



## TABLE OF CONTENTS

Title.....	i
Board of Examiners .....	ii
Statement of Academic Integrity .....	iii
Acknowledgement .....	iv-v
Table of Contents.....	vi-vii
List of Figures and Table.....	viii-x
Abstract.....	xi
Abstrak.....	xii

### **Chapter I: Introduction**

1.1 Research Background .....	13
1.2 Research Questions.....	18
1.3 Objective of the Research.....	19
1.4 Literature Review .....	20
1.5 Theoretical Framework.....	24
1.5.1 The Religious-Social Shaping Technology Theory.....	24
1.6 Research Method and Design .....	27
1.7 The Structure of the Thesis.....	30

### **Chapter II: Nahdlatul Ulama, Media, and the Transmission of Traditional Religious Authority**

2.1 An Overview of NU Traditional Religious Authority .....	32
2.2 Following the Logic of Media Communication (From Oral to Digital Technology) .....	37
2.2.1 Kitab-based Learning .....	38
2.2.2 Media as an Important Features of NU Development.....	41
2.3 Religion Online, and Online Religion: The Engagement of Nahdlatul Ulama and New Media.....	45
2.4 NU and the Destination of Religious Authority	



within Online Environment .....	50
---------------------------------	----

### **Chapter III: Kyai presence on Social Media and the Background of Religious Authority**

3.1 Online Communities: Considering The Scope of Religious Authority on the Digital Environment .....	58
3.2 Identification of the Identity Construction of the Kyai in their posts on Social Media .....	62
3.2.1 As an Organizational Background.....	62
3.2.2 As an Intellectual Background .....	67
3.2.3 As a Personal Background.....	70
3.3 Religious-Making Narratives: The Process of Internalizing the Religious Values of the <i>Nahdlatul Ulama</i> .....	85

### **Chapter IV: New Media, the Re-establish and Expansion of Traditional Religious Authority**

4.1 The Patterns of Spreading Traditional Religious Authority on Social Media .....	88
4.1.1 <i>Kyai's Mode of Action For Religious Authority: Direct and Indirect Manner in Using Social Media</i> .....	89
4.1.2 The Realm of Traditional Religious Authority: <i>Kyai</i> as Key Actor .....	93
4.2 The Strengthening of Traditional Religious Authority: Algorithms as an Indicator.....	98
4.3 Internet and The Revival of <i>Nahdlatul Ulama</i> : Trends and Prospects.	102

### **Chapter V**

Conclusion .....	108
Bibliography .....	111