

THE UTILIZATION OF YOUTUBE AS A MEDIUM OF DA'WAH: A Study on the YukNgaji Community Channel

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Keywords:	Abstract:
Social Media, YouTube, Islamic Da'wah, YukNgaji	<i>This study aims to describe the utilization of YouTube as a medium of da'wah by the YukNgaji community in fostering enthusiasm for learning Islam among diverse audiences. The research employed a literature study to trace and collect data from credible sources such as articles, journals, research reports, theses, and other relevant documents. The findings of this study reveal three main points. First, the YukNgaji community disseminates da'wah by producing discussion-based videos among its members, addressing various topics from an Islamic perspective and making them widely accessible through YouTube. Second, YukNgaji effectively leverages YouTube features such as Shorts, livestreaming, playlists, premium services, and subscriptions to expand the reach of its da'wah. Third, the community organizes its content into structured segments, including Dunia dalam Derita, KKPTYTPDS, Main Yuk, YN Band, What's Your Story, Q&A, K-pop and Gaming, YN Quiz, Topik Viral, and KamuGaSendiri. In conclusion, YukNgaji demonstrates how YouTube can be optimized as a dynamic platform for Islamic da'wah by integrating creativity, media strategies, and thematic segmentation to engage audiences across different backgrounds.</i>
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INTRODUCTION

The use of social media in Indonesia has experienced rapid growth. According to Data Reportal, in 2023 there were a total of 167 million social media users. Of these, 153 million were users aged above 18 years, accounting for 79.5% of the total population. YouTube became the most widely used social media platform in Indonesia, with 139 million users at the beginning of 2023 (Yonatan, 2023). Facebook ranked second with 119.9 million users. Based on the report from We Are Social and Hootsuite in January 2023, Indonesia ranked fourth in the world in

terms of the number of YouTube users (Annur, 2023). YouTube is a platform that enables individuals to upload and share videos. It has had a significant influence in introducing and providing a positive impact on da'wah (Islamic preaching).

Understanding the essence of da'wah itself, this activity is often seen as an effort to provide Islamic solutions to various life problems. These life problems cover multiple aspects such as economy, society, culture, law, politics, science, technology, and others. According to Islamic teachings, Muslims are strongly encouraged to convey what is good, and therefore da'wah must be packaged with proper methods and approaches. As stated by Allah SWT in the Qur'an, Surah An-Nahl verse 125:

ادْعُ إِلَى سَبِيلِ رَبِّكَ بِالْحُكْمَةِ وَالْمَوْعِظَةِ الْحَسَنَةِ وَجَادِلْهُمْ بِالَّتِي هِيَ أَحْسَنُ ۚ إِنَّ رَبَّكَ هُوَ
أَعْلَمُ بِمَنْ ضَلَّ عَنْ سَبِيلِهِ وَهُوَ أَعْلَمُ بِالْمُهْتَدِينَ

Meaning: "Invite (people) to the way of your Lord with wisdom and good instruction, and argue with them in a way that is best. Indeed, your Lord is most knowing of who has strayed from His way, and He is most knowing of who is [rightly] guided."

This verse contains a command to conduct da'wah using approaches tailored to the characteristics of each audience (*mad'u*). Preaching through social media has become one of the supporting tools for successful da'wah activities. A da'wah medium can be defined as a tool that bridges the delivery of da'wah messages to the audience. As Aziz (2004) explains, if a preacher wants their message to be accepted by listeners, then they must make use of media. In this sense, YouTube becomes an effective medium to deliver information across different social groups with content tailored to their respective needs.

The utilization of YouTube as a communication medium for da'wah and the dissemination of religious teachings has been widely practiced by various *ustadz* (preachers) and scholars. YouTube is not only used by popular preachers, but also by many individuals and communities to share religious activities such as sermons, lectures, and other events. With this utilization, YouTube allows religious activities to reach global audiences quickly and easily. Recognizing this potential, many preachers—both individuals and da'wah institutions—take advantage of YouTube as a medium to spread Islamic teachings.

In recent years, many *hijrah* communities (Islamic revivalist groups) have rapidly developed on social media, one of which is the YukNgaji community. YukNgaji has brought innovation to da'wah activities by not only preaching in physical spaces such as fields, mosques, and public halls, but also by entering digital platforms such as YouTube, Instagram, Facebook, Twitter, websites, and others.

