Transformation of Ulama as Communicators: Youtube as a Da'wah Channel

Bambang Novriyanto
bambangnovriyanto02@gmail.com
Universitas Sebelas Maret, Surakarta, Indonesia

Prahastiwi Utari
prahastiwi@staff.uns.ac.id
Universitas Sebelas Maret, Surakarta, Indonesia

Agung Satyawan
agungsatyawan@staff.uns.ac.id
Pascasarjana Universitas Sebelas Maret, Surakarta, Indonesia

ABSTRACT

In the digital era of the development of YouTube social media technology, there are many video contents available, one of which is Islamic da'wah content. The use of ulama in doing da'wah on YouTube is a process of transforming ulama as communicators in preaching. By using YouTube as a da'wah channel, there has been an indirect convergence of communication elements, resulting in a blur between ulama as communicators and connoisseurs of da'wah content on YouTube as communicants. The purpose of this study is to see the transformation of ulama as da'wah communicators on YouTube as da'wah channels. This research methodology is qualitative using literature studies that look at previous studies that use content analysis and opinion polls. The results of this study show that therefore, preachers in actualizing their da'wah must understand that the content and form of da'wah are inseparable parts, but can be distinguished in the concept of da'wah. While the characteristics, delivery strategies and methods of da'wah also have an important position in da'wah. With the interactivity facilitated by digital media, the boundary between communicators and communicants is getting thinner when communicating using YouTube media.

Keywords: Transformation; Communicator; YouTube; Da'wah Channel; Influence of Technology

INTRODUCTION

Humans are social beings who interact with each other, who cannot avoid contact with each other. Intraction results in the exchange of ideas and thoughts, which in turn influence each other. The process of influence determines where social change is going. The development of information technology in the digital era, especially the development of Youtube media, affects many communication elements, in this case there is a blurring between communicants and communicators. In the digital era, it affects social life a lot, in the lives of individuals or communities. With the existence of Youtube media makes the pattern of life, the behavior of individual people has shifted ethically, norms, religion and culture.

In the digital era of Youtube media technology, there are many video contents available, one of which is Islamic da'wah content. Many Ustad and Ustasdzah have Islamic dawah content. So, to learn Islam every individual or society becomes easy and affects every

life of society and individuals. The use of Youtube by scholars is used easily, to spread messages widely. On Youtube media in da'wah is not only posted by users who understand religion, but also disseminated by those who want to post videos on Youtube. Da'wah content available on Youtube social media has an effect on people's social life which is caused by the ease of accessing Youtube social media.

On the other hand, Youtube provides feedback in the form of likes, comments on video posts that are inserted into Youtube so that those who see the video can interact and provide comments and even questions. By utilizing Youtube as a da'wah channel by scholars, it makes it easier for people to see by just looking through mobile *phones* and the ease of internet networks without having to go to places of recitation or mosques so that people are more interested in seeing da'wah videos.

The use of ulama in doing da'wah on Youtube is a process of transforming ulama as communicators in preaching. By using Youtube as a da'wah channel, there has been a convergence of communication elements, resulting in a blur between ulama as communicators and connoisseurs of da'wah content on Youtube as communicants. Nuraflah in Sumardjo (2020), the convergent approach in communication is clearly visible in the era of globalization, because this approach prioritizes the integration of the interests of all parties involved. The digital era makes changes to the communication model. With a centralized or convergent communication model, the communication elements also experience convergence. This is what makes communication elements, especially communicators and communicants have blurred boundaries and undergo transformation.

An example of the use of Youtube social media used for da'wah channels, In Harpizon's research entitled Sentiment Analysis Comments on Youtube About Ustadz Abdul Somad's Lectures Using Naïve Bayes Algorithm, explained that Uatadz Abdul Somad often discussed various kinds of religious issues, especially in the field of hadith and fiqh studies, besides that Abdul Somad also discussed a lot about nasonalism and various kinds of current problems that are becoming hot discussion among the community (Harpizon, 2022). The reason scholars use Youtube social media as a da'wah channel is that Yuotube displays videos with a long enough duration so that video creators can create different genres. With the enthusiasm of the community in using Youtube social media so that it is used by scholars to convey da'wah through Youtube. In Harpizon's research entitled Sentiment Analysis of Comments on Youtube About Ustadz Abdul Somad's Lecture Using the Naïve Bayes Algorithm, it was explained that Youtube ranks as the most popular social media in Indonesia (Harpizon, 2022). It has 170 million users or 93.8% of the total population of 181.9 million internet users aged 16-64 years based on solopos.com news page.

