

YouTube Social Media in the Development of Online Da'wah for the Millennial Generation in Makassar City

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ABSTRACT

One of the most crucial aspects of Islam's overall teachings is da'wah. Through da'wah, people can learn about, live out, and apply the principles of Islam from generation to generation. In the modern era of information globalization and the inevitable progress of technology, da'wah is essentially an endeavor to cultivate a predisposition and interest in calling someone to the teachings of Islam. Nothing can be hidden; everything is available, even things that are banned. If the missionaries don't quickly adjust to these developments, they will become obsolete. It's necessary for missionaries to be adept in social media. Islam is no longer the domain of clerics in this millennium. People can learn Islam in a variety of methods and places at any time. Modernization is a necessary step on the journey through space and time that all people must take. A shift in the dai's method of preaching ought to counterbalance this amazing shift in society. Da'wah shouldn't be conducted in a certain location or with just traditional means (lectures). Da'wah needs to be innovative, forward-thinking, and energetic. Da'wah and Islamic communication are two examples of the many patterns of scientific progress that have arisen from the world's rapid flow of knowledge and technology.

INTRODUCTION

Da'wah is a very important activity in the whole teaching of Islam. With da'wah, the messages of Islamic teachings can be known, lived and practiced by human beings from generation to generation. The fact that da'wah itself is an effort to foster a tendency and interest in calling someone to the teachings of Islam on what is called for.

Spreading the teachings of Islam anywhere, anytime, and anyone can convey the teachings of Islam. The public can take advantage of television, radio, newspapers, mobile phones, videos, CD-rooms, books, magazines and newsletters. In contrast to the agrarian era, the role of ulama and religious leaders is so strong in influencing people's lives. Their opinions and attitudes are imitated, listened to and implemented.

People are willing to sacrifice and want to come to places of recitation even if they are far away, just because of their love for the scholars and want to get religious advice that can be used as a guideline in living a good and correct life. With solemnity, tawaduk, and high enthusiasm, they listen to what the ulama says and try their best to carry out what they have conveyed.

According to YouTube statistics, YouTube users around the world have reached one billion views and the total views of each video uploaded to the YouTube site have reached one trillion views (Statistic, YouTube.com). Not only that, every minute of videos uploaded to YouTube is worth 300 hours (Statistic, YouTube.com). An average of six billion hours of video on YouTube have been watched in one month (Statistic, YouTube.com). Based on data reported by Digital Marketing Ramblings (2013), on average, one user spends 462 minutes accessing Google sites, especially YouTube. So that YouTube users certainly have different motivations in fulfilling the satisfaction of internet media, especially in using YouTube as a da'wah medium.

YouTube currently has 2 billion users. Up from 800 million users in 2012. Then it should be noted that 42.9% of all global internet users access YouTube every month. Daily active users consume more than a billion hours of content on YouTube every day. This puts YouTube in second place on the list of the most used social media platforms after Facebook.

The current development of YouTube has a variety of service features that users need. This can be proven by millions of human works that are videotaped and put into YouTube so that YouTube has become a phenomenon and influential all over the world that only has internet access. From this phenomenon, it turns out that YouTube has been widely used by most Muslims, especially Dai who are now known as Dai YouTubers to convey the messages of Islamic Da'wah through uploaded videos.

In this millennial era, teaching Islam is no longer the authority of a scholar. Anywhere, anytime and in various ways people can learn Islam. Today's society does not only rely on ulama as the only source to obtain religious knowledge. People can use mobile phones in fact, the internet as a medium that is so easy and practical to find out various religious issues, from minor problems around worship to even complicated problems, all are very easy to know and get.

LITERATURE REVIEW

Dai Da'wah Online Strategy

A well-planned da'wah strategy will be very beneficial for a dai in terms of minimizing mistakes and risks when applying da'wah strategies, the da'wah strategies made can run in a directional manner, a da'wah strategy will not repeat some actions or actions related to the application of the da'wah strategy that is carried out, and make it easier for a dai to evaluate the da'wah strategy that has been applied.