The YukNgaji community has its own YouTube channel called YNTV, short for *YukNgaji TV*. This channel focuses on the young Muslim generation in Indonesia. YNTV was officially launched on December 20, 2020, as a platform for public da'wah through activities such as weekly live-streamed lectures and other programs supporting the community's preaching mission.

As of today, YNTV's YouTube channel has gained 134,000 subscribers within approximately three years since its launch. This indicates significant public interest, particularly among young people. The channel has released 584 videos covering a wide range of programs and da'wah themes.

Research conducted by Intan Indah Wulandari, titled *“The Use of Instagram as a Da’wah Communication Medium in the YukNgaji Pekanbaru Community”*, revealed that the community utilized six Instagram features—upload, comment, caption, like, hashtag, and followers. The administrators of @yukngajipku used these features to spread Islamic knowledge by posting one-minute sermon clips every weekend, as well as inviting followers to attend their regular study sessions at Al-Falah Mosque in Pekanbaru every Saturday afternoon (Wulandari, 2019).

Another study by Gyta Rastyka Dhela, titled *“The Use of YouTube Channels as Islamic Da’wah Media (A Study on the YouTube Account of Masjid Addu’a Way Halim, Bandar Lampung)”*, revealed that YouTube-based da’wah offers numerous advantages for preachers. Compared to face-to-face preaching, YouTube da’wah requires far less financial cost, as it only involves recording and uploading videos to be accessed by a broad audience. As a result, communities can easily access religious lectures without relying on printed bulletins. Furthermore, audiences who cannot attend the events in person can still benefit from the uploaded videos (Dhela, 2020).

The YukNgaji community uses YouTube to encourage audiences to embrace *hijrah* and remain consistent in learning Islam. They create segments tailored to their da’wah messages, encouraging audiences not only to listen to lectures but also to engage interactively through YouTube’s available features. YukNgaji presents da’wah in a creative and engaging way, making the experience enjoyable and participatory.

Based on this background, this study aims to examine how the YukNgaji community utilizes YouTube as a medium for da’wah—particularly focusing on the features used, the preaching models applied, and the types of segments created. The purpose of this research is to provide audiences with insights into the effective use of YouTube for da’wah activities by the YukNgaji community.

METHOD

The data analysis method used in this study is a qualitative method. Qualitative research is a type of research that describes actual conditions based on data obtained through a literature study. The literature study was conducted to trace and collect data from reliable sources such as articles, journals, research reports, theses, and other relevant references.

The data collection process involved obtaining secondary data. The researcher examined and processed information from several secondary sources such as journals, news articles, and other research documents. The data collected were then analyzed and used as references in writing this article. In addition, the researcher also observed the YukNgaji YouTube account and gathered the necessary supporting data.

RESULT AND DISCUSSION

YouTube as a Medium

YouTube is a video-based social media platform accessible to anyone, anywhere. It not only serves as a space for viewers to watch videos but also enables creators to upload and share their own content. Users can upload, watch, and share videos for free. The content available on YouTube typically includes music videos, films, television programs, user-generated content, and more (Tamburaka, 2017). Accessible anytime and anywhere with an internet connection, YouTube has become a modern innovation for searching and consuming video-based information.

The term *media* comes from the Latin word *median*, the plural form of *medium*, which means an intermediary tool. According to Wilbur Schramm, media can be defined as information technologies used in teaching and communication. More specifically, media refers to physical tools that deliver messages or educational content, such as books, films, videotapes, and slides.

YouTube's development has been rapid since 2006, when it emerged as one of the most popular platforms worldwide (Watson & Hill, 2012). Initially serving as a place to upload simple videos, YouTube has now expanded to include features such as live streaming and has even evolved into a medium for da'wah (Islamic preaching) (Faiqah et al., 2016). Today, YouTube fulfills diverse user needs, with its advanced technological features supporting education, entertainment, religious outreach, and more.

Globally, YouTube reaches more viewers aged 18–24 and 18–49 than any cable television network. It is used not only by adults but also by children at increasingly younger ages. As an audiovisual medium, YouTube combines both sound and imagery, enhancing its communicative power.

