in the world in the peacebuilding index in 2021. However, in the year 2022, Indonesia ranked 47th in the global peacebuilding index. Hingga tahun 2023, Indonesia menduduki peringkat ke-53 dalam indeks pembangunan

perdamaian global. Therefore, based on the data collected by researchers, it seems that Indonesia's peacebuilding index ranking has declined over the past three years.

Inter-religious conflicts can occur at any time, with different triggering factors. One of them is the use of religion in politicization ahead of elections. (Riki Ronaldo, 2021). Based on the research conducted by Riki Ronaldo (2021), he found the involvement of Islamic identity and clerical identity, as well as several religious figures, participating in the elections that took place in 2019. This made religious leaders vigilant to prevent conflicts from occurring. Like the event on July 12, 2019, a program launched at An Nizam Mosque aimed to share while countering radicalism. Furthermore, long before 2019, in 2018, an NGO advocating for religious inclusivity to maintain peace was established, titled "Indonesia Celebrates Differences," one year before the 2019 elections. In the 2019 Bawaslu article titled "IKP 2019 Indeks Kerawanan Pemilu, Pemilu Legislatif dan Pemilu Presiden 2019," it is mentioned that conflicts between religions are one of the issues that should be prevented and managed. Peace surrounding elections is only a part of the issues between religious communities. This is what IMP is wary of, the issues affecting multi-religious communities (source: personal interview with one of the founders of IMP). Bambang O, 2024). for example, preventing conflicts through discussions of daily issues in interfaith relations, which also falls within the perspective of IMP in addressing these matters. Based on the incident, IMP, which is an organization not affiliated with the government or commonly referred to as an NGO (Non-Government Organization), is present within the community.

NGO or Non-government organization is an institution that exists within the context of public relations. Thus, the relationship between NGOs and PR cannot be separated from each other. PR in NGOs has a relationship to take a strategic approach to manage communication. Dan hubungan yang dibangun antara pemangku kepentingan seperti donor, penerima manfaat, dan masyarakat dapat dipertahankan. So that NGO institutions can enhance their visibility, credibility, and accountability. (Ormerl, 2020; Greenberg, 2011; Morris, 2008; Jagosh, 2012; Bourne, 2019; Chambers, 1994; Myers, 2016; Ph.D, 2023).

The goal of NGO PR is to solve the problems present in the community. NGOs provide an important part of social, educational, cultural, and welfare services that are perceived by the community as necessary for their development and functionality. Karena LSM adalah institusi yang mengambil berbagai bentuk seperti organisasi sukarela swasta, organisasi nirlaba, asosiasi sekunder (keluarga, etnis, dan nasional), asosiasi sukarela, dan kelompok tekanan. Thus, NGOs are involved in addressing critical issues for society, especially those that do not receive adequate attention from profit-oriented companies or government institutions (Duhalm, S. 2010. Abiddin, N., 2022). Adding that NGO institutions themselves play an important role in Sustainable Community Development, but face challenges such as resource scarcity and ineffective management. Ini adalah hambatan dalam lembaga NGO, jadi ada kebutuhan akan sumber daya yang lebih memadai dalam mengembangkan NGO dan organisasi manajemen yang lebih efektif. Thus, PR is present to solve the problems within the NGO institutions.

One of the NGOs that handles peace in Indonesia is Indonesia Celebrates Differences (IMP). IMP is an Association of Religious Leaders from 6 Religions and Believers in God Almighty, recognized by the Government of the Republic of Indonesia. The meaning of the

name IMP (Indonesia Celebrates Diversity) is that the Indonesian nation consists of various ethnicities, religions, races, etc. These differences should not be a cause for division, but rather a significant asset in realizing our shared aspirations. Indonesia Celebrates Differences invites us all to together appreciate and enjoy those differences, and to avoid division caused by differences, in accordance with the motto *Bhinneka Tunggal Ika*.

The peace promotion media carried out by IMP is done through social media. Indonesia Celebrates Differences is a social media account on Instagram. Where this social media account discusses various religions in Indonesia through the posts they share. This account aims to promote tolerance and teach various religions and cultures in Indonesia, with the goal that everyone who follows this account can better understand the importance of appreciating differences to strengthen relationships with fellow citizens in Indonesia. This social media account has been created since 2018 and is still actively operational to this day. There is a special team that posts on the IMP Instagram account every week, aiming to respond to the audience whenever there is a comment. We can see on the IMP Instagram social media account that there are around 631 people following the account, with an average of almost every week the account posting various religious activities that can be followed by everyone each week. Not focused solely on one religion but rather all religions in Indonesia, aimed at more people who want to learn about religious activities in Indonesia by accessing the Instagram account *Indonesia Merayakan Perbedaan*. Currently, the account has posted 306 news articles covering various religious and cultural activities in Indonesia.

