

Religious Content in TikTok and Influencer Power as Mental Health Disease Coping Strategy

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Abstract. Psychology of religion and mental health become the popular issues in this era, that often becomes a topic of discussion among various groups/circles. It is because digital era not only give the positive impact to society, but it can create negative effect, especially to Z generation. Moreover, Z generation identified by group of age that easily distracted by social media. Public will compare their life by other life by watch the content in social media. They feel their achievement is not satisfying. More of them think if they are failure because they haven't have children. More of them think if they are failure because they haven't get a success career. More of them think if they are not have some friends and families. This conditions make their mental health is affected. They becomes individualist person. To solve this problem, influencer in TikTok make religious content that increase awareness of life. The aims of this content to accompany them that have mental health issues. They give information to them if their perception (feeling lonely, failure, etc) is false. They still have chance to improve their life, by God aids. Author use phenomenology method to explore how religious content help the individual that have mental health problem. It is not just impact to their behaviour, but how the phenomena become trend and attract some follower. The influencer are Diandra Marsha, Rizka Ramelia, Ovie Syamsiah, and Darti Rahmah. They actively share the content about prayer, surah, and motivation quote. Sometime, they use live channel to interact by their follower. When they interact with their followers, they insert their own personal experiences. More of them create book as the guide to their follower. Using Diffusion of Innovation Theory that popularized by Everett M. Rogers, author want to correlate the phenomena by innovation, communication channels, time, and social systems. Mental health issues become crucial aspect in this digital era. Innovation in psychology of religion content become the win-win solution to solve that problem.

Keywords: Mental health, religious content, influencer, TikTok

1. Introduction

Social media has the power to influence a person. The persuasion patterns created by content creators can impact viewers and readers. Viewers observe the content and process it to see if it aligns with what they expect. If it aligns, they will follow the content; however, if they feel it doesn't align, they will leave the content.

There are many types of social media that offer diverse features. One of these is TikTok, which has features like Story, Wall, Like, and Save. These features help users

to interact within TikTok. Furthermore, users are also given ease when watching videos from content creators, by scrolling through the videos one by one.

Since its acquisition and rebranding in 2018, TikTok has become one of the fastest growing platforms in the world. Moreover, it's the first Chinese-developed platform to find mainstream international success, carving its own niche in the global short video industry. (D. Bondy Valdovinos Kaye, 2022)

TikTok become the social media that contribute to help people from depression and psychiatric issues. From the content that uploaded, people share the way to cope with mental health disease. The effectiveness of mental health healing, could be controlled by the content, netizen comment, and emoticon reaction.

2. Results and Discussion

2.1. Cope With Psychiatric Issues

Based on Ministry of Health of the Republic of Indonesia data in 2024, July, approximately 2% of Indonesia citizens that aged 15 and above that age, having psychiatric issues. Then, according to Indonesia-National Adolescent Mental Health Survey (I-NAMHS) 2022, 1 in 3 adolescent adolescents (34.9%), equivalent to 15.5 million teenagers, experienced a mental health problem in the last 12 months. Specific Mental Disorders: 1 in 20 adolescents (5.5%), equivalent to 2.45 million teenagers, had at least one specific mental disorder during the same period.

Psychiatric issues become the focus of government, because it can cause the decrease of life spirit. The negative effect of this condition is the suicide action. Suicide action can come to people who feel empty in their life. Moreover, they feel do not have support system, after they have searched someone to be listener. To avoid increasing of mental health cases, there are solutions to support the mental health sufferers, especially in digital era. Care giver held workshop to handled the mental health issues. Then, they create content that add the awareness of psychiatric issues. In social media such as TikTok and Instagram, people who search "suicide" clue, will be shown by letter who give message if they have mental health issues, can call the Ministry of Health hotline.

