

THE STRATEGY USING YOUTUBE AS DA'WAH MEDIA TODAY

DOI : <https://doi.org/10.38214/jurnaldawahstidnatsir.v5i1.128>

Submitted: 01-07-2022 Reviewed: 18-07-2022 Published: 25-07-2022

MUZAYYANAH YULIASIH

muzayyanahyuliasih.stpaviasi@gmail.com

STP Aviasi – Jakarta Indonesia

ABSTRACT

Background, *Da'wah activities at this time can not only be done conventionally, but in this digital era preaching can be done through various media, not only through print and electronic media, but preaching can now be done through social media. One of the social media that can be used for preaching is YouTube social media, currently YouTube occupies the top position as the most popular video sharing. The study of digital da'wah on YouTube is still centered on preachers who already have big names, and also da'wah media that are already large in number of subscribers. In this study, the strategy for using YouTube as a medium of da'wah today will be studied.* **Method,** *This research is a qualitative method. The selection of this method is intended to find out how the data from the findings can be found, collected, processed, and analyzed.* **Discussion,** *Building a medium for delivering da'wah using Youtube is not as easy as conventionally delivering material. This is because, must pay attention to the various language and ethical rules in it. Thus, many adjustments are needed in providing religious information to the public. The editing process carried out also requires that it be done more carefully so that the desired content is really well received without any misunderstanding of information. So with the video method, the message of da'wah can be reached easily, and the people who watch it also understand the essence of the da'wah. This method has the most important position as a determinant of the success of preaching in this modern era.*

Keywords : *Social media; Youtube; Da'wah.*

ABSTRAK

Latar Belakang, *Aktivitas da'wah pada masa kini tidak hanya dapat dilakukan secara konvensional saja, namun di era digital ini berda'wah sudah dapat dilakukan melalui berbagai media, bukan hanya melalui media cetak dan elektronik saja, namun berda'wah kini bisa dilakukan melalui media sosial. Salah satu media sosial yang bisa digunakan untuk berda'wah adalah media sosial YouTube, saat ini YouTube menempati posisi teratas sebagai video sharing yang paling populer. Kajian tentang da'wah digital di youtube masih berpusat pada dai – dai yang sudah mempunyai nama besar, dan juga*



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media da'wah yang sudah besar dari jumlah subscriber. Dalam penelitian ini akan dipelajari strategi penggunaan YouTube sebagai media da'wah saat ini. **Metode**, Metode penelitian yang digunakan dalam penelitian yaitu metode kualitatif. Pemilihan metode ini, dimaksudkan untuk mengetahui bagaimana data dari temuan dapat ditemukan, dikumpulkan, diolah, dan dianalisis. **Pembahasan**, Membangun media penyampaian da'wah dengan menggunakan Youtube tidak semudah seperti penyampaian materi secara konvensional. Hal ini karena, harus memperhatikan berbagai kaedah bahasa dan etika di dalamnya. Sehingga, perlu banyak penyesuaian dalam memberikan informasi keagamaan bagi masyarakat. Proses editing yang dilakukan juga mengharuskan dilakukan lebih teliti agar konten yang diinginkan benar-benar diterima dengan baik tanpa adanya kesalahpahaman informasi. Jadi dengan metode video pesan da'wahnya dapat sampai mudah, dan orang-orang yang menontonnya juga memahami inti dari da'wahnya tersebut. Metode ini mempunyai posisi yang paling penting sebagai penentu kesuksesan berda'wah di era modern ini.

Kata kunci : Sosial Media; Yuotube; Da'wah

INTRODUCTION

Islam is a da'wah religion, which is a religion that invites and instructs its people to always spread and broadcast the teachings of Islam to all mankind.¹ Da'wah was originally understood as a command from Allah SWT contained in the Qur'an. For every Muslim who is obedient to Allah SWT, the command to preach must be carried out properly, then it is realized that da'wah is a necessity of life, so da'wah becomes an activity for every Muslim whenever and wherever they are.² Then da'wah activities develop in various situations and conditions with various dynamics.³

وَمَنْ أَحْسَنُ قَوْلًا مِّمَّنْ دَعَا إِلَى اللَّهِ وَعَمِلَ صَالِحًا وَقَالَ إِنَّنِي مِنَ الْمُسْلِمِينَ

