

ABSTRACT

Indonesia is known for its rich diversity in ethnicity, culture, language, and religion. However, this diversity also presents challenges, particularly in maintaining religious tolerance. The rise of intolerance cases, both in real life and the digital sphere, highlights the need for effective communication media to instill values of tolerance. This study aims to measure the influence of tolerance messages in the Login podcast on the religious tolerance attitudes of YouTube audiences. Using the Stimulus-Organism-Response (S-O-R) theory and a quantitative approach, this research involved 400 respondents aged 18–40 who had watched at least five episodes of the podcast. The findings show that the tolerance message in the Login podcast is categorized as very high (81.09%), and the audience's tolerance attitude is also high (81.27%). There is a significant influence between the tolerance message and religious tolerance attitude, with a coefficient of determination of 87.9%. Verbal messages were found to be more dominant than nonverbal ones, although both contribute to shaping the audience's response. These findings affirm that digital media such as podcasts can serve as a strategic platform for building a more inclusive and tolerant interfaith society.

Keywords: *Tolerance Message, Podcast, Religious Tolerance, Stimulus Organism Response.*