



Digital Da'wah communication of the Muhammadiyah central leadership Tablighi Council using YouTube account

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ABSTRACT

Keywords

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The rapid development of information technology can be used as a medium for da'wah communication, one of which is by utilizing the social media YouTube. The Muhammadiyah Central Leadership uses YouTube as a medium for preaching through the Muhammadiyah Central Leadership Tabligh Council channel. This article examines the challenges and contestations of digital da'wah communication carried out by the PP Muhammadiyah Tabligh Council via YouTube media. The approach used in this paper is a qualitative approach with a content analysis method. Data collection was carried out using a library research method which aims to collect various data and information related to research. The results of the research show that the PP Muhammadiyah Tabligh Council's YouTube channel began carrying out digital da'wah communications via a YouTube account in March 2019 through a video entitled How to Maximize Time (Ustadz Drs. H. Buya Risman Muchtar, M.Si). The main challenge in carrying out da'wah communications is the lack of public interest, this is shown by the number of subscribers which is only 11.3 thousand subscribers. Apart from that, the average number of viewers is only 500 viewers. Therefore, there needs to be an improved approach to reach and capture a wider audience.

1. Introduction

The rapid development of technology and information has influenced all aspects of people's lives. Technological developments have a big impact on how society communicates. Communication is an action that cannot be separated from social life, communication plays an important role in the interaction process carried out by humans as social creatures (Nada rahmi et al., 2022). Etymologically, communication comes from English, namely communication. If we examine it further, the root of the word comes from Latin, namely *communicatus*, which means sharing or belonging together, an effort for togetherness or a common meaning. In its use, communication can be used as a tool to spread religious teachings by conveying goodness and religious guidance, or what is often referred to as da'wah (Talalu, 2020).

Da'wah is any activity that aims to invite people (society) to good and forbid evil, whether orally, in writing, in painting, or action using methods and media that are in accordance with Islamic principles to achieve human happiness in this world and the afterlife (Pratiwi, 2022). Da'wah activities that focus on the development and delivery of da'wah are better known as da'wah communication. Da'wah communication is one of the important things for da'wah activities. The success of da'wah activities depends on the form of conveying the message (Alamiyah et al., 2021).

Islamic Da'wah has two challenges at once. The first is the scientific challenge of da'wah, which until now has not seen encouraging developments. Da'wah science appears to be stagnant at the level of scientific development. If we refer to the dimensions of scientific development in very prominent writings on the science of da'wah, it seems that we do not find any outstanding academic works on da'wah. Second, problems or challenges of da'wah practice. We must admit that oral da'wah indeed

dominates the da'wah scene in Indonesia. Many figures developed this verbal preaching. Either verbal da'wah is carried out through activities entitled da'wah or in the form of da'wah inserts on special occasions, for example, weddings, circumcisions, Friday prayers, or others (Lestari, 2020).

Da'wah communication contains messages of goodness in the Islamic religion. Messages that are deliberately conveyed by the sender of the message to the recipient of the message in the form of orations, discussions, or other forms in accordance with current developments (Muhyiddin & Safei, 2002). Technological developments make it easier to carry out da'wah communications. Widespread use of the internet has had a positive impact on the progress of da'wah, people can easily access information about Islamic religious teachings through social media such as YouTube, Instagram, or other internet platforms. However, the large number of da'wah carried out via the internet does not mean that it can reach the public easily, this is because da'wah media still receive less attention from the public when compared to media that contain entertainment and excitement.

In an effort to keep up with technological developments, the Muhammadiyah Central Leadership uses the YouTube platform as a medium for digital da'wah communication. through an account called the Muhammadiyah Tabligh Council. The development of YouTube is currently very rapid. YouTube has also become a global phenomenon so many parties have started to use YouTube as a medium for Islamic da'wah. So far we have often seen da'wah and recitations on television or in assemblies. However, with the current development of information technology, YouTube has become a new place for preachers to convey their da'wah. Therefore, researchers are interested in seeing how da'wah communication is carried out by the Muhammadiyah Central Leadership through the Muhammadiyah Tablighi Council's YouTube account, by examining how the contestation is and what challenges they face.

2. Method

The method used is the descriptive method. The descriptive method is a method that describes the condition of the subject or object of research based on real facts or as they are (Jumbo et al., 2023). In descriptive research, the researcher only describes the research situation or event, does not look for or explain relationships, and does not test hypotheses or make predictions (Pinkan, 2023). Apart from that, this method focuses on observation and a scientific atmosphere. The researcher only acts as an observer, making categories of behavior, observing symptoms, and recording them in his observation book (Rakhmat, 2004).

