



Millennial Da'wah Methods On The Youtube Platform: A Case Study of Pemuda Tersesat's Channel

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ABSTRACT

The development of information technology today has an effect on the delivery of da'wah messages to the community, especially to millennial youth. The case of Covid-19 also raises several government policies, one of them is stay at home so that the da'i must use the appropriate and interesting methods in preaching their da'wah. In this study, researcher want to know the appropriate islamic da'wah method for millennials. Especially how the method of da'wah used by Pemuda Tersesat's Channel on the youtube platform to attract millennial youth. Researcher use library research methods with data collection techniques from several sources such as books, journals, articles and other reading materials. This research also takes information from content related to Pemuda tersesat channel, da'wah content on the Lost Youth Channel, the content of the previous pemuda tersesat on The Majelis Lucu Indonesia Channel and some content on Habib Husein Ja'far Al-Haddar's Jeda Nulis Channel as da'i from The Pemuda Tersesat Channel. The subjects of this study were Pemuda Tersesat Channel with Habib Husein Ja'far Al-Haddar as da'i and Tretan Muslim and Coki Pardede as the host of the content. The result of this study is the method used by the Pemuda Tersesat Channel is a question and answer method by utilizing Youtube media as a da'wah media. The way of delivering da'wah by Habib Husein Ja'far who seemed peaceful and full of love and da'wah wrapped in comedy made the channel method of Pemuda Tersesat into one of the effective methods in the millennial era. Comedy presented by the hosts of the lost youth channel, Namely Tretan Muslim and Coki Pardede, is in tune with the tastes of youth comedy now and that is what makes millennial youth interested and not afraid to learn religion on the Pemuda Tersesat Channel.

Keywords: Millennial, Covid-19, Da'wah, Islam, Youtube.

INTRODUCTION

The rapid development of the current era of information and communication technology is inevitable. Various inventions in the field of technology can now make humans seem to be not far away. Each religion has its own way of broadcasting its teachings both from ancient times to this modern era. Islam broadcasts religion in one way, namely preaching. As *rahmatan lil' alamiin*, if the teachings of Islam are applied with sincerity as a guide to human life then Islam can guarantee the creation of the welfare and happiness of mankind.

So many changes in habits caused by the Covid-19 pandemic and one of them is an activity that was originally face to face, now turned online. Things that are often done such as face-to-face school, going on vacation, face-to-face studies, praying in mosques until the holidays are temporarily prohibited by the government to be done in public places because it will trigger activities that invite crowds and increase the transmission of the covid-19 virus. Thus, da'i or da'i actors must be smart in finding an accretive solution so that da'wah can continue to run. One alternative that can be done by da'i is da'i using social media.

In channeling da'wah then the need for media. The use of media in the da'wah element is very important because with media it is easy to access to find information. According to research from We Are Social in January 2021 stated that as many as 94% of Internet users from Indonesia aged 16-64 years have accessed Youtube in the past month. (Lidwina, 2021). This reveals that more affordable information is obtained when using Youtube media. Youtube media is also often used by various circles as a da'wahmedia. One of the people who are familiar with social media, especially Youtube, is the millennial generation.

Millennials are a unique generation whose mindset and actions are usually influenced by smartphones or social media. Currently, people in the millennial generation have an age range of 17-36 years which means they also act as students, early jobbers and young parents(Walidah, 2018). About 34 percent of Indonesia's population is occupied by millennials(Estuningtyas, 2021). As a generation that is close and friendly with technology makes the millennial generation is a generation that is superior in the field of

technology than the previous generation so preaching islam on social media is one of the strategies that are right in this era of modernization.

