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HADITH SEARCH TRENDS ON GOOGLE IN INDONESIA REFLECT SOCIO-POLITICAL INFLUENCES AND ITS IMPLICATIONS (2020-2024)

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Abstract

In the digital era, the internet has become a primary source for the public in seeking religious knowledge, including Hadith. The trend of Hadith searches on Google reflects society's responses to the socio-political dynamics occurring within a given period. This study aims to examine the patterns of Hadith searches on Google from 2020 to 2024 and analyze the socio-political factors influencing fluctuations in these trends. The urgency of this research lies in the importance of understanding how society utilizes

Hadith as a reference in responding to emerging issues, as well as its implications for religious understanding in Indonesia. This study adopts a qualitative approach, employing historical methods and digital data analysis. Data on Hadith search trends were collected through Google Trends and analyzed based on the evolving thematic patterns that emerged annually. Subsequently, the socio-political factors influencing these trends were examined by referring to national events occurring during the same period. The findings reveal that Hadith search trends experienced significant increases during certain periods, particularly in connection with political events, government policies, and religious-social issues. Dominant search themes include leadership, social ethics, and tolerance, reflecting a societal demand for moral guidance in addressing socio-political challenges. These findings underscore that digitalization has transformed the way people access and interpret Hadith, highlighting the need for both digital and religious literacy to ensure accurate and contextual interpretations.

Keywords: Digitalization, Google trends, Hadith search trends, Religious understanding, Socio-political factors.

Abstrak

Dalam era digital, internet telah menjadi sumber utama bagi masyarakat dalam mencari informasi keagamaan, termasuk hadis. Tren pencarian hadis di Google mencerminkan respons masyarakat terhadap dinamika sosial-politik yang terjadi dalam suatu periode. Penelitian ini berupaya mengkaji pola pencarian hadis di Google selama tahun 2020-2024 serta menganalisis faktor sosial-politik yang memengaruhi fluktuasi tren tersebut. Urgensi penelitian ini terletak pada pentingnya memahami bagaimana masyarakat menggunakan hadis sebagai rujukan dalam merespons isu-isu yang berkembang, serta implikasinya terhadap pemahaman keagamaan di Indonesia. Penelitian ini menggunakan pendekatan kualitatif dengan metode historis dan analisis data digital. Data tren pencarian hadis dikumpulkan melalui Google Trends, kemudian dianalisis berdasarkan pola perubahan tema yang muncul setiap tahunnya. Selanjutnya, faktor sosial-politik yang memengaruhi tren tersebut dikaji dengan merujuk pada peristiwa nasional yang terjadi dalam kurun waktu yang bersamaan. Hasil penelitian menunjukkan bahwa tren pencarian

hadis mengalami peningkatan signifikan pada periode tertentu yang berkaitan dengan peristiwa politik, kebijakan pemerintah, serta isu-isu sosial keagamaan. Tema yang dominan dalam pencarian mencakup kepemimpinan, etika sosial, dan toleransi, yang mencerminkan kebutuhan masyarakat terhadap landasan moral dalam menghadapi tantangan sosial-politik. Temuan ini menegaskan bahwa digitalisasi telah mengubah cara masyarakat mengakses dan memahami hadis, sehingga diperlukan upaya literasi digital dan keagamaan untuk memastikan interpretasi yang tepat dan kontekstual.

Kata Kunci: Digitalisasi, Google trends, Tren pencarian hadis, Pemahaman keagamaan, Faktor sosial-politik.

Introduction

In the digital era, the internet has become the primary source for people seeking information, including in understanding religious teachings (Hajri, 2023). As the world's largest search engine, Google (Susrini, 2009, p. 106) plays a significant role in shaping how society accesses and interprets Hadith. Trends in Hadith searches on Google reflect public interest in specific themes during certain periods (Prayogi, 2023), which are often influenced by evolving social, political, and cultural factors. Research on the dynamics of Hadith trends on Google is therefore essential to understanding how people interpret and utilize Hadith within ever-changing socio-political contexts.

This phenomenon has become increasingly relevant with the growing digitalization of religious life (Samanto et al., 2024). In the past, religious knowledge was primarily obtained through direct study with scholars and classical texts. Today, however, the majority of people rely on online searches to find answers to their religious questions (Daffa, 2022). The rapid penetration of the internet has profoundly transformed the transmission and structure of religious knowledge. Traditional religious authority, once centered in institutions, scholars, and clerics, has increasingly been decentralized as digital media enables wider, democratized access to sacred texts and interpretations. This transformation reshapes not only how knowledge is disseminated but also who is considered a legitimate interpreter of religious truth. Online platforms allow lay individuals, influencers, and digital preachers to participate in religious discourse, often blurring the boundaries between scholarly expertise and popular opinion (Alam & Iqbal,

2024). Consequently, authority becomes fluid, negotiated, and contingent on visibility, charisma, and algorithmic reach rather than formal religious credentials. This shift challenges established hierarchies, prompting both renewal and fragmentation in religious understanding. In essence, the digital transformation reconfigures epistemic power in religion, replacing institutional mediation with a networked, participatory model of knowledge production.

Google Trends, as a search analysis tool, provides insights into search patterns that can reveal how public interest in Hadith-related themes changes over time. These trends may be influenced by various significant events, such as the COVID-19 pandemic, political conflicts, changes in government policies on religious matters, and the development of Islamic thought in the modern era. Hadith searches on Google also reflect how modern society understands and interprets Islamic teachings, such as the ethics of public space (Saputra, 2025). With increasing access to various Islamic sources online, a key challenge arises in distinguishing authoritative sources from those that are less reliable. Numerous Hadiths circulating on the internet lack clear references, creating the potential for distortion in the public's understanding of Islamic teachings (Abdul Majid, Abdul Majid, @Shahar, & W Sulong, 2024). This study also examines how this phenomenon impacts the authority of Islamic scholarship in the digital era, and how patterns in Hadith searches can serve as indicators of shifting religious thought within society.

Based on the aforementioned background, this research seeks to address several key questions: How have the trends in Hadith searches on Google changed between 2020 and 2024? What socio-political factors have influenced the rise or decline in interest toward certain Hadith themes? How do these search trends reflect changes in public religious understanding and needs? And to what extent do digital platforms shape religious narratives through the mediation of Hadith search trends?