In today's evolving digital era, the transformation of the role of scholars as communicators is becoming increasingly important. Especially on Youtube, it has become one of the most influential da'wah channels in spreading religious messages and spiritual values to the public. With this phenomenon, it causes a significant impact on how scholars interact with their congregations and reach a wide audience. With the existence of Youtube media as a video platform has great potential for scholars to convey messages widely, with various features available on Youtube media allowing to share lecture materials with target audiences globally. However, in the context of this transformation, several aspects that need to be considered include how ulama utilize this technology effectively and the extent to which ulama can maintain the integrity of religious teachings in digital media, as well as how to measure the influence and success of da'wah through Youtube.

Therefore, this study aims to see how the transformation of ulama as communicators through Youtube media in conveying da'wah messages. This analysis is expected to provide an in-depth understanding of the use of technology in preaching and the impact caused by the spread of religious teachings in the digital era.

With the development, and technological progress of societal problems that continue to change in accordance with changes in time and place. Therefore, the formulation of the problem in this study is how to transform ulama as communicators in preaching on Youtube media. With that from the existing problems, this paper examines the Transformation of Ulama as Communicators: Youtube as a Da'wah Channel

LITRETURE REVIEW

TRANSFORMATION AND MEDIA CONVERGENCE

In the Big Indonesian Dictionary (KBBI), transformation means change can be in the form of form, nature, function and so on. Revealing that transformation is a process of change that has several characteristics (Nugraha et al., 2021). Differences in a transformation process must have a reference concept that includes other thoughts or ideas. Then, the transformation is historical. The transformation process describes the existence of different conditions at different times. stated that transformation occurs through a gradual process influenced by internal and external factors to the ultimate stage (Nugraha et al., 2021).

Media convergence theory (media covergence) is the merging of media, the telecommunications industry and all forms of communication media into digital form. They place convergence with regard to digitalization and convergence as a result of the development of web technology. The convergence of 24 media is strongly tied to the digitization process and is access in technological developments (Hamna, 2018).

COMMUNICATOR

The term communication or in English "communication" comes from the Latin "communicatio", sourced from "communis" which means "equal" (Divine, 2010). Understanding communication can be seen from etymology (language) and terminology (terms) From the point of etymology, according to Roudhonah in the book of communication science, divided into several words including "communicare which means to participate or inform, Communis opinion which means general opinion (Roudhonah, 2007).

Communication is one of the most fundamental activities in human life. Man's need to relate to his fellow man has been recognized by every religion since Adam and Eve. Human nature to convey their desires and to know the desires of others, is the beginning of human skills to communicate automatically through sign symbols, then followed by the ability to give meaning to each symbol in the form of verbal language (Cangara, 2012). In the process of communication, the communicator is the most important part in carrying out a communication activity, understanding or not the interlocutor, which depends on how the communicator conveys the message. Communicator is a group or someone who conveys ideas, feelings or thoughts to others (Musa, 2012).

Stating that the communicator can also be referred to as a source of messages in the communication process, where ideas, ideas or thoughts are then conveyed to other parties. Communicators are those who take the initiative or have a need to communicate. The role of communicator can be held by an individual, group, organization, or a country (Ahmadi, 2020).

YOU TUBE AS MEDIA OF DA'WAH

a.   Same target.
Like other media, the target of Youtube is the audience or public. In its development, now Youtube has been very popular. Even compared to television, people prefer to turn to Youtube in search of entertainment and information (Hamdan &; Mahmuddin, 2021). Youtube is an effective medium to convey various information, because through Youtube messages or information can reach a very wide audience. This is strengthened because Youtube media is also an audio-visual media, meaning that besides being audible, it can also be seen (Hamdan &; Mahmuddin, 2021).