In relation to this research, the researcher aims to observe the use of YouTube social media as a da'wah communication medium used to disseminate content related to Islamic da'wah. For data collection, qualitative methods were used, content analysis methods, and library research methods which were intended to collect various data and information related to research (Briandana et al., 2020).

3. Teoretical Framework

3.1. Da'wah Communication

Preaching is etymologically derived from the word daa'a from the Arabic language meaning to call, to invite, to urge, to encourage, and to beg (Muriah, 2002). In terms of dakwah terminology, it is an invitation, both verbal, written, behavioral, and so on, that is done consciously and planned in an effort to influence others individually or in groups so that an understanding, awareness, appreciation, and experience of religious teaching emerges in him as a message delivered. to him without the element of coercion (Arifin, 2002). Among other things, this da'wah activity is based on Al-Quran surah An-Nahl verse 125 "Call (people) to the way of your Lord with wisdom and good lessons and argue with them in a good way. Indeed, your Lord knows best about those who stray from His path and He knows best those who are guided".

Da'wah communication can also be defined as communication involving da'wah messages and da'wah actors, or related to the teachings of Islam and its practice in various aspects of life. As for

what is meant by dakwah communication here is a type or form of representation, in conveying the values of Sufism in the communication process that aims to have a high spirituality in order to be able to practice and carry it out in daily life following the recommendations of the Qur'an and Hadith.

There are several elements or components in preaching. First, the preacher or the subject of da'wah dai is the implementation of da'wah activities, both individually and collectively in an organized manner. Every Muslim person is actually a dai who is obliged to convey the teachings of Islam, even if what is conveyed is only one verse, as the Prophet's message in his hadith. The second element of da'wah is mad'u, the object or target of da'wah. Mad'u is the recipient of da'wah both individually and in groups, Muslims and non-Muslims. Third, preaching methods, preaching methods are certain methods used by preachers in delivering the preaching message. Fourth, preaching materials (maddah), preaching materials containing the messages of Islamic teachings to be known, understood, and practiced as guidelines for life. In general, preaching material can be classified into three main topics, namely faith, shari'ah, and morals which are all sourced from the Quran and hadith. Fifth, the media (wasilah), in order for the message to reach mad'u, a media that suits the situation and conditions is needed. Media is a tool used to deliver preaching material. There are several forms of media that are commonly used, among others: oral media (live), written (print), electronic (audio, visual), and the latest in new media (internet).

3.2. Social Media

Social media is media on the internet that allows users to represent themselves and interact, collaborate, share, communicate with other users, and form social bonds virtually (Nasrullah, 2017). Internet media is media that can contain anything within a wider group but is still limited to certain groups. However, it does not rule out the possibility that, along with the development of time and human civilization, this media will become a media that many people are looking for because it is a complete information network that is not limited by space and time.

Until now, YouTube has been the most popular internet media choice among all groups. YouTube is a video-sharing service provided by Google for its users to load, watch and share video clips for free (Qorin Munandiyal & Fajar Junaedi, 2022). YouTube is a manifestation of shift in internet technology (world wide web) from "read-only web" to "read-write web", namely from the situation when the internet only provides reading source for its users to the current state of the internet provides a means for its users to create and share reading sources for other users. The shift causing YouTube to become a practical and social media easy to access, so currently YouTube is the most popular site and watched by thousands of people every day. There are several characteristics that make users feel at home using YouTube, including (Faiqah, 2016):

1. There is no duration limit for uploading videos. This is what differentiates YouTube from several other social media which have a minimum duration limit. 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 asking 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, they will get an honorarium from YouTube.

4. Watch offline (no cost). YouTube has a new feature for users to watch videos offline. This system makes it easier for users to watch videos offline even though the video they want to watch was previously downloaded first.
5. Simple editor available. When uploading a video in the start menu, users will be offered to edit the video first. The menus offered include cutting videos, filtering colors, or adding video transfer effects.

4. Result and Discussion

4.1. Majelis Tabligh Muhammadiyah Youtube Account

Along with the development of technology, it has resulted in an increasing number of internet users throughout the world. Therefore, many parties are competing to use the internet as a medium for disseminating information. According to the We Are Social report, the number of internet users in Indonesia has reached 213 million people as of January 2023. This number is equivalent to 77% of Indonesia's total population of 276.4 million people at the beginning of this year.

