

Managing YouTube Channel as a Virtual Da'wah Movement for Islamic Moderatism

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Abstract: *This paper aims to explain the managing of virtual da'wah carried out by the Sabilut Taqwa Santri Youth Association (IRSSAT) in Jember, East Java. Digital da'wah initiated by IRSSAT is an effective solution for Muslims during the current pandemic. The method of data collection in this study was conducted by interview and observation. The results of this study indicate that the virtual da'wah management carried out by the IRSSAT community not only educates the Islamic community with ritual worship tutorials but also carries a mission to spread social and tolerant Islamic teachings. By carrying out the teachings of Ahlussunnah wal Jamaah Annahdliyah, IRSSAT makes straightforward da'wah content according to the religious needs of today's society by being packaged creatively and attractively. Using YouTube, the IRSSAT Official Channel has produced 285 videos with 35,541,321 views and 446,000 subscribers through a digital platform. IRSSAT uses the income obtained from YouTube for religious, social activities such as mass circumcision, donations to orphans, and other activities. The management of virtual da'wah carried out by IRSSAT can be a reference in the management of mosques in Indonesia to spread Islamic teachings that are polite and tolerant.*

Keywords; *Da'wah Management, YouTube, Moderate Da'wa, Muslim Youth*

Abstrak: *Tulisan ini bertujuan untuk menjelaskan manajemen dakwah virtual berbasis mushalla yang dilakukan oleh Ikatan Remaja Santri Sabilut Taqwa (IRSSAT) di Jember, Jawa Timur. Dakwah digital yang diinisiasi IRSSAT menjadi solusi efektif bagi umat muslim pada masa pandemi saat ini. Metode pengumpulan data pada penelitian ini dilakukan dengan wawancara dan observasi. Hasil penelitian ini menunjukkan bahwa manajemen dakwah virtual yang dilakukan komunitas IRSSAT tidak hanya mengedukasi masyarakat Islam dengan tutorial ritual ibadah tetapi juga membawa misi untuk menebarkan ajaran Islam yang ramah dan toleran. Dengan mengusung ajaran ahlussunnah wal jamaah annahdliyah, IRSSAT membuat konten-konten dakwah yang sederhana sesuai kebutuhan beragama masyarakat saat ini dengan dikemas secara kreatif dan menarik. Melalui platform digital dengan menggunakan YouTube, Channel IRSSAT Official telah memproduksi 285 video dengan 35,541,321 views dan 446,000 subscibers. Penghasilan yang didapat dari YouTube dimanfaatkan IRSSAT untuk kegiatan sosial keagamaan seperti sunatan massal, santunan anak yatim dan kegiatan lainnya. Manajemen dakwah virtual yang dilakukan IRSSAT dapat menjadi rujukan dalam pengelolaan mushola dan masjid di Indonesia untuk menebarkan ajaran Islam yang santun dan toleran.*

Kata Kunci: *Manajemen Dakwah, YouTube, Dakwah Moderat, Santri*

INTRODUCTION

During the Covid-19 pandemic, every face-to-face activities switched to virtual media, both in education, economics, entertainment, including da'wah activities (Fauzi, 2020). The da'wa activities are done to prevent the spread of Covid 19, and it does not expand and increase the number of victims affected by the outbreak. On the other hand, virtual activities have become a new habit that must be carried out during a pandemic by using technological devices such as the Zoom Meeting and Google Meets applications in every activity. When activities used to allow individuals or groups to gather freely since the Covid-19 pandemic became a ban, they even gave rise to legal sanctions. Before the pandemic, people rarely wore masks; now, everyone is required to use them. The impact of Covid-19 has changed all aspects of community activities, especially in matters of religion, so that virtual media is an alternative in studying religious teachings and spreading da'wah (Yahya & Farhan, 2019); (L. R. Rustandi, 2020).

Religious activities used to have no restrictions after the Covid-19 pandemic had to be constrained due to social distancing. It must be found a solution so that da'wah activities continue because people always need religious knowledge. Da'wah management becomes something that cannot be avoided. The implementation of da'wah activities at present in a pandemic atmosphere is less effective without being driven and managed using solid management (Baidowi, 2020); (Kayo, 2007).

