

Muhammad Faizar's Da'wah Strategy to Increase Religious Awareness Through Youtube

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Abstract

This study aims to find out the da'wah strategy used by Muhammad Faizar on the social media platform YouTube. This research has a focus on increasing Muslim awareness of Islamic teachings. The technique used is a framing analysis technique in collecting data from videos uploaded by Muhammad Faizar to identify and evaluate important elements in forming his da'wah strategy. Content in the form of videos is thoroughly analyzed by considering the type of content, the use of language, interactive approaches, and the use of social media. This da'wah strategy brings the dai and mad'u closer to each other allowing the exchange of ideas and ideas, giving the mad'u the opportunity to ask questions and give feedback. The results of this research provide valuable knowledge about effective da'wah methods and strategies in today's digital era.

Keywords: *Dakwah Strategy; Muhammad Faizar; YouTube.*

INTRODUCTION

In today's digital era, technology and social media have become an inseparable part of people's daily lives. One of the positive impacts of the development of technology and social media is to facilitate da'wah in spreading Islamic teachings throughout the world. The development of technology and social media has opened up new opportunities in spreading da'wah to Muslims around the world. Youtube is one of the social media platforms that is widely used by preachers and Muslims to disseminate Islamic teachings. One of the young dai who is quite popular on Youtube is Muhammad Faizar, who has more than 1 million subscribers and 300 million views on his Youtube channel.

Today's da'wah model is different from the da'wah of the past. In today's digital era, the use of information and communication technology is one of the challenges in preaching. Da'wah, which has only been carried out with a textual approach, needs to adjust to the context faced by the community. Da'wah and globalization strategies are interrelated and influence each other. The challenges of da'wah to the millennial generation faced will certainly be more difficult. So special planning is needed to convey messages to the community at large and

thoroughly, in addition to special strategies that are in accordance with the characteristics of the community itself.

This shows that in the current information age, public awareness, especially the millennial generation, of knowledge and the source of knowledge itself is very important. The younger generation is especially the cornerstone of building future civilization, but not only the millennial generation, but those people also need to get quality and educational content.

Where da'wah is today, millennials can use the digital da'wah model. Digital da'wah is a model of Islamic teaching through the media. This da'wah model can be accessed anytime and anywhere. This is in accordance with the characteristics of millennial people who are very familiar with gadgets. One of them is youtube. By using digital technology, preachers can reach a wider and increasing audience, without being constrained by time and distance. They can also use a variety of more creative methods, such as inimasian videos or gamification, to make religious messages more interesting and understandable to the younger generation. However, da'wah in the digital age also poses its own challenges, such as the spread of inaccurate information or even deviating from Islamic teachings, as well as the risk of spreading radicalism and religious extremism. Therefore, preachers must always pay attention and supervise the da'wah content they produce, and are committed to spreading moderate, tolerant, and inclusive Islamic teachings.

One of the most popular digital platforms used is Youtube (Hamid Sakti Wibowo, 2023). Through Youtube, preachers can create and share videos of lectures, tutorials, studies, or even daily vlogs containing religious messages. Youtube as a da'wah platform has advantages in terms of accessibility and flexibility. Everyone can access da'wah videos anytime and anywhere, whether through a computer or a mobile device. In addition, Youtube also allows preachers to choose diverse formats and topics, so they can reach different audiences. However, da'wah on Youtube also has some challenges.

First, because of its open nature, Youtube can present the risk of content that is not in accordance with Islamic teachings. Therefore, preachers must be careful in choosing and filtering the content to be shared. Secondly, Youtube also demands adequate technology and video production capabilities. Making interesting and quality da'wah videos requires time, effort, and investment, both in terms of equipment, software, and creative personnel. Third, preachers must also pay attention to the ethics of da'wah on Youtube, such as not indulgence in provocation, avoiding disputes and controversies, and respecting differences in religious views or beliefs.

Muhammad Faizar is a young preacher who is active on Youtube and social media platforms known for his da'wah content that is interesting, creative, and easy to understand by a wider audience.

Through his Youtube channel, Muhammad Faizar has the opportunity to reach millions of people around the world and be able to share religious messages openly, accessible, and interesting to the younger generation.

In addition, Muhammad Faizar is also able to utilize Youtube technology and features to create interesting and varied content, such as adding animasi and illustrations, improving audio and visuals, and adjusting video duration to suit the needs and preferences of the audience. However, like da'wah on Youtube in general, Muhammad Faizar is also faced with challenges and risks and must maintain the quality and integrity of his da'wah content to be in accordance with Islamic teachings and not cause controversy or misunderstanding among the audience.