In addition to the Instagram social media account, this account also has several other social media accesses to share its news, such as YouTube and an official link that can be accessed online from any of our gadgets, aimed at making it very easy for anyone who wants to learn more about the various cultures in Indonesia. Based on the data researched, according to the number of posts released by each social media account. IMP has several accounts, such as on Instagram where the number of posts released by IMP is 306 posts to date. Meanwhile, on the IMP Facebook account, there are 646 posts. On the IMP YouTube social media account, there are 108 posts. Why did the researchers choose Instagram over Facebook, because IMP wants to reach a wider audience? This was known by the researcher based on an interview with one of the founders of IMP, namely Bambang O., (2024). The association of religious leaders and beliefs has a meeting place located at Jl. Darmo No.1, Simoketawang - Wonoayu 61262, Sidoarjo, East Java, Indonesia.

The goal of IMP's publicity is religious inclusivity to achieve societal peace. "Peacebuilding refers to activities aimed at bringing people together and addressing the structural causes underlying conflicts, regardless of the stage or dynamics of the conflict" (Garred and Abu-Nimer, 2018). "Peacebuilding aims to create conditions for sustainable peace and the prevention of future conflicts through the positive transformation of cultures, structures, systems, and other root causes that generate and sustain conflicts into those that promote peaceful coexistence among warring groups." (Abu-Nimer, 2021) which necessitates peacebuilding aimed at preventing future conflicts by addressing the root causes of conflicts. This involves positive changes in various aspects of community life, such as culture, structure, and systems, to create conditions conducive to sustainable peace.

LITERATURE REVIEW

Public Relations

Johnston and Zawawi (2008) categorized the functions of PR into several PR activities. One form of its activities is communication, exchanging thoughts, opinions, or messages through visual, oral, or written media. PR activities, according to Rosady Ruslan (2005), involve conducting two-way communications between a company or an institution and the public, with the aim of creating understanding and support for achieving specific goals, policies, production activities, or services, and so on, for the advancement of the company or a positive image for the institution concerned. Based on Rosady Ruslan's opinion regarding the definition of public relations activities, it is an activity carried out by public relations to establish good communication with the public to create mutual understanding. If mutual understanding is created well, then the main goals that are intended to be achieved become easier.

Cutlip, Center, and Broom (2006) explain, "Public Relations is a management function that builds and maintains mutually beneficial relationships between an organization and the public that affect the success or failure of that organization." In the book "Effective Public Relations," according to Rex F. Harlow, his definition includes conceptual and operational elements: Public Relations helps in building and maintaining lines of communication, mutual understanding, mutual acceptance, and cooperation between the organization and its public; PR involves issue management or problem management; PR helps management remain responsive and obtain up-to-date information about public opinion; PR defines and emphasizes management's responsibility to serve public interests; PR helps management keep up with changes and effectively leverage changes, and in this regard, PR acts as an early warning system to anticipate change directions (trends); and PR uses healthy and ethical research and communication as its main tools (Cutlip, Center, & Broom, 2009). Public Relations (PR) serves the function of building and maintaining good and beneficial relationships between an organization and the public, which influence the success or failure of that organization (Cutlip, Center, & Broom, 2009). Publicity deliberately disseminates planned and executed messages through chosen media, without payment, to convey the organization's interests more broadly and much more.

Public Relations For NGO

An NGO or Non-government organization is an institution that exists within public relations. Thus, the relationship between NGOs and PR cannot be separated from one another. PR in NGOs has a relationship to adopt a strategic approach to managing communication. And the relationships built between stakeholders such as donors, beneficiaries, and the community can be maintained. So that NGO institutions can enhance their visibility, credibility, and accountability. (Ormerl, 2020; Greenberg, 2011; Morris, 2008; Jagosh, 2012; Bourne, 2019; Chambers, 1994; Myers, 2016; Ph.D, 2023).

NGO organizations are needed to maintain good relationships with the public. Regardless of where the NGO operates, maintaining and promoting public trust is a very important goal. Maintaining credibility amidst a highly competitive climate is also worth noting. The majority type of NGO organization is a foundation or charity. These organizations are used to raise public awareness and gather funds. In addition, NGO organizations often collaborate with government institutions to achieve a common goal. (Duhalm, 2010, p.362).