This study aims to identify and analyze the changing patterns of Hadith search trends on Google during the period of 2020–2024; to explain the socio-political factors contributing to the shifts in online Hadith search trends; to examine how these changes reflect the evolving religious needs and understandings of society; and to provide insights

into the impact of digitalization on the dissemination and interpretation of Hadith within Muslim communities.

This research holds both academic and practical significance. Academically, it contributes to the study of Hadith in the digital era by offering a historical perspective on online Hadith search patterns. It also enriches scholarly discourse on the digitalization of Islam and how technology influences religious dynamics in modern society. Practically, the findings of this study can be utilized by academics, religious scholars, and policymakers to better understand how the public searches for and interprets Hadith in the digital age. Moreover, this research can support the development of more effective Islamic digital literacy strategies, enabling individuals to distinguish between authentic Hadiths and those lacking credible sources.

Despite the existence of several related studies, a significant research gap remains. Previous works by M. Ikhsan Tanggok et al (2023). and Ermawati Usman et al (2023) have explored Hadith trends primarily from thematic and descriptive perspectives, without examining their broader socio-political implications or digital behavioral contexts. Meanwhile, other studies, such as those by Ahmad Yusronil Haq (2023); Andi Fatihul Faiz Aripai and Nur Laili Nazahah Najiyah (2023); A. H. Usman and R. Wazir (2018); Raidatul Umanah (2024); Ishak Suliaman et al. (2022); and Najiyah and Rizki Putriani (2024) address the intersection of Hadith and digital media but tend to focus on content analysis or da'wah strategies rather than empirical patterns of user engagement. None have systematically analyzed longitudinal search trends for Hadith on digital platforms as indicators of shifting religious consciousness within Indonesia's socio-political landscape. Thus, there is a critical need for research that integrates digital trend analysis with socio-religious interpretation to reveal how online Hadith searches reflect the dynamic relationship between religion, technology, and political behavior in contemporary Indonesian society.

This study offers a novel contribution to Hadith studies in the digital era by employing an underexplored approach, analyzing Hadith search trends through Google Trends over the past five years. This study not only focuses on the frequently searched Hadith content but also examines how socio-political dynamics influence the fluctuations in specific thematic searches on Google. While previous Hadith research has

predominantly emphasized textual analysis and the authority of chains of transmission (sanad), this study introduces a digital dimension by exploring how Hadiths are constructed and interpreted within the context of online search behavior.

The uniqueness of this study lies in its combined historical and digital approach to understanding patterns of Hadith searches. By utilizing Google Trends, the research reveals fluctuations in public interest toward Hadith across various socio-political contexts, such as the COVID-19 pandemic, government policies related to religion, and the dynamics of religious debates on social media. This approach enables a broader and more objective data-driven analysis compared to traditional discourse studies or classical literature reviews. The application of Google Trends as the primary research tool provides quantitative insights into the intensity of Hadith searches across different regions and specific time periods. By correlating these search patterns with ongoing social and political phenomena, the study identifies how contemporary issues shape public interest in particular Hadith themes. The findings contribute not only to academic discourse but also offer valuable insights for scholars, preachers, and academics in understanding how Hadith is used and interpreted in the digital era, as well as informing strategies for religious literacy that align with the needs of modern society.

This study will employ a historical approach to analyze changes in Hadith search trends over the past five years. A relevant theoretical framework for this research is the theory of social construction of knowledge, which explains how social reality is shaped by human interactions through various mediums, including the internet (Hadiwijaya, 2023). The social construction of knowledge theory, originally proposed by Peter L. Berger and Thomas Luckmann in their seminal work *The Social Construction of Reality*, as referenced by Dharma (Dharma, 2018), argues that social reality is not objective or fixed but is constructed through human interaction in everyday life. According to this theory, individuals and groups create and maintain social meanings through the processes of internalization, externalization, and objectivation. Externalization, as explained by Setiawan, occurs when individuals express thoughts or ideas within the social world (Setiawan, 2008), objectivation, as described by Hadiwijaya, happens when these expressions become part of a widely accepted social reality (Hadiwijaya, 2023), and internalization is the process whereby individuals adopt the objectified reality as part of their own understanding (Sadiyah & Amelia, 2024). In the context of this study on Hadith

search trends on Google, this theory assists in explaining how the meaning of Hadith is constructed and developed within digital spaces, where public search preferences are influenced by particular social, political, and cultural factors.

This study will also employ the theory of the mediatization of religion, which highlights how digital media transform the ways in which society interacts with religion. The mediatization of religion theory, as proposed by Stig Hjarvard, explains that media not only serve as communication channels for religion but also shape and alter how religion is understood, practiced, and experienced in modern life. In his work *The Mediatization of Religion: A Theory of the Media as Agents of Religious Change*, Hjarvard argues that media have become independent agents mediating religious experience, often replacing or diminishing the role of traditional religious institutions (Hjarvard, 2008). This process occurs in three primary forms: media as carriers of religious messages, where media are used as tools for proselytization; media as religious environments, where religious rituals and discussions shift to digital spaces; and media as agents of secularization, where media change how religion is presented and received by society. This theory helps to understand how search engine algorithms, content popularity, and socio-political dynamics influence the dissemination and interpretation of hadith by modern society. With the rise of information-seeking through Google, patterns of learning and access to hadith have undergone significant transformation. This research adopts a qualitative approach employing historical analysis and digital ethnography. Data will be collected from Google Trends to observe patterns in hadith search behavior over the past five years. Socio-political data will be gathered from news sources, research reports, and academic publications to identify factors contributing to shifts in hadith search trends.