Meaning: *Who is better in speech than one who calls to Allah, does righteous deeds, and says: "Indeed I am of those who surrender?"* — Surah Fussilat Verse 33

Da'wah is a process of Islamization of values to human life, a da'i should be able to respond to the development of increasingly modern knowledge and technology. This requires a preacher to be able to participate in taking advantage

¹ Muhammad Ridwan, 'Peran Dai dalam Membimbing Penyabung Ayam', *Jurnal Bimbingan dan Penyuluhan Islam*, 2.2 Desember (2018) h.215-288

² Abdul Salam, dkk., 'Dakwah Melalui Youtube (Analisis Pesan Dakwah Ustadz Hanan Attaki)', *Jurnal Washiyah*, 1.3 September (2020) h. 653-665

³ Asep Shodiqin, 'Membangkit "Episteme" Ilmu Dakwah', *Jurnal Ilmu Dakwah*, 5.2 Edisi Juli-Desember (2011)

of this development in order to compete in conveying religious values to mankind.⁴ The Industrial Revolution 4.0 changed the way a person communicates from physical contact to changing by utilizing internet technology. This revolution has made the industry's dependence on information and communication technology even higher. The ability to create information and communication technology innovations that are integrated with all corporate business processes is the key to success in the industrial era 4.0. The internet is the main key for humans to communicate through digital technology.⁵

Da'wah activities at this time can not only be done conventionally, but in this digital era preaching can be done through various media, not only through print and electronic media, but preaching can now be done through social media.⁶ One of the social media that can be used for preaching is YouTube social media, currently YouTube occupies the top position as the most popular video sharing.⁷ Youtube is a social media for uploading videos from its users. YouTube users are free to upload whatever videos they want and can access videos from other users, of course with the requirements that have been given by YouTube. Of course, there are many benefits of the media in addition to many negative things. One of the positive sides is that the development of the world of da'wah is no longer using conventional means, but can do da'wah or counseling through youtube media.⁸

This is the progress of the world of da'wah so that da'wah can reach every line of society. Youtube social media is favored by teenagers for various kinds of facilities, both for viewing videos or uploading videos to YouTube. Youtube itself has many benefits, including to search for movies, view music, the latest videos, and so on. Many people think that YouTube is a channel for talent, but some people use this site as an arena for creativity.⁹

⁴ Deva Ristiano, dkk., 'Pesan Dakwah Akhlak Dalam Animasi Serial Nusa Dan Rara Pada Episode Toleransi Di Media Youtube; Analisa Simiotik Roland Barthes', *Jurnal Kopis: Kajian Penelitian dan Pemikiran Komunikasi Penyiaran Islam*, 3.1. Agustus (2020) h.28-36

⁵ Guntur Cahyono dan Nibros Hassani, 'Youtube: Seni Komunikasi Dakwah Dan Media Pembelajaran', *AL-HIKMAH: Jurnal Dakwah*, 13.1 (2019) h. 23-38

⁶ Abdi Fauji Hadiono dan Fatma Izzatun Nafi'ah, 'Efektifitas Youtube Sebagai Media Dakwah (Studi Kasus Akun YouTube Pondok Pesantren Darussalam Blokagung Karangdoro Tegalsari Banyuwangi)', *JKaKa: Jurnal Komunikasi dan Konseling Islam*, 2.1 (2022), h. 1-14

⁷ Laksamana Media, 'YouTube dan Google Vidio: Membuat, Mengedit dan Upload Vidio' (Jakarta: MediaKom, 2009), h. 83

⁸ Al-Muhtadi Sendangagung dan Ahmad Maujuhan Syah, 'Pengaruh Dakwah Media Sosial Youtube terhadap Religiusitas Remaja di MA', *Jurnal Komunikasi dan Penyiaran Islam*, 1.2 (2020) h. 20-36

⁹ Djamali. M. Fadil, Latifah Umi, 'The Influence of Youtube Social Media on the Moral Development of Class VIII Students at Mts Negeri Kalibaru in the Even Semester of the 2015 – 2016 Academic Year'. *SUCCESS: Journal of counseling and education guidance*, 1.1 (2019) p.42-50

