

Cyberspace Missionaries: A Profile of Dynamic Digital Age Evangelism

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Abstract:

The development of digital technology has changed the way the gospel is spread, presenting new challenges and opportunities for missionaries. The digital age creates cyberspace as a vast and dynamic field of service, so a cyberspace missionary figure is needed who is able to combine the spirit of evangelism with digital skills. This research aims to identify the profile of cyber missionaries and the strategies used in spreading the gospel in the digital realm. The method used is qualitative with a case study approach, involving in-depth interviews and digital content analysis of several missionaries active on social media platforms. The results show that cyber missionaries rely not only on theological knowledge, but also digital technology and communication skills that are adaptive to new trends. The novelty of this research lies in the comprehensive mapping of digital missionary profiles as well as the emphasis on creativity and ethical aspects in digital ministry. The findings make an important contribution to the development of effective mission strategies in the ever-changing digital age. The implications of this study highlight the importance of training and capacity building for digital missionaries to be more effective in spreading the gospel in the technological age.

Keywords:

missionary, cyberspace, evangelist, technology, digital age.

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INTRODUCTION

The era of cyber missionaries, a profile of evangelists who combine the spirit of spreading the gospel with the skills to navigate the virtual world. In this connected digital age, the spread of the gospel has found a new dimension that is increasingly dynamic and far-reaching. The advent of digital technology has opened new doors for evangelists to reach souls that were once hard to reach (Theofany, 2023). Cyber missionaries are evangelists who utilize digital platforms such as social media, instant messaging applications, and websites as a means to spread the good news. They understand that the world is increasingly connected virtually, and to reach souls in the digital age, creative strategies that are relevant to the digital lifestyle of today's society are needed.

The advancement of time has brought a great impact on the pattern of human life, which makes everything easier to reach without having to meet physically. This cyber missionary profile emerged in response to the need to reach millennials and Generation Z, who spend most of their time online. By utilizing their everyday communication channels, cyber missionaries are able to build closer relationships and break through barriers that have hindered the traditional spread of the gospel. However, being a cyber missionary is not just about having a social media account or creating digital content (Tiranda et al., 2021). It is a calling that requires commitment, creativity, and a deep understanding of how to communicate effectively in the digital world. They must be able to present the truth of God's word in a way that is engaging and relevant to a digital audience.

Previous research has explored the role of digital media in the spread of the gospel, with one early study examining the development of evangelism in new media (Mello & Martince Goha, 2022). However, these studies have not specifically addressed the profile of cyber missionaries and the challenges and opportunities they face in the context of the current digital age. Recent research conducted a longitudinal study with pre- and post-pandemic data, revealing a dramatic acceleration in the adoption of digital technologies for religious practice during the pandemic. The study found a dramatic increase in participation in online worship and a permanent change in the digital religious landscape, suggesting a new momentum for digital missionaries in the post-pandemic era, with audiences more open to digital religious experiences. One important aspect to be explored in this research is the strategies and skills required by cyber missionaries in creating engaging and meaningful digital content. Previous research has highlighted the importance of creativity and cultural understanding in creating effective content for digital audiences (Rudding et al., 2023). In addition, this research will also examine the challenges faced by cyber missionaries, such as the growing tide of information and digital distractions.

However, beyond these challenges, this research will also explore the opportunities that digital technologies open up for the spread of the gospel, such as the ability to reach a global audience without geographical or cultural boundaries. Previous research has highlighted the potential of digital media in building religious communities that cross borders. One important contribution of this research is the identification of strategies and best practices for cyber missionaries in interacting with their digital audiences. Previous research has emphasized the importance of two-way interaction in digital religious contexts (Diana, 2019), but this

research will further explore how such interaction can be effectively carried out by cyber missionaries.

Previous research has examined various aspects of digital evangelism and online missionaries. Campbell, in his book "*When Religion Meets New Media*," analyzes how religious groups adopt and utilize digital technologies (Caron & Markusen, 2016). Hutchings, in his research "*Creating Church Online*," explores how churches build online communities (Hutchings, 2018). These studies provide a foundation for understanding the dynamics of evangelism in the digital age, although a specific focus on the profile of cyber missionaries still needs to be developed further. The formulation of the problems to be answered in this research is an urgent part of the problems that occur in the current digital era, including: What are the profiles and characteristics of cyber missionaries in evangelizing in the digital era? What are the strategies and approaches used by online missionaries in spreading Christianity through digital platforms? What are the challenges and opportunities faced by cyber missionaries in carrying out evangelistic missions in virtual space?

