

Utilization of Youtube as a Da'wah Medium: A Literature Review

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Abstract	<p>This article discusses the utilization of YouTube as a medium for da'wah in the context of rapidly advancing technology and information. As a video-based platform, YouTube has great potential to spread the messages of da'wah to a broad audience. This article aims to identify the use of YouTube as a means of da'wah through a literature review approach. This research employs a descriptive literature study methodology, examining various relevant articles, books, journals, and reports that discuss the use of YouTube in the Islamic da'wah context. The results of the review show that YouTube has great potential to support the dissemination of Islamic da'wah through engaging and easily accessible video formats for a wide audience, as well as ease in producing creative and interactive da'wah content. YouTube also enables preachers to deliver da'wah materials visually and audibly in ways that are easier to understand by diverse groups, including the younger generation. However, the challenges encountered in its use include the potential spread of inaccurate or misleading information and the need for careful selection of content that aligns with moderate Islamic values. The conclusion of this study is that YouTube is an effective medium for preaching in the modern era, but its use must be accompanied by selectivity, caution, and a deep understanding of media ethics and the principles of conveying religious messages.</p>		
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1. INTRODUCTION

Da'wah is a noble activity and an obligation for Muslims to develop and spread to the wider community in various forms, methods, and media. Da'wah media have undergone significant transformation in line with communication technology development. YouTube has become an increasingly popular platform for spreading da'wah. According to research conducted by (Qomariyah et al., 2021), YouTube has become an effective medium because its visuals and audio attract a wide audience. This aligns with the findings of (Putri et al., 2022) who show that YouTube facilitates direct interaction between preachers and audiences. In addition, research by (Rohimah et al., 2020) reveals that da'wah through YouTube can reach a wider demographic than conventional media. (Rifa'ie, 2020)



Iso added that YouTube provides flexibility of time for both preachers and viewers. Based on a (Rahman, 2020), the use of YouTube in da'wah also increases congregation engagement and participation.

The trend of increasing use of YouTube as a da'wah medium cannot be separated from the shift in media consumption behavior in society. Data from the Ministry of Communication and Information Technology (2021) show that approximately 75% of Indonesians access YouTube daily for information. This is supported by a survey conducted by (Sutisna, 2020), noted that YouTube is the second most frequently used platform in Indonesia, after WhatsApp. According to (Rahmawati et al., 2024), this change provides a great opportunity for preachers to spread religious messages more effectively (Sarmawa et al., 2015) found that da'wah through YouTube can overcome the geographical and social barriers often found in conventional da'wah. Another study by (Aisyah & Rofiah, 2022) also supports that YouTube facilitates easier and faster access to religious information.

The success of da'wah (Islamic outreach) through YouTube cannot be separated from the platform's ability to provide interactive features. According to (Marganingsih et al., 2025), the comment feature on YouTube enables audiences to discuss and ask questions directly to the preacher. The study results indicate that videos with appealing visuals receive more attention and interaction than text-only content. This is supported by research from (Putra, n.d.) who states that well-packaged da'wah videos can enhance the appeal and retention of the message. Furthermore,, (Umu Aiman et al., 2019) found that YouTube's live streaming feature allows da'wah to be conducted in real time, delivering a more personal and in-depth experience. (Putri et al., 2022) also noted that YouTube enables a more varied and creative distribution of da'wah content.

In addition to interactive features, YouTube's algorithm plays a significant role in disseminating da'wah. According to (Tukiyat et al., 2020), YouTube's recommendation algorithm helps audiences find da'wah content that matches their interests and preferences. This is supported by a study conducted by (Susanto, 2016), which showed that da'wah content frequently appears in the recommendations of users who often access videos with similar themes (Narulita et al., 2017) revealed that this algorithm exponentially expands the outreach of da'wah without requiring additional effort from the preacher. According to (Fiando, 2020), this highlights the vast potential of YouTube to support efficient digital da'wah. Another study by (Hanif Luthfi, 2019) shows that the popularity of da'wah videos can drastically increase thanks to the trending on YouTube feature.

Nevertheless, the use of YouTube as a medium for da'wah faces various challenges. One major challenge is the presence of negative or inappropriate content that may disrupt da'wah efforts. This is reinforced by the fact that negative comments and hate speech on YouTube can reduce the effectiveness of the da'wah. YouTube's algorithm sometimes promotes sensational rather than educational content.

Furthermore, difficulties in controlling the quality and accuracy of da'wah content are significant challenges (Han, 2021) added that these challenges need to be addressed with good content management and effective communication strategies.