The purpose of establishing an NGO organization is to disseminate information on public interest issues, such as health, education, environment, and culture. Some activities carried out by NGO organizations to communicate with the public include press releases, news articles, interviews, press conferences, and organizing events (Dunelm, 2010). The goal of NGO PR is to address the issues present in the community. NGOs provide an important part of social, educational, cultural, and welfare services that the community perceives as necessary for its development and functionality. Because NGOs are institutions that take various forms such as private voluntary organizations, non-profit organizations, secondary associations (family, ethnic, and national), voluntary associations, and pressure groups. Thus, NGOs are involved in addressing critical issues for society, especially those that do not receive sufficient attention from profit-oriented companies or government institutions. (Duhalm, S. 2010). Abiddin, N., (2022) adds that NGOs themselves play an important role in Sustainable Community Development, but face challenges such as resource scarcity and ineffective management. This is what becomes a constraint within NGO institutions. There is a need for more adequate resources in developing NGOs and more effective management organizations. Thus, PR is present to solve the problems within the NGO institution.

Public Relations Message

Public relations is often equated with publicity, but PR is not just mere publicity. Rather, PR is management driven by values in building relationships with the public that are important for the success of an organization. In conducting its publicity, the writing of good and correct messages is necessary. In addition, PR writing requires thorough planning, both in message planning and message format. (Hendershot. A 2024). Additionally, in implementing a PR strategy, PR professionals need to adapt to existing developments. In the delivery of messages today, there have been significant developments due to technological advancements. So that the message can be conveyed appropriately to the intended target based on the media used. Apart from that, within PR messages, there are various differences and similarities in the message writing format to create an effective PR message. (Marsh. C, 2017).

The goal of writing PR is to create communication that persuades the audience. So that the audience can be attracted to the results of the PR writing, not only aiming to maintain the organization's reputation but also to engage the audience and achieve the organization's goals. However, persuasive writing contains forms of messages that have both cognitive and affective indications. Thus, in writing PR aimed at persuading the audience, it can be determined what message format we want to write in order to influence the audience. (Mrsh, 2017; Kim, 2019;

Cho 2014; Hallahan, 2000; Treadwell, 1999; Liebschner, 2019; Huebsch, 1986; Smith, 2020; Öze, 2017; Ledingham, 1998). At the final stage of PR writing, there is an evaluation, which aims to see and determine whether the written piece can influence the audience. Due to the development of social media used in message delivery. Is the media used in accordance with the target that is intended to be reached? And there are various formats in conveying messages in PR writing. The result of this evaluation is intended to see whether the delivery of messages through PR writing is effective or not. This can be beneficial for the examiner and the organization being tested. (Kim. M, 2019).

Dialog Public Relations

Dessel et al. (2006) define dialogue as "a public process designed to engage individuals and groups in the exploration of social issues such as politics, racism, religion, and culture, which often become flashpoints for polarization and social conflict." To capture the broader meaning of this dialogue, Abu-Nimer et al. (2021) define it as "a safe interaction process for exchanging ideas, thoughts, questions, information, and impressions verbally and non-verbally between people from different backgrounds (race, class, gender, culture, religion, and so on)." Thus, it can be concluded that dialogue is a form of communication for conveying messages with the aim of discussing, whether between individuals or between individuals and groups.

Taylor et al. (2001) state that according to most interpersonal communication theories, dialogue is necessary for relationships to develop, and mutually beneficial interactions must continue to occur for those relationships to develop well. Thus, in PR, PR plays an active role in building good dialog relationships. In addition, PR dialogue itself can play a role in various factors, both religiously, politically, and otherwise. In this study, PR dialogue plays a larger role in terms of religion, where the research is focused on PR dialogue between cultures in Indonesia.

According to David Smock (2002) in the book by Orellana, dialogue is not a debate. However, dialogue serves to achieve understanding and acceptance of those differences. (Shafiq and Abu-Nimer, 2021). Thus, inter-religious dialogue aims to enrich, build trust, respect, and create a sense of unity through better understanding. Thus, engaging in dialogue can foster understanding among religious communities and cultivate a sense of tolerance among them. Inter-religious dialogue itself aims to create Peacebuilding, where most dialogues aim to facilitate a change from narrow, exclusive, antagonistic, and prejudiced attitudes and perceptions to more tolerant and open attitudes. (Abu-Nimer, 2021). Based on its purpose, inter-religious dialogue has several formats for delivering its dialogue.