One of the da'wah accounts that use Youtube as a da'wahmedia is the Pemuda Tersesat Channel. The Pemuda TersesatChannel is a millennial da'wahchannel and this channel was born from some content "Kultum Pemuda Tersesat" which is in on Majelis Lucu Indonesia's channel. Originally this content was created by members of the Majelis Lucu Indonesiachannel by collaborating with Habib Husein Ja'far Al-haddar as da'i or preacher who also has his own channel under the name "Jeda Nulis". The purpose of Habib Husein ja'far preaching is expressed in one of the contents on taulany TV channel that the purpose is also based on the prophet's hadith which is essentially if da'wah to the elderly and old people becomes good, Allah is ordinary but if the da'wah to the youth then the young man becomes good then Allah "smiles" because this young man has sofwah (tendency to efficacy and futility). With the target of da'wah is the millennial youth then the way habib ja'far da'wah also adjusts to his mad'u, therefore when he collaborates with Majelis Lucu IndonesiaChannel in the content "Kultum Pemuda Teresat" they use comedy or entertainment as one way of delivering his da'wah. This touch of comedy or entertainment is obtained from the hosts of content Kultum Pemuda Teresat who are two comedian or have been contestants of the Stand Up Comedy Indonesia event, namely Tretan Muslim and Coki Pardede. Tretan Muslim derived from madura has the real name Aditya Muslim while Coki Pardede who comes from Depok has the real name Reza Pardede.

Table 1: Amount of Pemuda Terseat's Content on August 25, 2021

Channel Youtube	Season	Episode
Majelis Lucu Indonesia	1	29
Majelis Lucu Indonesia	2	9
Pemuda Tersesat	-	24

Before becoming a channel, Pemuda Tersesatis a content that comes from Majelis Lucu Indonesia's channel. The content is called "Kultum Pemuda Tersesat". On the Majelis Lucu Indonesiachannel there are 2 seasons of Kultum Pemuda Tersesat's content with 29 episodes for season 1 and 9

episodes for season 2. After the 9th episode in season 2, the content of the Kultum Pemuda Tersesatis no longer the content that is on the Majelis Lucu Indonesia's channel but stands alone by creating its own channel with the same name as the content, namely the Pemuda Tersesat Channel.

METHOD

Researchers use literature research methods with data collection techniques from several sources such as books, journals, articles and other reading materials. This research also took information from da'wah content on Pemuda Tersesat Channel, the content of the Kultum Pemuda Tersesat on the Majelis Lucu Indonesiachannel and some content on Habib Husein Ja'far Al-Haddar's Channel "Jeda Tulis" as the da'i of the Lost Youth Channel. Some related information about the Pemuda Tersesat Channel is also taken from some Youtube content from other channels such as The "Analisa Channel" account and "Taulany TV" channel account where they collaborated with the da'i Pemuda Tersesat Channel, Habib Husein Ja'far, and discussed about this Pemuda Tersesat Channel.

DISCUSSION

1.1 Da'wah Methods in the millennial era

The right method in the implementation of a da'wah activity is very influential on the achievement of the da'wah goal. Al-Qu'an and Hadith have mentioned so many methods of da'wah but the main reference of the whole method of da'wah is in the word of Allah QS. An-Nahl verse 125:

أَدْعُ إِلَى سَبِيلِ رَبِّكَ بِالْحُكْمِ وَالْمَوْعِظَةِ الْحَسَنَةِ وَجَادِلْهُمْ بَالَّتِي هِيَ أَحْسَنُ إِنَّ رَبَّكَ هُوَ
أَعْلَمُ بِمَنْ ضَلَّ عَنْ سَبِيلِهِ وَهُوَ أَعْلَمُ بِالْمُهْتَدِينَ

"Call unto the way of thy Lord with wisdom and fair exhortation, and reason with them in the better way. Lo! thy Lord is Best Aware of him who strayeth from His way, and He is Best Aware of those who go aright"

The verse has given directions on how the correct method of da'wah should be done, in 3 ways, namely:

- a. *Al-Hikmah*. Hikmah is knowing the meaning, secrets and benefits in every thing. This means how a da'i can understand the mad'u (the accused person) who has various characters and traits, social

background, education to all thoughts and ideas that can touch into the heart of the mad'u. This wisdom also includes the core of the whole da'wah approach and also includes an approach with wise words (Ismail & Hotman, 2011).

- b. *Al-Mauidhatul hasanah*, It can be interpreted as an expression that has elements of teaching, guidance, education, good news, warnings, stories and positive messages that can be used as guidelines in life to be safe in the world and the hereafter (Munir, 2009).
- c. *Al-Mujadalah Bi-al-Lati Hiya Ahsan. Al-mujadalah* Is the activity of exchanging opinions and opinions carried out by both parties without an atmosphere that requires the birth of hostility to accept one of the opinions. (Munir, 2009).