b.   Segmentation
Usually produce videos based on audience segmentation, or in other words, based on what is interested in the community. Usually, each channel or video has its own segmentation and can be watched repeatedly. For example, videos or channels related to political, economic, religious debates, and so on. Da'wah can also choose its segmentation by paying attention to the condition of the *target mad'u*. For example, *millennial mad'u* must be approached with strategies that suit them, such as soap operas, music, and so on. Various segmentations of Youtube audiences can be utilized by da'wah as a medium to enter and influence them (Hamdan &; Mahmuddin, 2021).

c.   Similarity of needs
The similarity of goals between Youtube and da'wah, actually makes both have similar needs. Youtube needs viewers in quantity and quality. The more viewers the better for Youtube and if some viewers can become diehard viewers. Fanatical viewers can usually be obtained from the videos offered. These opportunities can be used by da'wah if managed creatively (Hamdan &; Mahmuddin, 2021).

d.   Making Youtube a Dakwah Media
In line with technological developments, the method of da'wah has also changed and advanced, without losing the essence of da'wah itself. Da'wah is not only done conventionally in the sense that it is through recitations and lectures in certain mosques or forums. Da'wah activities in the current era have taken advantage of technological developments. One of them is Youtube media (Hamdan &; Mahmuddin, 2021).

DA'WAH
Da'wah is any effort or activity with oral or written nature that is calling, inviting, calling other humans to believe and obey Alllah SWT in accordance with the lines of creed and shari'ah and Islamic morals (Ghulusy, 1987). Da'wah is also defined as an activity of inviting, influencing, calling and calling and changing someone from less good to better.
        Da'wah contains understanding as an invitation activity both in the form of oral, written, behavior and so on which is carried out consciously and planned in an effort to influence others both individually and in groups so that there arises in him an understanding, awareness, attitude of appreciation and experience towards religious teachings as a message conveyed to him without any elements of coercion (Daulay &; Handayani,   2020). Likewise, in another definition that da'wah is: "Inviting people in a wise way to the right path in accordance with God's command for benefit and happiness in this world and hereafter
        Arifin emphasized that: "Da'wah contains understanding as an invitation activity both in the form of oral, written, behavior and so on which is carried out consciously and planned in an effort to influence others well, individually and in groups so that there arises in him an

awareness and practice of religious teachings as a message conveyed to him without any element of coercion (Arifin, 2007).

METHOD

This research using qualitative approach. This study aims to examine the transformation of ulama as communicators in delivering da'wah on YouTube in delivering da'wah messages. The type of research used is literature research or literature study where in this study is a research conducted by exploring various literature or other sources related to the problems studied in this study. Obtain research data and use a qualitative approach because the data produced is in the form of words or descriptions. Literature research or literature research is researching whose place of study is literature or literature. In this study, research was conducted by utilizing studies which are similar or related (Purwanto, 2008). Qualitative research is a type of research that aims to reveal symptoms through collecting data from natural settings by utilizing researchers as a key instrument (Sembada, 2022).

Literature study research or literature study has several characteristics, namely: (Zed, 2008). Researchers are dealing directly with data not directly from the field, library data is generally a secondary source and not original data from first hand, library data is not limited by space and time. According to Amir, this opinion is correct, but not entirely acceptable when viewed from the purpose of the study. Because in general, the research objectives are: (Hamzah, 2019).

1. Discovery, if the data obtained from research is in the form of new data that has never been known.
2. Evidentiary, if the data obtained from research is used to prove a doubt about certain knowledge.

Developmental, if the data obtained from research is used to deepen or expand an existing knowledge.

DISCUSSION

Youtube is a web video sharing site created by three former PayPal employees, Chad Hurley, Steve Chen and Jawed Karim, in February 2005. The site allows users to upload, watch, and share videos. The company is headquartered in San Bruno, California, and uses Adobe Flash Video and HTML5 technologies to display a wide variety of user-generated video content, including movie clips, television clips, and music videos. In addition, there is also amateur content such as video blogs, short original videos, and Education videos (Chandra, 2017).

Youtuber is a term for Youtube account owners who actively upload videos on Youtube. Youtubers can be in the form of individuals or individuals, groups or large companies that use Youtube as a medium to introduce themselves, goods, or services that are traded. Not a few YouTubers call themselves influencer marketing who work in the field of marketing a good or service on social media, especially Youtube (Hamdan &; Mahmuddin, 2021).