The novelty of this research lies in its specific focus on the profile of cyber missionaries as evangelists who utilize digital technology creatively and effectively. This research aims to explore the characteristics, strategies, and impact of cyber missionaries in spreading the gospel in the dynamic digital era. In addition, this research will also examine the role of cyber missionaries in helping people use digital technology wisely and positively. By exploring the profiles, challenges, opportunities, and strategies of cyber missionaries, this research is expected to provide new and useful insights for evangelists, churches, and religious organizations in utilizing digital technology effectively for the spread of the gospel in this dynamic digital era. This research is also expected to serve as a foundation for further development in the field of digital evangelism, as well as help society to understand the important role played by cyber missionaries in presenting the truth of the gospel amid the growing virtual world.

The purpose of this study is to analyze and understand the profile of cyber missionaries in the context of dynamic digital age evangelism. The study aims to explore how digital technology and the internet have changed evangelism methods and approaches, as well as identify the characteristics, strategies, and challenges faced by online missionaries in spreading Christianity in virtual spaces. In addition, this study also aims to evaluate the effectiveness of digital evangelism compared to traditional methods and examine its impact on church growth and the spread of faith in the modern era.

METHOD

The research method used in this article is a qualitative method with a phenomenological approach and digital ethnography (Ismail et al., 2025). The phenomenological approach is used to deeply understand the subjective experiences of cyber missionaries in carrying out evangelistic tasks in digital space. The focus is on exploring the personal and spiritual meanings they experience, including the motivations, challenges, and faith reflections that arise from their involvement in cyberspace. Meanwhile, a digital ethnography (*netnography*) approach was used to observe the digital social and cultural practices that shape their ministry context. This

research observes the interactions, symbols, and communication patterns that develop in the online communities where the missionaries operate, such as on social media, YouTube channels, and online spiritual discussion forums (Ismail, 2012). The methodological framework in the preparation of this article begins with the purposive selection of participants, namely active digital missionaries who have consistent evangelistic activities on online platforms. This approach enabled the researcher to develop a rich, contextualized, and authentic understanding of the profile of cyber missionaries and the dynamics of evangelism in the changing digital age.

RESULTS AND DISCUSSION

Profile of Cyberspace Missionaries

Cyber missionaries are a new profile in the world of evangelism that emerges along with the development of digital technology. They are evangelists who utilize digital platforms such as social media, instant messaging applications, and websites as the main means to spread the good news of the gospel. One of the main characteristics of cyber missionaries is their ability to navigate the virtual world well. This ability includes sufficient mastery of information and communication technology to interact effectively in a digital environment. Cyber missionaries should have a comprehensive understanding of various social media platforms, communication applications, and other digital tools that can be utilized to spread their message or teachings. Another characteristic is their ability to build strong virtual connections and communities. Cyber missionaries are also skilled in delivering messages and information effectively through various digital platforms.

The phenomenon of cyber missionaries has given rise to various categorical profiles that utilize digital platforms to spread the gospel message and develop the spiritual life of the global community. Major categories include *digital evangelists* such as Nick Vujicic, who uses social media platforms to share testimonies and inspirational messages to millions of followers, and Christian *content creators* such as Jefferson Bethke and *The Bible Project*, who create theological educational content through YouTube (Opade, 2023). When reaching millennials, social media is a necessity, not a luxury, as only 2 in 10 millennials consider regular church attendance important.