People in social media create content by the theme "Mental Health". They are perspectives such as religion, culture, psychology, social, and communication. In psychology content, they based on experts that have capacity to talk about mental health. Psychology content that "For Your Page" FYP in TikTok revolves around the daily life. How they introduce to public if they are as mental health sufferers can survive from the illness. The healing moment become the motivation to others mental health sufferers. They learn from how mental health sufferers handle the trauma, trigger of depression, and anxiety.

From the culture aspect, the content about mental health teach us to be happy in our life, although we face the difficult situation. The content is about how the content creator do their hobbies to reduce their depression and other kind of mental health

issues. They do the sport that they like it and do the activities that grow dopamine hormone.

In social point, content creator produce the spirit words that attract mental health survivor to keep struggle. It is the framework to close with mental health survivor. By that words, mental health survivor do not feel alone, and have support system. It is correlated by communication aspect. In communication aspect, content creator produce the two way communication content. They engage audience to their content. There are question and answer session so that content creator understand the needs of their viewers. It is the evaluation of content, so that they can create the material that appropriate by the viewers needs.

Quality content requires the effective communication. Content creator can be considered a success if they produce content that create feedback action. It can be assessed by how the content give the positive reaction to the viewers. If the content result beneficial effect, viewers will apply positive comment.

In religious aspect, content creator apply the principles if God can handle all problems. So, if we want find solutions, we must pray effectively. Then, do not forget if God miracle will come to the creatures that remember and obey to do religious activities. As the creatures that believe there are God helping, people will be religious creatures. They will afraid to do the forbidden action. To solve the problem, religious people depend on the prayer. the more often they pray, the faster their prayers are answered. Because of the trust, it is straightforward to them to live the life. The trust to God, can reduce the depressed moment.

According to Durkheim (1952), religious aspect have the contribution to the mental health issues. There are two perspectives inside that, first about the way that religious aspect provide the space for people to share their problem and get the support from others. From the Durkheim research, some religions share the motivation learning to keep spirit. Religion value teach them to avoid the suicide action. Suicide is the action that considered a sin because kill themselves, even though God has the right to determine the time of died. So, it can become the shield or warning to people that depressed with some problems.

Religious people have the norm and value that teach others to obey with that. The norm and value have the positive and negative impact. On the positive side, religious adherents have a guideline for what is good and bad. With this, they will avoid the bad and carry out the good. They can also assess whether an activity is good or bad, leading to prevention after realizing something is bad.

On the negative side, sometimes individuals dealing with mental health issues feel constrained by the norms found in religion. Consequently, this can cause them to become even more depressed because they feel unable to uphold the religious command to always believe in God that everything will get better. (Durkheim, 1952)

The rumination factor contributes to people being unable to escape overthinking. They focus on past events, which they feel will recur in the present and the future. This is what makes people tend to avoid things. (Ardian, 2022)

Therefore, individuals with mental health issues require activities and a peer environment that supports their growth. One effort to help heal them can be through the religious content available on TikTok.

2.2. Phenomena and Digital Content

In a world shaped by the omnipresence of new media, it is wise to ask who has access to media and who has the economic and political power to shape its use. There continue to be digital desert that the internet has yet to reach or where bandwidth is limited. In other places, some people can not afford the smartphone, computers, and subscriptions needed for regular online access. For various reasons, others opt out or limit their use of digital media.

Among those with reliable internet access, skill levels and interest determine their ability to navigate digital culture and make it easier for some people to become creators and influencers. Largely hidden are the circle of folks who write code and develop new devices and those who own or regulate media platforms. For all its possibilities as a space for community and communications, the internet is hardly a level playing field.

