



The Urgency Of Digital Dakwah In The 4.0 Era : Study of the Use of YouTube in Islamic Broadcasting

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Abstract

Digital preaching is a form of spreading Islamic teachings that utilizes information and communication technology (ICT) as a medium. Digital preaching has high urgency in the 4.0 era, an era characterized by rapid development and convergence between ICT, biotechnology, nanotechnology, and artificial intelligence. The 4.0 era poses various challenges and opportunities, such as changes in communication patterns, culture, and community behavior, as well as increased accessibility, interactivity, and creativity in delivering preaching messages. The method used is a case study of three popular YouTube preaching channels in Indonesia, namely Al Bahjah TV Buya Yahya, and Adi Hidayat Official. This study uses a qualitative approach with data collection techniques such as observation, interviews, and documentation. YouTube can also be an educational medium for viewers to increase their knowledge and understanding of Islam. YouTube can be a social medium for preachers and viewers to interact and share information about Islam. However, YouTube also has several weaknesses and challenges in digital preaching, such as varying content quality, the presence of negative or hoax content, competition between YouTube preaching channels, as well as dependence on technology and the internet.

Keywords: *Digital Preaching, 4.0 era, YouTube, Islamic Broadcasting*



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INTRODUCTION

The development of information and communication technology (ICT) in the 4.0 era has brought significant changes in various aspects of life. This era is also known as Industrial Revolution 4.0 or Industry 4.0, is the fourth industrial era since the first industrial revolution in the 184th century. This era is characterized by a fusion of technologies that blur the boundaries between the physical, digital and biological realms. These technologies are changing the landscape of almost every industry in every country, including in the field of da'wah era 4.0, or it is called as digital da'wah. It is a form of spreading Islamic teachings that utilizes information and communication technology (ICT) as a medium. which is marked by digitalization and global connectivity, has opened up new opportunities in the spread of religious teachings. With easy access to information and communication provided by technology such as the internet, social media, and video platforms such as YouTube, da'wah can now reach a wider and more diverse audience. Apart from that, digital da'wah also allows two-way interaction between preachers and congregations, thereby creating more dynamic dialogue and discussions.

YouTube allows preachers to upload preaching videos with various themes, styles and durations, as well as interact with viewers through comment, like, dislike, subscribe and share features. YouTube also has an algorithm that can recommend preaching videos to users based on preferences, viewing history and trends.

One of the popular ICT platforms used for digital da'wah is YouTube, a video sharing website that has more than two billion active users per month. with the size of the number of users. It brings both new challenges and opportunities. For example, how to ensure that information disseminated via digital media is accurate and in line with religious teachings. Apart from that, there are also challenges in maintaining ethics and norms in communicating in the digital space. On the other hand, it brings opportunities in form of changes in communication patterns, culture and community behavior, as well as increasing accessibility, interactivity and creativity in conveying da'wah messages. Additionally, YouTube also allows religious organizations to present their content in a variety of formats, including video lectures, panel discussions, documentaries, and even music and art. This provides flexibility not available in traditional media.

Based on the background above. The aim of this study is to analyze the use of YouTube in religious broadcasting, especially in the Indonesian context. Then it is derived into identifying the role of YouTube in digital da'wah, analyzing the

impact of digital *da'wah* on society, assess the effectiveness of digital *da'wah* and develop a better digital *da'wah* strategy.

METHOD

Research methodology used for the study is library research. This method is defined as review of selected articles and concerns regarding data interpretation (Role et al., 2021). The steps of this research started from collecting the source such as from journal article, book, thesis or dissertation, evaluating the resources, analyzing then closed by concluding. The source used in this research are (Judith M. Buddenbaum, 2011), (Jarrett, 2008), (Scharnick-Udemans, 2017), (Savitri, 2019), (Queiroz & Wamba, 2022) (Syarofah et al., 2021) (Yang & Gu, 2021), (Syarofah et al., 2021). Beside of the previous literature, this study will also three popular *da'wah* in Indonesia. They are A Bahjah TV Buya Yahya, and Adi Hidayat Official.

RESULTS AND DISCUSSION

The research about Youtube as digital *da'wah* is going progressive. Even there are several research that specifically analyze digital media for millennials. It is found that Youtube is the most innovative media for *da'wah* because this channel is easy to touch the community. In addition, media with Youtube is more interesting to deliver Islamic teachings because it is easier integrated with video application such as Filmora, VideoPad, or Adobe Premier (Hilmi, 2021). It is expected that interesting and meaningful *da'wah* can gain more viewers and they can learn about Islam.