Virtual da'wah is one of the efforts to spread religious teachings that preachers must carry out during the pandemic. Virtual da'wah is an effective solution for Muslims in increasing religious spirituality during the Covid-19 pandemic. The change from conventional da'wah to virtual is a wise step to avoid the spread of the Covid-19 outbreak. Virtual da'wah can be done through digital platform intermediaries by utilizing social media such as YouTube, Facebook, and Instagram (Risdiana & Ramadhan, 2019); (Hilmi, 2021).

Since the Covid-19 pandemic, studying religion through social media such as YouTube has become a trend to date, especially for millennials. YouTube media is a reference in worshiping and studying religion (Yahya & Farhan, 2019). However, unfortunately not all da'wah content on YouTube uses a polite way. Some da'wah content contains hateful and provocative speech so that it can become a threat to

ukhuwah islamiyah (brotherhood among fellow Muslims) and *ukhuwah wathoniyah* (brotherhood among fellow citizens of the nation) (Sutrisno, 2020); (R. Rustandi, 2020).

Therefore, the Sabilut Taqwa Santri Youth Association (IRSSAT) from Sadengan, Puger District, Jember Regency created a YouTube account with the name "IRSSAT Official" on March 31, 2014, as a virtual da'wah media. Using YouTube, the IRSSAT Official Channel has produced 285 videos with 35,541,321 views and 446,000 subscribers through a digital platform. The IRSSAT Official account consistently makes da'wah content that is polite and tolerant by leaning on *Ahlussunnah Wal Jama'ah Annahdliyah* to educate millennials with moderate Islamic values (IRSSAT, 2021).

IRSSAT is a community of Muslim students who are successful in conducting virtual da'wah through YouTube media. Armed with the knowledge gained from reciting the Qur'an in the prayer room and preaching virtually through YouTube media, the IRSSAT Official account succeeded in its da'wah management. It succeeded in creating exciting da'wah content so that it was watched by many people and got monetization or income from YouTube. This success is the result of structured and professionally organized da'wah management. The proceeds of the monetization [income from YouTube] fund IRSSAT da'wah activities such as donations to orphans, mass circumcision, payment of street lights, Islamic holidays, and other activities (Masud, 2020).

RESEARCH METHOD

This study used the descriptive qualitative method. The subject of this research is IRSSAT da'wah activities. The research object is the management of virtual da'wah using YouTube and strategies to face challenges in preaching to the millennial generation. Data collection techniques used are observation and interviews. The source of the data used is the IRSSAT da'wah activity document. The technique used in selecting informants is purposive sampling, which is the technique used to determine the informant source according to the specified criteria and relevant to the research problem (Sugiyono, 2011).

Data collection methods used in this study were observation and interviews. The observation technique is a research activity to collect data related to research problems through direct observation in the field. Observation is a method of data

collection carried out by researchers to record information following what is seen during the study (Bungin, 2017). This data collection technique is done by observing a phenomenon that occurs to obtain data that is appropriate and relevant to the research topic. The observation on the IRSSAT's activities in preaching and the challenges of da'i in facing millennials in the digital era. This study also uses face-to-face interviews with sources in order to dig deeper into data and information. The interview technique in this study was carried out in a guided freeway; namely, the questions asked were not fixed on the interview guide but were developed according to the situation and field conditions. The data analysis used in this study includes data reduction, data presentation, and drawing conclusions or data verification (Bungin, 2017). These three components are interrelated analytical processes to determine the final results of the research.