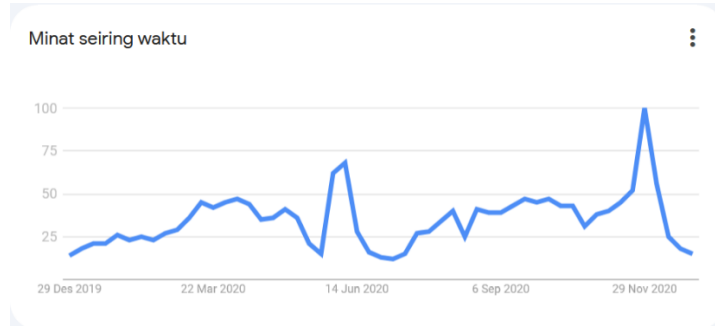
Discussion

Patterns of Shifts in Hadith Search Trends on Google

This study employs the Google Trends application as the primary tool to examine search trends using the keyword “hadith” in Indonesia. The data retrieval is segmented on an annual basis, allowing the research findings to be presented year by year. The data are displayed in the form of graphs and tables, providing information on interest over

time throughout the respective year, interest by province, and related search queries based on the keyword “hadith.”

Picture 1. Interest Over Time Graph for the Year 2020



Picture 2. Overview of Interest by Province in 2020

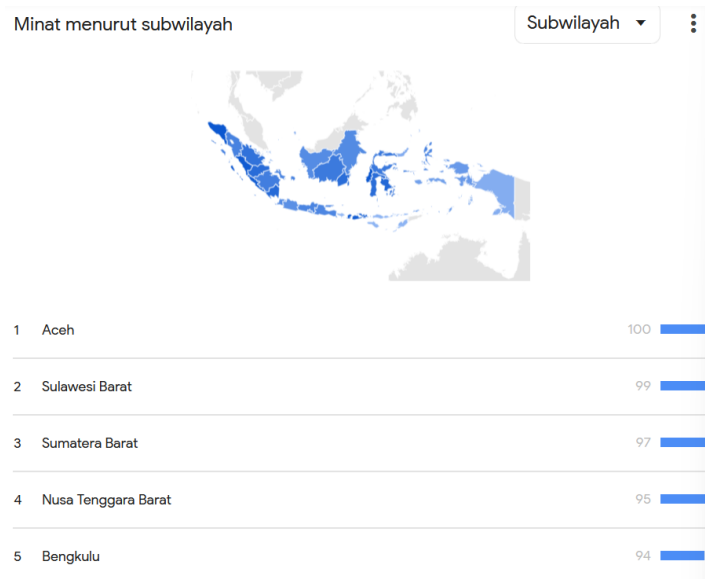


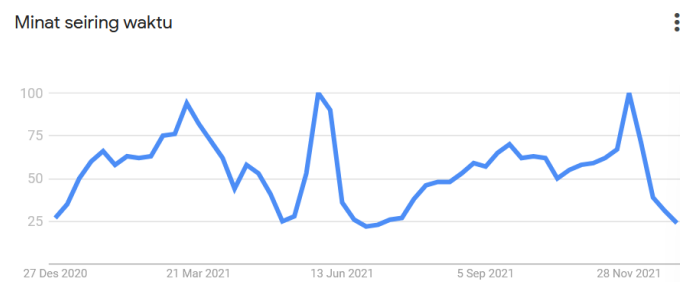
Table 1. Ranking of Related Queries in 2020

No.	Related Queries	Frequency
1	Hadith about corona virus	Fast
2	Hadith 15 ramadan	Fast
3	Hadith about the plague	Fast
4	We can know knowledge about the afterlife from the Koran or hadith...	Fast

-
- 5 The destruction of the universe so that the natural world is Fast
 destroyed and replaced...
-

In 2020, there were two notable peaks in the search interest for the keyword "hadis," occurring during the periods of June 7–13 and November 29–December 5. During June 7–13, the search interest reached 68%, while the peak from November 29 to December 5 reached 100% within that year. Analysis of search interest by province revealed that the top three regions with the highest searches for hadis were located in Sumatra and Sulawesi: Aceh, West Sulawesi, and West Sumatra. Furthermore, related query analysis showed that most of the top five search queries were dominated by topics concerning the Coronavirus, disease outbreaks, and the destruction of the universe.

Picture 3. Interest Over Time Graph for the Year 2021



Picture 4. Overview of Interest by Province in 2021

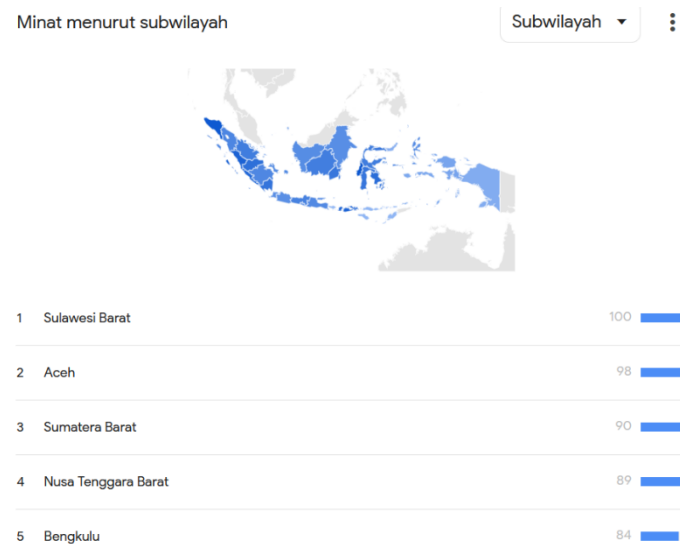
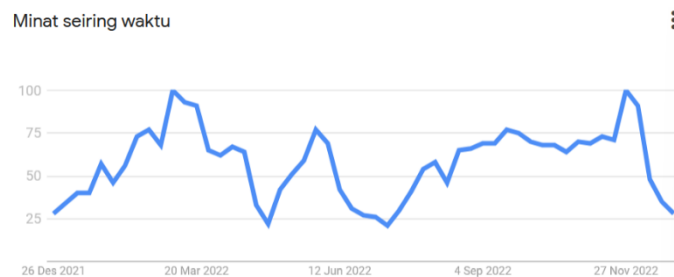


Table 2. Ranking of Related Queries in 2021

No.	Related Queries	Frequency
1	The following is an example of a Muslim's destiny, namely...	+1600%
2	The narrator of the hadith regarding the obligation to seek knowledge is...	+850%
3	The era when nothing has happened is called the era...	+850%
4	The era when nothing has happened is called the era...	+650%
5	In language, muallaq means...	+600%

In 2021, there were three significant spikes in searches for the term "hadis," occurring during March 14–20, May 30–June 5, and November 28–December 4. The search interest reached 76% during March 14–20, while the peaks on May 30–June 5 and November 28–December 4 both attained 100% within the year. Provincial interest remained highest in West Sulawesi, Aceh, and West Sumatra. Analysis of related queries revealed that the dominant themes were centered on *takdir muallaq* (conditional destiny), the obligation to seek knowledge, and discussions about an era in which many events have yet to occur.