In the context of da'wah in the digital era, Muhammad Faizar and other da'wah bearers need to pay attention to da'wah ethics and maintain the integrity of Islamic teachings (Khairani; et al, 2021). They must also be able to adapt to evolving technological trends to improve the quality and appeal of the da'wah content they produce on Youtube. Even though they already have thousands of followers and fans on Youtube, not all of them understand and practice the teachings of Islam conveyed.

Therefore, it is important for Muhammad Faizar and other da'wah developers to evaluate and assess their da'wah strategies, both in terms of content quality, interaction with audiences, to the impact and effectiveness of da'wah in encouraging positive changes in people's lives. The problem to be researched, namely about analyzing Muhammad Faizar's da'wah strategy on Youtube in increasing Muslim awareness of Islamic teachings, is the extent to which the da'wah strategy carried out can affect Muslim knowledge, understanding, and practice of Islamic teachings.

At the level of knowledge, the analysis of Muhammad Faizar's da'wah strategy on Youtube can include an assessment of the quality of the content delivered, such as the accuracy and validity of the information sources used, as well as the completeness and completeness of discussions in da'wah content.

At the level of understanding, the analysis of Muhammad Faizar's da'wah strategy on Youtube can include an assessment of the ability of the preacher to explain the concepts and principles of Islamic teachings in a language that is easily understood by the audience, as well as success in sharpening the perspective and point of view of Muslims on religious issues.

At the practical level, the analysis of Muhammad Faizar's da'wah strategy on Youtube can include an assessment of the impact and effectiveness of da'wah in encouraging Muslims to practice Islamic teachings in daily life, such as the improvement of faith, good morals, and improving the quality of life.

RESEARCH METHODS

This research uses qualitative research methods that aim to understand and explore the phenomenon under study in more depth. This method is used to analyze Muhammad Faizar's da'wah strategy on Youtube in increasing Muslim awareness of Islamic teachings to understand the views, beliefs, and attitudes of the audience towards the da'wah content delivered.

The analytical technique used in this study is qualitative analysis. Qualitative analysis is used to understand and explain phenomena in depth and detail, as well as produce more complex interpretations of data. In this study, qualitative analysis was used to analyze Muhammad Faizar's da'wah strategy on Youtube and how this strategy increased Muslim awareness of Islamic teachings. A qualitative analysis technique that can be used is framing analysis. Framing analysis as a method of media content analysis. The framing analysis techniques used in this study are as follows:

Conceptual framing analysis. Conceptual framing analysis was conducted to understand the concepts used by Muhammad Faizar in his da'wah content on Youtube. These concepts are then analyzed to see how they are framed by Muhammad Faizar in his da'wah content.

1. Analysis of message framing. Message framing analysis was carried out to understand the way Muhammad Faizar delivered his da'wah message on Youtube. The messages were then analyzed to see how they were framed by Muhammad Faizar.
2. Media framing analysis. Media framing analysis was conducted to understand how Muhammad Faizar used Youtube media as a platform to spread his da'wah message. This analysis includes analysis of content, structure, and visual appearance used by Muhammad Faizar in his da'wah content on Youtube.

By combining some of the framing analysis techniques above, this research can provide a deep understanding of how Muhammad Faizar uses framing to increase Muslim awareness of Islamic teachings on the Youtube platform.

The theory used is the theory of Erving Goffman. Erving Goffman is a Canadian sociologist and anthropologist who developed the concept of frame in his social theory. Goffman views frames as interpretive frameworks that individuals use to give meaning to the reality they face. In the context of research Analysis of Muhammad Faizar's Da'wah Strategy on Youtube in Increasing Muslim Awareness of Islamic Teachings, dramaturgy theory can be used to analyze how Muhammad Faizar presents himself as a preacher or Islamic preacher in front of his audience, both through video and direct interaction through social media.

RESULTS AND DISCUSSION

Preaching Strategy

Strategy Stages in a strategy process there are several stages according to Fred R. David, namely:

a. Strategy Formulation

Strategy formulation is the first step. Strategy development involves developing the vision and mission, identifying the organization's external opportunities and threats, recognizing the organization's external threats, recognizing internal strengths and weaknesses, setting long-term goals, exploring alternative strategies, and identifying strategy selection.

