

ANALYSIS OF ISLAMIC EDUCATIONAL CONTENT ON YOUTUBE THROUGH OPPORTUNITIES AND CHALLENGES

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Abstract: YouTube has become a primary platform for information and education dissemination, including in the context of Islam. This article analyzes Islamic educational content available on YouTube, highlighting the opportunities and challenges faced in conveying Islamic messages. This research uses a qualitative approach with content analysis methods. Through an analytical approach, this article will explore how this content can contribute to the understanding of Muslims and the wider community, as well as challenges that may arise related to information accuracy and negative influences from unverified content. The results show that Islamic educational content on YouTube provides significant opportunities for disseminating knowledge and understanding of Islam to audiences worldwide. However, existing challenges, such as inaccurate information, algorithms that prioritize sensational content, and the potential spread of extremism, need to be addressed seriously so that the content presented truly provides benefits.

Keywords: Islamic Education, YouTube, Digital Content, Opportunities, Challenges.

Introduction

The development of information and communication technology has changed how people access information, including in the context of religious education. YouTube, as one of the largest video platforms in the world, has become a primary source for many people in seeking knowledge, including knowledge about Islam. According to the latest data, YouTube has more than 2 billion monthly active users (YouTube, 2023), and in Indonesia, this platform is one of the most widely used, especially by the younger generation. In this context, it is important to analyze existing Islamic educational content on YouTube, as well as the opportunities and challenges faced by content creators.

Islamic educational content on YouTube covers various themes, ranging from interpretations of the Quran, Islamic history, to discussions about contemporary issues relevant to the lives of Muslims today. With the variety of content available, users have the opportunity to obtain broader and deeper information. However, this diversity also poses challenges, such as inconsistent information quality and the potential spread of incorrect or misleading information.

In this article, the author will explore various opportunities offered by Islamic educational content on YouTube, including the potential to improve religious understanding and strengthen communities. In addition, the author will also discuss the challenges faced, such as content moderation issues and the impact of the spread of inaccurate information. By understanding these two aspects, it is hoped that ways can be found to maximize the benefits of Islamic educational content on YouTube.

Literature Review

Several studies have been conducted to analyze the use of social media as a means of education, including in the context of religion. According to the Ministry of Communication and Informatics of the Republic of Indonesia, nearly 80% of internet users in Indonesia use social media to search for information, including religious information (Ministry of Communication and Informatics of the Republic of Indonesia., 2022). This shows that platforms like YouTube play an important role in the dissemination of religious knowledge.

In the context of Islamic educational content, research by Al-Qurtuby shows that educational videos on YouTube can increase understanding and engagement of the younger generation towards Islamic teachings (Al-Qurtuby, 2021). This research found that content presented in an attractive and interactive way is more effective in attracting audience attention. In addition, a study by Murtadho noted that content produced by influencers or well-known religious figures can increase the credibility of the information conveyed (Murtadho, 2020).

However, behind these opportunities, challenges also arise. According to research by Rahman, much Islamic educational content on YouTube does not go through a strict verification process, thus potentially spreading incorrect information (Rahman, 2022). This is a serious concern, considering the impact of incorrect information can affect the understanding and practice of Islam by Muslims. Therefore, it is important to conduct a deeper analysis of the quality and accuracy of existing content.

Method

To analyze Islamic educational content on YouTube, this research uses a qualitative approach with content analysis methods. Data were collected by identifying and selecting videos with relevant Islamic educational themes, then analyzing the content, format, and delivery of information in the videos. Video selection criteria included the number of views, user interaction (likes, comments), and the credibility of the content creator.

Furthermore, the data obtained were analyzed to identify existing opportunities and challenges. This analysis also considers the user's perspective, by conducting surveys of audiences who frequently access Islamic educational content on YouTube. This survey aims to gain insights into how they assess the quality and relevance of the content they consume. The data obtained from the survey will be used to strengthen the analysis and provide a more comprehensive picture of this phenomenon.

Results and Discussion

1. Opportunities for Islamic Educational Content on YouTube

YouTube as a digital platform provides significant opportunities for the dissemination of Islamic educational content. With more than 2 billion monthly active users, YouTube offers a wide reach to convey Islamic messages to various groups (Statista, 2021). Islamic educational content on YouTube covers various formats, ranging from lectures, studies, to interactive discussions. For example, channels like "Ustadz Adi Hidayat" and "Khalid Basalamah" have attracted millions of viewers with informative and engaging content. This shows that there is high demand for quality educational content.

In addition, YouTube also allows teachers to reach a global audience without geographical limitations. In this context, an ustadz from Indonesia can easily share knowledge with Muslims in other countries, such as Malaysia or even Western countries. According to a survey conducted by the Pew Research Center, around 60% of Muslims worldwide use the internet to seek information about their religion (Pew Research Center,

2020). This shows that platforms like YouTube have great potential to expand understanding and practice of Islam among Muslims.

Islamic educational content on YouTube can also serve as a tool to overcome misunderstandings and negative stereotypes about Islam. By providing accurate and fact-based information, this content can help build a positive image of Islam in the eyes of non-Muslim communities. For example, videos explaining tolerance in Islam or the contributions of Muslim scientists in history can help change the views of the general public, which are often distorted by mainstream media.