Picture 5. Interest Over Time Graph for the Year 2022



Picture 6. Overview of Interest by Province in 2022

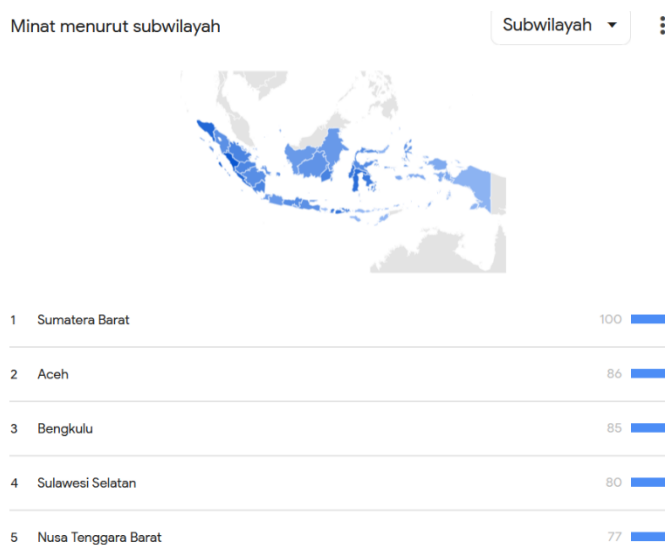


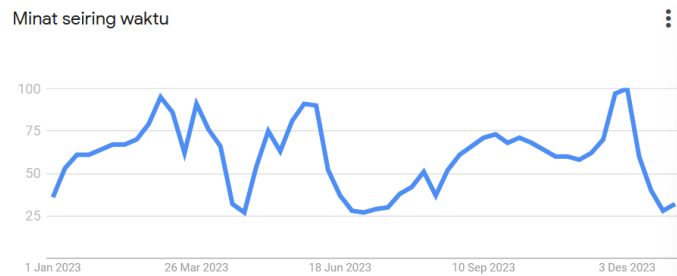
Table 3. Ranking of Related Queries in 2022

No.	Related Queries	Frequency
1	Why should a good Muslim obey the “ulil amri” as long as their policies...	+1.650%
2	Create a concept map outlining the differences between sunnah, hadith, athar, and khabar	+1.500%
3	The name of the Umayyad dynasty originates from their ancestor named...	+1.350%
4	Caliph Umar ibn Abdul Aziz ordered the compilation and standardization of hadith...	+950%
5	The following are forms of cultural development during the Umayyad period...	+650%

In 2022, based on interest over time, there were two peak periods for the keyword hadith in Indonesia, occurring during March 6–12 and November 27–December 3, with both reaching 100% of annual search interest. In terms of regional distribution, the Sumatra region continued to dominate, particularly West Sumatra and Aceh, followed by Bengkulu Province in third place. Regarding related search queries, the most prominent

themes were the reasons why Muslims should obey the government, and the historical development of the Umayyad dynasty.

Picture 7. Interest Over Time Graph for the Year 2023



Picture 8. Overview of Interest by Province in 2023

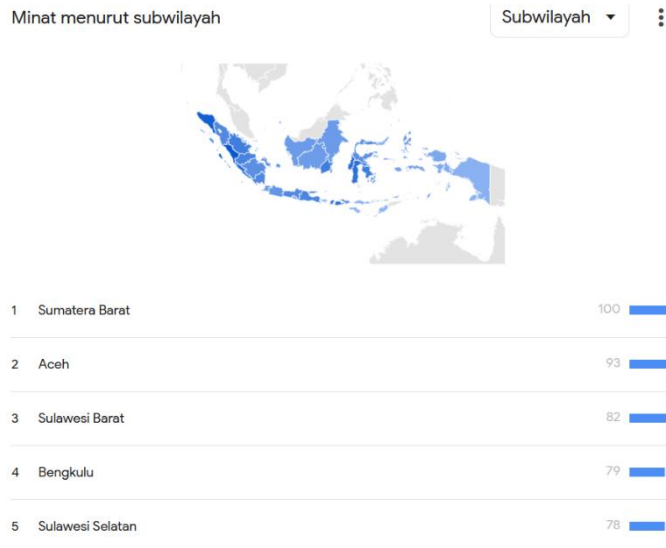


Table 4. Ranking of Related Queries in 2023

No.	Related Queries	Frequency
1	In the hadith of the Prophet Muhammad (peace be upon him) narrated by al-Bukhari, the meaning of wealth is...	Fast
2	In a hadith narrated by Muslim, the Prophet Muhammad (peace be upon him) mentioned that a person will come on the Day of Judgment with prayers, fasting, and zakat. However, he had also insulted others, falsely accused others, usurped others'	+1.400%

wealth, shed blood, and beaten others. In this hadith, such a person is referred to as...

3	In the hadith of the Prophet Muhammad (peace be upon him) narrated by al-Bukhārī, the true meaning of wealth is...	+1.050%
4	The hadith concerning the deception of women	+750%
5	The hadith describing the signs of a hypocrite was narrated by...	+600%

In 2023, interest over time in the keyword “hadith” showed more frequent peaks compared to previous years. There were six notable spikes in interest: March 5–11, March 26–April 1, May 28–June 3, June 4–10, November 26–December 2, and the highest peak reaching 100% during December 3–9, 2023. In terms of regional interest, the trend continued to be dominated by provinces in Sumatra. West Sumatra ranked first, followed by Aceh, and in third place was West Sulawesi—a province that had not appeared among the top three in the previous year’s data. Regarding related search queries, the top-ranked query focused on the meaning of wealth in hadith, followed by searches about individuals who perform religious acts yet simultaneously engage in verbal abuse and mockery of others. The third most searched query was again about the meaning of wealth in hadith, albeit phrased differently. The fourth most common query related to the hadith on the deception of women, and the fifth was about the hadith describing the signs of a hypocrite.

