Da'wah and Social Media: Analysis of the Da'wah Model for Community Empowerment on the Trace Bang Ibra Youtube Channel

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Abstract. This research aims to explore da'wah in the form of community empowerment on social media through a pioneering approach or building personal branding through YouTube. Community empowerment focuses on efforts to find dluafa groups, share videos with the wider community to attract donors, and carry out empowerment activities as needed.Using the YouTube video document analysis method on the Bang Ibra Adventure Trail channel with a certain duration and theme, researchers understand the social context of empowerment preaching. Bang Ibra narratively tells the story of people's lives with their own uniqueness, with the aim of fostering humanitarian solidarity in the form of aid/donations. This research shows that on the Trace Bang Ibra YouTube channel there is a form of community empowerment preaching. The YouTuber's success in attracting and mobilizing people to become donors can be seen, being able to convince the dluafa to be ready to move location and spend a little money to build their house. Bang Ibra, through a story with a neat combination of pictures, words and background sound, succeeded in managing the sympathy of donors, which he realized by building a house and mosque. These findings have significant value in offering insight for da'wah institutions and other communities that are concerned with improving the economy or status of dluafa as empowered groups, to adopt a similar approach. Bang Ibra, through his YouTube channel, has been categorized as successful in facilitating the creation of stability for the poor in the midst of community life in terms of continuity of education, religious practices, economic improvement and social independence. This research contributes original insight by highlighting the success of the empowerment da'wah pattern by YouTubers in collaboration with donors and the local government which was able to strengthen the spirit of living in the old world, ready to continue their children's education.

Keywords: Da'wah, Empowerment and Social Media

1 Introduction

Da'wah and empowerment are two things that will always be related because they have the same goals and essence of benefits for the people. Da'wah is identified as a meaningful religious social movement in order to provide education, including empowering a community to have a decent or better life. In the social definition, da'wah is also called community empowerment and vice versa, empowerment is da'wah carried out by da'i in certain communities or communities. This definition is because the target of da'wah is humans, with the aim of changing humans from individuals who end up changing communities, namely community groups. As stated by da'wah experts quoted by Cucu, that actually the essence of da'wah activities is changes in humans, improving human conditions for the better in various aspects, and vice versa empowerment is da'wah carried out by da'is in the community specific communities, [1], [2]. In the past, Da'wah could only be done by

someone who understood religion, commonly called ustadz or ustadzah. If favored by the audience (pilgrims), the ustadz / ustadzah will survive until old age by being called or asked to give a pulpit lecture to the pulpit even because it is considered phenomenal, the preacher will be specially contracted by the television station. Famous preachers will also get special nicknames that will distinguish them from other preachers. So since the digital era (now called new media), where anyone can become an artist / public figure with the condition that they have followers, broadcasts or educational products with entertainment nuances, education is liked by the public with hundreds or even thousands of likes and subscribers. A preacher does not have to be a speaker by delivering material on worship, morals and sharia, but can display pieces of images combined with narration and sound (narrative video) or become a facilitator of the socio-economic situation of a community with the aim of inviting sympathetic viewers to participate in donating assistance either in the form of material (money), or energy.

One of them is the da'wah activity wrapped in community empowerment carried out by Bang Ibra on the YouTube channel "Jejak Bang Ibra", which if listened to one by one the episode shows a unique and interesting side about an area and life struggles that require community attention. Narratively, with a combination of slick and interesting images and backsound, Bang Ibra covers documentary series in the community. He reported a side / angle that was not touched even thought of by the public, but it turned out to be an interesting value that finally invited the sympathy and empathy of the audience to donate money to help the community reported by Bang Ibra. What Bang Ibra has done can be called a social movement, which is a collective action in the frame of community empowerment through YouTube social media. Movements that initially arise because of individual or group of people's anxiety about social conditions that are felt to be immediately possible to overcome because they will have systemic consequences,[3], [4], [5], [6].

The Bang Ibra Adventure Trail YouTube channel started from self-concern (Bang Ibra), then formed a caring community with donations from donors to help families, and the community. This social action over the years has been categorized as a concern and a form of long-term empowerment, not only for the assisted community but an education in the form of solving social ills (pathos). This paper will describe how empowerment through social movements carried out by Bang Ibra through YouTube channels and the implications of empowerment for the community.