The second category that utilizes digital platforms as a means of evangelism is church leaders. Pastors and church leaders such as Rick Warren, Joel Osteen, and Joyce Meyer actively use Twitter, Facebook, and Instagram for pastoral care and Bible teaching (Catechetics et al., 2024). There is also a category of video *missionaries* or Christian vloggers who specifically create video content for evangelization and spiritual formation. Another category includes church organizations that develop digital mission strategies, such as *Life Church*, which pioneered the concept of online church and the *YouVersion Bible App*, and *Hillsong Church*, which uses streaming platforms for global worship (Proboyekti et al., 2025). Digital evangelization is the strategic use of the internet, mobile, and social media platforms to meet the needs of others and share the gospel with the world online. Developers of spiritual apps such as Bible Gateway, Logos Bible Software, and various daily devotion apps also fall under the category of technology missionaries. In addition, there are online bloggers

and writers like Ann Voskamp, Max Lucado, and John Piper who use blogs and digital platforms for Christian literature ministry, as well as *podcasters* like *The Daily Audio Bible* and *Elevation Church* who provide spiritual audio content to the global community.

The advancement of time and technology has influenced so many generations that simplify everything to be done by individuals (Padakari & Gulo, 2025), which requires cyber missionaries to be smarter in delivering the teachings of truth. Cyber missionaries need to have skills in creating creative and meaningful digital content. They use various formats such as videos, podcasts, articles, images, or even interactive games to deliver spiritual messages in a way that is more easily digested by the digital audience (Tenny Tenny & Arifianto, 2021).

The ability to create creative and meaningful digital content is one of the keys to the success of cyber missionaries in spreading the gospel effectively in the digital era (Sianipar, 2024). The content created must have visual appeal and a strong narrative in order to penetrate the noise of information that is very dense in the digital space. Modern missionaries need to master storytelling techniques that can package spiritual messages in formats that are easy to understand and relevant to the daily lives of the audience. The use of various digital formats allows cyber missionaries to reach a wider and more diverse audience and present gospel messages in a way that is engaging and relevant to the digital lifestyle of today's society.

However, being a cyber missionary is not just about technical skills. They need to have a strong commitment to their faith and a calling to spread the gospel. Cyber missionaries often collaborate and network with fellow digital evangelists, churches, or organizations that share a similar vision. This collaboration allows them to share resources, ideas, and strategies, and expand the reach and impact of their evangelistic work (Sihombing et al., 2023). By having a strong commitment to faith and calling, and establishing effective collaborations, cyber missionaries can ensure that their ministries have a positive and sustainable spiritual impact on the digital audiences they reach.

One important aspect that differentiates cyber missionaries from traditional evangelists is their ability to reach a global audience without geographical or cultural boundaries. This ability allows them to transcend barriers of distance and cultural differences, and customize their approach according to the context of diverse audiences. Through specially designed digital content, cyber missionaries can build closer and more meaningful relationships with audiences from different backgrounds (Salurante, 2023), so that the gospel message can be better received and relevant.

The profile of cyber missionaries reflects the spirit of evangelism adapted to the demands of a dynamic digital age. They are evangelists who understand that the gospel must not only be lived, but also disseminated through communication channels that are relevant to the times. Cyber missionaries utilize various digital platforms such as websites, social media, and mobile apps to reach more people with the gospel message. They interact with audiences through quality content such as online sermons, virtual Bible studies, and spiritual discussion forums (Paparang et al., 2023). With a contextualized and creative approach, cyber missionaries seek to create meaningful relationships and invite people to experience the truth of the gospel in an infinite digital context. Their efforts reflect the church's ability to adapt and remain relevant in an ever-evolving technological age.

The Challenge of Cyberspace Missionaries

The era of digitalization has opened up new horizons in Christian missions, where information and communication technology have become a very powerful tool to reach out to souls around the world. However, every innovation in ministry brings its complexities that need to be understood and anticipated wisely. Being a cyber missionary cannot be separated from the challenges that must be faced, even though it offers great opportunities for evangelization (Johanna Siagian et al., 2023). One of the main challenges they face is the ever-growing wave of information and digital distractions in cyberspace. Cyber missionaries must be careful in delivering the gospel message amidst the flood of misleading information and narratives circulating online. It is necessary to develop strategies to verify sources and ensure that the content shared is accurate and reliable (Ondang, 2024). In this rapidly evolving information age, cyber missionaries must apply the principles of rigorous journalism in selecting and disseminating information. This includes cross-checking various credible sources, verifying the facts presented, and tracing the origin of information to ensure its authenticity and validity. In addition, they must be prepared to face criticism, ridicule, and even online attacks from groups or individuals who disagree with their beliefs. Therefore, cyber missionaries need special skills in navigating this complex and risky digital landscape while still maintaining the integrity and positive impact of their gospel-spreading mission.