Picture 9. Interest Over Time Graph for the Year 2024



Picture 10. Overview of Interest by Province in 2024

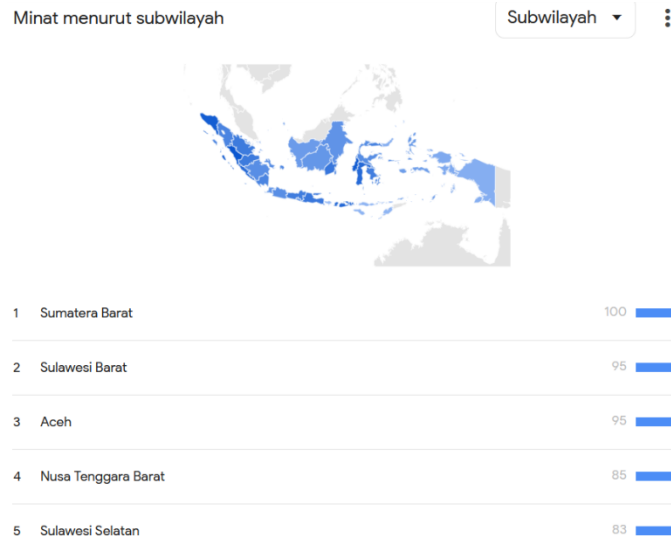


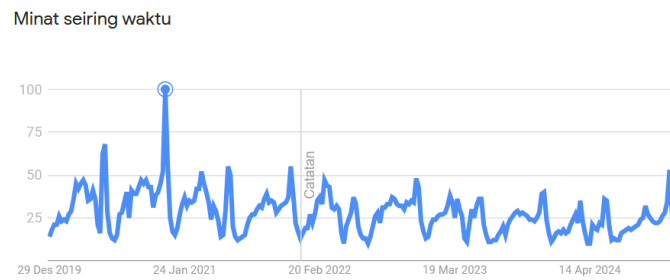
Table 5. Ranking of Related Queries in 2024

No.	Related Queries	Frequency
1	The verse of the Qur'an that provides guidance to verify the authenticity of information before disseminating it is...	+3.650%
2	What is the meaning of tasamuh in Arabic?	+3.350%
3	Why is tolerance in matters of creed (<i>'aqīdah</i>) or ritual worship (<i>'ibādah</i>) not encouraged in Islam?	+3.000%
4	In a hadith of Prophet Muhammad (peace be upon him) narrated by al-Bukhārī, the Prophet spoke about wealth. What is the meaning of wealth as mentioned by the Prophet?	+2.850%
5	What is meant by <i>murū'ah</i> in the context of preserving dignity?	+2.350%

In 2024, the peak of searches related to the keyword hadith occurred during the week of December 1–7, 2024. In terms of regional interest, the highest levels of search activity were recorded in West Sumatra, followed by West Sulawesi and Aceh. Based on related queries to the keyword hadith, the most frequently searched topics included: the obligation to verify the authenticity of information before disseminating it, the meaning

of *tasāmuḥ* (tolerance), the Islamic perspective on tolerance in religious rituals, the concept of wealth in Islam, and the notion of *murū'ah* in the context of preserving one's dignity.

Picture 11. Interest Over Time Graph for 2020-2024



Picture 12. Overview of Interest by Province in 2020-2024

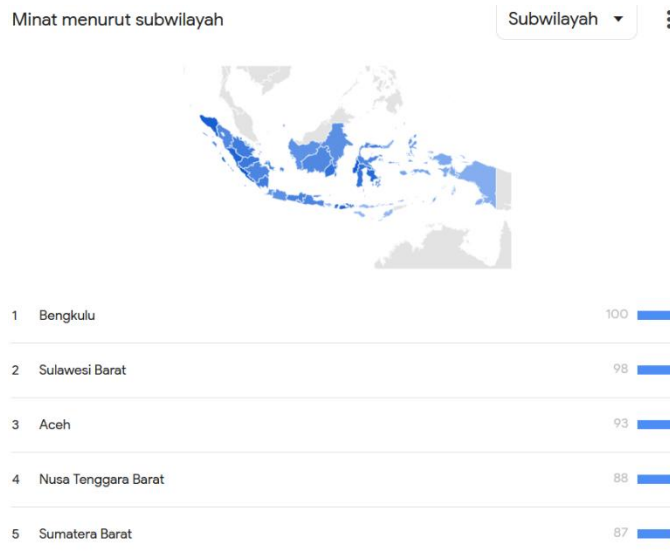


Table 5. Ranking of Related Queries in 2020-2024

No.	Related Queries	Frequency
1	The hadith describing the characteristics of a hypocrite was narrated by...	+4.250%
2	Create a concept map illustrating the differences between Sunnah, Hadith, Athar, and Khabar.	+4.200%
3	Courtesy encompasses two aspects, namely...	+3.850%

4	The following are forms of cultural development during the Umayyad Caliphate period:	+3.850%
5	Why should a good Muslim obey the <i>ulil amri</i> (those in authority) as long as their policies do not contradict the Qur'an and Hadith	+3.300%

When comparing data from 2020 to 2024 in terms of interest over time, interest by province, and related search queries, the highest peak occurred during the period of November 29 to December 5, 2020. The provinces with the highest number of searches related to hadith were Bengkulu, West Sulawesi, and Aceh. The most frequent related search queries were the characteristics of a hypocrite, followed by hadiths on courtesy, and the trait of a good Muslim being obedience to *ulil amri* (those in authority), as long as their policies do not contradict the Qur'an and Hadith.

