

**HABIB HUSEIN JA'FAR ISLAMIC EDUCATION STRATEGY MANAGEMENT
IN YOUTUBE VIDEOS DA'WAH PERSPECTIVE**

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ABSTRACT

This study aims to determine the management of Habib Husein Ja'far's da'wah strategy in YouTube videos about Islamic messages. This research is a qualitative research with qualitative data types. The data collection technique is in the form of observation and library research (library research) obtained from various data related to the things studied, in the form of literature related to this research. The results of the study show that the management of the da'wah strategy used by Habib Husein Ja'far is in the form of lecture breaks, writing pauses and chatting pauses. Habib Husein is more often active in the digital world, covering social media, be it Twitter, Instagram and Youtube. Habib Husein Ja'far's YouTube channel, which has been managed independently from the start, contains studies on da'wah materials on Islam that are light and packaged in an attractive way. The method of conveying Habib Husein Ja'far Al-Hadar's preaching on YouTube has an appeal with the technique of applying a relaxed style of delivery, the Dominant style delivery method, and the animated expressive style delivery method.

Keyword: Strategy, Da'wah Method, Youtube.



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INTRODUCTION

Habib Husein Ja'far is known as a religious figure and scholar who is known in Islamic circles. He is known as someone who is active in giving and delivering lectures, da'wah, and Islamic advice through various media, including the YouTube platform. In the context of the management of his da'wah strategy, some of the backgrounds that might influence the approach and Islamic messages he conveys in the YouTube video are the first regarding knowledge and speaking skills Habib Husein Ja'far was educated in a solid Islamic religious scientific environment. His expertise in understanding and explaining Islamic teachings enables him to provide a deep and accurate understanding to his audience. His ability to speak clearly and decisively is also an advantage in conveying Islamic messages. The second is the Contemporary challenge, in the digital and globalization era as it is now, people are faced with various challenges that are different from the past. Habib Husein Ja'far may try to link Islamic teachings with contemporary problems faced by Muslims and society in general. His da'wah strategy may try to answer the questions and spiritual needs of today's society.

Social Media and Technology is the third influence in conveying Habib Husein Ja'far's Islamic message, namely the use of platforms such as YouTube as a means of da'wah allows Habib Husein Ja'far to reach a wider audience, including those who are more connected to technology and social media. (Fiorentina, 2022) Therefore, the preaching approach may be adapted to the characteristics of the media, including appropriate video duration, easy-to-understand language, and attractive visual arrangements. Furthermore, namely Multidimensional Messages, Islamic messages conveyed in Habib Husein Ja'far's YouTube videos may cover various aspects of life, such as morals, ethics, law, mental health, and so on. The aim may be to provide a holistic view of Islam that is relevant to various dimensions of human life. Community Engagement Habib Husein Ja'far may also be directly involved in the community and observe the conflicts faced by the people around him. This experience can influence the focus of his Islamic messages so that they can provide solutions and guidance for the community in dealing with these problems. The last one is Typical Values, Each scholar has a unique approach and emphasis in conveying Islamic teachings. Habib Husein Ja'far may have unique values that he wants to convey to his audience, such as the importance of compassion, brotherhood, hard work, or an emphasis on certain worship.

Islam is a religion that offers various teachings to help make a person better, more moral, and more capable as a superior and qualified individual. Islam invites its people to always do good so that they are able to build an advanced civilization, a humane life order in the sense of a life that is just, advanced, free from various threats, oppression, and various worries (Aziz, 2004). The spread of Islam is currently trending in various regions due to the influence of young preachers who are wise in spreading Islamic teachings. The use of rhetoric during a debate is a tactic used by the preacher to intimidate, frighten, and mislead the audience or mad'you so that they will be excited to hear the arguments the preacher has made well. Thus, the presence of rhetoric will make it easier for Mad'u to understand, understand, accept, and carry out the preaching instructions that are disseminated.

