

# The Construction of Religiosity in Social Media: Response of Ambon's Millennial Generation to Online Sermons

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**Abstract.** Social media is not used only for entertainment or expanded communication networks and business, but also for the construction and development of religiosity, especially for the millennial or young people who are closer to gadget. The millennial generation use social media more to find out various things, ranging from general information, communication between people, self-exploration and identity construction, career development, to strengthening its religious aspects or religiosity. This paper will analyze how young Muslims and Christians in the city of Ambon respond to the phenomenon of strengthened religiosity in social media, especially through religious lectures and online sermons. Some of them are also fond of following the news on religiosity materials through online sermons. This paper will discuss also how the these online sermons influence the construction and development of millennial religiosity. To find out the responses of Ambon's youths, the authors conducted a survey to young Muslims and Christians in Ambon, and the results will be analyzed in a qualitative and descriptive manner. This study found that online preaching is very popular among the millennial because it helps to answer their concerns about other religious and social issues anytime.

**Keywords:** Social Media, Millennial, Religiosity, Sermons

## 1 Introduction

Millennial generation that gave birth to Generation Z, whether we realize it or not, has now determined individual's involvement in community groups. The condition influences their lifestyles and religious attitudes. In fact, the millenials are young people who are currently very influential in society [1]. Social reality in this digital age shows that the virtual world has replaced the role of many things in the real world. An interesting phenomenon is the construction and the development of religiosity especially through religious lectures and various types of religious preaching in social media, which in this paper are referred to as