Various strategies have been proposed and implemented to address these challenges. One solution is to form a dedicated content management team to supervise and manage these videos. Darmawan showed that technical training for preachers in video creation and editing is also very important. Preachers should also utilize Search Engine Optimization (SEO) to increase the visibility of their videos on YouTube. Riset by Hadi (2020) suggests that preachers actively interact with their audiences to build a strong community on the platform. Collaboration between preachers and popular YouTubers can significantly expand the outreach of the da'wah.

In addition to internal strategies, collaboration with various parties is important for maximizing da'wah on YouTube. Studies reveal that partnerships with educational institutions and religious organizations can strengthen da'wah content. Government support in the form of regulations and policies that promote digital da'wah is also highly necessary. The active participation of the community in producing and disseminating da'wah content can enhance the sustainability of da'wah on YouTube. A dedicated platform should be established to promote quality da'wah videos, and the importance of digital literacy education should be emphasized to encourage the public to be more selective in consuming content.

Given the various potentials and challenges, the use of YouTube as a da'wah medium requires a holistic and integrated approach. A strategic approach that combines technology, communication, and content management can enhance da'wah effectiveness. Innovation in da'wah content and adaptation to digital trends are key to successful da'wah on YouTube. Periodic evaluation of the performance and impact of da'wah videos is also important for the sustainability of da'wah, highlighting the need for a clear framework for managing digital da'wah content.

2. METHODS

This study uses a literature review approach to explore the use of YouTube as a medium for religious preaching (dakwah). A literature review is an effective method for examining various relevant sources of information. This approach involves several systematic stages: gathering literature, content analysis, and synthesizing the findings. This study collected data from various journal articles, books, research reports, and conference articles related to the topic of digital dakwah and the use of YouTube.

Using the literature review approach, this research is expected to make a significant contribution to understanding the potential and challenges of using YouTube as a medium for dakwah.

The results of this study are expected to provide practical guidelines for preachers to effectively utilize YouTube to spread religious messages and build strong communities on this digital platform.

3. FINDINGS AND DISCUSSION

This study finds that YouTube has great potential as an effective medium for dakwah. Based on the literature reviewed, the use of YouTube allows preachers to reach a wider and more geographically diverse audience, surpassing the physical limitations of traditional dakwah methods. This is highly relevant in the context of Indonesia, where the population is spread across various islands that may be difficult to reach through conventional preaching methods (Hardjo & Novita, 2015)

The interaction between preachers and audiences also becomes more dynamic with the comment and live streaming features on YouTube. This enables two-way communication, where the audience can directly ask questions and receive real-time answers, thus increasing the effectiveness of the delivery of dakwah messages. Such direct interactions can strengthen the emotional bond between preachers and their congregations and boost audience engagement in religious discussions.

However, several challenges must be faced in utilizing YouTube as a dakwah medium. One of these is the presence of negative content or misinformation that can influence audiences. Research shows that YouTube's algorithm tends to promote sensational content, which can risk reducing the quality of dakwah if not managed properly (Tukiyat et al., 2020). This requires extra effort from preachers to ensure that the content they present remains high-quality and relevant.

Content production strategies are also crucial for successful preaching (dakwah) on YouTube. Research reveals that visually appealing and creative dakwah videos tend to be favored by audiences. Variation in message delivery and the use of advanced video-editing technology can enhance the attractiveness and effectiveness of dakwah.

In addition, the importance of good content management has been emphasized in the literature. The creation of a structured content management team can help preachers plan, produce, and distribute dakwah videos more efficiently (Hamdan & Mahmuddin, 2021). Technical training for digital preachers can improve the quality of content production and management. Collaborating with popular YouTubers or other public figures is also an effective strategy to expand the reach and impact of dakwah on YouTube. This is because popular YouTubers have a large and loyal fan base, which can be a potential audience for dakwah content (Parhan et al., 2022). Such collaborations not only broaden the reach of dakwah but also enrich its content with new perspectives.

The government and educational institutions also play an important role in supporting digital dakwah. Support in the form of conducive regulations and digital literacy education programs can help

preachers make optimal use of YouTube. Cooperation between preachers and educational institutions can result in more structured and high-quality dakwah content.

This study also shows that the use of Search Engine Optimization (SEO) and other digital marketing techniques can increase the visibility of dakwah videos on YouTube. Good SEO helps dakwah videos appear at the top of search results, making them easier to find for audiences seeking related information and increasing their views. The importance of evaluating the performance of dakwah content on YouTube has also been raised in several studies. This evaluation covers metrics such as the number of views, watch time, and audience interaction, which can provide insights into the effectiveness of the presented dakwah content. It is suggested that audience feedback should be well-processed to improve the quality of content in the future.