Recognizing these challenges, it is also true that access is widespread in most places. It is relatively easy and inexpensive to blog, create a website or seek followers on TikTok or X/Twitter. Production technology is cheaper and easier to use. Today, people with limited training can shoot and edit complete video on cell phone and upload them to the web. Most people were consumers rather than producers of media, and they had little influence on the content and structures of the media they consumed. (Thrall, 2014)

Social media influencers on TikTok exist differently on the app than they do on the other mediums, even if they transition to or from those other social apps. Because appearing on users' FYPs is so crucial to one's success on the app, social media influencers need to be formulaic about what they post, which sounds they use, how often they post, which sounds they use, how often they post, and which hashtags to utilize (Matsakis 2020). From personal observations as a frequent user of TikTok, social media influencers who emerge on the app tend to fit into two modes, at least at the beginning of their content creation journey.

The first is a more traditional understanding of who an influencer is: an individual creator who showcases their life for social capital gain. However, this showcasing of self is not the first relation for the TikTok influencer. Instead, those who find viral success on the app are the best at emulating the memes already existing based on the popular sound available. Influencers like Charlie and Dixie D'Amelio, for example became so popular because of their ability to take on the most popular dance trends on TikTok and perfect them. It was only after attaining viral fame in this way that they moved into more personal influencing, opening up to more personal stories

and even starring in a reality television show together, relying more on brand deals and partnerships to become full-time social media stars. However, while brands tend to partner with influencers across social media apps in which TikTok is no exception, there are instances on TikTok where the business itself becomes the influencer due to the popularity of its memetic content. (Sudnick, 2023)

2.3. Popular TikTok Content

The majority of Indonesian adhere to Islam that have religious rituals such as sholat, puasa, and read Al-Quran. The activities of them correlated by the prayer. So, content creator in TikTok see the potential of the theme of content that explain religious ritual. How they carry out worship properly so that they get blessing.

Initially, there was rarely religious content on TikTok. TikTok content majority talk about entertainment that perform people who dance and sing. But, along with the time, there are variation of the content, so viewers can watch the content about education, culture, and religion. Content about religion become the themes that attract the viewers attentions. It is become the phenomena, because some content creators that have specialization in entertainment content switch to religious content. After they evaluate the contents, religious contents is widely liked by public.

The beneficial form religious content, they can teach viewers concerning life learning. How they should strong although face the bad situation. How they do not easily satisfied by the good situation. How they must remember God in any conditions. One of the religious contents goals are to help people. Content creators have the wish if the content can be support systems to mental health survivor.

Author focussed the religious content creators including Diandra Marsha (@diandramarshas), Rizka Ramelia (@rizkaramelia), Ovie Syamsiah (@ovsyam), and Darti Rahmah (@dartirahmah).

Influencer	TikTok Name	Follower
Diandra Marsha	@diandramarshas	774,9 rb
Rizka Ramelia	@rizkaramelia	432,4 rb
Ovie Syamsiah	@ovsyam	280,4 rb
Darti Rahmah	@dartirahmah	270,9 rb

Source: researcher

Diandra Marsha is the niece of Indonesia singer Maya Estianty. She is become popular because she often share topics about the prayer that be known from her family. Sometimes, she add her TikTok content by the stories of her family.

2.3.1. Popular TikTok content of Diandra Marsha

Content	Times	Likes	Meaning
How to develop a love for prayer	2024, 17 January	4,1 million (28 October)	Reduce stress, pray and solution

Source: (Marsha, 2025)

TikTok content of Diandra Marsha on September-October 2025 (Marsha, 2025)

Content	Times	Likes	Meaning
The miracle of pray (Pray for yourself and other)	1 October	8220 (28 October)	Positive vibes, mother mindset to children
Don't say bad things	30 September	34,9 thousand (28 October)	Self learning, emotion release

Diandra Marsha frequently creates content regarding religious teachings implemented by their family. The religious values taught by her parents, then she narrates in her content. Some of these include teachings about not harming others. They also include praying not only for oneself but also for one's closest people.

Her content style is in the form of storytelling. Diandra Marsha's content about his/her closeness with family has become a subject of public interest. This is because it showcases not only the religious aspects but also how to build a strong bond with family. Unlike Diandra Marsha, who comes from a celebrity background, Rizka Ramelia is an author comes from general public. She is become famous because of her book "Jalur Langit". Her book contains the collection of prayers and journal.