According to Arifin, in formulating a da'wah development strategy, there are five strategies that must be considered, namely:

1. *Audience Identification*

The audience is a person who will receive, understand, and translate the message conveyed in the development of da'wah. In this case, the audience is not a passive party, so it is necessary to pay attention to several factors that will affect the achievement of communication goals. So that communicators and communicators are not only interconnected but also influence each other. In the process of developing da'wah, both communicators and the audience have the same interests. Without common interests, the development of da'wah is impossible. In fact, it is not for communication to take place and achieve positive results, so communicators must create an equality of interests with the audience, especially in the message, methods and media, to create an equality of interests of the communicators.

2. *Message Drafting*

The preparation of the message must be done carefully so that it can be effective in reaching the communicator. In an effort to prepare a message that will later be conveyed, two forms of message theme formulations can be used, namely one side issue and both side issues. One side issue is a one-sided message formulation, that is, a message contains positive things or negative things only.

3. *Method Determination*

Communication methods will also affect the delivery of messages by communicators to communicators. In the world of communication, the determination of the method can be seen from two aspects, namely, according to the way of implementation and according to the form of the content. The above, it can be further elaborated, that the first one solely looks at the communication in terms of its implementation by removing attention from the content of the message. Therefore, the first (according to the way it is implemented) can be realized in two forms, namely the redundancy (repetition) method and cana lizing. While the second (according to the form of content), is known as informative, persuasive, educational, and cursive methods.

4. *Media Selection*

In this case, the use of media should be carried out through careful selection so that it can function as a catalyst properly. According to Effendy, the choice of media is influenced by the target audience to be targeted, the expected effect of the program that is run and filled with the message to be communicated. This factor concerns how and with what message will be conveyed, which of course is adjusted to other aspects, so that the message can be responded to properly and the purpose of conveying the message can be achieved. Media is not only a tool, but also the creation of conditions or situations. The role of the communicator has a very important role in communication. Because communicators are the spearhead whose role is to convey messages to the audience.

5. *Classification of Communication*

Communication based on the flow of messages and information in an institution or organization there is communication down, up and sideways. In addition, communication can also be classified based on style, karma and patterns of information flow in an organization, and in this classification can be referred to as a type of formal/non-formal communication.

According to M. Quraish Shihab, da'wah is an appeal and invitation to conversion or an effort to change the situation to a better situation, both for individuals and society. The essence of da'wah is not only inviting the truth, but how the concept of da'wah in Islam is directed to the application of perfect Islamic morals.

METHODOLOGY

Researchers use a type of qualitative research, this is based on its natural conditions. This means that what is the object of research is not something that is manipulated because it does develop as it is, so that the presence of the researcher will not affect the dynamics of the object being researched too much.

Danzin and Lincon, as quoted by Meleong, that qualitative research is research that uses a natural setting, which intends to interpret phenomena that occur and is carried out by involving various existing methods.

The type of research used is descriptive research using surveys and in-depth interviews and using qualitative design. Qualitative research is an effort to present the social world, and its perspective in the world, in terms of concepts, behaviors, perceptions, and problems about the human being being studied. Qualitative research is research that intends to understand the phenomenon of what the research subject experiences.

The researcher collected data by means of observation, interviews and documentation on YouTube Social Media of Dai YouTubers in Makassar City. Observe and document YouTube social media account data. Conducting an interview with Dai YouTuber in Makassar City. After the data is collected, the researcher conducts data reduction, data display, and data verification, as well as tests the validity of the data with research extension and triangulation.

RESEARCH RESULT

Dai's Strategy in Using YouTube as a Da'wah Medium

1. *Create a YouTube Account*

The initial stage in doing da'wah on YouTube is to have an official YouTube account. The account is used to upload and publish the results of the video recording of the lecture. A YouTube account is an admin panel, simply put, the account used to access or log in. As revealed by Usman, "if we want to use YouTube for da'wah, we must create an official YouTube account, more, creating an official YouTube account, the first thing I did was to da'wah on YouTube because we can't upload lectures on YouTube if we don't have an official account.

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Dai YouTuber determines the name of the YouTube Channel. YouTube Channel is a brand/channel name or Channel that contains video content on YouTube, making the name of the YouTube Channel so that people can easily get to know the Channel owned by the YouTuber and can manage the videos uploaded on YouTube as desired.

2. *Material Processing (Determining Interesting Themes)*

In determining the theme, it is necessary for a dai or da'wah organization to study the problems of the ummah in accordance with the conditions of the mad'u environment. A theme is a main idea or idea of a mind about something, which will deliver the message of da'wah to the expected effect and guard the dai so that it does not come out of the substance of the message when delivering da'wah. Based on the results that the researcher has done, YouTubers determine interesting da'wah themes by looking at the needs of youtube users, themes that are in accordance with current conditions.