Socio-Political Factors Influencing Trends

During the periods of June 7–13, 2020, and November 29–December 5, 2020, Indonesia experienced several significant socio-political events that influenced the dynamics of hadith searches on Google. Between June 7–13, 2020, Indonesia was still in the early phase of managing the COVID-19 pandemic (Engkus, Suparman, Tri Sakti, & Saeful Anwar, 2020). The government began implementing large-scale social restriction policies (PSBB) to curb the spread of the virus (Pangaribuan & Munandar, 2021). This situation prompted the public to seek religious guidance relevant to the pandemic context. Searches for hadith related to hygiene, health, and self-protection increased alongside the need for spiritual guidance amid a global health crisis.

At the end of November 2020, Indonesia faced several critical events. One notable incident was a terrorist attack in Sigi, Central Sulawesi, on November 28, 2020, which resulted in four fatalities and the burning of several homes (Lomba, Matompo, & Bram, 2021). This event triggered public anxiety and heightened searches for hadith concerning peace, tolerance, and countering extremism. The community sought religious guidance to understand the appropriate attitudes toward violence and maintaining interfaith harmony. Additionally, approaching the simultaneous regional elections (Pilkada)

scheduled for December 9, 2020, the national political climate intensified. Despite the ongoing pandemic, intensive political campaigns raised concerns about potential COVID-19 transmission and unethical political practices such as vote-buying and hate speech (Ristyawati, 2020). This environment encouraged searches for hadith addressing just leadership, integrity, and political ethics. Moreover, on December 2, 2020, the Governor of Jakarta, Anies Baswedan, was confirmed positive for COVID-19. This news attracted significant media and public attention due to his strategic position as the capital's leader (Nafian, n.d.). This event likely spurred increased searches for hadith related to calamity, trials, and patience in facing illness. People sought spiritual reinforcement and religious understanding concerning disease and coping strategies in accordance with Islamic teachings.

During the periods of March 14–20, May 30–June 5, and November 28–December 4, 2021, Indonesia continued to experience various socio-political developments impacting hadith search trends on Google. In mid-March 2021, the country was still battling the COVID-19 pandemic. The government intensified mass vaccination campaigns and maintained social restrictions to reduce virus transmission (Wibisono, 2022). This context encouraged the public to seek religious guidance such as hadith about hygiene, health, and protection. Furthermore, economic uncertainty due to the pandemic drove the population to search for spiritual strength through hadith emphasizing patience, reliance on God (*tawakkal*), and effort in facing trials. From late May to early June 2021, Indonesia confronted significant economic challenges. Capital investment slowed between March and May 2021, caused by global uncertainties and the prolonged pandemic impact (Hanifa & Fisabilillah, 2021). This difficult economic situation prompted the community to seek religious guidance regarding sustenance, diligence, and the virtues of charity. Searches for hadith concerning work ethic, honesty in business, and the importance of sharing with others increased in line with the demand for moral direction during economic hardship.

At the end of November 2021, several figures suspected of involvement in terrorist activities were arrested. On November 16, 2021, the Indonesian Police's Special Detachment 88 (*Densus 88*) apprehended Farid Okbah, a political party leader, along with two other figures suspected of connections to the terrorist network Jemaah Islamiyah (Dirgantara, n.d.). This arrest sparked widespread public discussion about radicalism and

extremism. In response, there was an increase in searches for hadith emphasizing the importance of peace, tolerance, and the prohibition of violent acts. The community sought religious foundations to understand Islam's stance on terrorism and how Muslims should act to maintain interfaith harmony.

In early March 2022, Indonesia was still in the recovery phase from the COVID-19 pandemic. The government continued to promote vaccination programs and implement various policies to curb the spread of the virus. This situation encouraged the public to seek relevant religious guidance, such as hadith related to cleanliness, health, and self-protection. Additionally, economic uncertainties caused by the pandemic led people to seek spiritual strength through hadith addressing patience, reliance on God (*tawakkal*), and effort (*ikhtiar*) in facing trials.

Furthermore, in the lead-up to the 2024 general elections, various discussions about political dynamics began to emerge. Issues such as identity politics, social media campaigns, and youth participation in politics became hot topics (Sulaeman, 2022, p. 1). The public likely searched for hadith related to political ethics, just leadership, and the importance of unity among the community in facing differing political views. This aligns with government and institutional efforts to educate the public about the importance of healthy and constructive political participation ahead of the elections.

By late November 2022, Indonesia was approaching the political year with the 2024 general election drawing closer. Various political parties began intensively conducting socialization and campaigns through both conventional media and social media. This phenomenon increased public awareness of the importance of political literacy and ethics in politics (Tranggana, 2023). In response, people likely searched for hadith emphasizing the importance of choosing trustworthy, just, and integrous leaders. Additionally, the increased use of social media as a political campaign tool also encouraged searches for hadith related to guarding one's speech, avoiding slander, and the importance of *tabayyun* (verification) before disseminating information.

During the period of March 5–11, 2023, Indonesia faced several significant socio-political events. One notable event was the decision by the Central Jakarta District Court on March 2, 2023, ordering the postponement of the 2024 general election, which sparked widespread debate among the public and politicians (Media, 2023a). Additionally, on

March 3, 2023, a major fire occurred at the Pertamina Plumpang depot in Jakarta, resulting in the deaths of 17 people and injuries to dozens more (Media, 2023b). These events heightened public awareness of the importance of responsive and just leadership, leading to an increased search for hadiths related to justice, trustworthiness (*amanah*), and the responsibilities of leaders.

Between March 26 and April 1, 2023, Indonesia's political dynamics intensified amid various issues related to the 2024 general election. The Jakarta High Court's decision on March 11, 2023, to annul the postponement of the election reaffirmed the commitment to the established election schedule. Additionally, on March 29, 2023, Indonesia was stripped of its right to host the U-20 World Cup by FIFA due to the rejection of the Israeli national team's participation. This incident sparked discussions on tolerance, interfaith harmony, and the importance of maintaining national unity ("Kronologi Indonesia Batal Jadi Tuan Rumah Piala Dunia U-20 2023," n.d.). As a result, the public tended to seek guidance through hadiths emphasizing brotherhood, tolerance, and unity in the face of differences.