2.3.2. Popular TikTok content of Rizka Ramelia

Content	Times	Likes	Meaning
Tahajud prayer	2025, 30 September	229,5 thousand (28 October)	The power of Tahajud prayer so that Allah accepts our supplication.
Taubat prayer	2025, 26 June	25,7 thousand (28 October)	Reminder to increase prayer before passed away.

(Ramelia, 2025)

TikTok content of Rizka Ramelia on September-October 2025 (Ramelia, 2025)

Content	Times	Likes	Meaning
How to Wake Up for the Night Prayer	28 October	370 (28 October)	Asking Allah for forgiveness and to help us wake up for Tahajjud prayer.
Reason why we must prayer	26 October	1.043 (28 October)	Do not stop for prayer
The Law of Cause and Effect	23 October	1.339 (28 October)	Do not hurt other

Daud fast	22 October	914 (28 October)	The benefit of Daud fast
How to miss Tahajud prayer	22 October	1234 (28 October)	The spirit to increase the prayer
God destiny	20 October	4.906 (28 October)	We must go ahead when fate come to us.
1000 dinar verse	18 October	5.889 (28 October)	100 dinar verse to accompany us to solve problem.
How to recover from wounds	16 October	648 (28 October)	Wounds will over if we can accept that.
Dhuha prayer	14 October	5.529 (28 October)	Habit to performing the Dhuha Prayer, Dhuha prayer for get sustenance.
Reward from life trouble	13 October	8.555 (28 October)	Surrender to fate, there are solution and reward from God.
Maghrib and Isya prayer	9 October	11,7 thousand (28 October)	Tips of Maghrib and Isya prayer.
God way show us about someone rottenness.	4 October	10,9 thousand (28 October)	Do not revenge.
Why we must come to God.	29 September	10,6 thousand (28 October)	God see and hear our talk.
The spiritual channel template	29 September	1.244 (28 October)	The routine habit to prayer.
Release frustration	26 September	1.470 (28 October)	Do not give up, take your time.
Nabi prayer	26 September	1.636 (28 October)	Way of prayer.
Nabi Musa prayer (Al-Qasas, 24)	21 September	24,6 thousand (28 October)	The doa make impossible things possible.
How God help us	19 September	22,1 thousand (28 October)	Way of God to protect us from bad situations.
Miracle of Daud fast	18 September	4906 (28 October)	How God accept our prayer.
Mental health	16 September	9.044 (28 October)	Do not hurt others
Subuh prayer	15 September	38 thousand (28 October)	Start the days by Subuh prayer.
Be patient and pray	15 September	9.810 (28 October)	God will help you
Witir	12 September	14,3 thousand (28 October)	Be focused to pray
Night pray	10 September	3.198 (28 October)	Learn to pray consistently

Begin to pray after menstruation	10 September	1.093 (28 October)	Do not forget to do Tahajud prayer
God, I'm begging	9 September	7.870 (28 October)	The benefit of wake up 3 a.m to pray
The effect of pray	3 September	2.469 (28 October)	The solution from prayer.
The effect of Laa Illaaha Illaa Anta Subhanaka Innii Kuntu Minaz-zaalimiin	3 September	12,7 thousand (28 October)	Talk to God

Rizka Ramelia mostly reviews prayer and worship practices (ibadah and dua). In his/her content, Rizka Ramelia illustrates the routine worship he/she regularly performs, such as the Duha prayer, the Repentance prayer (Sholat Taubat), and the Tahajjud prayer. Furthermore, Rizka also explains the supplications (duas) he/she recites after the prayers.

A guides his/her fans through short tutorials featured in videos and books, including showing the prayers that are recited. Through a journal, he/she teaches fans to make a list of prayers and worship practices.