YouTube serves multiple functions: searching for videos using keywords, watching or streaming videos, uploading content, downloading, monetizing through AdSense, and providing promotional opportunities. Several key terms are commonly used:

1. Subscribe – a free service that allows users to receive updates from selected channels.
2. Streaming/Live – broadcasting video in real time to viewers anywhere without prior downloading.
3. Buffering – the temporary pause or delay when loading a video.
4. Upload – registered users can share videos on their channels.
5. Download – viewers can save YouTube videos via various methods.
6. Autoplay – an algorithm-based feature that automatically plays related videos.

Additional features such as playback controls, video quality settings, and accessibility across devices (smartphones, tablets, laptops, etc.) enhance YouTube's usability (Prihantoro, 2021). These factors position YouTube as one of the most widely chosen media platforms for sharing and consuming content.

The Relationship Between YouTube and Da'wah Media

Da'wah media refers to tools used to deliver Islamic messages to audiences (mad'u) (Saputra, 2012). In modern times, media such as television, recordings, magazines, and newspapers play crucial roles in disseminating da'wah (Syukir, 1983). Media functions as a channel through which da'i (preachers) communicate with audiences, with effectiveness dependent on the interplay between communicator, recipient, environment, and medium (Abdullah, 2018).

According to Dr. Muhammad Qadaruddin Abdullah, media is essential to ensure da'wah is effective and efficient (Abdullah, 2019). With the widespread use of social media platforms like Facebook, Instagram, WhatsApp, YouTube, and Twitter, these tools have become integral not only for accessing information but also for entertainment, education, and religious purposes. Hence, da'i can leverage these platforms to deliver da'wah messages more effectively.

In Indonesia, YouTube has grown as a popular platform for both adults and children, hosting diverse content ranging from general knowledge to religious lectures. Its lack of strict duration or geographical limitations makes it highly suitable for da'wah activities. Audience

segmentation is also crucial, as religious content tailored to specific groups (e.g., youth) increases its relevance and appeal (Taufiq, 2022).

Thus, YouTube and da'wah share similar objectives: both aim to reach broad audiences with impactful messages. This alignment has been creatively utilized by communities such as YukNgaji.

YukNgaji Community

YukNgaji is a da'wah community that optimizes YouTube to inspire positive transformation among young Muslims. It serves as a platform for knowledge sharing, inspiration, and collaboration across generations and professions (Kaltsum, 2022). Founded in Istanbul in April 2015 by Ust. Husain Assadi and Ust. Felix Siau, YukNgaji emerged from discussions on how to connect youth active on social media with real-world Islamic study activities.

The term *YukNgaji* combines *Yuk* ("let's," meaning an invitation) and *Ngaji* (from *kaji*, meaning study or reflection). It symbolizes mutual encouragement to learn and grow in faith. Since June 2015, YukNgaji has been active on social media, launching its first offline event in 2016. Today, the community spans 46 regional chapters across Indonesia.

The community's preachers (asatidz) are divided into two groups:

1. **ALL TEAM (male preachers):** Ust. Husain Assadi, Ust. Felix Siau, Ust. Cahyo Ahmad Irsyad, Ust. Hidayat Arifianto, Ust. Weemar Aditya, Ridwan Khalid Abdurrahman (Shifrun), Muhammad Rasyad Sya'baan Al Katiri, Abdurrahman Alfaiz (Hawaariyyun), Risco Aditama, Fuadh Naim, and Tsis al-Rasyid Fajri Ramdhan.
2. **ALL SOY (female preachers, "Sisters of Yours"):** Emeraldal Noor Achmi, Dena Haura J'octaria, Nadia Lukita, Ratih Parasini, Shebyka Amanda, and Salsabila Maghfoor.

YukNgaji's Da'wah Model on YouTube

YukNgaji's da'wah model emphasizes inviting audiences to learn about Islam in a comfortable and engaging way, rather than presenting traditional, one-directional preaching. Their diverse team backgrounds—including agriculture, arts, economics, communication, and Islamic studies—allow for broad perspectives and dynamic discussions.

Instead of conventional sermons, YukNgaji produces interactive content such as discussions, debates, and storytelling sessions. This format makes audiences feel as if they are part of an informal, friendly gathering while still receiving valuable Islamic insights.