Determining the theme of da'wah on YouTube is one of the important points in the da'wah process so that the da'wah that is conveyed can be conveyed to mad'u by attracting the interest of the public to watch the lecture Therefore, in making the theme of da'wah to attract the attention of the public, namely by looking at the state or condition of the community according to the conditions and equipped with the postulates of the Qur'an and hadith so that the theme on YouTube uploads can attract attention. In addition, it should also be noted that in determining the theme to attract the public, there is a syllabus as a reference to make a theme such as discussing the sharia faith of muamalah, so that the da'wah theme uploaded to YouTube can be arranged in accordance with the order of community needs.

The YouTubers have a camera to be used as a shooting tool so that the results of the da'wah videos displayed on YouTube are better and the audience will be interested in watching them. The YouTubers have a camera as a tool used for da'wah so that the images uploaded on YouTube can attract the attention of the audience seeing that nowadays almost all millennial children use YouTube, this is a big responsibility for YouTubers to deliver da'wah who are creative and not bored to listen to the lectures that are uploaded because nowadays are getting more sophisticated, of course, YouTube dai must also open their eyes to overcome millennial children so as not to fall into things that are not cool because YouTube also has a lack of many viewing uploads that can damage millennial children, not only that, but parents who use YouTube can make the best use of it as a forum to listen to spiritual flushes. The published sound or audio will obviously have many viewers visiting the channel on social media YouTube, therefore the microphone device is very efficient in preaching so that lectures published on YouTube can provide feedback to those who watch.

3. Supporting equipment

An image or video preview can summarize and present complex data in new and more useful ways. It is often said that a picture is capable of conveying a thousand words but, it only applies when we can display the desired image when we need it. Images can also function as icons, which when combined with text, show various options to choose from, or images can appear full-screen instead of text, but still have certain parts that function as triggers that when clicked will display other multimedia objects or events.

Creating an image design or creating a video preview is currently one of the abilities and skills that everyone needs to have. This is because video is one of the media that is widely used for various interests, as well as making it a forum for da'wah and of course has a goal in the success of da'wah.

Therefore, the opening image or initial display of the video can be made as attractive as possible so that YouTube users can watch the uploaded lectures and the dai use YouTube as a da'wah medium so that the content displayed on YouTube has da'wah content that provides enlightenment or education about sharing the various topics discussed.

4. Determination of the implementation of da'wah

All forms of activities of conveying the teachings of Islam to others in various wise ways to create individuals and communities who practice Islamic teachings in all aspects of social media life have been used by many circles, not only as a medium of communication but also to obtain information. Youtube is an audio-visual media in conveying information messages with a wide range. Apart from being an entertainment medium, Youtube media is also used as a medium of education to da'wah. With the

target of da'wah from the public or the public, Youtube can be an effective medium in conveying da'wah with a wider reach.

The wide reach of the internet makes a da'wah strategy that can be accessed by many people anywhere can access it online, as well as can be accessed anytime and anywhere, making the da'wah message can be conveyed easily to mad'u. The practice of da'wah using the internet is more precisely through social media. The presence of social media as a new media makes the internet the most appropriate means to disseminate the influence and impact of social media, social media is highly dependent on internet services.

5. *Video editing*

Video editing is an important key in using YouTube as a medium of da'wah recordings that will be consumed by YouTube users first making edits, editing is a process of moving and shaping a video shoot or the result of a recorded image into a new and good image recording to watch.

Not only that, nowadays many people are starting to turn to the YouTube platform to earn additional income. Here, everyone can create a variety of video content that attracts many viewers or viewers. You can create entertainment content such as song covers, music tutorials, makeup tutorials, beauty tips, vlogs or video blogs and Islamic lectures. However, in managing videos on YouTube, YouTubers need to have a team where the presence of team members in making videos can help in editing so as to produce more interesting videos and this is the responsibility of YouTubers in using YouTube as a da'wah.

6. *Share YouTube Link Content on Other Social Media*

Uploading videos not only on YouTube but sharing to various other social media platforms so that they can be conveyed to YouTube viewers this is how they can make good use of social media, preaching is not only in the pulpit or in public places but can also preach on social media.