The existence of media convergence strongly supports the da'wah process, especially now that it is hindered by an increasingly widespread pandemic. Because viewed from various views, the use of media convergence is more effective and efficient, namely effective in terms of reach and efficient in terms of cost (Sediyaningsih, 2018). Convergence means streamlining a wide variety of different technologies heading in one direction (Warapsari &

Campaign, 2020). From the increasingly advanced technological developments, mass media involves many technological factors in it such as the integration of text, numbers, images, video and sound (Khumairoh, 2021). Media convergence can be interpreted as combining several social media to achieve one goal.

The development of technology is well responded by the wider community. Along with the distribution of internet access in Indonesia to remote villages, the guarantee of enjoying and surfing in cyberspace has become very commonplace. The internet and all its derivative products have become a necessity for people's lives in all walks of life (Fahma &; Darwis, 2020). On the other hand, the rapid development of technology has not fully utilized the existence of information and communication technology due to limited access in each region. This is in contrast to neighboring countries such as Malaysia, Singapore, Australia, and the Philippines where access to internet technology is fairly easy and cheap. The existence of the internet in value is very important to be able to access useful public information such as education, health, or other information that can increase productivity and welfare (Haqqu, 2020).

Research reveals that the most popular use of social media by residents in Indonesia is Youtube, as can be seen from Hootsuite and We are Social data in Indonesia in 2021. That the total population of Indonesia 93.8 percent many use Youtube as a mobile video streaming application, ranging from the age of 16 to 64 years with an average use of Youtube which is 25.9 hours per month (Daulay &; Handayani, 2020). Youtube is used by users as a medium to view various kinds of video content, can be used by users for live streams. However, Youtube media is more accessible and more video content is presented and can be a medium for da'wah in the form of lecture videos (Hamdan &; Mahmuddin, 2021).

Youtube is currently widely used by someone for various purposes. There are several famous ustadz in Indonesia who use Youtube to preach. The community was interested and many followed him to get religious knowledge. In the news published by (We Online, 2020) Social Blade gave information on at least 4 famous ustadz who use Youtube media, such as the first one is Aa Gym; the name of the speaker of Aa Gym has been famous for quite a long time. On social media, Aa Gym has a huge following. On his Instagram account, it reached 5 million and 211 thousand subscribers on his Youtube channel.

The second is Ustadz Adi Hidayat (UAH); also became one of the famous dai in Indonesia. Tausiah ustaz which is nicknamed the science of the Quran is also widely circulated on Instagram and Youtube. In addition to having 2.4 million followers on Instagram, UAH also has 369 thousand subscribers on its Youtube channel, Adi Hidayat Official. There are 172 videos that have been uploaded on his Youtube account.

The third is ustadz Hanan Attaki; the name Ustaz Hanan Attaki is certainly familiar to many people, especially young people. His easy-to-digest lecture style and often discusses the lives of young people make Hanan Attaki more popular with many people. Including on Instagram, Ustaz graduated from Al-Azhar, Cairo already has 7.8 million followers. Not only on Instagram, he is also famous on Youtube and already has 823 subscriptions.

While the fourth is Abdul Somad; Abdul Somad Batubara full name or better known as Ustaz Abdul Somad (UAS) is one of the speakers who are favored by many people. His simple way of speaking and often interspersed with jokes made his name even more famous. Ustaz Abdul Somad is also very popular on Instagram, and Youtube. UAS won the Gold Play Button award for getting 1 million subscriptions through the Tafaquh Video Youtube channel. But, now this dai has his own Youtube channel called "Ustadz Abdul Somad Official" and already has 310 thousand followers.

In carrying out da'wah in today's modern technological era, of course, preachers and generally Muslims are required to be able to keep pace with the rapid development of

technology through Islamic da'wah. For this reason, creative efforts are needed to synergize da'wah with technology, in order to encourage the growth of technology-based da'wah media. Da'wah activities must always develop along with the rapid flow of information and communication (Hamdan &; Mahmuddin, 2021).

Da'wah as an obligation must be able to be carried out continuously and the method of delivery is adjusted to the times. Although the civilization of the times is always developing, the mission of da'wah to ground Islam that rahamatan lil 'alamin must still be realized. Therefore, preachers in actualizing their da'wah must understand that the content and form of da'wah are inseparable parts, but can be distinguished in the concept of da'wah. While the characteristics, delivery strategies and methods of da'wah also have an important position in da'wah (Muhyiddin and Ahmad, 2002). But in the era of the industrial revolution 4.0 everyone can preach like a da'i or lecturer, because da'wah can be carried out anywhere and by anyone, on the basis of amar ma'ruf nahi munkar (Aripudin, 2011).