This condition shows the enormous influence of the internet on people's lives today. In internet usage, the platform with the largest number of users is social media. The latest research reveals that the most popular social media compared to other platforms is YouTube. This is because YouTube has advantages in communicating. Apart from being able to share videos, they also have a fairly long duration in conveying information. The high number of internet users who access YouTube can be seen in the following data:

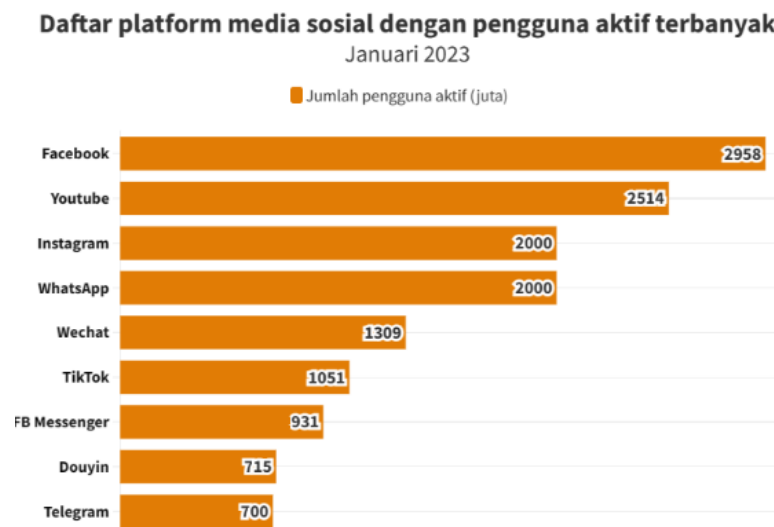


Fig. 1. Active Social Media User Data

From this picture, it is quite clear that YouTube is in second place as the most widely used mobile video streaming application in Indonesia. The development of YouTube is currently very rapid. This can be proven by the large number of people who are interested and have switched professions to YouTubers by creating interesting vlog content. So, currently, YouTube is very influential throughout the world.

Likewise, preachers have increasingly turned to cyberspace and are trying not to be left behind in using this site. So far, we have often seen preaching and recitations on television or in assemblies. However, with the current development of information technology, YouTube has become a new place for preachers to convey their da'wah. This condition is also utilized by the Muhammadiyah Tabligh Council in its da'wah communication strategy. The Muhammadiyah Central Leadership uses

YouTube as a medium for digital da'wah communication through an account called the Muhammadiyah Tabligh Council.

The Muhammadiyah Tabligh Council is one of the assemblies in Muhammadiyah which specifically operates in the field of da'wah. The assembly, which was inaugurated in 1924 AD, was tasked with conveying the results of the Tarjih Decision to the public and calling for Islamic teachings in accordance with the Koran and the Sunnah of the Prophet (Iffah, 2020). The establishment of the Tablighi Council went through a fairly long process. Starting from meetings held at the Friday Night Recitation event in 1917 AD, this became the starting point for the pioneering formation of the Tabligh Council. The participation and development of the Muhammadiyah Tabligh Council's da'wah movement continues to strive to adapt to the challenges of the times. In order to adapt to technological developments, in implementing da'wah, the Muhammadiyah Tabligh Council currently uses YouTube as a digital da'wah communication medium through an account called the Muhammadiyah Tabligh Council.



Fig. 2. Majelis Tabligh Muhammadiyah Channel Youtube

The account which has the slogan "Enlightening, Moving, and Exciting" was created on March 5, 2019. After running for approximately 4 years and having uploaded 840 videos, currently the Muhammadiyah Tabligh Council account only has 11.5 thousand subscriber accounts. Several types of videos or content can be uploaded into the playlist, including:

1. Muhammadiyah Podcast
2. Tafsir Surah
3. Worship Guide
4. Thursday and Sunday Morning Study
5. Family Harmony
6. The beauty of Islamic light
7. Study with Religious Figures

As can be seen from the existing playlist, there are quite a lot of types of preaching being delivered. Starting from preaching with contemporary concepts in the form of Podcasts to light discussions regarding the beauty of Islam. This shows that the Muhammadiyah Tablighi Council can adapt the form of da'wah depending on the development of the object of da'wah (mad'u).

