



An Examination of Social Media as a Medium for Islamic Da'wah: The Role of YouTube as a Da'wah Strategy

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ABSTRACT

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This research aims to examine the role of YouTube as a medium for Islamic da'wah and its effectiveness in reaching diverse audiences through varied content strategies. With the rapid expansion of digital platforms, YouTube has become a critical tool in spreading Islamic teachings to a global audience. The research uses a qualitative approach, employing content analysis and interviews with content creators and viewers. The findings reveal that YouTube's accessibility allows for the widespread distribution of da'wah content, reaching Muslims worldwide at any time. The study also identifies that diverse content strategies, including traditional lectures and creative visuals, significantly enhance viewer engagement, especially among younger audiences. However, the research also highlights challenges in ensuring the accuracy of content and preventing misinformation. The implications suggest that while YouTube is a powerful tool for da'wah, stricter oversight and content monitoring are essential. Future research should explore the effectiveness of other social media platforms and examine long-term viewer engagement.

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INTRODUCTION

The evolution of media technology has brought about significant changes in the way religious messages are disseminated, with YouTube emerging as one of the most prominent platforms for Islamic da'wah (Henry, 2021). As an accessible and interactive medium, YouTube allows preachers (da'is) to reach audiences far beyond geographical and temporal constraints (Alam & Iqbal, 2024). With millions of daily users across the globe, this platform offers unprecedented opportunities to spread religious teachings and engage with diverse audiences (Myers et al., 2023; Setyawan et al., 2024). However, despite its potential, the use of YouTube as a da'wah medium raises important questions about content accuracy, engagement strategies, and the challenges faced in reaching various audience demographics.

The role of social media platforms in religious communication has been widely discussed in contemporary literature. Social media, including YouTube, is increasingly used by religious groups to extend their reach (Ahmed, 2024;

Elsässer, 2021; Whyte, 2022). YouTube's accessibility and interactive features have made it a powerful tool for delivering religious content to a global audience (Ashraf et al., 2022; Sugiarti & Fauzi, 2021; Sule & Sulaiman, 2021). YouTube's video format allows for creative presentations of religious messages, which significantly enhance viewer engagement (Ramlan et al., 2024; Wahyudi & Alanshori, 2023). However, challenges persist, such as ensuring content authenticity and maintaining audience interest (Farwati, 2024; Islamiah & Maulidiah, 2024; Latepo et al., 2021). These studies provide a foundational understanding of the role of YouTube in religious communication but often overlook the specific challenges and strategies employed in Islamic da'wah.

In the past decade, this platform has experienced a significant surge in religious content, especially those related to Islamic teachings. Based on YouTube's annual report, religious content such as Islamic lectures, studies, and discussions continues to increase in popularity, with millions of viewers from all over the world. Technological advances, including the use of smartphones and other digital devices, have made it easier to access YouTube, thus encouraging the growth of online da'wah content consumption. In the MTsN 2 Probolinggo environment, this trend is also clearly visible. Many students and teachers use YouTube as an additional source of religious learning, both in the form of lectures by famous ustaz and learning fiqh and aqidah materials. This shows that YouTube is not only a medium of entertainment, but also plays an important role as a means of learning and spreading Islamic values in the digital era, including in the madrasah education environment such as MTsN 2 Probolinggo.

Previous research has explored various aspects of social media in religious communication, highlighting both the opportunities and challenges it presents. The potential of social media platforms, especially YouTube, to broaden the reach of religious messages and engage with audiences in new ways (Ahmed, 2024; Tüken & Karateke, 2023). The influence of visual content on religious engagement, noting that multimedia presentations are more effective in capturing the attention of younger viewers (Setyawan et al., 2024). Kutlu (2024) further elaborates on the importance of incorporating creative media, such as animations and interactive discussions, to make religious content more accessible and appealing. Despite these advancements, Yuliasih (2022) have pointed out the limitations regarding the authenticity of content and the need for regulation to ensure that religious teachings are accurately represented. The studies reveal the complexity of utilizing YouTube for Islamic da'wah, as they identify both its potential for outreach and the challenges of content verification.

There is a significant gap in research regarding the specific strategies used by institution education on YouTube and the challenges they face in engaging audiences effectively. While previous studies have addressed the general role of

social media in religious communication, few have focused on the unique methods employed by Islamic preachers to attract and maintain viewer engagement on platforms like YouTube. Additionally, little attention has been given to the challenges faced by da'is in maintaining content accuracy and relevance. This research aims to fill this gap by analyzing the strategies used by Islamic preachers on YouTube and identifying the challenges they encounter in ensuring the authenticity of their messages.