Formato Dialog Public Relations

The format of interfaith dialogue messages has three formats: cognitive, affective, and collaborative. Cognitive dialogue focuses on the exchange of information and aims to provide an opportunity to learn about "other" beliefs. Cognitive dialogue primarily compares religious traditions, striving to understand more about other beliefs and the nature of religion as a whole.

The cognitive model focuses on the exchange of information. Each participant or each religion shares basic facts about their beliefs in an effort to eliminate misunderstandings. Emphasis is placed on a more historical or academic approach to information. Cognitive dialogue is often conducted by scholars and academics. Such dialogues prefer to remain within the realm of religion and limit the topics to questions and discussions about spirituality and religious practices (Abu Nimer et al. 2021).

Affective dialogue encourages participants to share personal stories and compare narratives that often transcend religion. These dialogues open up a wide space and also allow for discussions about politics or conflict. The goals in affective dialogue vary. Affective dialogue focuses on building relationships and concentrating on sharing stories, experiences, feelings, and thoughts. Affective dialogue focuses on building relationships and concentrating on sharing stories among the participants. Affective dialogue goes beyond the exchange of information to help participants discover their other selves. While comparing theological similarities and differences may be important, affective dialogue believes that participants should go further (Abu Nimer et al. 2021).

Collaborative dialogue emphasizes cooperation to address common issues (Abu Nimer et al. 2021). The format of this dialog message exists with the aim of eliminating someone's stereotypical understanding. With the presence of educational initiatives or training programs such as lectures, panels, and sermons in places of worship.

From the theory above, we can understand that the message is an important component in conveying communication. Thus, in this research, we aim to examine the messages in the posts of the social media account Indonesia Merayakan Perbedaan. So we can delve deeper into the meaning of the message delivery itself, which can be useful in every aspect of the posts that are released. Moreover, we can understand that the message itself is not only derived from the posts we see on social media but also in all aspects that exist today.

The uncertainty in understanding a message can also lead to various misunderstandings in capturing the shared information. So, in addition to receiving messages, we can also become message disseminators to the public. We need to understand the importance of managing our social media in conveying a message on our social media accounts. To reduce the risk of misunderstandings arising from each person's misperceptions. Because we cannot control everyone's thought processes with every post we make. In the message format research according to (Abu Nimer et al, 2021), which serves as an indicator in the study because it aligns better with the PR NPO message objectives.

Peacebuilding

Peacebuilding refers to activities aimed at uniting people and addressing the underlying structural causes of conflict, regardless of the stage or dynamics of the conflict. (Garred and Abu-Nimer 2018) "Peacebuilding aims to create conditions for sustainable peace and the

prevention of future conflicts through the positive transformation of cultures, structures, systems, and other root causes that generate and sustain conflicts into those that promote peaceful coexistence among warring groups." (Abu-Nimer, 2018). Interfaith peacebuilding uses the spiritual values of participants to work towards "individual transformation and healing, as well as to build greater social cohesion within the group." (Catholic Relief Services 2019). By adopting an approach based on religion as the foundation for each individual, it allows many people to better understand the importance of Peacebuilding. Abu-Nimer (2021) in Peacebuilding states that an effective way to change attitudes is by providing knowledge (cognitive), awakening emotions (affective), and encouraging certain behaviors together (collaborative).

Media Sosial

Nabila et al. (2020) state that social media is an online medium operated with the help of web-based technology, which has transformed communication from being one-way to two-way, or what can be called interactive dialogue. Social media is a place, service, and tool that enables everyone to connect, allowing them to express and share with others using the internet. According to Nasrullah (2015), social media is a medium on the internet that allows users to represent themselves as well as interact, collaborate, share, and communicate with other users, forming virtual social bonds. According to Ardiansah and Maharani (2021), social media is a means or platform used to facilitate interaction between users and has a two-way communication nature. Social media is also used to build a person's self-image or profile and can be utilized by companies as a promotional medium. The use of social media as a promotional medium can be done by uploading photos to social media accounts such as Instagram, where the photos can then be viewed by consumers who follow that Instagram account. In the article from antaranews.com (Meodia, 2020), Instagram is the largest visual social media platform at the moment, with more than one billion active users each month. Based on the article from tekno.kompas.com (Salsabila, 2019), Instagram is an online network created by Mike Krieger and Kevin Systrom, and it first appeared in October 2010. Since the first creation of the Instagram application. Instagram gained around one million active users within just one month after the app's launch. Since then, Instagram's active users have always increased significantly.