Understanding and understanding Mad'u's desire to carry out da'wah is one of the main things that must be implemented by da'wah organizations. This is because Mad'u's character always changes according to existing media developments. So from the data above it can be seen that the Muhammadiyah Tabligh Council follows developments that occur. The change in mad'u polarization made the Muhammadiyah Tabligh Council immediately move to produce interesting content and of course, the content of the material was adapted to needs. Apart from that, the content and videos found

in the account must be in accordance to establish the Muhammadiyah Tabligh Council, namely in the context of spreading Islamic teachings.

4.2. Da'wah Communication on the Muhammadiyah Tabligh Council's Youtube Account

Making or producing videos should pay attention to what the public is interested in, in other words, it must be following the target audience segmentation. If a channel or YouTube channel has specific content, the possibility of it being watched repeatedly will be high by people who concentrate there, such as channels that discuss religion, finance, politics, etc., each of which will have its own audience. This is in accordance with da'wah which also has its segmentation by looking at the condition of the target audience. For example, if the target of da'wah is millennials/young people, then it must be adjusted to what these young people like, such as music, films, or others (Hamdan & Mahmuddin, 2021).

Various audience segmentations on YouTube can be used in da'wah as a medium to provide more targeted insight. YouTube's goals and objectives are for a wide audience or the public. In this day and age where technology is widely used in activities, it cannot be denied that the use of YouTube is now very popular and is used by almost all groups to search for information or just entertainment. The attractive appearance and features of YouTube, as well as the application which is easy to access with just an internet connection, add plus points to its use. On the other hand, da'wah also has targets and objectives for the general public. YouTube and da'wah have similar targets, which means they also have similar needs. YouTube needs viewers in quantity and quality. The more people who visit YouTube, the better it is for YouTube. Loyal viewers can usually be obtained from uploaded videos. This opportunity can be used by da'wah if managed creatively.

The success of a preacher in preaching depends on the way he conveys his preaching to the public. The da'wah method used must be good so that it can be well received by the community. On the other hand, if the da'wah is delivered carelessly and does not pay attention to good procedures or methods, of course, there will be many problems and debates in society. In this digital era, da'wah activities are not only carried out in places such as fields, mosques, etc., but da'wah activities are now starting to enter digital media, one of which is YouTube. Even though da'wah is now starting to enter digital media, = the methods of preaching must still be considered, especially in this digital era, da'wah will spread throughout the world very quickly. A preacher must be more careful when preaching via digital media so that those who receive his preaching do not misunderstand so that it does not cause debate and division or other things that can cause sin and harm.

There are 3 principles of da'wah methods according to the Qur'an, namely; Al-Hikmah, Al-Mauidzah Al-Hasanah, and Al-Mujjadi Al-Ahsan. Da'wah al-hikmah is a way or method of da'wah carried out with good teaching. The meaning of the words good teaching there can also be interpreted as teaching that is fair, full of patience and fortitude. Then, the second da'wah method is Al-Mauidzah Al-Hasanah which is a da'wah method carried out with advice, guiding with soft words, this method is directed at groups who are still laymen, which means the target of the da'wah is children or adults who have just entered. Islam (Mu'allaf). The third is the Al-Mujjadi Al-Ahsan method, which is a method of da'wah which is carried out through argumentation, discussion or debate in a good, polite and not arrogant manner. This method is usually done as an alternative reaction in responding to the challenge of negative responses from listeners of the da'wah.

Methods are also implemented by the Tabligh Muhammadiyah Council YouTube Account through playlist options and various types of uploaded video content. So that the teachings conveyed do not cause misunderstandings among various parties, the preachers must adapt their way of preaching to these methods, especially with preaching through digital media such as YouTube where the listeners of the preaching come from various circles, so they must be able to combine These three

methods become one so that there are no misunderstandings, debates, divisions, errors in delivering the message, and other possibilities that could cause bad things or harm.

4.3. Digital Da'wah Communication Contest

Da'wah is the obligation of every Muslim. Muslims must have awareness of their obligations. For this reason, every da'wah activity carried out by Muslims will become part of everyday life. The rapid development of YouTube social media users in Indonesia is widely used by preachers to carry out da'wah communications via YouTube. There are various YouTube channels that contain preaching content. both private channels and channels owned by institutions and community organizations.