The main objective of this research is to examine YouTube's role in Islamic da'wah, specifically focusing on the effectiveness of various content strategies and the challenges faced at MTsN 2 Probolinggo. The research will explore how YouTube allows Islamic preachers to reach a global audience, engage viewers through diverse content formats, and address the issues related to content accuracy. The study will also analyze how YouTube's features, such as comments and live streaming, contribute to the overall success of Islamic da'wah. By understanding the strategies used by da'is and the challenges they face, this research aims to provide valuable insights into the effectiveness of YouTube as a medium for Islamic teachings.

This research is original in its approach as it examines the use of YouTube specifically for Islamic da'wah, focusing on both the content strategies and challenges that at MTsN 2 Probolinggo. While previous studies have explored the broader topic of social media in religious communication, few have provided an in-depth analysis of Islamic da'wah on YouTube. This research argument emphasizes that YouTube, despite its potential, presents unique challenges in maintaining the integrity and authenticity of Islamic teachings. By addressing these challenges and highlighting successful content strategies, this research contributes to a better understanding of the role of digital platforms in religious communication today.

RESEARCH METHOD

The research focuses on examining YouTube as a platform for Islamic da'wah, specifically analyzing the content strategies used at MTsN 2 Probolinggo. The material objects of this study include YouTube videos related to Islamic da'wah, particularly those produced by channels managed MTsN 2 Probolinggo. The research approach is qualitative, as it aims to explore the complexities of content strategies and audience engagement through in-depth analysis (Köhler, 2024). The research type is descriptive-exploratory, aiming to provide an understanding of the practices and challenges involved in using YouTube for Islamic da'wah. The focus is on identifying the themes, patterns, and strategies used by preachers to convey their messages, as well as understanding the barriers they encounter in delivering content that adheres to

Islamic teachings. This study examines both the creators' intentions and the audience's reception of the content, drawing insights from video analysis, interviews, and field observations. Through this approach, the research provides a holistic view of YouTube as a medium for Islamic da'wah, shedding light on the dynamics of digital religious communication.

Data collection for this study involved two primary techniques: content analysis of YouTube videos and semi-structured interviews with citivas at MTsN 2 Probolinggo. The content analysis focused on a selection of videos from prominent Islamic channels that utilize YouTube for da'wah purposes. Interviews with editor and managing account. The combination of these data collection techniques enabled a comprehensive examination of both the production and reception of Islamic content on YouTube, providing a deeper understanding of the factors that influence the effectiveness of da'wah in the digital age.

For data analysis, this study employed the Miles and Huberman (1994) model, which involves a systematic approach to organizing and interpreting qualitative data (Williams, 2021). The analysis process consisted of three main stages: data reduction, data display, and conclusion drawing/verification. Data reduction involved categorizing and coding the videos and interview transcripts to identify key themes, patterns, and strategies related to Islamic da'wah on YouTube. In the data display phase, the research presented these themes and patterns in a visual format, such as tables and matrices, to facilitate comparison and identification of trends. The final stage, conclusion drawing and verification, involved synthesizing the findings, identifying key insights about the effectiveness of YouTube as a medium for da'wah, and verifying these conclusions by cross-referencing them with existing literature and the interview data.

RESULT AND DISCUSSION

Result

YouTube as an Effective Media for Da'wah

YouTube has proven to be an effective medium for the spread of Islamic da'wah due to its capacity to reach a global audience. This platform allows da'wah messages to transcend geographical boundaries, enabling Muslims in Indonesia, as well as those in other countries with large Muslim populations, to access the content. Through YouTube, viewers are not limited by time or location, enabling them to consume da'wah content at their convenience. As an online platform, YouTube's features, such as videos, comments, and live streaming, allow for a more interactive and engaging da'wah experience, contributing to its effectiveness.

Based on observations conducted in MTsN 2 Probolinggo, YouTube's reach and accessibility make it an ideal tool for spreading da'wah. The ability to upload videos at any time, along with its vast user base, facilitates the spread of Islamic teachings to a wide demographic, from youth to adults. The platform offers flexibility for both content creators and viewers, allowing the da'wah process to continue without interruption.