In social media, three forms that refer to the meaning of socializing are cognition, communication, and cooperation. Currently, social media has become a new way for society to communicate with one another. This has an impact on various aspects of people's lives. The presence of social media has had a very significant impact on the way communication is conducted. Nasrullah (2014) raised Holmes's (2005) opinion about the advantages of new media. In his opinion, media is divided into two: old media, referred to as broadcast, and new media, referred to as interactivity. In new media, the audience is not merely placed as an object receiving a message, but their role shifts to becoming more interactive with a message. This interactive concept ultimately also blurs the physical and social boundaries.

Why do researchers observe Instagram as their benchmark? Because currently, Instagram has the highest number of users compared to TikTok, Twitter, and Facebook. With a range of 85.3% compared to Facebook users with a range of 81.6% in terms of user numbers. Therefore, the researcher chose to observe Indonesia Merayakan Perbedaan through Instagram. Indonesia Celebrates Differences is an NGO account established by the government to enhance harmony among all religious and belief communities. (Mutia Cindy. 01,03,20024. This is the Most Used Social Media in Indonesia Early 2024). Why do researchers observe Instagram as their benchmark? Because currently, Instagram users are the most numerous among TikTok, Twitter, and Facebook. With a range of 85.3% compared to Facebook users with a range of 81.6% in terms of user numbers. Therefore, the researcher chose to observe Indonesia Merayakan Perbedaan through Instagram. Indonesia Celebrates Differences is an NGO account established by the government to enhance harmony among all religious and belief communities. (Mutia Cindy. 01,03,2024. This is the Most Used Social Media in Indonesia at the Beginning of 2024)

In this study, the researcher wants to examine the messages of interfaith harmony and trust on the Instagram account "Indonesia Merayakan Perbedaan". To determine whether the message format conveyed by the Instagram account Indonesia Merayakan Perbedaan can enhance interfaith harmony. In addition, the researcher also wants to further observe the communication phenomenon that is established through the social media account on Instagram Indonesia Merayakan Perbedaan. The messages conveyed by the account can address the needs of each of its followers through the posts they create and publish.

Instagram features include Instagram feed posts, Instagram Reels, likes, comments, private chat, private call, group chat, and group call. The features provided by Instagram include the Instagram feed, which is a tool for publishing images or photos that serve both personal and community branding purposes. Instagram Reels is a tool for publishing videos that serves as branding for both individuals and communities.


Instagram includes features such as Instagram feed posts, Instagram Reels, likes, comments, private chat, private calls, group chat, and group calls. The features provided by Instagram include the Instagram feed, which serves as a tool for publishing images or photos, functioning both as personal and community branding. Instagram Reels is a tool for publishing videos that serves as branding for both individuals and communities. The like and comment features are tools provided so that published feed posts and reels can be marked by viewers and offer feedback to the publisher. Private chat and private call aim to allow us to communicate with friends on the Instagram social media platform privately. Group chat and group call aim to allow us to communicate with friends on the social media platform Instagram with many people.



METHODOLOGY

This research uses a quantitative descriptive method, so the indicators of the interfaith dialogue format in this study consist of:

Cognitive dialogue centers on the exchange of information and aims to provide an opportunity to learn about "other" religions. Affective dialogue focuses on building relationships and concentrating on sharing stories, experiences, feelings, and thoughts. Collaborative dialogue emphasizes cooperation to address shared concerns (Abu Nimer et al, 2021). In coding, only one indicator will be included for each post.

Researchers categorize content on IG Indonesia Celebrating Differences according to the core or theme and purpose of each indicator. If a cognitive, affective, or collaborative theme is found, then the content is given the symbol 1. Then conversely, if the content does not contain cognitive, affective, or collaborative elements, it is marked with a symbol 0.