Modern rhetoric emphasizes clear understanding, vivid imagination, sound argumentation, and the application of appropriate techniques of expression and evidentiary power. This modern rhetoric is a conversation between understanding, speculating, expressing oneself, and having a balanced perspective. Whether in conversation or in popular language, rhetorical devices include speaking at the right time, doing it in a more effective way, and using words that are clear and concise. This means that others are able to communicate clearly, concisely, and effectively. Thus, it can be said with certainty that rhetoric is a branch of knowledge that teaches about or explores the topic of how to behave

when involved in a heated argument and has a strong component of appeal so that those who hear it can understand it and are sensitive to its implications, so that everyone who hears it understand and be sensitive to its meaning. To ensure that their da'wah can be properly understood, preachers today use rhetoric that appeals to the reader. One of them is Habib Husein Ja'far al Hadar, who uses da'wah strategies to attract audiences. Many millennials like it because of its simple, simple, and easy to understand logic.

Overall, Habib Husein Ja'far's dakwah approach in YouTube videos about Islamic messages may reflect a combination of scientific background, age context, media characteristics, as well as a deep understanding of societal needs and challenges.

Before preaching Habib Husein Ja'far write and officially published on the website or in national newspapers, then distributed in a book. This is a form of *bil-lisan* and *bil-qalam da'wah*. After that, when he saw how popular YouTube was for recording da'wah, Habib Husein created a personal YouTube channel as a media outlet to broadcast the recording. According to a large number of people involved with the accompanying film, Habib Husein's method of dialogical and monological realism was used. This concept involves quite sharp conversations and questions. Questions and answers in this case are usually used for the da'wah section with the theme "Youth Lost" featuring Coki Pardede and Muslim Tretan. Instead, these discussions will usually involve members of other faiths of other faiths, such as clergy. Habib Husein uses monological rhetoric when he builds his own lectures, without collaborating with anyone in particular. (Abdullah, 2009) . After that, Husein Ja'far uses light techniques to make it easy for followers of other religions to understand, so that language is lighter and makes more sense. He is known to never offend any religion in the process of preaching. Habib Husein did this when he spoke about Palestine. Habib Husein Ja'far's style of discourse is rhetorically sensitive, namely an adaptable orator who quickly adjusts to local customs. In accordance with Habib Husein who understands that young people are the main target and purpose of his da'wah, then he must adjust it in a way that will be interesting for others so that they hear the da'wah that has been delivered. (Arifin, 2019) .

RESEARCH METHODS

The current research uses qualitative methods, namely research that is very suitable for understanding phenomena about what research subjects actually experience, such as behavior, perceptions, motivations, actions, and other phenomena, holistically, and in a way that is explained in language and words , in certain straightforward contexts, and by making use of various direct methods. (Muhammad Nazir, 2017) Qualitative, namely to interpret an

event from an event that is understood by the research subject, meaning that this research is used to describe, explain an object being studied as it is and not in the form of numbers (Lexy J. Moleong, 2016).

The type of data used in this research analysis is qualitative data. This qualitative data consists of text, numbers, and images. The data source used for this research is library research. The following methods were used to collect data for this research: 1) Direct observation of research objects through the five senses is what is meant by the term "observation". The researcher observed the display of da'wah content, in the form of clothing, da'wah studio, language, and questions asked to Habib Ja'far and his answers. (S. Aminah Roikan, 2019) . 2) Research conducted in the library uses various studies related to the series of objects being discussed. According to Lexy J. Moleong (2016), the author obtains these materials and theories from scientific books, dictations, articles and various other scientific research literature related to journal titles.

Researchers used descriptive analysis to analyze the data. Data reduction for the process of selection, simplification, and classification, which takes place continuously, are the steps in the process of processing and analyzing data. Presentation of data for action and verification in order to fully describe patterns and configurations and draw conclusions from them. (Sugiyono, 2019)

RESULTS AND DISCUSSION

Habib Husein Ja'far Da'wah Strategy Management in YouTube Videos

According to Habib Husein Ja'far: Da'wah is not only very intelligent; It's also very emotional. Not only knowledge is transferred, but also morals. Conveying da'wah, especially to human children, is not an easy task. Because of this, Habib Husein Jafar's way of preaching is different from the behavior of today's stereotypical habibs. According to the author, the truth must be presented in a clear and concise way, and it would be even better if it was done in an unconventional way. (Firmansyah, 2022) Da'wah usually has art in it. Habib Husein Jafar's style is known to be tolerant, blending in, and innocent. Many questions from internet users who are considered "odd" center on the idea that Habib Husein Jafar is able to handle sensitive issues while being loyal to Islamic law. Habib Husein Jafar explains in his book "The Art of Seducing God" that if an Islamist actually divorces a Muslim in the name of a different view, it means that they have misunderstood the Prophet Muhammad. The Prophet was persecuted, but he was also involved in disintegration. Because the Prophet embraced, but he scattered and wanted to separate. (Masfufa, 2019).