In a similar vein to Rizka Ramelia, Ovie Syamsiah is a published author. She has published three books titled "Nikung Doa with Jalur Langit", "Menawar Rezeki dengan Riyadhoh Jalur Langit", dan "Riyadhoh with Love". The three books are known as Riyadhoh by Ovie Syamsiah.

2.3.3. Popular TikTok content of Ovie Syamsiah

Content	Times	Likes	Meaning
A challenge from the Lord	2024, 20 June	11,7 thousand (28 October)	Do not be afraid and overthinking
Prayer List	2023, 12 April	21 thousand (28 October)	Have certainty in Allah

(Syamsiah, 2025)

TikTok content of Ovie Syamsiah on September-October 2025

Content	Times	Likes	Meaning
Enjoy the blessings from God.	25 October	302 (28 October)	Life change
Praying on time	24 October	395 (28 October)	Life change because praying on time
Pray for always thanks to God	23 October	185 (28 October)	Be grateful
Avoid the haram activity and talk	22 October	385 (28 October)	don't forget to pray after prayer so that be avoided from bad things and

			haram activity
Repeat the pray	22 October	114 (28 October)	Always pray to God
Improve prayer	20 October	198 (28 October)	God repair the human fate.
To give sadaqah	20 October	100 (28 October)	God give us more than what we give
Sincere effort	17 October	472 (28 October)	Spiritual channel
Pray routinely	14 October	132 (28 October)	Prayer list and answered prayers
Positive manifest	14 October	101 (28 October)	smooth flow of fortune
Tirakat and riyadhoh	13 October	269 (28 October)	Try to do tirakat and riyadhoh
Sustenance capacity	12 October	118 (28 October)	Sustenance capacity in line with praying capacity.
Prayer and result	11 October	276 (28 October)	This fate from your last prayer
Sustenance	10 October	1.131 (28 October)	What we get from God acceptance
Life reality	7 October	3.967 (28 October)	Do not be afraid of fate.
Pray and reality	6 October	245 (29 October)	God always give something to us before accept our prayer.
Pray and riyadhoh	5 October	5.320 (29 October)	Sustenance is the result from relation between you and God.
Prayer	4 October	106 (29 October)	Salat is a compulsory act of worship
The power of ayat seribu dinar	1 October	233 (29 October)	Open the sustenance
Taubat, hajat, and tahajud prayer	29 September	1.619 (29 October)	Pray after di taubat, hajat, and tahajud
How to make a supplication (dua) reach its goal quickly?	26 September	168 (29 October)	To multiply prayers
To pursue the afterlife	25 September	146 (29 October)	Keep prayer and prayer
Read QS Yasin and QS Waqiah	25 September	1.049 (29 October)	To make heart become calm
How does God answer our prayers?	23 September	106 (29 October)	Pray visualization and God acceptance.

How we're easy to mad	22 September	103 (29 October)	Dzikir to reduce anger
Reduce the lazy habit	13 September	110 (29 October)	When you're lazy, you must add your prayer.
Sustance	9 September	806 (29 October)	We must sincere and open-heart so that this way pull our substance
Remember death	1 September	164 (29 October)	Do not forget to pray.

(Syamsiah, 2025)

Ovie Syamsiah's content focuses more on *dhikr* (remembrance of God) and achievements. Ovie talks about some of her accomplishments and success, which he/she attributes to prayer and *dhikr*. She also teaches his/her fans about the various *dhikr* recited and prayers practiced.

One of the unique aspects of Ovie Syamsiah's content is that he/she delivers messages to fans through writing. Thus, the audience doesn't just listen to the audio but also observes the message through the text.

Darti Rahmah is also a book author. He/She writes book "Tuhan, Sejauh Mana Aku Harus Menunggu? Aku Lelah" based on netizen comments on her content. On TikTok, Darti Rahmah frequently shares quotes about struggle, sincerity, and lessons learned in finding a soulmate, with most of the quotes recounting his/her own experiences in the search for a partner.