The preachers make da'wah video content that will be disseminated to various social media such as Instagram, Facebook, WhatsApp, Telegram by including YouTube links. Social media users or the public can watch da'wah video content on YouTube that has been shared.

Social media anywhere and anytime can be done to preach and capture all audiences and has a large mass, the reach of social media can make preachers known by the public. The more they use the media to disseminate da'wah, the wider the reach, this is believed by the younger generation who use social media, as well as the awareness of preachers that social media also has a very extraordinary power because of the spread of the content created.

7. *Evaluation*

Da'wah activities can be said to be running well if the activity is really carried out and the implementation is running according to what is set. To find out whether the activities are carried out da'wah activities and run according to plan, it is necessary to hold an evaluation.

To find out whether da'wah is successful or not, failure or not, there must be a careful, thorough, and objective evaluation process by determining the parameters of success or failure of a da'wah activity, and the results of the evaluation can be used as a basis or benchmark to develop more effective da'wah strategy steps in the future.

DISCUSSION

The presence of digitization of Islamic da'wah through social media, namely YouTube, makes preachers more active in carrying out reforms, Islamic preachers (dai) take advantage of internet advances to spread the message and knowledge of da'wah (Islam). The results of the study found that when Dai uses YouTube as a testament or da'wah medium, it is necessary to pay attention to the design of da'wah activities, it is found that there are several strategies that can be carried out so as to generate feedback or response and achieve the goal of da'wah by effectively preaching on YouTube.

It was found in this study that the use of YouTube for da'wah is not easy because of the strategies that must be considered so that the success of da'wah on YouTube can be achieved. The strategy in carrying out da'wah is a system to be able to attract listeners so that they can be exposed to various messages and materials that will be conveyed. Strategies are prepared in order to achieve the desired goals. that before determining a strategy, it must be able to formulate the desired goals, it must be clear and its success can be seen. Da'wah strategy can be defined as a plan that contains a collection of agendas designed to achieve da'wah goals. Dai does not just prepare da'wah materials but also needs to understand how to use YouTube to become a good da'wah media appropriately.

The implementation of a strategy design carried out by YouTube dai so as to determine the response with various opinions of YouTube viewers is hereby found that the audience or people who watch lectures on YouTube get a good response can understand the content of the material, give pleasure and can give changes in action but there are also those who think that YouTube is only a platform that is used as a tool for preaching because there are so many who think that YouTube is just a platform that is used as a tool for preaching because there are so many who think that He is a great person just because he listens to lectures through YouTube to study religion even though the scientific sanad must have a teacher and meet in person.

CONCLUSIONS AND RECOMMENDATIONS

A well-planned da'wah strategy will be very beneficial for a dai in terms of minimizing errors and risks when applying da'wah strategies, the da'wah strategies made can run in a directional manner, a da'wah strategy will not repeat some actions or actions related to the application of da'wah strategies that are

carried out, and make it easier for a dai to evaluate the da'wah strategies that have been applied.

Da'wah strategy is a typical form of communication where a preacher (Dai) conveys messages that are sourced from or in accordance with the teachings of the Qur'an and Sunnah. The orientation is to invite others to do righteous deeds in accordance with the messages conveyed. Da'wah strategy is a mindset in planning an activity to change the attitude, nature, opinions and behavior of the audience (Honey, audience on a broad scale basis through the delivery of ideas. The orientation of the da'wah strategy is centered on the final goal to be achieved, and a systematic framework of thinking to act in communication.

Da'wah Strategy is very important in da'wah, this shows that the strategy carried out by Makassar YouTubers The stages of implementing the Youtube Channel Da'wah Strategy are as follows: 1) determination of the method (creating a YouTube account), 2) processing of material (determining an interesting theme), 3) providing supporting equipment or tools, 4) Language Style, 5) Initial display of the video (attractive Tamplate) 6) Implementation of da'wah, 7) Video editing, 8) Share YouTube Link Content to other Social Media, 9) Evaluation.

ADVANCED RESEARCH

Dai who have a YouTube channel should have a better strategy so as to provide changes or produce actions for da'wah viewers on YouTube The Millennial Generation is increasingly enthusiastic in receiving da'wah messages through YouTube media, making the best use of it and producing a positive impact on the millennial generation, in this case YouTube social media users. And it is hoped that the next researcher will be more in-depth in researching, especially research related to da'wah social media.

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