People are starting to tend to depend on technology, it would be nice if the technology became a means of preaching. We who have good religious skills can spread it by uploading our video lectures on YouTube.com, so that we can invite virtue and prevent evil things. Through this media we can practice the message correctly and appropriately according to the conditions of the times.¹⁰ Youtube media is also often used by various groups as a propaganda medium.¹¹ By providing easy information, conveying Islamic studies by giving lectures or tausiyah so that YouTube media users can access it and see that Islamic da'wah communication can be conveyed properly.¹²

The use of Youtube as a medium of communication in conveying religious material and also as a place for new da'wah for some clerics and scholars. Some names include Ustadz Abdul Somad (UAS), Ustadz Adi Hidayat (UAH), Gus Muwafiq (GM), Ustadzah Mumpuni Handaekti (UMH), Felix Siauw (FS) and other clerics or scholars both in the regions and in urban areas. So in this case it can be seen that the use of Youtube is not only from the negative side but also has many positive sides that can be utilized from this video sharing media. By using various content dissemination strategies, this strengthens the reason for their use of Youtube as a new medium of communication in various activities carried out.¹³

Those who do not use Youtube, of course, need a lot of money in its implementation, a very large place, and many licenses. If you take advantage of a preacher's Youtube with his lecture recorded using a camera, then upload it, it will attract a lot of public attention. Even more of those who watched it could be replayed over and over to watch anywhere.¹⁴

Broadly speaking, the study of digital da'wah on YouTube is still centered on preachers who already have big names, and also da'wah media that are already large in number of subscribers.¹⁵ In this study, the strategy for using YouTube as a medium of da'wah today will be studied.

¹⁰ Ilham Maulana, et al., 'Dakwah in Social Media', *Tabligh: Journal of Islamic Communication and Broadcasting*, 3.3 (2018) p. 258-274

¹¹ Fadlun, 'Design of Islamic Da'wah in Industrial Society 4.0 Da'wah Through Video Content Lectures on Youtube Channel', *An-Nida Journal*, 13.2 (2021) p. 108-113

¹² Yogi Ridho Firdaus, 'Preaching Through Video Content Lectures in Youtube Media', Thesis of IAIN Salatiga, (2018)

¹³ Arif Ramdan Sulaeman, et al., 'Strategies for Utilizing Youtube in the Field of Da'wah by Acehnese Ulema', *Communication*, April 11.1 (2020) p. 81-93

¹⁴ Ibnu Hajar, 'Youtube as a Communication Tool for Da'wah in Makassar City (Social Media Analysis)', *Al-Khitabah Journal*, 5.2. November (2018) p.79-94

¹⁵ Asna Istya Marwantika and Evi Novitasari, 'Dai Academics in the Digital Da'wah Contest: Analysis of Cyber Media Channels Iswahyudi Transformation', *At Tabsyir Journal of Islamic Broadcasting Communications IAIN Kudus*, 8.1 (2021) p.90-108

LITERATURE REVIEW

Youtube Social Media

Before the emergence of the pandemic, the internet was mostly accessed by workers. But after the emergence of the pandemic, people from all walks of life spent a lot of activity on the internet.¹⁶ Today, the internet has become a very fast, efficient, and effective communication tool. The Internet has become such a great communication and information tool that it cannot be ignored. Internet media is a medium that can contain anything in a wider group, but is still limited to certain circles. However, it is possible that along with the times and human civilization, this media will become a media that many people are looking for because it is a complete information network and is not limited by space and time.¹⁷ YouTube are the most popular internet media choices in all circles. There are several characteristics that make users feel at home using YouTube, including:¹⁸

- 1) There is no duration limit for uploading videos. This is what distinguishes YouTube from other social media which has a minimum duration of time. Such as instagram, snapchat, and so on.
- 2) The security system is starting to be accurate. Youtube limits its security by not allowing videos that contain SARA and are illegal. By making several questions that must be answered as a form of confirmation before uploading the video.
- 3) Paid. Youtube offers an offer for anyone who uploads their video to YouTube and gets a minimum of 1000 viewers or viewers, so they will get an honorarium from YouTube.
- 4) Watch offline (no charge). Youtube has a new feature for users to watch videos offline. This system makes it easy for users to watch videos offline even though the video to be watched is downloaded first.
- 5) A simple editor is available. When uploading a video in the start menu, the user will be offered to edit the video first. The menu offered is in the form of cutting videos, filtering colors, or adding video displacement effects.