RESULT AND DISCUSSION

Managing Virtual Da'wah via YouTube

Virtual da'wah using YouTube carried out by the IRSSAT community aims to educate millennials with da'wah content. The simple, creative, and innovative IRSSAT virtual da'wah requires several strategies to get the attention of millennials with da'wah content that refers to the teachings of *Ahlussunnah Wal Jama'ah Annahdliyah*. The strategy uses the IRSSAT community in virtual da'wah by considering several religious issues that are viral on social media (Tarikin, 2020). The number of viral video shows on YouTube media about religious issues is a concern in determining the creativity of content creation. Among examples of one of the worship problems during the Covid-19 pandemic is "worship at home"(Abidin & Zainuddin, 2020). This tagline attracts the attention of YouTube viewers, so by considering this issue, the virtual da'wah through YouTube that IRSSAT carries out includes making tutorials on how to worship at home. With the tutorial for worshipping at home, it will be easier to understand and practice by YouTube viewers considering that many people are learning religion through YouTube media during the pandemic. (Alhidayatillah, 2018). In producing content on YouTube and running virtual da'wah, the IRSSAT community uses da'wah management by:

1. Utilizing religious knowledge from *santri* or alumni of Islamic boarding schools and the Millenial of Sabilut Taqwa mosque.

For the IRSSAT community, religious knowledge is a spirit in preaching because it can lead people astray without proficient religious knowledge. By utilizing students, alumni, and residents around the Sabilut Taqwa mosque, it must be done so that this virtual da'wah is according to scientific principles based on Islam *Ahlussunnah wal Jamaah Annahdliyah*.

2. Synergizing with students, alumni, and residents around the Sabilut Taqwa mosque in creating creative, innovative content based on *Ahlussunnah Wal Jama'ah Annahdliyah*. The emergence of YouTubers from members and residents around the Sabilut Taqwa Mosque is a potential asset for the advancement of IRSSAT virtual da'wah. Likewise, the Sabilut Taqwa Mushola alumni who managed to become YouTubers directly affected the progress and continuation of the IRSSAT virtual da'wah channel.
3. Building Subscribers by forming a community on WA Group and Facebook
Building subscribers (audience loyal YouTube subscribers) is one of the successes carried out by IRSSAT. By creating a WA and Facebook Group community, IRSSAT channel subscribers are increasing as a digital marketing strategy in finding YouTube viewers.
4. Evaluating da'wah content after its release on YouTube
Evaluation is the final stage to see the extent of progress and improvement achieved by the IRSSAT channel. In conducting the evaluation, the admins discussed to see what were the weaknesses and strengths of the IRSSAT channel's da'wah content. With the evaluation, it is hoped that it can increase the production of IRSSAT preaching content and be increasingly in demand by YouTube visitors (Heri, 2020).

IRSSAT Official YouTube Channel Management

In making a virtual da'wah at the Sabilut Taqwa Mosque in East Kasiyan Village, it was first created in 2014 by IRSSAT alumni named Maryono. In the subsequent development, after joint deliberation, finally the IRSSAT channel was held by Heri, a YouTuber who has the experience and managed to get income from YouTube. With experience as a YouTuber, Heri produces creative and innovative da'wah content using YouTube media. The IRSSAT media team discusses mapping religious issues viral on

social media to produce exciting da'wah content for YouTube viewers. After the content production process is complete, the team creates a WA community to get a large subscriber audience on the IRSSAT channel through socialization to residents around the prayer room, alumni, active students, and people outside the village to become subscribers to the IRSSAT channel (Masud, 2020).

Based on the evaluation results, the target to get subscribers that can be used as a condition for earning income (monetization) can be achieved. In subsequent developments, the IRSSAT channel managed to show a positive trend with monetizing the sustainability of the virtual da'wah program through YouTube. The existence of income from YouTube becomes the spirit of IRSSAT to carry out da'wah activities both in education, religion and society. The success of the IRSSAT channel can be seen based on two things, namely;