The development of information and communication technologies has ushered in a new era of information dissemination characterized by speed, volume, and accessibility unprecedented in the history of human civilization. Today's digital landscape is filled with a wide variety of content and information, both true and false, beneficial and harmful (Yuliana, 2024). Cyber missionaries must be able to navigate this environment wisely and be able to discern what is helpful and what is not. Cyber missionaries need to develop strong digital literacy skills in order to distinguish accurate and useful information from dubious or harmful information. The ability to critique information sources, recognize bias and hidden agendas, and critically analyze content leads missionaries to understand, comprehend, and have strategies to overcome the challenges of the digital age in evangelistic missions (Purwoto et al., 2021). Digital literacy also includes the ability to communicate messages effectively through various digital platforms, by considering the intended audience and choosing the right media (Hia & Waruwu, 2023). With adequate digital literacy, cyber missionaries can navigate the digital landscape more confidently and successfully spread the gospel in a way that is relevant and meaningful to today's digital generation.

The dynamics of interaction in digital spaces are often more complex and intense compared to face-to-face communication, where anonymity and physical distance can affect the way individuals express their views and respond to religious content. In addition, cyber missionaries need to be prepared to face criticism, ridicule, or even attacks from those who disapprove of the spread of the gospel in the digital world (Martince Goha, 2022). This readiness includes not only mental and emotional aspects, but also mature communication strategies to respond to various forms of rejection or resistance to the message conveyed. Missionaries must understand that resistance to the gospel is a phenomenon that has existed since the days of the apostles, but in the digital context, the intensity and manner of delivery can be much more violent and personalized. With strong mental and spiritual strength, as well

as the support of a community of fellow missionaries, it is possible to continue the noble mission amidst the challenges faced in the digital world. A humble, forgiving, and loving attitude will be key to reaching the hearts of their audience with the gospel message.

Digital communication, by its very nature, has inherent limitations in creating deep interpersonal closeness, given the absence of direct physical contact and the nuances of non-verbal communication that are crucial in building meaningful relationships. Another challenge that cyber missionaries face is building trust and strong relationships with audiences (Sitorus, 2024). In cyberspace, it is often difficult to build the same emotional bond as in face-to-face interactions (Thoha et al., 2023). To build trust and strong relationships with digital audiences, cyber missionaries need to utilize various two-way communication channels such as discussion forums, live chats, and comment sections. They should be responsive in responding to questions and feedback from the audience, and maintain an open and meaningful dialogue. In this way, an emotional bond can be established even if there is no face-to-face interaction. Honesty, sincerity, and empathy are also very important in building authentic relationships in cyberspace (Mawikere & Hura, 2025). In addition, digital missionaries in evangelistic missions need to adapt to new trends and platforms that are constantly evolving in the dynamic digital landscape. In evangelistic missions, they must always be ready to learn and find creative ways to utilize new technologies in spreading the gospel (Rulian, 2023). If previously ministry was mostly done through writing or long lectures, now internet users are more interested in short, visual, and interactive content. Thus, digital missionaries must be able to use media such as TikTok, Instagram Reels, YouTube Shorts, or podcasts effectively. However, despite these challenges, cyber missionaries must be aware of the potential for addiction to digital technology and loss of balance in their spiritual lives.

The challenges that cyber missionaries face reflect the ever-evolving complexity of the digital world. However, with strong faith, creativity, and commitment, they can overcome these challenges and continue to spread the truth of the gospel in a dynamic digital age. Cyber missionaries do face complex challenges, but there are great opportunities to reach more souls with the gospel message (Salurante, 2023). Unwavering faith, endless creativity, and strong commitment can continue to innovate and adapt to the development of digital technology. The story of the missionary struggle in preaching the gospel reflects the spirit of evangelization that never dies, even amid the challenges of an ever-changing era. These efforts are proof that the gospel remains relevant and able to reach all levels of society, including today's digital generation.