In this case, it can be understood that in making a strategy, especially in creating digital content, an initial design is needed, where Muhammad Faizar as a content creator determines what steps are effective and efficient so that the goals of the content to be created are achieved and as desired. At this stage a content creator or creative team thinks about what advantages and disadvantages they have, so that they can design strategies that can later support the success of achieving goals (Fred R. David, 2012). Muhammad Faizar decides what content to publish on his YouTube channel. By reciting Quranic verses to patients and observing their reactions, the uploaded videos are themed ruqiyah. At the end of the video, Muhammad Faisal explains that there are supernatural beings in this world who try to dissuade Muslims. He also urged people to always pray to Allah Almighty and ask for protection. Muhammad Faiza also explained how important it is for people to always obey Islamic commandments.

b. Strategy Implementation

This stage is the implementation stage of the strategy that has been formulated in the previous stage. The implementation or implementation of strategies here requires discipline, commitment, and sacrifice.

It can be said that this stage is one of the stages that is quite difficult to implement. This stage is the stage where Muhammad Faizar applies the strategy that has been formulated. The commitment of content creator, Muhammad Faizar, is needed at this stage. A well-conceived strategy will not run smoothly if there is no commitment, discipline, and sacrifice in carrying out the strategy.

Seeing the implementation of this strategy, it can be concluded that Muhammad Faizar consistently always provides content with the theme of Ruqyah Shar'iyah

treatment and treatment in accordance with the Qur'an and As-Sunnah consistently, not only the treatment process but also consultation with the audience.

c. Strategy Assessment

Strategy assessment is the final stage in the strategy process. This stage is the stage where pre-formulated strategies are evaluated. Strategy evaluation is necessary because what works today doesn't always work later. This final stage is the stage where a person or organization reviews whether the strategy that has been formulated and implemented is working well, whether the strategy is effective and efficient, whether the strategy used is successful to achieve the goal or not. This stage also enters into the stage where a person or individuals evaluate what shortcomings or obstacles occur during the process.

Preaching Strategy on Youtube as Media Preaching Muhammad Faizar

Channel or Media is a means or tool used by the communicator in conveying messages to the communicant. When the process of interpersonal communication takes place, the sender conveys information in the form of words in oral form. In this case, Ustadz Muhammad Faizar uses Youtube media as a da'wah media that can be used by many people inseparable from people who have distant residences. In an effort to achieve the goal of successful da'wah, the da'wah strategy becomes one of the important things for preachers in conveying their da'wah messages.

Some channels that feature ustadz Muhammad Faizar in preaching are quite diverse. Starting from the video of the da'wah of ustadz Muhammad Faizar which displays one-way communication, chatting with guests and also videos that descend directly to a certain place or area to see issues, myths and other mystical things that develop in the community, and also treat using the rukiyah method to people who get jinn disorders.

In 2005, especially after 2008, the use of Youtube began to peak as an alternative in watching entertainment shows that have video and audio like television, and this Youtube platform provides facilities for people who act as content creators who create video content as a spectacle and viewers as video content leaders from content creators.

In addition to acting as an entertainment medium, Youtube acts as an educational medium or as an information media. Along with this, especially Youtube, everyone can use it regardless of how to use it either as entertainment to fill leisure time or as learning. But not all Youtube content is positive, users must be wiser in using it. Social media generally still many people who are not responsible in uploading something without factual facts and in this case everyone must be more careful in getting information contained on the internet.

There are so many preachers who use the Youtube platform as a means to preach, one of the advantages is that it can be accessed at any time and preachers can upload their da'wah videos at any time. By utilizing technological developments, it will make it easier for everyone

to carry out daily activities using the internet or social media using certain platforms. One of the preachers who uses Youtube as a da'wah platform is Ustadz Muhammad Faizar who is known as an ustadz who has the characteristics of his youtube videos in discussing things related to the occult.

In conveying something in front of the camera, there needs to be skills in speaking and mastering all information that will be conveyed accurately and faktual, this is so that everything conveyed by the speaker can be well received by all listeners. And in the context of da'wah, the suitability of the dai's interaction with mad'u is made to be as effective as possible so that anyone who listens to it can feel comfortable and give space to the dai as a response. This process aims to be able to evaluate the dai itself or to get answers to the extent of the ability to interact with mad'u.

Here are the themes commonly used by Muhammad Faizar to preach on Youtube, including:

- a. Related to life. From various videos uploaded to Youtube, ustadz Muhammad Faizar often brings themes related to life such as health, social, and others. This aims to remind the audience not to be wrong in choosing something and in doing something
- b. Shouting and reminding others to always obey Allah Almighty.
- c. Reminding fellow Muslims to worship Allah is one of the obligations of Muslims.