¹⁶ Ricka Handayani dan Ambang Daulay, 'Youtube Sebagai Media Komunikasi Dalam Berdakwah Di Tengah Pandemi', *HIKMAH*, 15.1 (2020) h. 123-138

¹⁷ Mubasyaroh, 'Dakwah dan Komunikasi (Studi Penggunaan Media Massa dalam Dakwah)', *Jurnal At-Tafsir: Jurnal Komunikasi Penyiaran Islam*, 4.1 (2016) h. 99

¹⁸ Fatty Faiqah, dkk. 'Youtube Sebagai Sarana Komunikasi Bagi Komunitas Makassarvidgram', *Jurnal Komunikasi Kareba*, 5.2 (2016) h. 261

Communication Media

In communication activities, the media is very influential on the effectiveness or success of a communication. Media is a means used by communicators to communicants to convey messages in the form of audiences. The mass media is a communication medium that connects with audiences who are scattered and unknown where they are. Along with technological developments, various applications have emerged that are collected in cyberspace so that people no longer need big costs to buy newspapers, magazines, radio, television, because everything in them can be accessed via the internet such as YouTube, electric newspapers, radio broadcasts. streaming, and so on.¹⁹

Many experts have defined communication. But there is no exact same definition. Of course, from the many definitions, conclusions can be drawn to describe what is meant by communication.

Communication is the exchange of information or the sharing of messages with the same meaning. So, if two people are seen communicating, for example having a conversation, then communication will occur or last as long as there is a common meaning of what is being said. While the similarity of the language used in the conversation does not necessarily lead to the same meaning. This means that in words, understanding the language alone does not necessarily understand the meaning conveyed by the language. So it is clear that the conversation between the two people can be said to be communicative if both of them, in addition to understanding the language used, also understand the meaning of what is in the conversation.

In the sense of the word that communication must at least contain the same meaning between the two parties involved in it. It is said to be minimal because communication activities are not only informative, namely so that others understand and know, but are also persuasive, namely so that others are willing to accept with full confidence what is being said. in doing an act or activity.²⁰

Communication of Da'wah

¹⁹ Fatma Laili Khoirun Nida, 'Persuasi dalam Media Komunikasi Massa', *Jurnal At-Tabsyir: Jurnal Komunikasi Penyiaran Islam*, 2.2 (2014) h.89

²⁰ Onong Uchjana Effendy, 'Ilmu Komunikasi (Teori dan Praktek)', Tangerang Selatan: Rosda, 2019, h. 18

Etymologically, according to linguists, da'wah comes from the word da'a-yad'u-da'watan which means to invite or to call. While terminologically, da'wah is defined as inviting or calling people to live in the way of Allah SWT.²¹

أَدْعُ إِلَى سَبِيلِ رَبِّكَ بِالْحُكْمَةِ وَالْمَوْعِظَةِ الْحَسَنَةِ

"Call you (humans) to the way of your Lord with wisdom, good advice, and argue with them in a good way..." (Surah An-Nahl: 125).

Every word, thought, or deed that explicitly or implicitly invites people towards goodness, good deeds, righteous deeds, or towards the truth within the framework of Islamic teachings can be referred to as da'wah in an Islamic perspective. Da'wah is the duty of every Muslim. Awareness of obligations must be owned by Muslims. For this reason, every da'wah activity carried out by Muslims will become part of daily life. Da'wah communication can be interpreted as the process of delivering Islamic information to influence the object of da'wah so that they always believe in, learn, practice, spread, and defend the truth of Islamic teachings.

Whatever the form, da'wah is communication. For this reason, da'wah is always a form of communication. While not all communication can be said to be da'wah. In a communication perspective, da'wah is included in the category of persuasive communication, meaning communication that persuades, invites, or seduces, in line with the basic meaning of da'wah, namely inviting or calling. The purpose of persuasive communication is beliefs and attitudes or behavior, which means strengthening beliefs, influencing one's attitudes, opinions, and behavior. This goal is identical to the main goal of da'wah, which is to instill confidence and change attitudes or behavior for the better.