The Impact of Cyberspace Missionaries in the Evangelization Mission

In the ever-evolving digital era, the presence of cyber missionaries has brought significant changes in the pattern of spreading the gospel. Unlike the traditional approach that relies on face-to-face and on-the-ground engagement, digital missionaries utilize technology platforms to reach out to audiences spread across different geographical areas. This transformation makes the spread of the gospel more flexible, fast, and efficient. The digital space is a new field of ministry that is wide open, especially for generations who are active in cyberspace (Paparang et al., 2023). One of the most obvious impacts of cyber missionary activity is the expansion of

the geographical reach of ministry. Through social media, online videos, podcasts, and blogs, the gospel message can be accessed by anyone in any corner of the world without time and space limits. This allows evangelism to no longer be limited to local communities, but can reach individuals from different cultural backgrounds, languages, and countries. The spread of the gospel has become global with unprecedented reach.

In addition to the expansion of reach, cyber missionaries also play a role in increasing people's *engagement* in their daily spiritual lives. Through interactive digital content such as online discussions, Q&A sessions, and visual and audio-based daily devotionals, internet users can be actively involved in faith growth (Gulo & Gulo, 2023). Digital media allows for a more open and responsive two-way dialogue, resulting in a more personalized relationship between the missionary and the audience. On the other hand, the adaptive and creative profile of digital missionaries also has a positive influence on the way the gospel is delivered. They can translate Christian values into forms that are relevant to the context of today's digital culture, such as using visual storytelling, infographics, or short narratives that suit the preferences of millennials and the Z generation. This shows that spiritual ministry is not rigid, but can be contextualized without sacrificing the essence of the gospel teachings.

Cyber missionaries also play a role in forming inclusive spiritual digital communities. These online communities become safe spaces for individuals who are searching for the meaning of life, experiencing a crisis of faith, or do not have access to a physical church. In these communities, interactions are not just limited to content consumption, but also to building and supporting each other spiritually. Missionaries serve as facilitators and mentors who guide collective faith growth in the digital space. However, the presence of cyber missionaries also brings new challenges that need to be responded to wisely. One of them is the risk of spreading teachings that are not by correct theological principles due to the open and free nature of digital media (Sianipar, 2024). Therefore, digital missionaries must have integrity, theological depth, and high ethics of service to not only be communicators but also guardians of the truth of the gospel in cyberspace, which is vulnerable to distortion.

Another significant impact is the changing pattern of spiritual leadership. In the digital space, authority is no longer based on formal ecclesiastical positions, but on the credibility, consistency, and authenticity of the content delivered. This creates a new paradigm in ministry: digital missionaries are required not only to have technical expertise but also trustworthy character and authentic spiritual life. Spiritual credibility is a key foundation for building influence and moral authority in cyberspace (Padakari & Korwa, 2025). Cyberspace missionaries contribute to answering actual issues contextually. The digital world is a space where massive social, political, and cultural discourse occurs. Through their presence, missionaries can prophetically voice the values of Christianity and provide a spiritual perspective on the realities of contemporary life. Thus, the gospel is not only delivered as doctrine, but also as ethical guidance in complex digital social life.

The existence of cyber missionaries also has an impact on a more flexible and sustainable model of faith formation. Digital content allows people to access faith learning independently, anytime and anywhere. This is especially relevant for those who have time constraints or live in areas without access to a church. This model of ministry opens up opportunities to create personalized, in-depth, and sustainable spiritual disciplines, outside of the attachment to

conventional church schedules. With these various impacts, it can be concluded that cyber missionaries play a strategic role in actualizing the mission of evangelism in a dynamic digital era. Their existence serves as a bridge between the eternal gospel message and the ever-changing modern world. For this reason, churches and theological institutions need to provide adequate support through training, coaching, and recognition of digital ministry as an integral part of the mission of the church today.