Then it encourages Youtube Channel creator to use strategies to develop their channel and to get more viewers. It is found that digital *da'wah* is not as easy as conventional one because it needs many considerations. It needs deeper analysis to know the *da'wah* target, to edit properly and double checking on the content (Yuliasih, 2022).

The youtube channel such as Al Bahjah TV Buya Yahya, dan Adi Hidayat Official are one of the Islamic channel that success transform *da'wah* into digital and brings benefits for communities. Because without transformation in *da'wah*, the Islamic teachings can be spread widely and it cannot fortify Moslem from threats such as inclusion of liberalism, individualism and hedonism that can eradicate the faith of Moslem in Indonesia. Moreover, it will be more happen in Urban Moslem (Setiawati et al., 2022).

If digital *da'wah* through Youtube can be developed in terms of marketing, quality of content, script and editing. It will bring many benefits and contribute to deliver Islamic teaching widely. Specifically, there are at least four benefits in

using Youtube as *da'wah* media. Based on the studies that have been carried out, the benefits of youtube as below;

1. Increase Participation

Broadcasting religious services online can increase participation in the learning Islamic teachings and help you spread your message to more people. This is especially important in today's digital age, where people expect the *da'wah* also offered at least some form of virtual form. It can be seen on Al-Bahjah TV Buya Yahya Youtube Channel. With more than 5.32 million subscribers and 14 thousand videos, Buya Yahya's Al Bahjah TV YouTube channel joined on May 27 2015 with an accumulation of 911,010,846 views, is an important platform and plays a strategic role in digital *da'wah*. The *da'wah* content delivered through this channel has helped increase understanding of Islamic beliefs, influence Islamic perceptions, and build effective *da'wah* communication.

2. Connecting people who cannot be physically present:

One of the greatest benefits of religious broadcasting is its ability to engage people who cannot be physically present in attending *da'wah* event. Especially, when that event presents the *kiai* that admired and eagerly awaited by the wider community. It means *da'wah* through Youtube Channel can be an alternative.

3. Bringing Religion to More People:

By using YouTube for religious broadcasting, you can bring religion to more people. This includes people who want to study and deepen the Islamic religion. The effectiveness of bring many people to watch Youtube channel related Islam can be seen from many comments, views, and likes on several Youtube Channel. It means that Youtube is considered as effective media to gather people in the good things (Suriati et al., 2023).

4. Improve your *da'wah* community:

YouTube can also be used to strengthen your *da'wah* community. By sharing inspiring videos and encouraging more people to join your community, you can help build a strong and supportive community. One of the example of *da'wah* community that found in Youtube Channel is owned by Ustadz Adi Hidayat's. His Youtube channel has more than 4.23 million subscribers and 1.8 thousand videos. His YouTube channel created on February 28 2019 with 354,706,289 views, has become an important platform that is very influential in digital *da'wah* in Indonesia. The *da'wah* content delivered through this channel has helped increase understanding of Islamic beliefs, influence Islamic perceptions, and build effective *da'wah* communication. Beside improving *da'wah* community, this Youtube Channel brings other benefits. First, two-way interaction: YouTube facilitates two-way interaction between preachers and congregations. This means that not only can preachers spread their teachings and values to a wider

audience, but the audience can also interact with the content through comments, likes, and shares.

Second, content format flexibility. YouTube allows preachers to present their content in a variety of formats, including video lectures, panel discussions, documentaries, and even music and art¹. This provides flexibility not available in traditional media. Third, effectiveness of *da'wah*. Research shows that people like watching *da'wah* via YouTube and *da'wah* is delivered effectively. The advantages of YouTube in *da'wah* are in terms of audio-visual presentation of *da'wah*, consideration of flexible time, and completeness of the *da'wah* material presented compared to *da'wah* via video on social media.

Finally, changes in mindset, attitudes and behavior. Research also shows that there are changes in mindset, attitudes and behavior after listening to the *da'wah* messages delivered. This illustrates that people have felt the benefits of using YouTube as a medium for *da'wah*. This is also as an effort from Moslem itself to portray Islamic values (Yahya et al., 2021).

CONCLUSION

The results of this study show that YouTube has an important role in digital *da'wah* in the 4.0 era. YouTube can be an alternative medium for preachers to convey *da'wah* messages that suit the needs and interests of today's society. YouTube can also be an educational medium for viewers to increase their knowledge and understanding of Islam. Then it is suggested to Moslem to continuously develop many aspects in their youtube channel such as content, quality, editing even marketing. The better that aspects, the more successful in spreading Islamic teachings in Indonesia.

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