2   Research Methods

This research the author uses qualitative methods of document methods in the Bang Ibra Adventure Trail channel. Understanding how qualitative research is, according to Creswell, requires a lot of effort and such as important questions and procedures collect specific information from participants, analyze data inductively starting from general themes, interpret the meaning of data to find something unique so that it is worth displaying, [7]. Researchers analyzed Youtube video impressions or content shared by bang Ibra with a certain theme and duration. Researchers try to find an impact in the form of a social context wrapped in empowerment da'wah with the aim of fostering solidarity in the form of assistance / donations. In the process of analyzing, researchers carried out several stages to understand how the empowerment da'wah method carried out by Bang Ibra such as themes, durations, video pieces, and impressions, messages that Bang Ibra wanted to convey in each episode of the content he shared.

3   Results and Discussion
A. Empowerment Through Social Media

In the new era 4.0 and now entering 5.0, community empowerment has undergone significant changes. No longer manual and seems less creative, but on the contrary there are more and more intelligent ideas of communicators (da'i) to convey the truth as a way of

inviting the audience (mad'u) to participate, to jointly solve a pathos such as poverty in a remote area. Da'wah is no longer just a question and answer in an interactive, or participation by disseminating information. But actively help a community program by providing media or resources in this case such as financial support such as travel costs to cover activities.

Empowerment can be interpreted as participation, community or community attention to a situation. Empowerment can also be interpreted as democratization, capacity building or capacity building, to improve the socio-economic condition of underdeveloped communities. Empowerment is also a hot issue that continues to be socialized by many parties in order to prepare the younger generation to be socially intelligent, especially for youth, women, and netizens (YWN), which is predicted to enliven social media into a forum for society in the next ten years as a need to obtain life balance, [8].

Since the digital era (new media) we feel a lot of ease of access to obtain knowledge and information obtained in just a few seconds through gadgets. If YouTube communicators or content creators can take advantage of this opportunity well, then they have actually done digital empowerment to the community, namely the empowerment of two functions while conveying and receiving (feedback and reciprocity). A contemporary social action that provides many long-term benefits because it is documented and whenever it can be accessed/watched by the audience.

B. The Concept of Da'wah Through Social

Islam is a religion of rahmatan lil 'alamin that teaches its adherents to always do good and spread benefits to others. If in the past spreading benefits was used manually, pulpit to pulpit. So since the world is called the era of globalization, communication is carried out online or through media devices. Communication experts also agree that, media communication is getting easier with a long reach with more effective results. It's just that in the use of media, anyone (dai for example in preaching) must understand the function of the media well, understand the media code of ethics (such as hoax news), including the use of songs, images, and backsound as a background display.

The use of social media with all the features of sending messages, sharing photos, videos, creating and or joining certain groups or communities, is very effective as a means of da'wah certainly has a very positive effect on the sustainability of da'wah. Da'wah is no longer monotonous and boring, no longer seems to lack creativity and ideas in making or packaging a program. Optimization of da'wah will become more meaningful and can even surpass the initial expectations of communicators or da'wah actors. A da'wah actor must be smart in creating a brand, [9]. Brand can be defined as a bundles of meaning consisting of several key concepts, namely awareness, association and personality. Brand is synonymous with the concept of marketing, something that is not measurable and is often considered to construct a social image, to introduce service products to make them seem attractive, [9].

The concept of how da'wah on social media can be measured from the goals and segmentation to be addressed. Actually, it needs a mature and dynamic concept (not monotonous) to achieve the expected target. Like on the Bang Ibra Adventure Youtube channel, which if we look and watch carefully, displays the life stories of remote people, but unique, seems strange and has an unusual moral message. There are interactions, social contacts that are built and give birth to meaning, [10], [11].

Bang Ibra can be called a content creator or YouTuber with 231 thousand subscribers, and started posting videos seven years ago. Interestingly, what was posted by Bang Ibra also has an educational message and life value to also care about the fate of others. Personal branding has been successfully surfaced and maintained by Bang Ibra until the last video that he uploud seven months ago and was watched by 4.2 million views. The concept of empowerment in the form of narrative da'wah is a characteristic that can be accumulated from the videos made by Bang Ibra.

