YOUTUBE KIDZ APPLICATION AS A MEDIUM FOR BROADCASTING ISLAMIC EDUCATIONAL CONTENT FOR EARLY CHILDHOOD

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Abstract: The development of an increasingly advanced era followed by increasingly sophisticated technological developments makes an increase in a more creative, imaginative mindset in understanding the development of information media. Interestingly, the various application features available are much liked by children. How would it be if there were no boundaries in seeking information and managing broadcasts through the media that children watch, especially early childhood who are not yet able to sort and choose what is good and what is bad, so that often these shows can become a role models. This study aims to find out how the YouTube Kidz application is a medium for broadcasting Islamic educational content for early childhood. This research method takes the form of library research through tracing various scientific works, in the form of books, papers, journals about media (especially YouTube Kids), then the stages of processing data and analyzing the data that has been collected, the author uses a descriptive analysis method. The results of this study indicate that Islamic content in the YouTube Kidz application includes broadcasts of a series of Islamic children's songs and prayers, Islamic story series and stories which the researcher analyzes as an in-depth study of educational themed content.

Keywords: YouTube Kidz, Islamic Education, Early childhood
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Introduction

Human life is greatly influenced by the development of the times which is marked by the development of globalization. Increasingly advanced developments that create advanced technologies that have not been thought of by humans in ancient times. The possible influence of globalization if these technologies are abolished now, surely human life will change one hundred percent, because humans are now dependent on advanced technologies. (Noble Kurniati, 2020) . Generation Alpha is an educational generation specifically for children born after 2010. This generation is close and familiar with internet facilities which is a characteristic of this generation. The generation that is claimed to be the smartest with digital technology compared to previous generations (Mohammad Salehudin, 2020) . Early childhood is an important and early period in the development and growth of human life. The importance of this period becomes the foundation in the next child's life. A very important period for a child and a feature of early childhood is the golden age period (Khoiriyati, 2018) . Early childhood in this golden age period is marked by several periods, namely the period of

play, the period of searching/exploring, the sensitive period, and the rebellious period (Sriwahyuni, 2016) .

Various neurological studies have proven that 50% of children's intelligence has been achieved at the age of 4 years, and 80% is achieved at the age of 8 years. (Iva Nur Kiftiyah, 2017) . So it's a loss if efforts to optimize children's development in this period are missed. Young children are already adept at using technology for fun, and more children are using their devices to watch games and movies on the Youtube site (Nadya Zahra Amada, 2022) . But the danger is that this is often without parental supervision. Children's education in the digital era must also pay attention to the fact that they are the future of the nation. Educators (parents and teachers) can shape children's character in various ways, one of which is through providing care in the form of Islamic educational educational content. Islamic nuanced material content can help children learn about Islamic teachings and akhlakul karimah through presentations in the form of films or cartoons which are usually between five and twenty five minutes long. These films can also help children develop their sense of character. According to Fatmah (Faizatul Widat, 2021) . The urgency of forming character in children is clear so that it becomes an integral part of the world of Islamic education.

YouTube use in early childhood can have a negative impact. Material content that is not good and not suitable for their age can be easily accessed so that it can have effects such as addiction, eye damage, neck pain, reduced brain development, aggressive behavior, engaging in risky behavior such as violence and pornography (Asaas Putra, 2018) . Without parental supervision, it is very likely that children will view material that is not appropriate for their age. This is an issue that worries all parents about how much their kids are using technology nowadays, especially the YouTube app.

Parents may start to worry about this problem, they will take a stand to prohibit children from using technology. This is clearly an imprecise way, considering that modern technology is needed to examine the various types of knowledge available. Children may feel a lack of understanding of technology if they are not allowed to use technology through these applications (Endah Rita Sulistya Dewi, Ary Susatyo Nugroho, 2021) . With the launch of the Youtube Kids application, it is hoped that especially parents will realize that there is still material content that can educate children with interesting material and provide educational messages and positive impressions that children can emulate according to their age.

Literature Review

It turns out that a lot of negative content has slipped through the YouTube application. After being investigated by Rashid Thahiry, it turned out that there were many shows that were actually inappropriate to be shown to children and had been watched millions of times. To overcome this, Rashid created an application to filter content deemed inappropriate to watch (Tahir, R., Ahmed, F., Saeed, H., Ali, S., Zaffar, F., & Wilson , 2019)

In research, Kostantinos Papadamou (2020) made several classifications to be able to distinguish inappropriate content targeting toddlers on YouTube with an accuracy of 84.3%, and used to see how big the risk is for young children to consume YouTube media. The analysis obtained revealed that YouTube still has a lot of content that is inappropriate for these young children to display and the prevention carried out by YouTube is still not effective in overcoming it. What worries the researchers is that the app shows that young children are not only capable of, but also likely to encounter, disturbing videos as they browse the platform randomly starting from harmless videos (Papadamou , K., Papasavva, A., Zannettou, S., Blackburn, J., Kourtellis, N., Leontiadis, I., Stringhini, G., & Sirivianos, 2020) .