a. YouTube subscribers

In seeing success in making impressions on YouTube media, namely subscribers or the number of viewers in an uploaded video, how many subscribers and the number of viewers are the benchmarks for showing content. The number of viewers uploading videos on YouTube media will have an impact on the future. The channel itself. The IRSSAT channel that carries out virtual da'wah using YouTube media has managed to get more than 100 thousand subscribers in September 2020. This achievement of up to 100 thousand subscribers results from the team's hard work supported by all parties, both IRSSAT members and residents. This achievement is a trigger for the IRSSAT channel's spirit and the development of a prayer room as the basis of the IRSSAT community. In August 2020, a mosque manager from another village in Grenden Puger Jember came to the IRSSAT channel studio for a comparative study visit. The success of the IRSSAT channel in conducting virtual da'wah using YouTube media has become an inspiration for other mosque administrators. It shows a positive impact on the development of a mosque-based virtual da'wah. The success in attracting the number of viewers on the IRSSAT channel is a lesson for the team that virtual da'wah has a significant impact on people learning religion through YouTube (Masud, 2020).



Figure 1: The number of subscribers to the IRSSAT channel reaches more than 100 thousand subscribers in 2020 and increases to more than 400 thousand in 2021.

b. Earning from YouTube

By utilizing YouTube as a support for digital da'wah and the economy that the IRSSAT channel has carried out, it has impacted the progress of religious and social activities. With income from YouTube, IRSSAT can carry out social and religious activities such as mass circumcision, donations to orphans, including paying for street lights and other activities (Masud, 2020).



Figure 2: Donations for Orphans by IRSSAT

The Impact of IRSSAT's Digital Da'wah

With the IRRSAT channel, the wider community, especially millennials who want to learn religion, can be educated with da'wah videos made through YouTube. Preaching using the YouTube media carried out by the IRSSAT channel is also widely enjoyed by the middle-class urban community. There is even one IRSSAT channel

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broadcast by the TRANS7 TV station and is increasingly increasing the number of viewers and subscribers and being the pride of residents around the mosque so that it can inspire others to do virtual preaching using YouTube media (Heri, 2020). Moreover, the trend of learning religion using YouTube has become a new tradition for the Muslim community and is getting more substantial during the Covid-19 pandemic (Sadly, 2018).



Picture 3: One of the IRSSAT video channels broadcast by TRANS 7

The millennial generation is also getting easier to learn religion with YouTube media by watching the IRSSAT channel. Millennials who use YouTube to learn religion during the pandemic have become an effective and easy way to understand and practice every day. This instant method, of course, must be addressed wisely so that millennials can be educated with content that is following the Qur'an and hadith. (Baidowi, 2021). Education through friendly digital da'wah content is essential to make the religious community so that they are not affected by radical da'wah content (Ummah, 2020). IRSSAT da'wah content by prioritizing the teachings of Ahlussunnah wal Jamaah annahdliyah, packaged in a simple, creative, and innovative way (Masud, 2020).

A large number of da'wah content on YouTube media that contains hateful and provocative speech can cause disharmony of the people, especially regarding the negative labeling of local Islamic wisdom values such as tahlilan, manaqiban, diba'an, sholawatan, grave pilgrimage, and other activities (Risdiyana & Ramadhan, 2019). The IRSSAT channel, as one of the da'wah movements on YouTube media, creates counter content so that people know the teachings of Ahlussunnah wal jam'ah annahdliyah, as an effort to maintain local Islamic wisdom values (Tarikin, 2020).



Figure 4: Video display of the tahlil procedure

Virtual da'wah using YouTube media has many advantages, including its broad reach because the YouTube media has penetrated the borders of countries and continents. IRSSAT uses YouTube as an effective method during the Covid-19 pandemic, causing many groups and face-to-face da'wah activities to become a problem for the community and the government. Through this virtual da'wah, IRSSAT has become an inspiration for mosque manager throughout the archipelago to continue working on doing creative and innovative virtual da'wah on YouTube media (Masud, 2020).

Virtual da'wah using YouTube media based on a mosque like what IRSSAT does is a demand in the New Normal Era, so social media must be filled with content that can educate YouTube viewers (Muhtadi et al., 2020). The religious knowledge gained by the

alumni of the madrasa at the mosque when reading the Qur'an must be propagated both online and offline. The impact of religious knowledge can spread not only to residents around the mosque but more broadly to other residents so that YouTube media is an effective solution in reaching wider da'wah (Aan, 2020).