The craze of millennials in interacting with technology and information makes some methods of da'wah approach channeled through the internet more flexible. Judging from the trend of internet use by age, the younger the age the higher the internet consumption. This means that the internet has become a staple for millennials for communication and self-actualization (Ali et al., 2017). This generation enjoys spending time in online media networks. Starting from learning, shopping, getting information to various other activities can be done by millennials on the internet. So, one way to apply the method of da'wah approach that is familiar to millennials is to utilize social media and digital media.

1.2 Da'wah Methods That Can Be Done In The Era Of The Covid-19 Pandemic

The covid-19 pandemic is still happening and has not shown any signs of coming to an end, of course this is a challenge for a da'i in carrying out his da'wah activities. Not being a reason for a da'i to stop preaching, so to continue to exist and survive in the midst of pandemic conditions requires a new view, strategy, innovation, creativity and direction in accordance with existing conditions and policies, so as to present new alternative solutions in the face of problems that occur (Hasan, 2020).

Da'wah in the time of the pandemic actually can not be separated from the communication process carried out because in fact da'wah is a

communication carried out by a da'i to mad'u. In order for the communication process to occur properly, it is done using various methods and approaches, this is solely aimed at emphasizing the task and process of how to convey the teachings of Islam that are conveyed with great sincerity through various means and media (Putri & Fakhrudin, 2021).

According to Asmuni Syukir to achieve the goal of effective and efficient da'wah, several da'wah methods that can be used by da'wah, among others (Asmuni, 2009):

- a. Lecture Methods (Rhetoric)
- b. Question and Answer Method
- c. Methods of Debate (*Mujadalah*)
- d. Methods of Interpersonal Conversation (Free Conversation)
- e. Method of Demonstration preaching by showing an example, whether in the form of objects, events, actions and so on.
- f. Method of Visiting The House (*Silaturrahmi*)

Combining digital da'wah methods with one or more of the methods that have been described can be a way out or solution in da'wah during the Covid-19 pandemic. For example, da'i can still preach with the lecture method even during the covid-19 pandemic like this but use social media or the internet as a medium of da'wah, can be through Youtube, live streaming or that uses online meeting applications such as google meet or zoom. But for one of the methods of visiting the house (*silaturrahmi*) in the current Covid-19 pandemic state is not possible to be implemented because the difficulty of increasing the spread of the covid-19 virus. If it is very necessary then it is appropriate to use the prokes that have been set by the government and still avoid the crowd.

1.3 Method of Delivering Da'wah Pemuda Tersesat Channel

So various patterns used by the da'i in regulating their da'wah methods in order to be accepted and liked by the community. Some of the factors that make this method of Pemuda Tersesat Channel is easy to mingle with millennial youth, the first is the way of preaching da'i. Then the second is da'wah on this channel wrapped with comedy that matches the tastes of

millennial youth and the only thing is the use of social media in spreading the da'wah Pemuda Tersesat Channel.

Habib Husein Ja'far uses social media especially Youtube to preach with the question and answer method. He has a personal youtube channel under the name "Jeda Tulis" and a collaboration channel that is Pemuda Tersesat Channel. The approach used by Habib Husein Ja'far as a da'i on the Pemuda Tersesat Channel is as he said when collaborating on the Analisa Channel is to spread Islam with happiness not with fear. He also said in the first episode of the Pemuda Tersesat Channel that his da'wah method is packed with comedy and relaxed so that the general public does not feel afraid and reluctant to follow Habib Husein Ja'far.

The way of delivering his da'wah is also not impressed patronizing and his dress style also adjusts the style of young people now so that millennial youth who are still taboo about religion do not feel afraid and reluctant to learn religion. On Taulany TV channel where one of the content invites Habib Husein Ja'far who discusses the Pemuda Tersesat Channel. Habib Husein Ja'far said that his da'wah has the goal that the young man considers religion is not something far from him, not something rigid and wants to make this religion as a daily life of the young man by being carried out happily and make the religion not only limited to rituals that only exist in mosques but as a way of life. So that everything that is done will be based on religious values, which means with love.