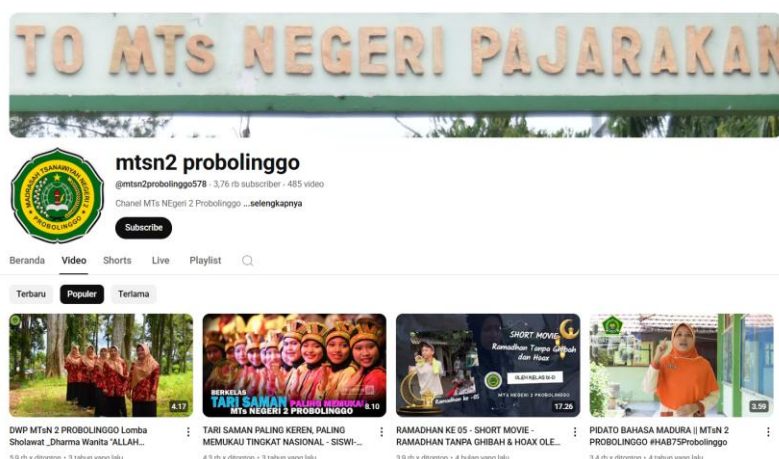


Figure 1. Home YouTube Account

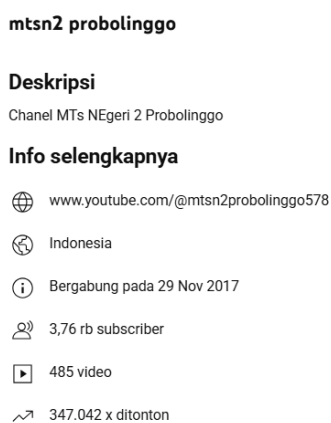


Figure 2. Description of Chanel

The findings highlight the potential of YouTube as a powerful tool for Islamic da'wah. With millions of users across the globe, YouTube enables the delivery of religious content in an accessible and engaging format, making it an essential platform for spreading Islamic teachings. The interactive nature of YouTube helps build a sense of community and engagement among viewers,

contributing to its effectiveness as a media for da'wah. YouTube's ability to reach a vast global audience, along with its 24/7 accessibility and interactive features, positions it as an effective platform for spreading Islamic da'wah. The results suggest that YouTube has great potential for influencing and educating Muslims around the world about Islamic teachings.

Use of Diverse Content Strategies

The strategies used by da'is (preachers) on YouTube for spreading Islamic teachings vary greatly. Some channels opt for traditional lecture formats, where a single speaker presents content, while others incorporate creative approaches such as animations, visuals, and interactive discussions to capture the audience's attention. Channels that use more engaging and visually appealing content tend to attract younger audiences, as they can relate more to the modern, dynamic presentation styles like in Ramadhan.

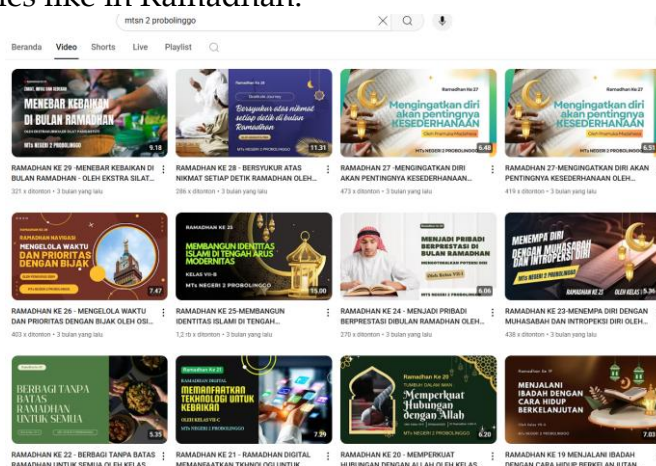


Figure 3. Ramadan Content

Through interviews with da'is and content creators, it was found that the combination of different strategies has proven successful in keeping audiences engaged. Many da'is noted that younger viewers often prefer more visually engaging content, such as videos with infographics, animations, and storytelling elements. These strategies make the messages more digestible, especially for those who may find traditional lectures lengthy or difficult to follow. Content diversity has become a crucial aspect in ensuring that da'wah reaches a wider audience.

Table 1. Use of Diverse Content Strategies

Strategy	Target Audience	Effectiveness	Engagement Level
Traditional Lecture	Adults, Elderly	Moderate	Low
Animated Videos	Youth, Young Adults	High	High
Interactive Discussions	Youth, Professionals	High	Very High

The findings highlight the effectiveness of diversifying content strategies for Islamic da'wah on YouTube. By tailoring content to suit different audience segments—such as traditional lectures for older viewers and animations for younger audiences—da'is can ensure that their messages are accessible and appealing to all groups. This strategy helps to broaden the impact of da'wah, making it relevant for a variety of viewers. The use of diverse content strategies is essential for maintaining the interest and engagement of viewers on YouTube. The findings emphasize that incorporating creative and visually appealing elements in da'wah videos contributes significantly to their effectiveness in reaching a broader audience.

Challenges in Delivering Da'wah

Despite the many benefits of YouTube as a platform for da'wah, there are several challenges associated with delivering accurate and impactful content. One of the primary challenges is ensuring the truthfulness of the information shared. With the open nature of YouTube, anyone can upload content, which makes it difficult to control the accuracy and authenticity of the messages being presented. Additionally, some videos may be too long or lack engaging elements, causing viewers to lose interest.