It should be realized that the actualization of digital da'wah provides a new paradigm regarding social media da'wah activities. The position of da'i is no longer as the main subject that conveys da'wah messages optimally to mad'u, because in the context of the information society, mad'u is not passive and they are able to process the da'wah message to be distributed again in the form of digital content. Social media tools within the scope of new media also provide a position for users (da'i or mad'u) to process information. In the context of using Youtube channels as digital da'wah media, users have the same position to process and distribute da'wah messages that have been digitized in the form of videos. Youtube is the fastest way and has a very significant allure for da'wah patterns in the realm of social media (Wibowo, 2018).

The development of Youtube today is very rapid. It can be proven by the number of people who are interested and switch professions to YouTubers by creating interesting vlog content. So, currently Youtube is very influential throughout the world. Likewise, preachers who have increasingly turned to cyberspace and try not to be left behind in utilizing this site. So far, we have often seen da'wah and recitation from television or assemblies. However, with the development of information technology as it is today, YouTube has become a new place for preachers to deliver da'wah (Handayani, 2020).

Video lectures uploaded can be accessed anywhere and anytime without the need to provide a place and time for pilgrims. Pilgrims can also choose their preferred da'i with various themes needed. Youtube is one of the media that has the ability to spread da'wah or recitation content throughout the world and can be accessed by all groups according to their respective needs. Youtube is also able to provide access to its users by downloading or viewing videos offline (Cahyono, 2019).

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 (Cahyono, 2019). The mass media is a communication medium that connects with scattered audiences and it is unknown where they are. Along with the development of technology, various applications have emerged that are collected in cyberspace so that people no longer need large costs to buy newspapers, magazines, radio, television, because everything contained in it can be accessed via the internet such as Youtube, electric newspapers, streaming radio broadcasts, and so on (Nida, 2014).

With the development of the times like today which is supported by the development of the sophistication of information technology, various da'wah media such as internet media have emerged. Internet media can be accessed anywhere and anytime as long as we have an internet data package. As previously explained Youtube is one internet media that

can be accessed with an offline system, this is an advantage of Youtube so that it is in demand by many users. In the Youtube application, we can see various videos containing da'wah. Da'wah can create da'wah channels and upload their da'wah videos to Youtube. So that it can be watched by users (Handayani, 2020).

In the process of communication there is a name of a cominkator who is a sender of peasan, communicators are often also called sources (source), sender (sender), encoder (encoder), speaker (speaker), or originator. Communicators are those who take the initiative or have a need to communicate. The role of communicator can be held by an individual, group, organization, or a country. The emergence of social media seems to obscure the understanding of communicators. Communicators are not only account owners as disseminators of information, but message recipients, namely audiences or audiences, can also become sources or producers of messages by writing comments on the post (Hasmawati, 2020).

In line with technological developments, the method of da'wah has also changed and advanced, without losing the essence of da'wah itself. Da'wah is not only done conventionally in the sense that it is through recitations and lectures in certain mosques or forums. Da'wah activities in the current era have taken advantage of technological developments. One of them is Youtube According (Hamdan &; Mahmuddin, 2021). But in the era of the industrial revolution 4.0 everyone can preach like a da'i or lecturer, because da'wah can be carried out anywhere and by anyone, on the basis of amar ma'ruf nahi munkar (Wibowo, 2018). With the development of Youtube, many have turned into YouTubers by utilizing creative and innovative content that attracts many viewers to see it. Similarly, preachers use Youtube as a medium for da'wah to convey messages related to religion and the latest information in Islam (Aisyah, 2022).