The Use of YouTube in YukNgaji's Da'wah

YukNgaji operates a dedicated YouTube channel called **YNTV**, which hosts both public content and exclusive membership-based programs. Activities include weekly live streaming sessions, thematic discussions, and regional events.

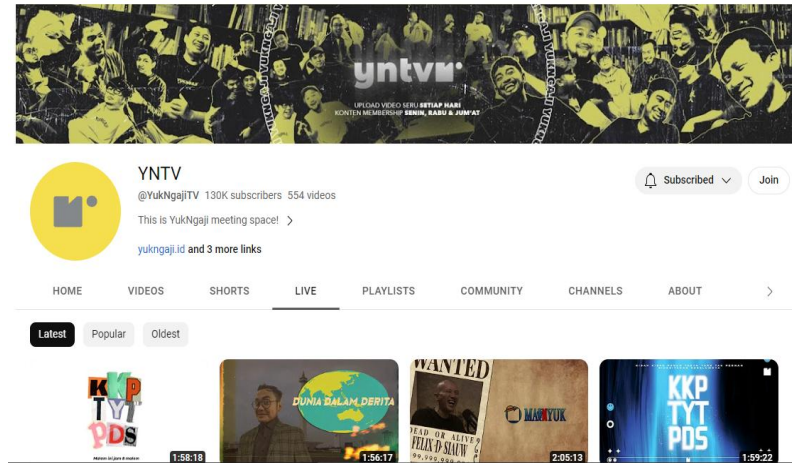


Figure 1. <https://www.youtube.com/@YukNgajiTV>

Beyond YouTube, YukNgaji also utilizes a website (YukNgaji.id), Instagram, and Facebook for broader outreach. Monetization through ads, memberships, and merchandise supports their da'wah activities, such as funding podcast studios and equipment. Audience interaction is maintained through live chats and comment sections.

1. YouTube Features Used by YukNgaji:

- a. **Video Content:** Regular uploads with flexible durations.
- b. **YouTube Shorts:** Short clips to attract viewers to full videos.
- c. **Live Streaming:** Weekly live sessions with real-time audience interaction.
- d. **Playlists:** Organized video collections by category.
- e. **Monetization:** Earnings through AdSense, memberships, and merchandise.
- f. **Subscriptions:** Exclusive access for paying members.

2. YukNgaji's YouTube Segments:

- a. **Dunia dalam Derita** – commentary on global news presented in a “live reporting” format.
- b. **KKPTYTPDS** – audience-submitted personal stories discussed from an Islamic perspective.
- c. **Main Yuk** – interactive games with embedded da'wah messages.
- d. **YN Band** – music performances by community members.
- e. **What's Your Story** – Sisters of Yours sharing personal reflections on life challenges.
- f. **Q&A** – answering audience-submitted questions.
- g. **K-pop and Gaming** – bridging youth culture with Islamic teachings.
- h. **YN Quiz** – quiz competitions among members.
- i. **Topik Viral** – Islamic responses to trending online issues.
- j. **KamuGaSendiri** – brotherhood-themed sessions, inspired during COVID-19 isolation periods.

CONCLUSION

The findings of this study reveal that YouTube provides considerable opportunities for the YukNgaji community to expand its da'wah through the effective use of various features available on the platform. By producing and uploading discussion-based videos among its members, YukNgaji addresses a wide range of topics from an Islamic perspective, making religious discourse more accessible to diverse audiences.

YukNgaji utilizes several YouTube features such as Shorts, livestreaming, playlists, premium services, and subscriptions to strengthen and develop its da'wah activities. Moreover, the community strategically organizes its content into specific segments, including *Dunia dalam Derita*, *KKPTYTPDS*, *Main Yuk*, *YN Band*, *What's Your Story*, *Q&A*, *K-pop and Gaming*, *YN Quiz*, *Topik Viral*, and *KamuGaSendiri*. These thematic segments not only diversify the content but also enhance audience engagement and ensure that da'wah remains relevant and relatable to contemporary viewers.

In this regard, the experience of YukNgaji illustrates how Islamic da'wah can adapt to the dynamics of the digital era by integrating religious teachings with innovative media strategies. This demonstrates the importance of creativity and contextualization in ensuring that da'wah continues to inspire and resonate within modern society.

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