Observations also revealed that a lack of supervision and regulation on YouTube could lead to the spread of misleading or incorrect teachings. Da'wah content on YouTube may not always align with the core principles of Islam, and this presents a risk for viewers who may not be well-versed in religious teachings. To address these challenges, stronger supervision and content filtering mechanisms are needed to ensure that the messages being shared are consistent with Islamic values and teachings.

Table 2. Challenges in Delivering Da'wah

Challenge	Impact	Potential Risk	Solution
Content Accuracy	Misinformation	Spread of incorrect teachings	Implement content filtering
Length of Content	Viewer disengagement	Loss of interest	Shorter, more engaging videos
Lack of Supervision	Spread of unverified content	Misinformation, misinterpretation	Enhanced monitoring

The challenges faced in delivering da'wah through YouTube primarily stem from the open nature of the platform, which allows unverified content to be shared. These issues highlight the need for stricter oversight and quality control to ensure that only accurate and beneficial Islamic teachings are being

disseminated.

Discussion

The effectiveness of YouTube as a medium for Islamic da'wah is well-supported by the findings in this study. The global reach of YouTube is cited as one of the main reasons it is a powerful tool for spreading religious messages (Nabila, 2023; Zaini & Fahmi, 2023). The open accessibility and interactive nature of the platform allow for continuous engagement with audiences across different time zones and geographical locations. The ability to watch content anytime, anywhere, has led to the widespread adoption of YouTube as a preferred medium for religious education.

In alignment with a study by Simon (2023), the findings of this research suggest that YouTube's versatility in content delivery—whether through lectures or creative media such as animations—greatly contributes to its effectiveness. The combination of different presentation methods allows preachers to appeal to diverse audience groups, particularly younger viewers who might not engage with more traditional forms of da'wah.

Furthermore, the challenges associated with delivering accurate and authentic da'wah content on YouTube are not unique to this research. Concerns about the credibility of online religious content were raised (Faiz et al., 2023; Setyawan et al., 2024). YouTube's open platform allows anyone to upload videos, creating the potential for misinformation to spread. The development of monitoring systems that can ensure the accuracy and integrity of religious messages shared on the platform (Sanjani, 2024; Zain & Mustofa, 2024; Zubaidah et al., 2024). These findings suggest that while YouTube offers significant advantages as a medium for Islamic da'wah, the challenges related to content accuracy and engagement must be addressed. The findings also align with previous research, emphasizing the importance of diversifying content and ensuring that da'wah messages remain consistent with Islamic principles.

The variety of content strategies used on YouTube has also been highlighted as a key factor in enhancing engagement. Multimedia content, including animations, visual storytelling, and interactive discussions, plays a crucial role in keeping viewers engaged and interested in the content (Maulidia, 2023; Whyte, 2022). This aligns with the findings of this research, which show that da'wah channels using creative media tend to attract a younger, more dynamic audience.

The importance of content strategies was also emphasized in a study by Finlayson (2022), who observed that youth-oriented da'wah content that incorporates modern, interactive elements is more likely to succeed in reaching the younger generation. This research highlights the growing trend of using digital media to communicate religious messages, and suggests that

incorporating modern communication tools is key to reaching a broader and more diverse audience.

The findings from this study demonstrate that YouTube is a valuable platform for Islamic da'wah, particularly when diverse content strategies are employed (Latepo et al., 2021; Purwanto & Wafa, 2023). However, it also highlights the need for increased oversight and regulation to ensure that the content remains aligned with Islamic values. The implications of these findings suggest that future research should explore ways to enhance the credibility and engagement of da'wah content on digital platforms like YouTube. Based on these findings, it is clear that YouTube offers a dynamic and effective medium for spreading Islamic da'wah, but challenges related to content authenticity and engagement must be carefully managed. By incorporating diverse content strategies and ensuring accurate information, YouTube can continue to serve as a powerful tool for Islamic da'wah in the digital age.

CONCLUSION

This study confirms that YouTube serves as an effective platform for Islamic da'wah, reaching a global audience with diverse content strategies that engage various demographic groups, particularly through the use of creative visuals and interactive elements. The findings align with previous studies, which emphasize the power of YouTube's global reach, the necessity for diverse content to capture young audiences, and the challenges of ensuring content accuracy and relevance. However, limitations exist, including the difficulty of controlling misinformation and the risk of disengagement due to lengthy or monotonous content. Future research should explore the development of monitoring systems to improve content credibility and investigate ways to make da'wah videos more engaging and concise. Additionally, further studies could focus on the long-term impact of YouTube da'wah on viewers' religious understanding and practices, especially among younger generations. Recommendations also include examining other social media platforms to compare their effectiveness in delivering Islamic teachings.

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