2.3.4. Popular TikTok content of Darti Rahmah

Content	Times	Likes	Meanings
Pursuing one's destined partner.	2023, January	20 thousand (29 October)	40 days to persue one's destined partner
Motive to get life partner	2021, January	12,1 thousand (29 October)	Improve the motivation to get life partner.

(Rahmah, 2025)

TikTok content of Darti Rahmah on September-October 2025

Content	Times	Likes	Meanings
Life partner will come true	25 October	134 (29 October)	God have ways to make persons meet each other become life partner.
Positive affirmation about soulmate	25 October	302 (29 October)	Your soulmate fate will be beautiful.

Last relationship	24 October	194 (29 October)	Do not be afraid to leave someone if he/she is not for you.
Want to married but have not meet soulmate	21 October	210 (29 October)	Soulmate still on the way for you
The signs if he/she is your soulmate	20 October	5.232 (29 October)	You will feel calm and safe to be with her or him.
Try to speed up the arrival of a soulmate	19 October	104 (29 October)	Soulmate affirmation by prayer.
Soulmate affirmation	15 October	13 Thousand (29 October)	Soulmate will come to the right times.
What soulmate can be changed?	13 October	274 (29 October)	Definition of fate
Wish/Desire	13 October	11,4 thousand (29 October)	Positive affirmation
Question of soulmate	28 September	127 (29 October)	Self upgrade to get appropriate soulmate
Positive manifestation	25 September	254 (29 October)	About married
Soulmate affirmation	23 September	402 (29 October)	Love come to the right time
Soulmate come to you	23 September	522 (29 October)	God scenario will surprise you until you can very happy for it.
Positive affirmation about soulmate	18 September	3.435 (29 October)	Self upgrade so that ready to meet soulmate.
Happy news	16 September	1717 (29 October)	Dream come true
Believe if I can married this year	14 September	200 (29 October)	Become better person and married with the true man
Soulmate sign	14 September	112 (29 October)	Soulmate close to me
Soulmate manifestation	10 September	5.042 (29 October)	This year, you will married with man that God choose to me
Soulmate	8 September	128 (29 October)	Soulmate is fate, not qodar
When I married	4 September	137 (29 October)	Be calm, soulmate will meet me
Never late	3 September	174 (29 October)	Soulmate come to

			you
Prayer	1 September	168 (29 October)	Next year, you cry because you are happy.

(Rahmah, 2025)

Her content largely discusses topics related to finding a soulmate/partner, such as how to remain enthusiastic about the search. Darti Rahmah recounts her experiences before meeting her husband. She also teaches fans about *ikhtiar* (effort/endeavor) in the search for a partner.

In addition, Darti Rahmah also provides positive affirmations regarding soulmates/partners through the videos displayed. Diandra Marsha, Rizka Ramelia, Ovie Syamsiah, and Darti Rahmah create content based on their experiences. They have characteristic when they create religious content. A lot of them had experienced setbacks.

Finally, they managed to get through that ordeal and share their journey with the public. The public's enthusiasm was evident after watching their content. Their hope is to be freed from those failures and become successful like them.

2.4. Diffusion of Innovation Theory

The Diffusion of Innovation (DOI) Theory was developed by Everett Rogers in 1962. This theory discuss about new idea, technology especially an innovation, and a new idea. These aspects spreads through a social system frequently. This new idea correlated by cultures and social systems, analysed by the process how and why the phenomena become trending or most of many people are discussing.

The basic point of the Diffusion of Innovations (DOI) Theory is simple but obtrusive. The core message of DOI is an innovation's success that depends on effective communication. How the innovations easily communicated by others and adopted by others. So, DOI aims to make things easier.