C.The Power of Youtube's New Media

Youtube is a video sharing site or portal owned by Google Inc., and the largest in cyberspace. On YouTube millions of videos are available complete and can be viewed for free, ranging from amateurs to professional videos by music industry producers or films milling about on the homepage, and now enlivened by travel story videos or semi-documentaries of da'wah communicators. As a new media that is in great demand by the public, YouTube is very efficient in buying and selling transactions.

Technology will not stop developing and evolving to a dynamic breaking point. Such development will be unstoppable. Everett Rogers in his theory of diffusion of innovation suggests how a new idea and technology is spread in a culture. This culture changes the order of people's lives socially, globalizing to all corners of the world. This culture changes the order of people's lives socially, globalizing to all corners of the world. Of the many new media, Youtube is the most widely used and watched media by the world community because it facilitates users to watch, enjoy and share videos.

If examined why Youtube is said to be an efficient social media in social buying and selling transactions, as mentioned by Everett Rogers, [12] in the process of diffusion of innovation consisting of 4 (four) main elements, namely:

1. Innovation; can be interpreted as a form of idea, an action that is considered new by someone. Innovation, measured subjectively according to individual views. A new idea will be considered an innovation by others if someone sees that there is something.
2. Communication channels; Smart choice of communication channels is one of the important things so that the message you want to convey effectively to the audience.
3. Term; Innovation begins when a person knows and decides to accept or reject it.
4. Social System; That is a collection of functionally different units but bound in a process of cooperation to solve problems for progress / common goals.

From the four main elements above, it can be understood that new social media such as Youtube has the power to effectively influence the community and the right space to do da'wah empowerment to the community. Communicators only need to polish the appearance and be consistent in creating content so that the algorithm appears on the audience's Youtube homepage, and finally they are interested in watching and finally giving likes, subcribe and even distributing help in the form of donations. In some social media such as Facebook called giving stars, the more stars you get, the more rupiah coffers that can be cashed. So many people compete to make reels, but they are less useful because they only aim to entertain not educate the public.

D. Analysis of Empowerment Da'wah Activities on Bang Ibra's Adventure Trail

Analyzing a da'wah broadcast that transforms to broadcast news to social media for the dissemination of information in the form of content [13], we will see the extent of the consistency of messages produced by communicators, communicant responses, and the number of impressions as concrete steps to build the trust of donors with a total donation of hundreds of millions. Like da'wah in general, the content created by Bang Ibra is also inseparable from criticism, oblique comments, negativity from netizens. This oblique comment was responded by Bang Ibra wisely and further motivated to show more about the results of donor donations, that what was obtained had been distributed to the community. He proved this by focusing on building mosques after previously successfully building one resident's house from donations. If analyzed in-depth, there is nothing too special about the Youtube bang Ibra broadcast. Simple demeanor, language, intonation of friendly and communicative words have become common place in a Youtube show. Bang Ibra also did not use celebrity shields to boost his popularity, but from the uniqueness of the documentary he shared and apparently provoked netizens to watch and provide help. Sincere intentions because of Allah

SWT plus a simple demeanor make the da'wah empowerment hit, liked by the audience. Because of the viral Bang Ibra, it was hotly discussed by the public, even he was invited on the Dedy Corbuzier Podcast.

In the process of delivering the message, Bang Ibra managed to form a crowd through social media. Crowds form social movements that are unstructured but mutually supportive. It is not a formal community organization, but is able to arouse the emotional community (in this case the audience) to actively participate, even in comments and oblique tones. In fact, in most individual-initiated social movements, the concern is structured and organized empowerment [11].

The empowerment movement carried out by Bang Ibra has succeeded in providing benefits not only economically, educationally but also socially at large. Bang Ibra provides solutions so that poverty does not last for generations by providing skills. A social movement that has actually helped the government to reduce poverty structurally, because the community is also equipped with knowledge so that they can be empowered and ultimately can also empower their communities. In the process of empowering, Bang Ibra transfers enthusiasm and concern for others as a pattern that can be followed by the community to achieve a better life.Here's a chart of how to deliver messages in the Bang Ibra adventure program:

4   Conclusion

From the explanation above, it can be concluded that da'wah empowerment is a community need without being eroded by the times. Bang Ibra's footprint on Youtube social media is one of them and is categorized as successful in providing solutions to community problems. Bang Ibra can also be called a trendsetter of da'wah framed empowerment, and independently helps the government alleviate poverty.

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