Media Da'wah

Da'wah media as a tool used to convey da'wah material to the object of da'wah (the congregation).²² At the time of the Messenger of Allah and his companions, da'wah media was very limited which only revolved around da'wah qauliyah bi al-lisan and da'wah fi'iliyyah bi al-uswah plus with the use of mail. Then a century later, da'wah has begun to use media such as qashah or storytellers

²¹ Asep Syamsul M. Romli, *Komunikasi Dakwah: Pendekatan Praktis*, Bandung: www.romeltea.com, 2013, h.10

²² Wahidin Saputra, *Pengantar Ilmu Dakwah*, (Jakarta:Raja Grafindo Persada, 2012), h. 288

and converts or written essays. This media is growing quite rapidly and still survives to this day.²³

With the development of today's era, which is supported by the development of sophistication in information technology, various da'wah media have emerged such as internet media. Internet media can be accessed anywhere and anytime as long as we have an internet data package. As previously explained, youtube is an internet media that can be accessed offline, this is the advantage of youtube so that it is in demand by many users. In the youtube application, we can see various videos that contain da'wah. Dais can create da'wah channels and upload their da'wah videos to youtube. So that it can be seen by users.

Previously, the da'wah channel was only accessed by those who were busy working but still wanted to get spiritual showers. Or those who want to get instant Islamic studies. And now during the pandemic it is almost certain that all groups access Islamic da'wah from social media. This is due to the lack of public access to come to mosques or taklim assemblies which usually hold various Islamic studies.²⁴

METHOD

The research method used in this research is a qualitative method. The selection of this method is intended to find out how the data from the findings can be found, collected, processed, and analyzed. The nature of this research approach is descriptive. Descriptive research is research that explains solutions to current problems based on data. The type of descriptive approach used in this research is a case study. Case studies are part of analytical descriptive studies, which focus on specific cases that can be observed and analyzed carefully. This analysis was carried out on various factors related to the investigated case. In this study, the study focuses on the strategy of using YouTube as a medium of da'wah today.

²³ Irzum Farihah, 'Media Dakwah POP', *Jurnal At-Tabyyir: Jurnal Komunikasi Penyiaran Islam*, 1.2 (2013) h.28

²⁴ Farida Nur Rahma dan Mada Wijaya Kusumah, 'Youtube Sebagai Media Dakwah Masa Pandemi Covid 19 (Studi Analisis Konten Dakwah Channel Muslimah Media Center'. 15-30 Juni 2020), *Prosiding —Dakwah Di Masa Pandemi Covid-19*, h. 46.

RESULT DAN DISCUSSION

The development of da'wah methods also seems to be in line with technological developments, this can be seen from how the da'wah process continues to innovate following the times so that it can continue to be istiqamahan in broadcasting Islam. In Islamic society, the kiai is a figure who is prominent in religious matters due to various factors such as their religious understanding and exemplary attitude. Because of this, they will directly become preachers for the community.²⁵

With so many changes in the flow of information, especially in the field of religious studies, of course the method of da'wah carried out must also change slowly. The presentation of information and the production of da'wah broadcasts will continue to change according to the times, so that the information conveyed by scholars and ustadz as well as received by the public is timely. The concept of changing the flow of information with digital media on da'wah will provide convenience for the community when accessing the da'wah program, so that they no longer wait for the time that has been determined by the party who has the broadcast. Freedom in accessing the digital world today provides opportunities as well as challenges in conveying da'wah to the public.

The current concept of da'wah Of course, there have been many significant changes, especially in the methods used. The change in the method of da'wah from the conventional era to the digital era (cybercommunity) is in the media used, with wider media providing opportunities for da'wah to spread its wings to a wider range of networks (cyberspace). Towards a new era by adopting a new system will certainly be a challenge for a more dynamic presentation of da'wah, because with the digital system, da'wah experts must learn more about how to broadcast religion digitally, especially video content. Because the published da'wah video content must of course provide more understanding than direct da'wah so that there are no multiple interpretations among the people who are connoisseurs of the da'wah content.²⁶

Utilization of technology is also one way that can be used synergistically in the success of da'wah. In this case, da'wah also requires media as a means for its delivery. Seen in the element of da'wah itself, the use of media is also very important because the media can be accessed easily to find information. Social phenomena reveal that the comparison between direct da'wah and using the media looks more affordable using YouTube media. Youtube is a popular video sharing website where users can upload, watch and share video clips for free.