Habib Husein Ja'far explained that religion can be a person's way of life. Religion is not only about hell, or about punishment for those who commit small or great sins. However, religion also explains about paradise where everyone can compete in goodness by carrying out all the commandments of Allah and stay away from all His prohibitions so that all Muslims can occupy which is already stated and explained in the Qur'an that in paradise there is a river that flows in the gardens with fruits in it, palaces and dwellings are made of precious metals and decorated with gems and many other ni'mats. Therefore, by explaining the many ni'mat given by Allah, it will be easier to motivate someone in doing *amar ma'ruf nahi munkar*.

Religion is easy and does not make it difficult for its adherents so it is easy not to be complicated. This is exemplified by Habib Husein Ja'far in

the forms of leniency in performing prayers. Prayer is a mandatory worship for Muslims so that if you leave it intentionally it will get sin. However, in the implementation of prayer can not only be done by standing alone, there are some dryness given by Allah to His servants if there is 'udzur like when our feet are sick then we are allowed to pray by sitting, if we cannot by sitting then by lying down, if still can not then by winking, and it is permissible religion. Based on this example has stated that islam is a religion that facilitates its adherents, but there are still many people who think that an obligation in worship is difficult and heavy to implement.

He also explained that religion unites not scatters. The target of the da'wah Pemuda Tersesat Channel as stated by Habib Husein Ja'far in the content on taulany TV channel is millennial youth who are not only young people who understand religion but also from all circles whether veiled or not, tattooed or not and unite them in an online assembly, namely on the Pemuda Tersesat Channel. He also promoted religious tolerance. This is due to the rise of radicalism terrors in the name of religion, therefore he was at the time in some channel content of the Majelis Lucu Indonesia channel he sometimes held talks with other religious leaders one of the most frequent conversations about tolerance with Habib Husein Ja'far was The Reverend Yerry Pattinasarany. Habib Husein Ja'far also often talked about religious issues to Coki Pardede as a host on the Lost Youth Channel who has atheist beliefs and now Habib Husein Ja'far has a Podcast on the Noice application with the account name "Berbeda Tapi Bersama" which in which has been discussed a lot about interfaith, both Christian, Buddhist and Hindu. This is done so that people's views on tolerance become wider and open again and add to the view that Islam is a religion that loves peace and respects differences even in the midst of differences.

The thing that becomes the attraction of this Pemuda Tersesat Channel is the comedy carrier of this channel host. They consist of two Indonesian stand-up comedians, one of whom has an Islamic religious belief, namely Tretan Muslim and the other has an atheist belief, Namely Coki Pardede. The religious tolerance of these two hosts plus the role of Habib Husein Ja'far as da'i in this channel adds to the impression of peace in religion that should be applied by Indonesian people who have diversity of tribes, religions and races. Plus the type of comedy presented by Tretan and Coki is in harmony

with the tastes of youth comedy so that is what adds to the attractive value of the Pemuda Tersesat channel for millennial youth. Their comedy-bearer mixed with communication style and Habib Husein Ja'far's da'wah adds color to the channel's da'wah of the Pemuda Tersesat.

CONCLUSION

The Covid-19 pandemic changed many of our current habits, many activities that were originally done face-to-face are now turning online or online and one of them is da'wah. So, da'i or da'i actors must be smart to find a way out or alternatives so that da'wah continues to run. One alternative that can be done by da'i is da'i using social media. The Pemuda Tersesat Channel is a millennial da'wah channel that utilizes the Youtube platform as a medium of da'wah by using the Question and Answer method.

The way of delivering da'wah by Habib Husein Ja'far who seemed peaceful and full of love and da'wah wrapped in comedy made the method of Pemuda Tersesat Channel into one of the effective methods in the millennial era. Comedy presented by the hosts of the Pemuda Tersesat Channel, Namely Tretan Muslim and Coki Pardede, is in tune with the tastes of youth comedy now and that is what makes millennial youth interested and not afraid to learn religion on the lost youth channel.

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