The period from May 28 to June 3, 2023, was marked by rising political tensions ahead of the 2024 general election. Political parties began intensively campaigning and socializing their platforms, while the public grew increasingly critical of issues such as identity politics and abuse of power. This situation encouraged people to seek hadiths discussing political ethics, justice, and the importance of choosing leaders with integrity. These searches reflect the public's desire to obtain moral guidance in making the right political choices.

The period from November 26 to December 2, 2023, was marked by the commemoration of the 16 Days of Activism Against Gender-Based Violence campaign, which began on November 25. This campaign highlighted issues of violence against women and children, especially in the context of social conflicts ("Kampanye," n.d.). Additionally, on November 25, 2023, clashes occurred in Bitung, North Sulawesi, between pro-Palestinian and pro-Israeli groups, raising concerns about increasing intolerance and identity-based violence (Kaslam, 2024). These events prompted the public to seek hadiths emphasizing the importance of peace, protection of the vulnerable, and gender justice.

These searches reflect a collective effort to understand and address complex social issues through religious guidance.

The peak of hadith searches occurred from December 3 to 9, 2023, which can be linked to several crucial events. On December 27, 2023, an anti-Rohingya protest took place in Banda Aceh, where a group of students stormed a Rohingya refugee shelter, demanding their deportation. This event sparked national and international discussions about xenophobia, intolerance, and the treatment of refugees (“Disinformation Campaign Spurred Student Attack on Rohingya Shelter, Indonesian Activists Say,” n.d.). Additionally, on October 16, 2023, the Constitutional Court amended the Election Law, allowing individuals under 40 years old to run for president or vice president if they have previously held elected public office. This decision paved the way for Gibran Rakabuming Raka, son of President Joko Widodo, to run as vice president alongside Prabowo Subianto in the 2024 election (Sugitanata, 2023). These events increased public interest in seeking guidance through hadiths related to leadership, justice, protection of the oppressed, and the importance of tolerance and humanity in addressing complex socio-political issues.

During the period of December 1–7, 2024, Indonesia experienced a significant increase in searches related to hadith, particularly in the provinces of West Sumatra, West Sulawesi, and Aceh. Dominant keywords included the importance of verifying information before dissemination, the concept of *tasamuh* (tolerance), religious tolerance in Islam, the meaning of wealth from an Islamic perspective, and the notion of *murū’ah* in preserving dignity. This surge is closely associated with various socio-political dynamics occurring at that time. On November 27, 2024, Indonesia held simultaneous regional elections (*Pilkada Serentak*) across multiple regions. The electoral process was often accompanied by the circulation of unverified information or hoaxes, which had the potential to incite social tension and conflict among supporters (Kurnianengsih & Erfina, 2024). The public, especially in West Sumatra, West Sulawesi, and Aceh, demonstrated heightened awareness of the dangers posed by the spread of false information. This is reflected in the increased search interest in hadiths emphasizing the obligation to verify the truthfulness of information prior to dissemination, in accordance with Islamic teachings advocating *tabayyun* (clarification) to maintain social harmony (Daud, 2025).

Moreover, regional elections (*Pilkada*) often give rise to issues concerning tolerance and interfaith harmony. For instance, in West Sulawesi, the local government received the Religious Moderation Award in December 2024 in recognition of its commitment to implementing programs that promote interreligious harmony. This accolade encouraged the community to deepen their understanding of the concepts of *tasamuh* and religious tolerance in worship, as reflected by the increased search interest on these topics. The public sought to enhance their comprehension of how Islam teaches tolerance and respect for differences in religious practice, aiming to strengthen social harmony amidst diversity. In December 2024, a transfer of power occurred from President Joko Widodo to the elected President, Prabowo Subianto (“Transisi Kekuasaan Presiden Jokowi Ke Prabowo Halaman All - Kompas.Com,” n.d.). This transition brought various changes in governmental policies and structures, including discussions about abolishing direct regional head elections on the grounds of cost efficiency (“Wacana Pemilihan Kepala Daerah Oleh DPRD,” n.d.). The debate surrounding this proposal prompted the public to seek Islamic perspectives on leadership and electoral mechanisms, as well as the importance of *murū’ah* in the political context. This surge in searches reflects the community’s desire to understand Islamic values related to preserving integrity and honor within state governance.

Additionally, the government announced plans to grant amnesty to approximately 44,000 prisoners, including Papuan activists incarcerated for criticizing the government. This policy sparked discussions on social justice and wealth distribution within society (nikolaus.harbowo@kompas.id, 2025). The public sought to understand the Islamic concept of wealth, which emphasizes the balance between material possessions and spirituality, as well as the obligation to share with others. This search reflects the community’s contemplation of government policies and how Islamic values can be applied in the context of social and economic justice.

An analysis of data spanning the years 2020 to 2024 reveals a significant increase in Google searches for hadith during the period of November 29 to December 5, 2020, particularly in the provinces of Bengkulu, West Sulawesi, and Aceh. The dominant search keywords included “characteristics of hypocrites,” “hadith about politeness”, and “obedience to *ulil amri*” (authority figures) as long as their policies do not contradict the Qur’an and Hadith.” This trend analysis indicates a strong correlation with the socio-

political dynamics occurring in Indonesia during that time. Ahead of the simultaneous regional elections (*Pilkada Serentak*) scheduled for December 9, 2020, the official campaign period ended on December 5, 2020. This campaign period was marked by various violations of health protocols and other vulnerabilities, such as vote-buying and black campaigns. The Election Supervisory Board (*Bawaslu*) recorded numerous violations during the campaign, including the improper installation of campaign materials and the unlawful mobilization of voters. Issues of violations and dishonesty during the campaign period likely prompted the public to seek religious guidance concerning the characteristics of hypocrisy. The search for “characteristics of hypocrites” reflects public concern over unethical behavior potentially exhibited by candidates or their campaign teams. Society sought to understand and identify traits of hypocrisy to avoid supporting individuals displaying such signs. Furthermore, the escalating political tension and potential conflicts among supporters encouraged the public to seek hadiths emphasizing the importance of politeness and noble character. The increased search for “hadith about politeness” indicates a communal desire to prioritize ethics and courteous behavior in interpersonal interactions, especially amidst political differences. This aligns with efforts to maintain social harmony and prevent societal division. Searches related to “obedience to *ulil amri*”, particularly within the context of policies that do not contradict the Qur’an and Hadith, also experienced an increase. This trend was likely triggered by various regional government policies during the campaign period that were perceived as controversial or inconsistent with Islamic values. The surge in hadith searches, particularly in Bengkulu, West Sulawesi, and Aceh, reflects efforts to seek religious guidance amid policy controversies and pre-election tensions. These provinces deeply rooted Islamic values and dynamic local politics likely drove communities to use hadith as a moral framework for political decision-making and public conduct.