Preaching Strategy

Enung Asmaya (2003) argues that there are several principles that must be considered by a preacher in formulating a da'wah strategy so that the da'wah to be carried out can run correctly on the target of da'wah. The principles are as follows:

- a. Physiological principle, which relates to how the creation of goals in da'wah activities.
- b. The basis of sociology, that is, the basis that presents is related to the situation or condition experienced by the object of preaching or mad'u.
- c. The principle of ability and expertise possessed by dai, which is a principle that focuses on how a dai has the ability and expertise both in theory and practice.
- d. Psychological principles are principles that discuss the condition of the human soul.
- e. The principle of effectiveness and efficiency, namely the principle that discusses da'wah activities, is able to balance between waktu and the energy used to achieve maximum results in preaching.

Seeing the delivery of da'wah from various videos on youtube ustadz Muhammad Faizar, not just conveying a message to the audience or mad'u but there is an approach that

brings the delivery to be accepted by the audience or mad'u such as issues raised related to daily life and also the way of dress used to follow who the audience invites or meets.

Muhammad Faizar is a preacher who uses the Youtube platform to spread the teachings of Islam and raise awareness of Muslims of their religion. In the analysis of his da'wah strategy, the following points can be discussed:

- a. One of the strategies used by Muhammad Faizar is to present educational content. He presents various important topics in the Islamic religion, such as Quranic exegesis, hadith, fiqh, and Islamic history. By providing clear and easy-to-understand explanations, he sought to increase Muslims' understanding of the teachings of their religion.
- b. Muhammad Faizar uses simple language and is easily understood by his audience. He tried to avoid using complex religious terminology, so that the material presented could be reached by various circles, including beginners in studying Islam.
- c. In his da'wah video, Muhammad Faizar uses an interesting visual presentation. He used animasi, pictures, and graphics to clarify religious concepts. This helps the audience to better understand the material presented and make the content more interesting.
- d. Muhammad Faizar actively interacts with his audience through comments, messages, and questions answered in subsequent videos. This helps in establishing a connection between the dai and his audience as well as answering any questions they may have.
- e. To expand the reach of his da'wah, Muhammad Faizar collaborated with other preachers and collaborated on videos. By doing this, he can attract an audience from other dai's fan base and create more varied content.
- f. Besides Youtube, Muhammad Faizar also uses other social media, such as Instagram and Twitter, to expand his reach and promote his content. He uploads short video snippets or inspirational quotes to attract the interest of potential audiences.
- g. In addition to religious-related content, Muhammad Faizar also presents everyday realities that are relevant to the lives of Muslims. He discussed social issues, mental health, and problems faced by the people.

Da'wah is done through face-to-face meetings, sermons in mosques, lectures, or by disseminating religious literature such as books, magazines, and leaflets (Moh. Ali Aziz, 2019). However, with the development of digital technology, da'wah has also undergone changes in its beinituk and methods. The digital era marked by the existence of the internet, social media, and video platforms has opened up new opportunities for preachers or da'wah developers to reach a wider and more diverse audience (M. Tata Taufik, 2020).

When preaching, there are several elements of da'wah that need to be known; These elements are:

a. Dai

To support the success of da'wah, a preacher must have abilities. The abilities that a preacher must possess are:

- 1) Have an understanding of Islam appropriately and correctly
- 2) Have an understanding of the nature of the movement or the purpose of da'wah
- 3) Knowing the morals of karimah
- 4) Knowing the development of relatively broad knowledge
- 5) Love the audience or mad'u sincerely
- 6) Know environmental conditions well.

This is important for the preachers in delivering da'wah to the mad'u because they will face various problems, including internal and external problems. Internal problems are problems that come from the people themselves. First, there is a tendency for internal conflict among the Ummah in terms of ideology, politics, and economy. Then secondly, there are differences of opinion or approaches used among Muslims about problems that are and pervasive in society, which makes the problem important and accumulative. Finally, external problems that come from outside and cause problems among the community (Abzar, 2015).

b. Preaching Object (Mad'u)

1. Urban society. Missionaries must be well aware that the key to a more balanced delivery of da'wah content is through rational thinking.
2. Rural communities that are heavily dependent on the surrounding natural resources have developed simpler ways of thinking and often lead to the assumption that science has no place in the countryside.
3. Primitive society. A more appropriate da'wah approach is with a method that is oriented towards behavior or action because it can be directed directly to everyday life.