NO	Indicator	Explanation	There is	None
	Cognitive	Information exchange and aimed at providing opportunities to learn about "other" religions	<p>If the content contains an invitation to discuss a certain religion, it is coded as 1.</p> 	<p>If the content does not contain an invitation to discuss a certain religion, it is given a code of 0.</p>
	Affective	Building relationships and focusing on sharing stories, experiences, feelings, and thoughts	<p>If the content contains an invitation to tolerate or share feelings or thoughts among different religions, or to wish a happy holiday, then it</p>	<p>If the content does not contain an invitation to tolerate or share feelings or thoughts among religious communities, it</p>

			<p>is coded as 1.</p> 	<p>is given a code of 0.</p>
	Collaborative	Emphasizing cooperation to address common concerns	<p>If the content contains an invitation to work together to solve problems such as natural disasters, health issues, and others, it is given code 1.</p> 	<p>If the content does not contain an invitation to work together to address problems such as natural disasters, health issues, and others, then it is given a code of 0.</p>

The research method in this study is quantitative content analysis. Quantitative content analysis is the analysis of the content of messages or communication systematically, objectively, and quantitatively (Ahmad, 2018). The researcher chose the content analysis method in this study to analyze the content format of messages in the Instagram posts of Indonesia Merayakan Perbedaan.

The population of this study consists of all posts on the Instagram social media account Indonesia Merayakan Perbedaan from September 1, 2018, to July 22, 2024. As many as 306 posts were found on the IMP Instagram account at that time. The dates were chosen because September 2018 marked the first day the account was created, and July 22, 2024, was the first day the researcher conducted research on the IMP social media account.

Meanwhile, the researchers used all posts with the total sampling technique. Total sampling is a sampling technique where the number of samples is equal to the population (Sugiyono, 2007). The reason for taking total sampling is because, according to Sugiyono (2007), if the population is less than 100, the entire population is used as the research sample. The researcher took that

sample because they wanted to analyze the entire dialog format of IMP posts on Instagram from September 1, 2018, to July 22, 2024. The dialog message format serves the function of providing explanations for posts uploaded by Indonesia Merayakan Perbedaan. The format of dialogue based on its purpose is divided into cognitive dialogue format to provide knowledge, affective message format to build relationships, and collaborative message format to address humanitarian issues together (Abu Nimer et al, 2007). The deliberately conveyed messages aim at peacebuilding, where this activity seeks to unite people and address the structural causes underlying conflicts, regardless of the stage or dynamics of the conflict (Garred and Abu-Nimer, 2018). Based on the limitations set by the researchers, the sample in this study consists of 306 posts.

The unit of analysis is something that is analyzed; in the unit of analysis, the analysis being conducted is thematic analysis. Where the researcher examines the caption text and the text in the poster uploads on the IMP Instagram as the unit of analysis. The unit of analysis for IMP posts on Instagram is used to examine the dialogues contained within each caption and image text of the IMP posts. A total of 306 posts from September 1, 2018, to July 22, 2024, were analyzed by the researcher. Based on the following statement, the posts from IMP will be examined based on the method used. The focus of the research is solely on verbal language, in accordance with Abu Nimer's (2021) theory, which emphasizes text in its implementation.

The primary data source in this study is posts on the Instagram account Indonesia Merayakan Perbedaan, which show the format of interfaith dialogue messages in peacebuilding. The secondary data sources in this research are books, journals, and articles regarding the theories used in this study.

Content analysis is a very systematic method. Therefore, Eriyanto (2017) has the following stages of analysis:

1. Formulating the Analysis Objectives The researcher determines what they want to answer from the content analysis.
2. Conceptualization and operational The researcher creates the research concept and operationalization so that the concept can be measured.
3. Coding sheet Entering operationalization into the coding sheet. In the coding sheet, the things to be observed and the methods of measurement are included.
4. Population and sample The researcher determines the population and sample.
5. Judge training and testing of validity and reliability The researcher provides training to the judges who evaluate the content analysis. The researchers also tested the reliability; if the coding sheet did not meet the requirements, it had to be revised to achieve a high reliability score.
6. Coding process The researcher codes all the content of the video into the coding sheet. This coding is done manually by the researchers. The reason the researchers used manual coding is that according to Graaf and Vossen (2013), for smaller samples, in content analysis research, manual coding is more efficient and effective than automatic

coding. Moreover, automatic coding can sometimes create misleading ideas about objectivity (Sutanto, 2023).

7. Final reliability calculation The researcher calculates the reliability score.
8. Data Input and Analysis The researcher inputs data and coding sheets and analyzes the data. The data that has been analyzed in the coding and analysis sheets is described and interpreted to produce descriptive data in the form of narratives, graphs, and tables, from which a conclusion can be drawn.