It was not enough to go through face-to-face preaching and writing, now Habib Husein is more active in appearing in the digital world, covering social media, be it Twitter, Instagram, and Youtube. Habib Husein Ja'far's YouTube channel, which has been managed independently from the start, contains studies on da'wah materials on Islam that are light and packaged in an attractive way. Currently, his YouTube channel already has more than seven hundred thousand followers or commonly referred to as Youtube Subscribers.

When the element of communication has been used to find out the type of method used, the next step is the efforts made in the process of implementing da'wah through the management of da'wah strategies in Habib Husein Ja'far's YouTube video. Using the following missionary management strategies:

- a) Pause Lecture. Pause Lecture is a form of da'wah video content category on Habib Ja'far's Pause Nulis Youtube Channel. This content category is Habib Ja'far's routine da'wah video content where he gives monologue lectures to his digital congregation. Habib Husein Ja'far created the content of this da'wah video with the aim that the process of learning religion for the wider community would be more open and more accessible. With this video content, it will certainly be easy to attract people's interest in studying religion with new discussions so that the congregation's insights will broaden.
- b) Pause Write. Like the name of his YouTube channel, Jeda Nulis is also one of the categories of da'wah video content on Habib Ja'far's YouTube channel. It is called Paus Nulis because of the origin of the name of Habib Husein's YouTube channel "Juda Nulis" because in the midst of his busy schedule he wrote "Pause" to create the Paus Nulis Youtube channel. In accordance with the category of video content, namely Pause Nulis, Habib Ja'far initially preached through writing, then after creating a YouTube channel, the da'wah videos on YouTube are the result of Habib Husein Ja'far's writings which were later converted into a video monologue.
- c) Pause Chat. Apart from actively preaching with the content of da'wah videos written by Habib Ja'far, Habib Husein Ja'far is also active in dialogue with religious leaders from religions other than Islam. According to Habib Husein Ja'far the most important thing in religion that must be instilled in Muslims is that Islam has two main pillars, namely mercy (love) and great morals in his book "God Is in Your Heart", Habib Ja'far quotes When asked, "What is religion?" by the Prophet Muhammad, he replied that religion is nothing more than worship of Allah (Marifatullah). The way God speaks to us is through ahklak (good speech). Connecting the ropes of affection

(silaturrahim) is (good) morals. And silaturrahim is an expression of happy feelings in the human heart. (Ja'far, 2020)

The three categories of da'wah video content above are da'wah videos that have been running for as long as Habib Husein Ja'far Al Hadar managed his YouTube channel, namely the Jeda Nulis Youtube channel. In each da'wah video provided by Habib Husein, the content of the da'wah video becomes the main da'wah video in the process of da'wah activities carried out by Habib Husein Ja'far on his YouTube channel. Habib Husein Ja'far is someone who always uses different methods in the delivery process, so that the da'wah video becomes an activity used by Habib Ja'far in the strategy of implementing da'wah in YouTube videos.

In this part of the article, the author highlights some of the preaching that Habib Husein Ja'far Al Hadar has provided through the Paus Nulis YouTube channel. The universal message of Islam aims to promote transdensation of humanities (humanity), natural science (humanitarian naturalism), or even naturalness (rahmatan lil alamin), and divine values. Habib Husein wants to explain that Islamic teachings about religion are teachings about peace. A more well-known topic in Prophet Muhammad's Da'wah is War, which includes the wars of badr, uhud wars, and other types of war.