The Role of Cyberspace Missionaries in Helping People Use Digital Technology Wisely and Positively

Facing the challenges and capitalizing on the opportunities available, cyber missionaries need effective strategies and approaches in carrying out their evangelistic ministry in the digital world. One of the key strategies that cyber missionaries need to have is the ability to create engaging and meaningful digital content (Waruwu & Lawalata, 2024). This content should be designed with the lifestyle and preferences of the digital audience in mind and present spiritual messages in a creative and relevant way. Engaging and meaningful digital content may include videos, podcasts, infographics, games, or interactive applications that combine elements of entertainment and spiritual education (Sitorus, 2024). Cyber missionaries need to utilize expertise in multimedia, graphic design, and the latest technology to create content that captivates and touches the hearts of digital audiences. By doing so, the gospel message can be packaged in a form that is attractive and accessible to the younger generation who are familiar with the digital world. In addition, this content should also be disseminated through appropriate channels such as social media, websites, and other digital platforms.

Amid rapid digitalization, spiritual ministry has also transformed. The preaching of the gospel is now not only done in person, but also through various digital platforms. Cyberspace has become a vast and challenging new mission field. Therefore, cyber missionaries are required to be skilled in interacting with audiences through various digital channels. Cyber missionaries are required to be skillful in interacting with audiences through various digital channels (Nggebu, 2023). In the mission of evangelism through digital media, the readiness to respond to comments, questions, or doubts that arise, as well as to build closer and more personal relationships with their audience, is needed by a cyber missionary. The skill of interacting effectively with digital audiences is essential for cyber missionaries (Tana & Pardosi, 2024). By building closer and personalized relationships, it can show genuine care and reach the hearts of the audience with the gospel message. Through this approach, missionaries can build trust and create a deeper bond with their audience. Warm and relevant communication will make the gospel message easier to receive. It also opens up opportunities for meaningful dialogue and greater spiritual transformation.

In an increasingly connected digital world, the influence of social media personalities is immense in shaping opinions and culture. Evangelistic missions must be able to reach out to various communities through extensive and strategic networking. One important step is to build relationships with digital influencers. Building relationships with digital influencers is key to success in online missions. Building relationships with digital influencers is the key to success in online missions (Gultom, 2021). Through genuine collaboration, spiritual messages

can be delivered in a more personalized and memorable way. By choosing partners who share the same vision, the gospel message can be delivered more authentically and convincingly. A successful collaboration is not just about capitalizing on popularity, but also involves a deep exchange of ideas and mutual respect (Arya, 2024). Thus, the message will be more relevant and able to inspire a wider audience.

Mission service in the digital realm brings its own set of challenges that are not only technical but also moral. Effective communication must be balanced with an honest and responsible attitude. Ethics and integrity are important foundations for the message to be well-received and build trust. In implementing strategies, cyber missionaries must pay attention to the ethical and integrity aspects of communicating in the digital world. In implementing strategies, cyber missionaries must pay attention to aspects of ethics and integrity in communicating in the digital world (Suaji & Prayitno, 2024). Honesty, avoiding manipulative practices, and always prioritizing truth and gospel values in every content and interaction they do are very important to maintain. Finally, cyber missionaries must continue to learn and adapt to the ever-changing digital technology (Zandro, 2023). The aspect of ethics and integrity is indeed important as the main foundation for cyber missionaries in carrying out their ministry. They must uphold honesty, avoid deceptive or manipulative methods, and always convey the truth of the gospel in a righteous and dignified manner (Sung, 2019). In addition, it is necessary to continue learning and keep up with the latest technology in order to reach digital audiences more effectively. By maintaining ethics, integrity, and openness to learning, cyber missionaries will be able to be an example and blessing to many souls in the digital world.

CONCLUSION

The profile of a digital missionary reflects the integration of deep theological understanding with modern technology and communication skills. They are not only tasked with delivering the gospel message, but also act as spiritual facilitators who are adaptive to the dynamics of digital culture. Through the utilization of social media, streaming platforms, and online communities, digital missionaries are able to reach cross-generational and geographical audiences with a contextual and relevant approach. Cyber missionaries make a significant contribution to the formation of a new model of spiritual ministry that is more inclusive, participatory, and relationship-oriented. The spread of the gospel is no longer dependent on physical space, but rather extends to virtual space that has the potential for global reach. Therefore, it is important for ecclesial institutions and theological education to respond to this development by preparing cadres of digital missionaries who have integrity, competence, and sensitivity to digital ethics. Thus, the mission of evangelization in the digital era can be carried out effectively, responsibly, and by the spirit of the Gospel itself.

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