To measure the effectiveness of innovations, can be analyzed by the spread, the adoption, and the success factor. The spread functions to detect innovation process become specific channels between the entities if social system over time. Then, the adoption to categorize the adopter into five types. That are innovators, early adopters, early majority, late majority, and laggards. The last point is the success factor that predict how much better it is, how easy it is to use, and if it fits existing practices.

The goal of this theory is to evaluate innovation from the basic aspect until the innovation be implemented in public. It gains momentum and achieves widespread use. The innovation not only the technology but also the ideas.

According to innovativeness (Foxall, 2003), it refers to interindividual differences in how people react to these things and accounts for much of their success or failure. Innovators may welcome them, and the majority may gradually adopt them.

The measurement of innovativeness is an important activity for both theory testing and practical purposes.

Adoption is an individual or micro decision process, while diffusion is a social or macro process. In diffusion theory, when the time of adoption of a new thing since its introduction is plotted as a frequency distribution, the result is a normal or bellshaped curve. A cumulative plot of adoptions yields an S-shaped curve describing the spread of the new thing through the social system as increasing number (followed by decreasing numbers) of individuals adopt.

There are adopter categories and basic characteristics of individuals in these categories (Mlecnik, 2013). Innovators, it the first who adopt an innovation and willing to take risks. Second, early adopters, they choice to adopt because of their perspective that correlated by the innovation. Third, early majority, they adopt innovation after implemented the ideas. Fourth, late majority, categorized adopter that late use innovation because of their sceptical character. Fifth, laggard, adopter who the last adopt innovation. They isolated from social media and have weird characteristics.

Key points of DOI refers to 5 aspect. Relative advantage means how far the innovation give the impact to public than before ideas. The are good effect that can change the life of the adopter. Then, adopter search compatibility, to measure the consistency of innovation. It can be analyzed by value, needs, and experiences.

Public look complexity to understand the innovation. If they feel it is difficult to be implemented, they will avoid it. If they feel it is easy to be implemented, they will be adopter to the innovation. Complexity is the degree to which an innovation is perceived as relatively difficult to understand and to use. The higher the complexity, the lower the rate of adoption.

Trialability, the degree to which an innovation may be experimented with on a limited basic. The higher the trialability, the higher the rate of adoption. Observability, the degree to which the results of an innovation are visible to other members in a social system. The higher the observability, the higher the rate of adoption. (Rogers, 2010)

Based on the content and comments of Diandra Marsha (@diandramarshas), Rizka Ramelia (@rizkaramelia), Ovie Syamsiah (@ovsyam), and Darti Rahmah (@dartirahmah); several results were obtained from observations through the Theory of Diffusion of Innovation. This can be viewed through four aspects, including relative advantage, compatibility, complexity, trialability, and observability.

Relative Advantage	High Rate of Adoption: unique, creative, and have positive impact to the character change.
Compatibility	High Rate of Adoption: The content aligns with the needs of the audience who require spiritual nourishment.
Complexity	Moderate Rate of Adoption: routines are needed in implementing the displayed acts of worship and the prayers that are exemplified.
Trialability	The adoption rate is increasing because the audience has a strong desire to change their destiny (or

	fate/circumstances).
Observability	The spread is accelerated: there are positive results from the idea. Viewers who successfully implement the prayers and acts of worship will trigger other viewers to do the same.

The five content creators applied positive affirmation which leads the audience to follow what is said. The content features reflections on destiny/fate that teach the audience to always be optimistic and never give up. In life, there are lowest points and highest points. People aren't always at their lowest point. There will definitely be a momentum for a person to be at their highest point.

In terms of application, these contents are easy to implement, but they require consistency. The prayers and acts of worship displayed in the content are considered simple and bring about a big impact. The content creator often says that if you do this, there will definitely be great results achieved. Based on that promise, it triggers the audience to imitate [the practice]. Especially for viewers who are in poor mental condition and need encouragement.

Unlike other content, which is mostly entertaining, religious content has started to gain significant interest across various groups, especially Generation Z. This reflects a person's condition and their belief in positive change.

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