In his preaching scenario, he presents a figure as a millennial preacher without distancing himself from the object of his preaching. His appearances on television and YouTube show that his preaching goals are in line with Indonesia's millennial preaching needs. Therefore, Habib Husein Jafar Al-Hadar decided to move forward as a preacher in the era of the technology industry. He started creating da'wah content on YouTube social media under the name "Juda Nulis" because he did not like social media content full of stories and negative content such as hoaxes and hate speech.

Efforts to Implement Habib Husein Ja'far's Da'wah Method in YouTube Videos

The rise of da'wah activities on social media cannot be separated from the commodification of religion. By converting private values into more expensive exchange rates, Karl Marx described commodification as a medium of exchange for whatever labor power produces. This includes turning sentimental family relationships into relationships that capitalize on wealth. So anything that doesn't have an exchange value is considered to have no value. Therefore, religion can be considered as a commodity that has value if it is commodified. In the context of religious values, syiar and da'wah of Islam can become something that influences life and has great opportunities.

Likewise all views presented on Habib Husein Ja'far Al-Hadar's YouTube channel on the Indonesian Funny Council youtube with video content shared, no videos without humor

content. Because from the beginning of his career as a young preacher he always delivered preaching with content that was not heavy and always accompanied by humor and education for the Muslim community. And the da'wah content shared by Habib Husein Ja'far Al-Hadar's YouTube channel on YouTube is increasingly liked by many people because video reviews look better. Taking pictures or angles of events is taken in such a way as to make it interesting.

The method of conveying Habib Husein Ja'far Al-Hadar's da'wah on YouTube has an appeal with the first technique of applying a relaxed delivery style. This aspect is also present in the style of communication between Habib Hussein and Treatan in the current content; Habib was the one who warned Treatan that the result he hoped for would be some kind of action. Likewise with Coki (opposite) although sometimes his opinion cannot be justified, Habib is never directly angry with Coki (Habib's attitude is only smiling) and only insinuates or talks about his differences in opinion towards Coki by using communication in a humorous tone. Second, the method of delivery is dominant style, the style of an individual to control social situations. This style is very visible when Habib Husein is able to balance himself with Tretan and also Coki who is a comic, like when he often adds spices of humor in between his sermons in this content. Third, the method of delivering animated *expressive styles*, colors in communication, such as eye contact, facial expressions, gestures and gestures. (Ishaq, 2016).

It is very clear that Habib Husein Ja'far often uses expressive animated communication elements in his preaching methods on YouTube content. This can be seen from the fact that he always faces or pays attention to the other person when they are talking, even when they are talking silly things. When Habib Husein was preaching or the usual thing he always did was, he always had a smile on his face, even when he was a bit irritated by Coki's behavior. Habib's gestures and movements are very easy to interpret, and we can guess what Habib is thinking.

The aim of da'wah is to return humans to their natural state based on amar ma'ruf nahi munkar, aiming at da'wah based on knowledge, charity, and the spirit of jihad (divine transcendence values). Currently, da'wah is any activity or effort that encourages people to uphold Islamic values. The definition and purpose of da'wah is stated in the Qur'an (Qur'an 3:104): *They are the lucky ones.*” In the verse above, it is explained that the best ummah are those who invite the good and forbid the bad, and that their da'wah only believes in Allah. Theologically, the core of Islamic teachings is the teaching to surrender to Allah SWT, follow His teachings, and leave all His prohibitions. Thus, da'wah and all matters related to

it must be easily understood correctly and in accordance with the teachings of the principles of the Qur'an and the Sunnah of the Prophet.

CONCLUSION

It was not enough to go through face-to-face preaching and writing, now Habib Husein is more active in appearing in the digital world, covering social media, be it Twitter, Instagram, and Youtube. Habib Husein Ja'far's YouTube channel, which has been managed independently from the start, contains studies on da'wah materials on Islam that are light and packaged in an attractive way. Currently, his YouTube account already has more than seven hundred thousand followers or commonly referred to as Youtube Subscribers. Using da'wah strategy management in the form of lecture breaks, writing pauses and chatting pauses. The method of conveying Habib Husein Ja'far Al-Hadar's preaching on YouTube has an appeal with the technique of applying a relaxed delivery style, Dominant style delivery method, *and animated expressive* delivery method.

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