Finally, this study emphasizes the importance of a collaborative approach to digital dakwah. Cooperation with various stakeholders, including the government, educational institutions, and communities, can create a more holistic and sustainable digital dakwah ecosystem. Public participation in the production and distribution of dakwah content can strengthen a sense of ownership and sustainability of digital dakwah initiatives.

Thus, utilizing YouTube as a medium for dakwah holds great potential for expanding its reach and increasing the effectiveness of conveying religious messages. However, this requires the right strategies, good content management, and effective collaboration to overcome existing challenges and maximize the benefits that can be obtained from this digital platform. The use of YouTube as a medium for dakwah has tremendous potential to broaden the reach and effectiveness of disseminating religious messages. Based on the reviewed literature, YouTube allows preachers to reach a wider audience without geographical limitations, which is highly relevant in the context of Indonesia's widespread population. This makes dakwah more inclusive and accessible to diverse groups.

The interaction between preachers and audiences on YouTube has become more dynamic, thanks to features such as comments and live streaming. These features enable two-way communication, allowing audiences to ask questions and receive answers in real time, thereby increasing the effectiveness of religious message delivery. This interaction strengthens the emotional bond between preachers and congregants and boosts audience engagement in religious discourse. However, significant challenges arise in utilizing YouTube for da'wah, such as the presence of negative content or misinformation that can influence audiences. YouTube's algorithms, which tend to promote sensational content, may reduce the quality of religious propagation if not appropriately managed. Therefore, preachers must make extra efforts to ensure that the content presented is high-quality and relevant.

Content production strategies for religious propagation on YouTube are also highly significant.

Visually engaging and creative videos tend to attract greater audience interest than others. Research shows that variations in message delivery and the use of advanced video editing technology can enhance both the appeal and effectiveness of da'wah content. Good content management is a crucial factor. Forming a well-structured content management team can help preachers plan, produce, and distribute religious videos efficiently. Technical training for digital preachers can further improve the quality of content production and management.

Collaborating with popular YouTubers or public figures is also effective in expanding da'wah's reach. Such collaborations leverage the large fan base of YouTubers to spread religious content and increase the potential audience size. These partnerships not only broaden reach but also enrich content with new perspectives.

Support from the government and educational institutions is equally important. Supportive regulations and digital literacy programs can help preachers optimize their use of YouTube for evangelism. Collaboration with educational institutions may lead to more structured and higher-quality religious content. The use of Search Engine Optimization (SEO) and other digital marketing techniques can increase the visibility of religious videos on YouTube. Effective SEO helps videos appear among the top search results, making it easier for audiences to find them.

Evaluating the performance of religious content on YouTube is also important. This evaluation involves analyzing metrics such as the number of views, watch time, and audience interaction to assess the effectiveness of da'wah content. Feedback from viewers should be managed effectively to improve content quality in the future. Community participation in the production and distribution of religious content can enhance the sustainability of digital da'wah. Such participation creates a sense of ownership and encourages communities to actively engage in religious activities. Partnerships with communities can help diversify content and strengthen social ties in the context of digital da'wah.

Overall, utilizing YouTube as a medium for religious outreach shows great potential for expanding reach and increasing the effectiveness of disseminating religious messages. However, achieving success requires the right strategies, good content management, and effective collaboration. By overcoming existing challenges, preachers can maximize the benefits of this digital platform for a more inclusive and far-reaching da'wah. By using YouTube for da'wah, many preachers have gained fame by leveraging modern media technology, even though some of these preachers come from areas and villages that are underdeveloped from a geographical perspective.

4. CONCLUSION

This study shows that YouTube has significant potential as an effective and innovative medium

for religious outreach. Through comprehensive literature reviews, it was found that YouTube can reach a wider and more diverse audience, surpassing the geographical limitations faced by traditional da'wah methods. This is particularly important in Indonesia, where the population is spread across various regions. The interactivity offered by YouTube through comments and live streaming features provides an opportunity for preachers to communicate directly with their audiences, answer questions, and provide clarifications in real time. These features not only enhance audience engagement but also strengthen the emotional bond between preachers and their congregants.

Overall, the utilization of YouTube as a medium for religious propagation holds great potential to broaden outreach and increase the effectiveness of spreading religious messages. To achieve success, appropriate strategies, content management, and effective collaboration are required. By overcoming existing challenges and making the most of the many potentials that YouTube offers, digital da'wah can become more inclusive and have a wider impact on the Muslim community. This study has limitations and presents opportunities for other researchers to conduct similar studies with different research objects.

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