The trend in hadith-related searches on Google from late November to early December 2020 reflects the community’s response to the ongoing socio-political situation. The public sought guidance and enlightenment through religious teachings to navigate the various challenges and dynamics that arose throughout the simultaneous regional elections campaign.

Implications of the Findings for Public Religious Understanding

The trends in hadith searches on Google (2020–2024) reveal that Indonesian Muslims are increasingly engaging with religious knowledge through digital platforms, reshaping patterns of understanding and practice. As Manuel Castells' concept of the "space of flows" suggests, digitalization enables rapid, borderless circulation of information, including religious discourse. Consequently, access to hadith now extends beyond traditional learning spaces, influencing contemporary modes of Islamic thought. One primary implication of the hadith search trends is the heightened public awareness of Islamic teachings derived directly from hadith, especially in response to social and political issues. The increased searches on "characteristics of hypocrites," for instance, reveal that society seeks to understand traits that must be avoided in social and political life. This supports Ibn Khaldun's perspective emphasizing that religion plays a crucial role in shaping societal morals and ethics. The shift toward searching for hadith on the internet arises from the growing reliance on digital media as the primary source of religious knowledge in an information-saturated society. This transformation reflects both technological convenience and a broader epistemic shift, wherein authority and interpretation increasingly migrate from traditional scholars to networked, user-driven platforms. Thus, the trend in hadith searches on the internet not only reflects a need for deeper religious understanding but also demonstrates how the community uses hadith as a moral reference point in assessing social dynamics around them.

Moreover, searches related to "obedience to *ulil amri*" reflect ongoing societal debates about the relationship between religion and leadership. Within the Indonesian political context, hadith are often employed as a foundational basis for either supporting or criticizing leaders. This aligns with Nurcholish Madjid's assertion that leadership in Islam must always be framed within moral and religious ethical boundaries. The increased interest in hadith about obedience to leaders indicates that society is seeking to comprehend the limits Islam sets on loyalty to governing authorities. However, there is also a risk that incomplete or selective interpretations of certain hadith could be used either to justify blind obedience or to legitimize opposition without solid grounds.

The increasing online searches for hadiths on *tasamuh* and tolerance reflect a growing societal effort to ground inclusivity and interfaith harmony in religious

teachings. In line with Stig Hjarvard's mediatization theory, media now shape both access to and practice of faith. Yet, as Jonathan A.C. Brown reminds, digital accessibility must be balanced with methodological rigor to prevent decontextualized or inauthentic interpretations of hadith (Brown, 2017, p. 16). Therefore, the trend of hadith searches on Google needs to be balanced with deeper Islamic literacy efforts, so that the public does not fall into partial or erroneous understandings of Islamic teachings.

In a global context, the trend of hadith searches in Indonesia also reflects how Islam continues to evolve in the digital era. Karen Armstrong, in *The Battle for God*, notes that in the modern world, religion often serves as a means for individuals to seek meaning and identity amid rapid social change (Armstrong, 2011, p. 8). This observation is relevant to Indonesia, where the increased search for hadith reveals a societal need to find moral and spiritual certainty in facing the complexities of modern life. Hadith are thus understood not only as religious texts but also as sources of values that help the community navigate various social and political challenges.

Online searches for religious knowledge have materially altered religious practice in Indonesia, producing mixed effects on tolerance and deference to state authority. Digital platforms expand access to diverse interpretations, enabling lay users to bypass traditional clerical gatekeepers—an openness that can foster pluralistic readings and interfaith dialogue when moderated by credible voices and counter-narratives (Solahudin & Fakhruroji, 2020). Conversely, algorithmic amplification and charismatic micro-preachers can accelerate sectarian framings and radicalizing narratives that undermine social cohesion and erode respect for plural legal and political institutions (Zeiger & Gyte, n.d.). Empirical assessments from Indonesian field studies and policy reports show this duality: digital religious proselytizing has been implicated both in measurable improvements in outreach for moderation programs and in documented spikes of localized intolerance and disputes over religiously framed governance issues (Bodine-Baron, Marrone, Helmus, & Schlang, 2020). Hence, the net impact depends less on access per se than on platform governance, media literacy, and the presence of robust, evidence-based counter-narratives in the public sphere.

The trend of hadith searches on Google from 2020 to 2024 indicates that Indonesian society is increasingly proactive in independently seeking religious

understanding through digital platforms. This development has positive implications for raising religious awareness; however, it also necessitates scholarly guidance to ensure that the emerging interpretations remain within the bounds of authentic Islamic methodology. This trend can contribute to strengthening religious literacy in the digital era while simultaneously ensuring that Islamic understanding remains moderate, inclusive, and grounded in sound knowledge. Achieving this requires the appropriate utilization of technology alongside support from religious scholars and academics.

Conclusion

This study demonstrates that Google search trends for Hadith in Indonesia from 2020 to 2024 fluctuated in direct response to the nation's socio-political landscape, with spikes in activity coinciding with political controversies and policy shifts that drive citizens toward religious sources for moral orientation. These patterns reveal a deep interaction between religion and civic consciousness, where Hadith serves as a primary lens through which Indonesians interpret governance, justice, and public morality in a digital age. While the accessibility of search engines democratizes theological inquiry, it simultaneously introduces epistemic risks, such as superficial interpretations and the proliferation of unauthenticated sources, necessitating a significant push for enhanced digital and religious literacy. To advance this field, future research should expand beyond search volume to explore how these interpretations evolve on social media through interdisciplinary methods like semiotic analysis, providing a more comprehensive understanding of how digital engagement with Hadith ultimately shapes religious behavior and social discourse in Indonesia.

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