RESULTS AND DISCUSSION

The results of this study, the researchers identified several themes for each indicator. In the cognitive indicator, the researcher identified themes of General Religious Knowledge, Specific Religious Knowledge, Religion and State Knowledge, and Knowledge of Differences and Similarities. These themes were chosen by the researchers to differentiate the posts made by IMP on Instagram. Each theme represents a different perspective, so a different approach is needed in its delivery. This approach is a strategy developed by the NGOs PR to provide accurate information exchange. Each member and the community can learn from each other regarding the understanding of other religions in addressing each existing teaching and culture. Due to the numerous religions and cultures present in Indonesia, different approaches are needed in addressing and exchanging information and cultures to better understand one religion from another.

In the cognitive theme that is most frequently highlighted, the theme of Knowledge of differences and similarities is predominant. Where this theme is most frequently shown in IMP's Instagram posts. because the differences and similarities between religions can provide different perspectives on viewing other religions. This can enhance the sense of togetherness among religions, as well as their members and society.

In the affective theme, there are several themes that can represent all affective indicator posts on Instagram IMP. A sense of togetherness, mourning, and love for the nation are the themes introduced by the researchers to represent the entirety of the affective dialogue format posts on IMP. Each theme chosen by the researcher aims to understand the meaning of the affective dialogue format indicators. Each theme can represent the activities of NGO PR found in IMP to provide support and build good relationships between members and the community that sees the posts. Because NGO PR not only engages in marketing or promotional activities, but NGO PR can also build good relationships between members and the surrounding community. This can also enhance the sense of togetherness within the IMP organization in realizing the existing peace.

In the Affective theme, the most frequently used theme by IMP in building good relationships is the theme of a sense of togetherness. By using togetherness in building relationships, it is very suitable for the diversity that is possessed. Because Indonesia is a country with diverse cultures and religions, it is very appropriate for IMP to build Affection using the theme of

togetherness. To enhance the sense of tolerance among the religious and cultural communities in Indonesia.

In the collaborative theme, there are several themes that can represent all collaborative indicator posts on Instagram IMP. Collaboration to build the nation and Collaboration to assist in natural disasters are themes that can be highlighted by researchers related to collaborative indicators. Both of these themes represent different aspects in addressing issues within society as well as problems in the world. PR NGOs, in carrying out their activities, often deal with existing issues. The PR NGO from IMP itself is present not only to enhance the existing peace but also to participate in resolving every existing issue. To achieve its goal of building existing peace, it is necessary to address every existing problem.

In the collaborative theme, the most frequently mentioned theme is the theme of collaboration in building the nation. This is due to the initial task of IMP in preparing for the presidential election in 2019. Due to the numerous political issues that use religion as an approach. IMP is present in the community to provide perspectives and understanding to reduce the use of religion as part of the country's politics. By increasing the theme of collaboration to build the nation, we hope to advance the country towards a more positive direction.

Based on the overall calculation of IMP posts on Instagram "Indonesia Merayakan Perbedaan" from September 1, 2018, to July 22, 2024. The total number of posts for each cognitive indicator was 162 posts, for the affective indicator was 102 posts, and for the collaborative indicator was 43 posts. The result of the overall calculation of IMP posts can be concluded that IMP has a focus on the cognitive level, namely providing knowledge. so we can conclude that the goal of IMP so far is to become an organization that can exchange information across religions and cultures in Indonesia. Cognitive messages play an important role in interfaith dialogue because they help deepen understanding and reduce bias between groups. This dialogue creates an environment where individuals can share meaningfully, which not only fosters emotional intelligence but also transforms values that support harmonious interactions.

Cognitive biases formed from biological and cultural factors often trigger social prejudice, but interfaith dialogue helps overcome these biases through increased self-awareness and meaningful interactions (Lindsay, 2021). In the cognitive discourse approach, language is understood according to the socio-cultural context, which enables clearer communication and understanding (Sereda, 2018). Furthermore, the integration of cognitive and emotional aspects in interfaith dialogue strengthens the relationships among participants, where emotional intelligence plays a crucial role as a bridge to understanding complex social dynamics (Mukhametzyanova, 2021). However, it is important to remember that although cognitive messages can improve understanding, interfaith dialogue can reinforce existing biases if not conducted carefully. Therefore, the success of this dialogue greatly depends on the conscious effort to create an inclusive and empathetic communication environment for a more constructive exchange.

In building a better peace in the future for every community in Indonesia, especially in East Java. By utilizing the exchange of information across religions and cultures, IMP provides an understanding that holding forums for interfaith and intercultural conversations can enhance the public's knowledge about other religions and cultures. It is hoped that it can enhance peace among religious communities, ethnic groups, races, and cultures in Indonesia.

