



THE ROLE OF DIGITAL DA'WAH IN ENHANCING UNDERSTANDING OF JIHAD: A CASE STUDY OF THE YOUTUBE PROGRAM *LOG IN* EPISODE 'WAKTUNYA BER"JIHAD"!!!'

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Abstract: Jihad is often misunderstood as an act of violence or war, while its true meaning in Islam encompasses a broader concept of personal and collective struggle for goodness, justice, and self-improvement. In the digital age, platforms like YouTube have become effective tools for disseminating accurate and moderate interpretation of jihad in the YouTube program *Log In* episode 'Waktunya Ber"Jihad"!!!' through a qualitative content analysis approach. The research focuses on identifying the main themes of the content, analyzing the communication style used to convey the message, and understanding audience responses to the video. The findings reveal that the episode successfully redefines jihad as a peaceful and constructive effort, emphasizing its relevance to everyday struggles and contribution to societal welfare. The program employs a creative and entertaining communication style, including humor and visual aids, to engage a younger audience. Audience responses, analyzed through digital ethnography, highlight a predominantly positive reception, with many viewers expressing appreciation for the episode's clarity and relatability. This study contributes to the understanding of how digital da'wah can promote moderate interpretations of religious concepts and foster social awareness in diverse audiences.

INTRODUCTION

In the rapidly advancing digital era, Islamic preaching has seen a remarkable shift, moving from traditional methods like sermons in mosques to more interactive platforms that resonate with modern audiences (Zamzami, 2024; Salsabila et al., 2022). Among these platforms, YouTube stands out as one of the most popular choices (Masfufah, 2019), allowing messages of faith to reach a wider and more diverse audience. A great example of this is the *Log In* program on YouTube, which adapts religious teachings into engaging and relatable content for today's society (Mardiana, 2020). By presenting its messages in a fun and easy-to-understand way, this program appeals especially to younger viewers who are tech-savvy. One particularly impactful episode, titled *"It's Time for 'Jihad'!!!"*, redefines the concept of jihad in Islam, framing it in a peaceful and socially relevant context.



YouTube Log In Episode 18 Thumbnail 1

The concept of jihad often becomes a controversial topic due to widespread misunderstandings in society (Darmawan, 2018). In many cases, jihad is associated with violence, warfare, or acts of extremism, largely influenced by unbalanced reporting and negative narratives in social media (Zaduqisti, 2019). However, in Islamic teachings, jihad carries a broader and more positive meaning, referring to struggles in various aspects of life to achieve goodness and justice (Khairah, 2008; Sudianto, 2018; Naya, 2015). This challenge calls for digital da'wah to serve as an educational tool (Rumata et al., 2021), not only introducing the true meaning of jihad but also correcting the public's misconceptions (Wahyudi, 2021).

Unfortunately, despite the growing role of digital da'wah, research examining how specific concepts such as jihad are conveyed through digital media remains very limited. Most studies focus on the general role of da'wah without delving deeply into creative approaches to explaining sensitive concepts like jihad. The episode "*Waktunya Ber'Jihad'!!*" from the *Log In* program offers an opportunity to explore how peaceful and constructive messages about jihad can be presented in a creative and relevant manner, using an entertaining approach to capture the attention of young audiences (Maresta & Farisi, 2024).

This study aims to analyze the content of the episode using a descriptive qualitative approach, focusing on the main themes conveyed, the communication style used, and the audience's response to the message delivered. Through this approach, the research seeks to provide new insights into how digital da'wah, particularly on YouTube platforms, can effectively convey moderate and peaceful interpretations of jihad to society. Furthermore, the findings are expected to serve as a reference for the development of more relevant and effective



digital da'wah in the modern era, especially when addressing religious issues that are often misunderstood.

RESEARCH METHODS

This study employs a descriptive qualitative approach to analyze the *Log In* episode titled "*Waktunya Ber'Jihad'!!!*" aired on YouTube. The approach aims to delve into the content of the messages conveyed in the video, the communication techniques used, and the audience's responses to the content. The primary data for this research comes from the video episode and the comments section available on the YouTube platform. Data collection is conducted through content analysis and digital ethnography (Achmad & Ida, 2018). Content analysis focuses on the main themes presented in the video, including the values of jihad conveyed and communication elements such as language, visuals, narration, and humor. Meanwhile, digital ethnography is used to examine audience comments to understand their perspectives, responses, and engagement with the messages delivered.

The unit of analysis in this research includes the video episode "*Waktunya Ber'Jihad'!!!*" and audience comments on the video. The video is analyzed to uncover how the concept of jihad is presented through various communication elements. Audience comments are studied to illustrate public reception and responses to the jihad concept raised in the episode. Data analysis is conducted in three stages: data reduction, thematic categorization, and presentation of results. Data reduction involves selecting relevant information from the video and comments that align with the research focus. Key themes are analyzed to identify messages related to jihad, such as jihad as peaceful struggle, social contribution, and a part of daily life. The results of this analysis are then organized into a descriptive narrative to provide a detailed overview of the message content, communication style, and audience responses.