From the results of Kaushal's research it has also been found that a lot of insecure content has actually been served on YouTube kidz and it is more popular for them. Much of this content has been inserted into cartoon content that children usually watch. Kaushal uses two ways to detect unsafe content for children, namely by using the user-level classification feature and the extensive comment level. Then the second uses a Convolutional Neural Network with a detection accuracy of 85 percent. Kaushal also found unsafe content to be very similar to safe content in terms of appearance, and created intense community with other users thereby increasing the likelihood that a child would be exposed to it (Kaushal, R., Saha, S., Bajaj, P. , & Kumaraguru, 2016)

Method

This study uses the method of literature or literature review. This research method originates from various collections of previous scientific work used to answer various research problems (Rizki Amaliah Ritonga, 2021) . Anderson (Putri Hana Pebriana, 2017) the purpose of literature review research is to summarize, analyze and interpret theories related to research . Syaibani (Ainul Azizah, 2017) this research began by collecting data from various relevant scientific papers. The reasons for conducting literature review research are: 1) problems can only be answered through library research; 2) literature review is needed as a separate stage, where a preliminary study is needed to understand new phenomena that are developing in society; 3) library research can be trusted for the results in answering research problems (Tsali Tsatul Mukarromah, 2021) . Thus, library research by utilizing library resources to obtain research data so that library research can limit activities only to library collection materials without the need for field research.

Result and Discussion

Analysis was carried out to determine the broadcasting of Islamic educational material content on the YouTube Kids Channel. The results of this study will show what Islamic content on the YouTube Kids Channel is good for young children to use. In addition, the results can also be used as material for consideration by educational institutions that focus on children's education in Islamic teaching as a da'wah communication tool and learning media. From the data processing carried out, the results obtained from the analysis of research data through YouTube Kidz media can be an alternative in conveying Islamic educational content in learning activities such as:

A. Islamic nursery rhymes and prayer series on YouTube Kids

This collection of Islamic song and prayer materials can be easily accessed and is suitable for application in children's education. Absorption of information materials obtained from this content can affect the level of children's educational development, especially children with an age range of 4-8 years which This age is a golden age for children in an important period of their development. The broadcast of the material contained in this content

is in the form of several Islamic songs that are commonly used by educators (teachers and parents) to teach Islamic values to children. Research from Moeslichatoen (Zaenal Muftie, 2022) says that one way of providing learning understanding that is very popular with early childhood is by learning the singing method. This method will help develop children's religious values. By singing, you can instill moral values that can later help shape the personality of a child with morals

The values of Islamic education that can be taught to children from the lyrics of Islamic songs and prayers contain the value of faith education (aqidah), in these songs and prayers there are lyrics Praising and praying, these lyrics are an invitation for children to be able to study Islamic education, namely praying and ask only Allah. This is in line with the opinion of Qomaruddin (Tri Rukmana, 2022) that in instilling monotheistic values for children can use the singing method. The singing method is a method that is very popular with early childhood. Teachers and parents can teach children to pray and ask God. The value of this moral education is contained in the lyrics of the collection of prayers. The lyrics teach our attitude after performing ablution activities, eating and so on, to always pray to Allah. The prayer is a form of poetry and a lesson to always be grateful and put your trust in Allah as a way to get closer to Allah.

B. Islamic story series and stories on YouTube Kids

The researcher's analysis of the Youtube Kids titles related to Islamic education is also thick with da'wah content. Many save Islamic stories and series as well as a form of content that is appropriate to be shown to children under a certain age group. Parents should feel more and more confident in giving Islamic teachings to their children about what they want to see while still being supervised.

Furthermore, there is a video uploaded discussing a collection of Islamic stories. As is well known, children really like to listen to stories and stories, so it is very helpful for parents in educating their children from an early age to get to know Islam. More and more young children are switching from broadcasting television programs to consuming video streaming on the YouTube application. This makes it easy to provide an endless series of content, even though there is content that is inappropriate and inappropriate for children to see, there are still many videos that can be enjoyed with parental guidance.

Overall, the researchers would like to convey that Islamic educational content on Youtube Kids is worthy of being watched by children. First, because the video duration is not too long, some of the videos that were analyzed were around 2 minutes long, and some of them were even less than a minute. The short duration of the video also affects whether or not children feel comfortable watching it. Second, there are various kinds of unique animated characters that are presented by YouTube creators to be preferred by children. As Walker & Hennig (Syukri Amin, 2019) argue that for children stories have their own charm which will play a role in the formation of moral values in children. Third, there are videos that have

messages and lessons that are easy for children to understand. Zainuddin (Qurrata 'Ayuna, 2018) that in the story there are characters with certain characteristics who can be models (models) for the formation of children's character and behavior.

Conclusion

The development of an increasingly advanced era followed by increasingly sophisticated technological developments makes an increase in a more creative, imaginative mindset in understanding the development of information media. Interestingly, the various application features available are much liked by children. With the launch of the Youtube Kids application, it is hoped that especially parents will realize that there is still material content that can educate children with interesting material and provide educational messages and positive impressions that children can emulate according to their age. Educators (parents and teachers) can shape children's character in various ways, one of which is through providing care in the form of Islamic educational educational content. This study shows that Islamic content in the YouTube Kidz application includes broadcasts of a series of Islamic children's songs and prayers, Islamic story series and stories which the researcher analyzes as an in-depth study of educational-themed content. Islamic nuanced material content can help children learn about Islamic teachings and akhlakul karimah through presentation in the form of films or cartoons. These films can also help children develop a sense of character and form character in children so that the urgency is clear in the world of Islamic education.

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