²⁵ Moh. Lukman Hakim and Lilik Hamidah, 'Method of Da'wah Kiai Pesantren on Youtube (Study on Approach Kiai's Da'wah on Alamien TV Channel)', HIKMAH, 15.2 (2021) p. 263-280

²⁶ Arif Ramdan Sulaeman, DKK., 'Strategies for Utilizing Youtube in the Field of Da'wah by Acehese Ulema', Communication, 11.1 (2020) p. 81 - 93

Generally, the videos on YouTube are video clips, movies, TV, and videos made by the users themselves.²⁷

YouTube as a video sharing service, can be used for free. Lots of video tutorial videos to make it easier for the audience to do something. This service is very easy to access as long as there is an internet network in the area when accessing it. YouTube as a communication art for Indonesian preachers to spread their respective da'wah content has become a new and common concept and is accepted by the public. With so much content, each uploaded material has quite a large audience, even up to millions.²⁸

Da'wah on YouTube has become an arena for the contestation of various da'wah videos every day, both from Islamic religious authority accounts, personal dai/ustadz/kyai/gus, and with accounts for reposting/reuploading da'wah videos. These three categories of da'wah videos already have a fixed and loyal audience segmentation, but there are also those who are still looking for a da'wah video format to attract certain audience segments. In using YouTube social media, it is expected to maintain consistency in uploading videos. Moreover, in making da'wah videos, in order to be able to provide benefits to the community, it is highly expected to be able to consistently upload videos.²⁹

Building a medium for delivering da'wah using Youtube is not as easy as conventionally delivering material. This is because, must pay attention to the various language and ethical rules in it. Thus, many adjustments are needed in providing religious information to the public. The editing process carried out also requires that it be done more carefully so that the desired content is really well received without any misunderstanding of information. So with the video method, the message of da'wah can be reached easily, and the people who watch it also understand the essence of the da'wah. This method has the most important position as a determinant of the success of preaching in this modern era.³⁰

CONCLUSION

The use of the da'wah method using virtual world space is able to become an alternative solution for the people in dealing with the various problems they are facing, that way, da'wah with the concept of this public space will continue

²⁷ Fadlun, 'Design of Islamic Da'wah in Industrial Society 4.0 Da'wah through Lecture Video Content on Youtube Channel', *An-Nida Journal*, 13.2 (2021), p. 108-113

²⁸ Guntur Cahyono and Nibros Hassani, 'Youtube: Communication Arts of Da'wah and Learning Media', *Al-Hikmah: Journal of Da'wah*, 13.1 (2019) p. 023-038

²⁹ Asna Istya Marwantika and Evi Novitasari, 'Dai Academics in the Digital Da'wah Contest: Analysis of Cyber Media Channels Iswahyudi Transformation'

³⁰ Ilham Maulana, et al., 'Dakwah in Social Media', *Tabligh: Journal of Islamic Communication and Broadcasting*, 3.3 (2018) p. 258-274

to be present at any time with extraordinary enthusiasts. However, of course this will not be easy, with various challenges and opportunities that must be used by da'wah actors. Because, the existence of social media such as YouTube can be the most effective da'wah media in conveying da'wah material to the community and of course it also depends on the ustaz and the da'wah actors in utilizing the development of information technology in carrying out da'wah to the community.

Changes in the concept of da'wah with the courage of the ustaz and ulama in carrying out the courage to transform da'wah into an extraordinary ijtihad that must be done. However, this does not mean that da'wah which is carried out directly with conventional methods is no longer valid, such as lectures conducted in villages, mosques or taklim assemblies that have been carried out so far. However, now is combining this concept with changes that occur in communication media and communication technology which also affect the da'wah method used because it must enter that era or space. What is happening now, is not only a phenomenon that is limited to challenges, but more than that, this can be an opportunity for Muslims to spread and preach the teachings of Islam to all circles without any restrictions. And of course, this virtual space must really be used by scholars by forming a team that can publish the results of lectures and others on the Youtube social media.

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