Data validation is carried out using source triangulation to ensure the accuracy of the research findings. The results of the video content analysis are compared with data from the comments section to ensure consistency and support the conclusions. Through this method, the study aims to provide a clearer understanding of the role of digital da'wah in conveying the concept of jihad in a peaceful and socially relevant manner in the context of modern society.

RESULTS AND DISCUSSION

A. Main Messages of the Program

The concepts of jihad and martyrdom taught in Islam are noble but are often misunderstood due to misleading narratives. Jihad is not about violence but a struggle to achieve goodness, whether socially, economically, or spiritually. Martyrdom represents a novel sacrifice in the path of Allah, but violent acts that harm others can not be categorized as jihad or martyrdom.

Spreading the correct understanding of these concepts through digital da'wah, such as in the discussed *Log In* episode, plays a vital role in rectifying societal misconceptions. An approach emphasizing love, peace, and education based on Islamic values can reduce misunderstandings and help foster harmony in a pluralistic society. Moderate and contextually relevant da'wah is essential for conveying Islam's peaceful and constructive messages effectively.

1. Understanding Jihad in Islam



Figure 1 Clip of the YouTube Program

1) The meaning of Jihad as a Peaceful Struggle

Jihad in Islam often misunderstood as violence or warfare. However, true jihad in the Qur'an and Hadith refers to a sincere effort to achieve goodness, both individually and collectively. In a broader context, jihad encompasses various efforts, such as improving social relationships, combating ignorance, and addressing poverty and social inequality. As stated in Surah Al-Hujurat verse 13, the importance of fostering brotherhood among people from different backgrounds is highlighted, which is one form of social jihad.

Jihad in Islam has a noble purpose, to create love and peace. Even in the context of warfare, Islam stipulates that war is permitted only as a last resort

and for defensive purposes, to protect the weak and those in danger. The Prophet Muhammad (peace be upon him) exemplified this through the Treaty of Hudaibiyah, which prioritized conflict resolution through peace, even when the terms were unfavorable for Muslims.

2) The Misinterpretation of Jihad

The concept of jihad is often distorted due to shallow understanding or the use of religious interpretations for self-serving purposes. True jihad is not about senseless violence but rather a struggle to achieve goodness that benefits oneself and society. In Islam, even during war, there are strict rules against harming innocents, such as women, children, the elderly, and even the environment, including trees and animals. This highlights that true jihad is deeply rooted in humanitarian values and beauty.

3) Jihad as a Struggle Against One's Desires

The saying of Prophet Muhammad as recorded in a hadith narrated by Imam Tirmidhi states that a true mujahid is someone who strives against their desires. In daily life, fighting selfishness and greed becomes a highly relevant form of struggle. This shows that jihad is not only physical but also encompasses a spiritual effort to control oneself in pursuit of greater goodness.

2. The Concept of Martyrdom (Mati Syahid) in Islam



Figure 2 Clip of the YouTube Program

1) Definition of Martyrdom

In Islam, martyrdom refers to dying in the path of Allah, whether in a legitimate war or in service to religion and society. For example, a preacher who dies while fulfilling their duty can be considered a martyr even if they

pass away peacefully in their resting place. This concept holds great moral value, as it reflects sacrifice for religion and humanity.

2) Misconceptions about Martyrdom

Misunderstandings often arise when martyrdom is equated with acts like suicide bombings. Islam strictly prohibits the killing of innocents, even in the context of war. Acts of terrorism that harm others can not be considered jihad or martyrdom rather, they are a misuse of religion. Terrorism only causes destruction, fosters Islamophobia, and spread fear in society, all of which contradict the teachings of Islam.

3) The Actualization of Jihad in Daily Life

True jihad begins with combating one's ego and actualizing the potential given by God to benefit others. In a Hadith narrated by Ahmad, the Prophet Muhammad (peace be upon him) mentioned that the greatest jihad is fighting against one's desires. This demonstrated that jihad involves not only physical struggle but also spiritual efforts to create harmony in life.

B. Communication Style Used

1. Relaxed, Calm and Warm Delivery

The *Log In* program, particularly in the episode "*Waktunya Ber'Jihad!!*", employs a relaxed and calm communication approach, creating a comfortable atmosphere for the audience to absorb information. This communication style aims to eliminate the pressure or authoritative tone often associated with religious discussions. By adopting a warm delivery, the content becomes more relevant, especially for younger audiences who tend to shy away from heavy or overly formal discussions. This relaxed approach also allows the audience to reflect on the messages conveyed without feeling overwhelmed or judged.