The IRSSAT channel has applied the phenomenon of practical, simple, and innovative ways of learning religion based on *Ahlussunnah wal Jamaah Annahdliyah* and preaching knowledge that still holds local Islamic wisdom as a tradition has been preserved to this day. Local Islamic wisdom (*tahlilan, diba'an, sholawatan*) is maintained and propagated using YouTube media. The duty of the *santri* and its alumni hoping that mosques throughout the archipelago continue to preach using YouTube as a propaganda medium so that the knowledge gained during the Qur'an in the mosque can be widely used (Amin, 2020).

Spreading the teachings of *Ahlussunnah wal Jama'ah* through virtual da'wah is carried out so that the public can be educated about the importance of understanding religious teachings that synergize with local wisdom to become characters for Muslims throughout Indonesia so that future generations can continue this virtual da'wah. Digital da'wah by teaching *Ahlussunnah wal Jama'ah Annahdliyah* becomes a *jariyah* charity that will have a positive scientific impact from generation to generation. By utilizing YouTube as an effective da'wah tool, the transformation from offline da'wah to online is unavoidable, so the importance of instilling local wisdom values for the future is a worthwhile charity (Hakim, 2020); (Syahputra, 2020); (Risdiana et al., 2020).

YouTube media has now become a tradition for people to study religion individually. So educating the public with virtual da'wah must be done. Especially during the pandemic, digital da'wah characterized by the teachings of *Ahlussunnah wal Jama'ah* must become a trend to counteract digital da'wah that is not moderate and tends to blame other groups (Mubasyaroh, 2016); (Nurani, 2019). By creating da'wah content that teaches moderate Islamic values, such as the IRSSAT channel, virtual da'wah can become a source of religious reference in the digital era.

IRSSAT's ability to analyze religious issues that are viral on YouTube is one of the successes in virtual da'wah. By looking at the situation and condition of the community and frequent religious issues, the IRSSAT channel creates da'wah content to provide answers and solutions to the problems that become the issue. (Heri, 2020). The essence of da'wah is to invite others to do good or do good or evil deeds to get happiness

in the world and the hereafter. So, digital da'wah activities are activities that are continuously carried out on the object of da'wah even though, from time to time, da'wah activities always experience changes according to the conditions and situations (Fairozi, 2020).

False logic on thoughts will lead to false traditions [bad habits] in society, learning religion through YouTube by viewing da'wah content that contains hate speech and radicalism will create false logic in society. They will lead to false traditions in social life. It will cause division for the people and the nation. Therefore, every Muslim needs to practice science with virtual da'wah using YouTube media. The impact of this knowledge will spread throughout the world and can be used as an effective charity as long as future generations watch the video.

CONCLUSION

The IRSSAT channel is one of the virtual da'wah movements based on the prayer room using YouTube media. During the Covid-19 pandemic, conventional da'wah activities were transformed into digital da'wah. Digital da'wah that is done wisely as the IRSSAT channel is an effective solution at this time. The presence of the IRSSAT Channel as a virtual da'wah account through YouTube puts forward the teachings of Islam in the style of *Ahlussunnah wal Jama'ah Annahdliyah*. In producing da'wah content on YouTube, the IRSSAT community uses da'wah management by; first, utilizing the knowledge of students, Islamic boarding school alumni, and the Sabilut Taqwa Management as well as synergizing with them in creating creative, innovative da'wah content based on the teachings of *Ahlussunnah wal Jama'ah Annahdliyah*. Second, the existence of YouTubers from members and residents around the Sabilut Taqwa Mosque is a potential asset for the advancement of IRSSAT virtual da'wah. Likewise, the existence of Sabilut Taqwa alumni who succeeded in becoming YouTubers directly impacted the progress and continuation of the IRSSAT virtual da'wah channel. Third, building subscribers by forming communities on WA Group and Facebook is one of the successes carried out by IRSSAT, and fourth evaluating da'wah content after its release on YouTube to see the weaknesses and strengths of the IRSSAT channel's da'wah content.

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