The reason why executing the message of collaboration is difficult: Interfaith dialogue often faces significant obstacles that hinder effective collaboration and understanding between religions, particularly due to deep-seated beliefs, cultural differences, and challenges in articulating moral values that often complicate the process. Many religious leaders have a strong belief in the truth of their teachings, especially in missionary religions, which can reduce openness in dialogue, as the urge to convert others often outweighs the effort to engage in sincere dialogue (Akah & Ajah, 2022).

Belief in absolute truth often creates obstacles to intellectual humility, which is actually important in productive discussions (Akah & Ajah, 2022). Moreover, the pressure to explicitly convey moral commitments can exclude various viewpoints, diminish the value of dialogue, and sometimes lead to misunderstandings while neglecting the nuances of different existing traditions (Adams, 2023). Cultural and philosophical differences also complicate the achievement of mutual understanding, as each tradition has a unique perspective on the concepts of spirituality and ethics (Atlan, 2014; Zia-ul-Haq, 2014). The lack of a common language or concepts often becomes a barrier to achieving effective communication and collaboration ("Inter-Faith Dialogue; A Way to Resolve Global Peace Issues", 2023). Although these challenges are significant, they highlight the need for a more inclusive approach in interfaith dialogue by emphasizing intellectual humility and mutual respect, in order to create more meaningful exchanges. That is why, before moving towards effective collaboration, cognitive messaging becomes the initial step in building "common ground." Cognitive messages are created much more, serving as stepping stones towards collaborative efforts. Whereas affective messages are like glue to reinforce cognitive messages towards a commitment to collaboration.

Affective messages are important in enhancing social capital in multicultural societies by encouraging cooperation and social cohesion, thereby motivating collective engagement that may transcend personal interests (Goette & Huffman, 2007). Positive emotional responses strengthen cooperation, while negative emotions can damage social capital if not managed. Affective citizenship also influences social inclusion, fostering emotional ownership and identity that are important for social cohesion (CIS-SAM-Pdf-Dumps, 2022). The social capital referred to is the trust among religious communities to eliminate the prejudices that have long divided interfaith relationships.

Public Relations (PR) plays a role in enhancing public understanding by using clear and easily comprehensible cognitive messages. Through cognitive response testing and a constructivist approach, PR practitioners can tailor messages for diverse audiences, thereby enhancing engagement and understanding. Public Relations can leverage the existing knowledge of the audience, allowing for the crafting of messages that align with the audience's frame of reference (Marek, 2005). Through cognitive messages, PR can change the public's perception of an issue (Amelung et al., 2016). The simplification of complex information allows the audience to understand the core message without feeling overwhelmed, which in turn facilitates better decision-making (Tombolato, 2023). However, PR also needs to consider that differences in knowledge and cognitive biases among the audience can variably affect the understanding of the message.

Johnston and Zawawi (2008) categorized the functions of PR into several PR activities. One form of its activities is communication, exchanging thoughts, opinions, or messages through visual, oral, or written media. PR activities, according to Rosady Ruslan (2005), involve conducting two-way communications between a company or an institution and the public, with the aim of creating understanding and support for achieving specific goals, policies, production activities, or services, and so on, for the advancement of the company or a positive image for the institution concerned. Based on Rosady Ruslan's opinion regarding the definition of public relations activities, it is an activity carried out by public relations to establish good communication with the public to create mutual understanding. PR activities play a role in improving the good relationship between IMP and the community through various dialogues that build peace on IMP's Instagram.

In the dissemination of opinions, messages, and dialogue, PR uses social media to reach its community. Whereas IMP, as an NGO PR, uses various social media platforms such as Instagram, Facebook, YouTube, and its official website to build good relationships. IMP, in voicing its activities, aims to build a dialogue that can be useful for enhancing the exchange of information and highlighting issues or crises in society through its social media. IMP uses the social media platform Instagram, aiming to reach a wider audience, especially the current younger generation. In promoting peace in Indonesia, to foster tolerance among different religious communities and existing cultures.

CONCLUSION

The cognitive approach is very suitable for fostering peace on Instagram IMP. Cognitive is useful for building dialogue of harmony among religious communities and cultures in Indonesia. IMP raises topics that can build peace in Indonesia at the community level based on cognitive indicators, where the use of an approach through information exchange and understanding can significantly increase the amount of peace. The PR NGO from IMP itself provides solutions to the problems in its surroundings. Utilizing understanding from the perspective of interfaith and intercultural viewpoints to achieve its goals. Making IMP a non-governmental organization that addresses all the issues present at the community level.

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