Based on the analysis of the data obtained, there are several individual preaching channels that have the highest subscribers and viewers in Indonesia, including:

Table 1. Highest Subscribed Preacher YouTube Channel in Indonesia

No	Channel	Subscriber	Viewer
1	Adi Hidayat Official	4,31 Juta	364 Juta
2	Ustadz Abdul Somad Official	3,98 Juta	353 Juta
3	Das'ad Latif	2,85 Juta	338 Juta
4	Khalid Basalamah Official	2,67 Juta	230 Juta
5	Hanan Attaki	2,59 Juta	108 Juta

Judging from this data, it appears that several preachers have succeeded in controlling their digital preaching space through their (official) da'wah YouTube channels. All forms of their da'wah activities in public spaces (religious studies, taklim assemblies, seminars, etc.) become material for their da'wah activities which will be immediately digitized in video format and uploaded to their YouTube channel. Apart from that, there are also several YouTube preaching channels owned by the Muhammadiyah and Nahdatul Ulama Community Organizations, including:

Table 2. Channel Youtube NU dan Muhammadiyah

No	Channel	Subscriber	Viewer
1	NU Online	1,12 Juta	135 Juta
2	Muhammadiyah Channel	108 Ribu	5,3 Juta
3	Majelis Tabligh Muhammadiyah	11,5 Ribu	612 Ribu

The large number of YouTube accounts that broadcast preaching content shows the progress of preaching communication through digital media. However, if you look at this data, accounts with the names of prominent preachers are able to get more attention from YouTube users compared to accounts owned by social organizations. Then, if we focus on the Muhammadiyah Tablighi Council account, it can be seen that this account is still less competitive when compared to the NU da'wah account or the Muhammadiyah Central Leadership's account.

This is because the Tabligh Muhamamdiyah Council account is a special account that only conveys da'wah in the form of studies. This is different from the Muhammadiyah Channel and NU Online YouTube accounts which are more comprehensive, including reporting on activities carried out. However, behind the ongoing contestation, the increasing number of YouTube accounts containing preaching content shows that there is rapid progress in preaching communication through the digital field.

4.4. Digital Da'wah Challenge

Seeing the very large distribution of active YouTube users in Indonesia, Islamic community organizations or preachers should make good use of it to spread Islamic teachings. However, the convenience offered by various social media in carrying out da'wah does not mean that preaching does not have challenges.

If you look at several preacher accounts that have the highest subscribers, they are still very far behind when compared to accounts belonging to artists or celebrities in Indonesia. This is because there are still many YouTube users who use YouTube as just a place to find entertainment. Therefore, the main challenge for da'wah accounts, especially the Muhammadiyah Tabligh Council, is to continue to be able to follow the patterns or wishes of mad'u who currently want light, entertaining shows.

On the other hand, the ease of accessing the internet and social media also creates new problems for preachers. Currently, preachers have the freedom to express their preaching on social media. There are many opportunities for preaching that can be achieved by preachers on social media. McLuhan specifically emphasized that "The medium is the message", which means that the media is a message that leads to the actuality of social media in society. Media is understood as an extension of the human ability to receive stimulation (Rakhmat, 2008). Therefore, by using social media, preachers can communicate and interact directly with their mad'u. This is where the interaction between the preacher and the mad'u develops.

However, behind this freedom, preachers must be aware of the threat, that the use of social media and control over this media is still unclear. So behind this freedom, preachers are required not to be careless. There are many cases that happen to preachers because the content of their preaching is not substantial with the message of the preaching, and contains provocative messages. This also applies to da'wah activities carried out by the Muhammadiyah Tablighi Council, in conveying da'wah one must be careful in using freedom so that the content or videos created do not corner or offend certain parties.

5. Conclusion

Based on the results of the research and data analysis process that has been carried out, results were obtained regarding the digital da'wah communication of the tabligh assembly of the Muhammadiyah central leadership via a YouTube account. The Muhammadiyah Tablighi Council's YouTube account was established as a response to technological developments which have led to the use of social media in carrying out da'wah communications. The digital da'wah communication carried out by Majaelis Tabligh Muhammadiyah through its YouTube account uses an approach adapted to today's mad'u, which can be seen through podcast content and also Q&A. Furthermore, in the digital da'wah contestation, the Tabligh Muhammadiyah Council account still does not receive enough attention from social media users, so it is necessary to add more interesting content so that it can attract the attention of internet users. Apart from that, behind the ease of digital preaching, there are huge challenges related to the use of freedom of opinion, therefore, in carrying out digital da'wah communications, the Muhammadiyah Tablighi Council must be more careful in producing content so as not to offend certain parties.

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