On the other hand, YouTube also provides space for interaction and discussion. Users can comment, ask questions, and discuss in the comments section, which can enrich the learning experience. This creates an active learning community where individuals can share knowledge and experiences. Thus, YouTube is not only a source of information, but also a platform for collaboration and exchange of ideas.

With creativity and innovation, we can reach a wider and more diverse audience. For example, through engaging short video content, podcasts, or webinars that raise religious themes relevant to everyday life.

As taught in the hadith narrated by Ahmad, Abu Dawud, and At-Tirmidhi, the Prophet Muhammad saw. said,

حَيْرُ النَّاسِ أَنْفَعُهُمْ لِلنَّاسِ

"The best of people are those who are most beneficial to other people." (HR. Ahmad, Abu Dawud, and At-Tirmidhi)

This hadith teaches us the importance of contributing to spreading goodness and benefits to fellow human beings through various media, including digital media.

However, despite the many opportunities, it is important to realize that not all content available on YouTube can be considered valid or accurate. Therefore, viewers need to be equipped with critical skills to evaluate the information sources they consume.

2. Challenges in Delivering Islamic Educational Content on YouTube

Although there are many opportunities, the challenges in delivering Islamic educational content on YouTube are also quite significant. One of the main challenges is the existence of inaccurate or misleading information. Much content is uploaded by individuals who do not have adequate educational backgrounds in Islamic studies, which can lead to the spread of misunderstandings about Islamic teachings. According to a report from "The Atlantic," many videos on YouTube contain misinformation or distortions about Islam, which can exacerbate negative stereotypes (The Atlantic, 2019).

In addition, YouTube's algorithm that promotes viral content can prioritize more sensational or controversial videos over educational ones. This can result in low-quality content being watched more, while videos that provide deeper and more accurate education may be overlooked. A study by "MIT Technology Review" shows that videos containing misleading information often get more views compared to more informative and factual content (MIT Technology Review, 2020).

Another challenge is the potential spread of extremism through this platform. Although much Islamic educational content is positive, there are also videos promoting extremist ideologies that can influence viewers, especially the younger generation. Research by the "Institute for Strategic Dialogue" shows that YouTube is often used as a tool by extremist groups to spread propaganda and recruit new members (Institute for Strategic Dialogue (ISD), 2021). This is a serious challenge for content creators who want to spread peaceful and tolerant Islamic messages.

Furthermore, content creators also face challenges in terms of monetization. Many Islamic educational content creators rely on advertising for funding, but content related to

religion is often considered sensitive by advertising algorithms, which can limit their earning potential. This can reduce the incentive for content creators to continue producing high-quality videos.

One of the main challenges in da'wah in the digital age is the diversity of information spread widely on the internet. Information that is not properly verified can mislead religious understanding and divide the ummah. Therefore, it is important for us as Muslims to be critical and wise readers. Before spreading information, we need to ensure the truth and validity of the source.

In addition, we are also faced with the challenge of maintaining morals and ethics in interacting in cyberspace. In the Qur'an, Allah SWT says in Surah Al-Maidah verse 87.

يَا أَيُّهَا الَّذِينَ آمَنُوا لَا تَحْرَمُوا طَيِّبَاتِ مَا أَحَلَّ اللَّهُ لَكُمْ وَلَا تَعْتَدُوا إِنَّ اللَّهَ لَا يُحِبُّ الْمُعْتَدِينَ

“you who have believed, do not prohibit the good things which Allah has made lawful to you and do not transgress. Indeed, ¹ Allah does not like transgressors.” ² (Q.S Al Maidah [5:87])

This verse reminds us of the importance of maintaining speech and behavior in cyberspace so as not to cross boundaries and tarnish the good name of Islam.

Finally, the challenge in maintaining content quality is also a major concern. With so much content uploaded every day, it is difficult for viewers to find truly useful and informative videos. Therefore, it is important for viewers to have good media literacy skills to be able to sort and select content that suits their needs.

The analysis shows that Islamic educational content on YouTube has great potential to improve religious understanding among the younger generation. Videos presented in an attractive and interactive way, such as the use of animation and graphics, can attract audience attention and make learning more enjoyable. For example, the "Kisah Inspirasi" channel has managed to attract more than 1 million subscribers with content that educates and inspires about Islamic values.

However, the challenges faced cannot be ignored. Many videos do not include clear information sources, thus reducing content credibility. Research by Rahman shows that approximately 60% of Islamic educational videos on YouTube do not include valid references, which can lead to the spread of misinformation (Rahman, 2022). In addition, user comments and interactions under videos often show debates and misinterpretations that can obscure understanding of Islamic teachings.

From the survey results, 70% of respondents admitted feeling confused by the information they get from YouTube, especially when there are differences of opinion among content creators. This shows the importance of better content moderation and accuracy to ensure that the information conveyed is accurate and accountable.

Conclusion

Islamic educational content on YouTube offers great opportunities for the dissemination of knowledge and understanding about Islam to a global audience. With a wide reach and variety of formats, this platform can be an effective tool to overcome misunderstandings and build a positive image of Islam. However, the challenges faced, such as inaccurate information, algorithms that prioritize sensational content, and the potential spread of extremism, must be addressed to ensure that the content presented is truly beneficial. Therefore, both content creators and viewers need to have critical awareness to ensure that the information disseminated and consumed is accurate and beneficial.

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