2. Use of Simple Language

The program utilizes simple and easy to understand language, enabling audiences from diverse educational and religious backgrounds to follow the discussion without difficulty. This simplicity is crucial for reaching a broader audience, including those with limited prior knowledge of concepts such as jihad. The choice of straightforward words helps eliminate potential ambiguity, ensuring that the messages are clear and free from misinterpretation.

3. Structured and Easy to Grasp Explanations

the explanations presented in this episode are well-structured, starting with basic concepts and extending to practical applications in daily life. For instance, jihad is portrayed as a peaceful and constructive struggle, illustrated with examples like combating poverty, improving education, and fostering social harmony. This systematic delivery helps the audience grasp the core message without being overwhelmed by complex religious terminology.

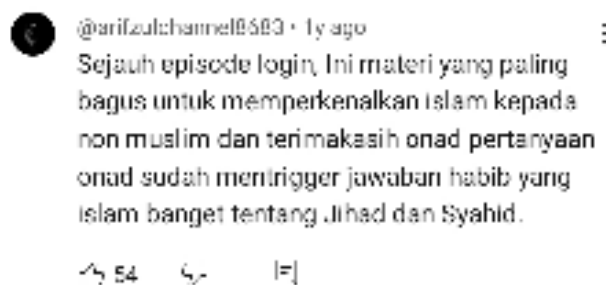
4. Humor as an Interactive Approach

The program skillfully incorporates humor into its discussion, which serves to lighten the mood and maintain the audience's attention. The humor used is not only relevant but also aligns well with the topic being discussed, ensuring that it does not detract from the seriousness of the message. This approach enhances emotional connection between the host, guest speakers, and the audience, making the discussion more engaging and enjoyable.

C. Audience Responses to the Program

1. Appreciation for the Material and Content

Audience comments reflect strong appreciation for the quality of material and content presented in this episode:



The audience recognizes this episode as highly relevant for introducing Islam to non Muslims. The guest speaker's authentic and faith based explanations of jihad and martyrdom are highly praised, as are host' thought provoking questions.



This episode is regarded as providing valuable insights not only for Muslims but also for non Muslims, effectively presenting the peaceful side of Islam and promoting tolerance in a pluralistic society like Indonesia.

2. Recognition of the Program's Relevance and Benefits

The audience highlights the significant positive impact of the program across various demographics:



The program is perceived as rational and touching, reflecting its relevance to the audience's needs. The expressed desire for the program's continuity underscores its value as an educational resource.



The program is praised for its ability to educate without a preachy tone. Its relaxed yet profound approach keeps the audience engaged from start to finish, showcasing the effectiveness of its communication style.

3. Appreciation for the Delivery of the Speakers and Moderator

The communication style of the speakers and moderator receives positive feedback, underlining their role in the program's success:



Habib Ja'far Husein as speaker in the program is lauded for delivering da'wah in a peaceful, calm and logical manner, reflecting Islam's message of mercy and wisdom.



Onad as a host is also appreciated. His ability to balance humor with serious discussion is seen as a vital element in maintaining the dynamic and relevance of the discourse.



Both the speaker and moderator are praised for creating an intellectually engaging and accessible discussion, delving into topics rarely addressed in popular media.

Audience responses demonstrate that the *Log In* program effectively creates digital da'wah content that is not only relevant for Muslims but also educational for non Muslims. The relaxed communication style, the selection of authentic guest speakers, and the interactive, humorous role of the moderator are pivotal in the program's success. Additionally, the emphasis on tolerance and diversity highlights the relevance of digital da'wah in multicultural societies.

This program exemplifies how digital da'wah presented in a relaxed and logical manner can significantly enhance religious understanding and support social harmony. The audience's emotional and intellectual engagement validates this approach as a model for digital da'wah in the modern era. Consequently, programs like *Log In* serve not only as educational tools but also as platforms for building solidarity and tolerance within society.



CONCLUSIONS AND RECOMMENDATION

The episode of *Log In* successfully clarified the concepts of jihad and martyrdom in Islam, debunking common misconceptions. Jihad is portrayed as a peaceful struggle, while martyrdom is shown as a noble sacrifice for Allah. The program uses a relaxed and easy to understand communication style, making it effective in reaching a broader audience. Viewers responded positively, appreciating the relevance and peaceful portrayal of Islam.

The program could be expanded with short clips on social media, adding interactive elements such as live question and answer sessions, and exploring other Islamic themes. Adding infographics or animations could strengthen the message, and collaborating with speakers from various backgrounds would enrich the discussion. Implementing these recommendations will help *Log In* continue to be an effective digital da'wah tool.

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