c. Media Robbery (Source Robbery)

Broadly speaking, da'wah media can be divided into several categories, namely:

1. Speech uses tongue and voice to convey mission.
2. Writing media. The role of this media is to replace the presence of missionaries in the da'wah process.
3. Electronic and digital media. Media produced by technology include television and radio. In addition, the preachers also use various social media such as YouTube.

d. Matiri Dakuah (Maud-ud-Daqaah)

In essence, these materials reflect three things:

1. The process of religious ideas is presented so that the younger generation fosters the spirit of learning the nature of religion through positive things.
2. Religious contributions are addressed to various developing groups of society, especially in the social, economic, and cultural fields.
3. Learn the basic principles of various religions. This can be a meeting point for religious people to work together without neglecting each other's identity.

e. Method Preaching (Uslub)

The main sources of guidelines for the method of da'wah include the Quran, hadith, sirah (history), salaf sharia, and tabi'in atbat Tabi'in (Sayed bin Ali Khotani, 1994).

The Qur'an explains the method of da'wah in Q.S. An-Nuur 125 verses namely:

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

Translation:

"Call to the way of your Lord with wisdom and good teaching, and debate them in a better way." Verily, your Lord He knows best who of you has strayed from his way, and whom he has instructed."

First, wisdom is in a wise way, a noble mind, a broad and a clean heart that draws people's attention to religion, or to belief in it. The point is that it can attract people who have not advanced their intelligence and cannot be refuted by smarter people, wisdom is not only by mouth speech, but also by action and attitude to life, sometimes more wisdom "silent" than "said".

Secondly, Al-Mau'idzaitul Hasanah is a good teaching or good message, delivered as advice. Thus, Al-Mau'idzaitul Hasanah is the one who can enter into the heart with affection and into feelings with tenderness, not in the form of prohibition against something that should not be forbidden, either vilifying or exposing mistakes. For gentleness in advising (Al-Mau'idzah) can often melt hardened hearts and tame wild qolbu.

Third, Jadilhum Billati Hiya Ahsan is to refute them in a good way. If there is to be a dispute or exchange of thoughts, which in this age is called polemical, this verse calls for such a thing, if it can no longer be avoided. Choose the best possible path. Among them is

distinguishing the subject matter being discussed with feelings of hatred or affection for the person being consulted.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on the analysis of Muhammad Faizar's da'wah strategy on Youtube which aims to increase Muslim awareness of Islamic teachings, several conclusions can be drawn as follows:

1. Selection of the right platform. Choosing Youtube as the main platform was a strategic move that Muhammad Faizar used because of its wide popularity and ability to reach a wider audience. Youtube allows Muhammad Faizar's da'wah to reach a diverse audience from different backgrounds and geographical regions.
2. Diverse content. Muhammad Faizar uses a variety of content type in his da'wah, such as lectures, lectures, stories, and panel discussions. This diversification of content helps to attract the interest and attention of different audiences. The use of audiovisual media such as images, videos, and graphics also enriches the user experience and increases the appeal of its content.
3. Inclusive language selection. Muhammad Faizar uses easy-to-understand and inclusive language in his content. This allowed his message of da'wah to be reached by various walks of life, including those with a limited understanding of Islamic teachings. Inclusive language selection also helps in creating a welcoming environment for a diverse audience.
4. An interactive approach. One of the strengths of Muhammad Faizar's da'wah strategy is an interactive approach with his audience. He uses the comment and direct message features on the Youtube platform to interact with his audience. This helps in building a closer relationship between the dai and the audience, as well as providing opportunities for the audience to ask questions, provide feedback, and share experiences.

Suggestion

In the ever-evolving digital age, the challenge of effectively communicating the teachings of Islam to Muslims is increasingly complex. Analysis of Muhammad Faizar's da'wah strategy on YouTube provides valuable insights, and from these results, several suggestions can be put forward to increase the impact and effectiveness of da'wah in raising Muslim awareness of Islamic teachings. The first step is to increase content diversification. Efforts to continue to diversify topics will provide greater diversity, although the material presented is still relevant to modern life. A broader and relevant understanding of the daily lives of Muslims can be gained

by incorporating new elements, such as local wisdom, social issues, or global issues related to Islamic teachings.

By following these recommendations, da'wah strategies on YouTube can maximize their influence in spreading the teachings of Islam. Overall, these actions will not only result in a better approach to da'wah, but will also form a more engaged and enlightened community in understanding and practicing the teachings of Islam in the internet age

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