The existence of communication activities in this digital era is as if no one really becomes a communicator and vice versa no one really becomes a communicant. Linear communication of listeners or society is only as a listener but in the digital age a listener can transfortate as a communicator. Communication convergence is concerned with an interactive model based on changing, exchanging, and comparing behavior patterns that make communication last all the time by focusing on reciprocal relationships. Convergence occurs in the digital age, making elements in communication blurred just as communicators and communicants become blurred. In the era of technological development now to follow da'wah activities no longer need to be present in mosques or recitations but all of that can be done at home even anywhere we want through *mobile phones,* leptops or other media that can open the Youtube application. In the use of Youtube can be used by various women or men, who young or old even children can access it. The existence of communication that occurs in the digital era causes the emergence of convergence of communication elements that blur the line between the roles of communicators and communicants in delivering messages.

To realize good da'wah in the delivery of messages by communicators in this case the scholars. Therefore, preachers in actualizing their da'wah must understand that the content and form of da'wah are inseparable parts, but can be distinguished in the concept of da'wah. While the characteristics, delivery strategies and methods of da'wah also have an important position in da'wah. With the interactivity facilitated by digital media, the boundary between communicators and communicants is getting thinner when communicating using media. This is what ultimately makes the role of the communicator undergo a change or transformation.

The existence of Youtube allows people to do video sharing that can be accessed by everyone. Videos related to da'wah are quite widely circulated on Youtube. This shows that Youtube is one of the interesting choices to deliver da'wah because Youtube is able to display

da'wah messages in audio-visual format (Sulastri, 2020). Youtube media provides a platform that allows scholars to share lectures and da'wah in video format. The religious messages conveyed are more visual and attractive. Youtube also allows Youtube users or audiences to interact directly through the comment column and create direct communication between worshippers and scholars.

In Elysia Yuli Astuti's Research (2021) with the title of research on the Instagram Phenomenon as a Da'wah Media Innovation Among the Community. Explaining the da'is in delivering their da'wah can be said to be successful when the purpose of da'wah brings changes to the mad'u (listeners). In the activities and process of da'wah, content containing Islam is presented interestingly and creatively.

Da'wah delivered leads to three aspects that fulfill in bringing changes to its object, namely changes to aspects of knowledge (knowledge), aspects of attitude (attitude), aspects of behavior (behavioral). The impact of Youtube social media users who see da'wah content has experienced social changes that lead to positive directions as well as religious knowledge for the community is increasing, changes in morals and behavior of the community are getting better and more controlled (Astuti, 2021).

In addition to changing the way to convey da'wah messages, the use of Youtube also affects how scholars understand and respond to their worshippers. Scholars can look at the statistics of likes, comments, and impressions to be able to assess the effectiveness of the messages they convey so that this allows scholars to continue to improve the way they deliver da'wah messages. With the development of Youtube media technology as a da'wah channel presents the latest challenges for scholars, they scholars must pay attention to the message conveyed must be in accordance with religious teachings and must understand the dynamics that occur in the digital era. In essence, the transformation of the role of scholars as communicators with the use of Youtube as a da'wah channel illustrates that scholars can adapt to technological developments in the behavior of the community or their congregation.

CONCLUSION

From the results of this study, researchers can produce the following conclusions:

The existence of communication activities in this digital era is as if no one really becomes a communicator and vice versa no one really becomes a communicant. Linear communication of listeners or society is only as a listener but in the digital age a listener can transfortate as a communicator.

Therefore, preachers in actualizing their da'wah must understand that the content and form of da'wah are inseparable parts, but can be distinguished in the concept of da'wah. While the characteristics, delivery strategies and methods of da'wah also have an important position in da'wah. With the interactivity facilitated by digital media, the boundary between communicators and communicants is getting thinner when communicating using YouTube media.

YouTube media provides a platform that allows scholars to share lectures and da'wah in video format. YouTube also allows YouTube users or audiences to interact directly through the comment field and create direct communication between worshippers and scholars. In addition to changing the way to convey the message of da'wah, the use of YouTube also affects how scholars understand and respond to their worshippers.

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About the Authors

Bambang Novriyanto is a Master Student of Communication Science at Sebelas Maret University Surakarta, Communication Science Study Program, majoring in Communication and Social Change.

Prahastiwi Utari is lecturer in Communication Science and serves as Vice Dean for Academic, Research and Student Affairs of the Faculty of Social and Political Sciences (FISIP) Universitas Sebelas Maret (UNS).

Agung Satyawan, lecturer in International Relations and serves as Head of the Sarja Study Program for International Relations at the Faculty of Social and Political Sciences (FISIP) Universitas Sebelas Maret (UNS).