

**The Effect of YouTube Effectiveness on Community Population Popularity  
(Video Study of Da'wah Ustadz Abdul Somad, Lc., MA on the Tafaquh Channel  
Videos among the Teenagers in the Mosque Teenager Association Agung (IRMA) Palembang)**

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**ABSTRACT**

Youtube is one of the mass media types of online media that provides information, knowledge, education and entertainment to a wide audience that has considerable appeal compared to other online media. Therefore, some people can gain popularity through YouTube, in this case Ustadz Abdul Somad, Lc., MA, one of the public figures who gained popularity through YouTube with the publication of his lecture videos.

In this study the authors used the theory of effectiveness of mass media by Muhammad Nur Jaya and theory by Rahmat as a benchmark. In the theory of mass media effectiveness there are three dimensions, namely 1) Displaying audio and visuals, 2) Easily accessible, 3) Low cost and popularity theory has three dimensions, including 1) Credibility, 2) Attraction, 3) Power. The results showed that there was a significant influence between the effectiveness of YouTube on the tafaquh video channel on the popularity of the community leader Ustadz Abdul Somad, Lc., MA among adolescents who were members of the Palembang Grand Mosque Youth Association (IRMA) with a fairly high level of popularity.

**Keywords:** effectiveness of youtube, popularity of public figures, video

**Introduction**

In modern times the development of technology is very influential on life. The emergence of online media arises because the technology is so sophisticated. Online media is media that includes blogs, social networks, wikis, forums and the virtual world, which are very useful and

useful in the modern era as it is today. With online media we can look for information that is very useful for the community, such as looking for the latest news that is still hotly discussed. Online media its self offers multimedia that is the work of someone in the form of images, videos and designs that are distributed to other users.

Online media has a significant role as part of life and has become an important social institution in human life. Almost every aspect of human activity, whether carried out privately or together always has a relationship with community activities delivered through online media about news, entertainment, public space, economy, culture, and politics. Online media can be said to have penetrated all fields of human life and provide a significant influence. Technologies such as online media have finally reached development as a key in modern society.

YouTube is one of the largest video service providers now and YouTube is also a medium for free uploads. Users can load, watch and share video clips for free. YouTube is also very suitable for those of us who want to find information without having to read articles. In general, videos on YouTube are video clips, TV shows, movies and videos made by their own users. Another benefit of using YouTube is that its content can be broadcast to millions of viewers. YouTube is available in almost every country in the world and on every computer that has internet access, and is visited every day by millions of people.

In connection with public figures who are currently in the public spotlight especially in Indonesia is Ustadz Abdul Somad, Lc., MA, he is one of the famous Indonesian preachers through his lecture videos distributed on YouTube. Not only in Indonesia, even the video of the propaganda was viral to Malaysia and Brunei Darussalam. In addition to a good visual and audio display, the main attraction of the Ustadz Abdul Somad, Lc., MA video is how when he delivered the material in the video with his distinctive style, such as language that was easily understood, humorous, and weighted in the knowledge of religious knowledge delivered. This can be seen from the number of viewers (viewers) who visited the video so that in some mass media videos Ustadz Abdul Somad, Lc., MA became viral (popular) including on television and youtube.

**Table 1.1 Viral Video Overview Lecture of Ustadz Abdul Somad, Lc., MA**

<b>No</b>	<b>Viral Video Lecture of Ustadz Abdul Somad, Lc., MA in Youth</b>	<b>Information</b>
1	Total viewers (viewers) on Youtube.	39,145,109x views (June 24, 2018) On the UAS TV Youtube channel
2	Number of subscribers (subscribers) on Youtube	271,315 subscribers (June 24, 2018) On UAS TV's Youtube channel
3	Number of likes on videos on Youtube	3,221,490x views (June 24, 2018). On the channel Tafaquh Video "5 Regrets After Death (Masjid Raya Bandung, 30.3.2018) - Ustad Abdul Somad, Lc., MA"
4	The number of comments on the video on Youtube	1,052 Comments (June 24, 2018). On the youtube channel Tafaquh Video with the video title "5 Regrets After Death (Masjid Raya Bandung, 30.3.2018) - Ustad Abdul Somad, Lc., MA"

## **Literature Review**

This research is inseparable from the results of previous studies as material for comparison of studies. As for the results of research that are used as a comparison cannot be separated from the research topic, namely about the effectiveness of online media.

This research relates to the youtube online media on the popularity of Ustadz Abdul Somad, Lc., MA. For this reason, there are a number of theories that serve as the theoretical basis for this research, especially those related to the effectiveness of YouTube and the popularity of public figures.

The popularity of a community leader is a name of fame that is inherent in a respected person in the community who are generally favored by the public. According to Jamaludin Ancok and Fuad Nashori (1995: 40-41) explained that in order to be a respected communicator the audience must be able to attract listeners and change the listener's attitude towards the desired

In the Indonesian General Dictionary popularity means the fame a person has (Poerwadarminta, 2006: 769). Popularity has the same meaning as familiarity. Familiarity means often seen or already famous. In the book Communication Studies there is a sentence that says "He

doesn't communicate what he says, he communicates what he is". This means that he (the communicator) cannot tell the listener to only pay attention to what he is saying but the listener will also pay attention to who is saying (Riswandi, 2009: 129).

Aronson (1972: 212) in Rahmat (2008: 117) explains that the person most loved by others is someone who has high abilities but shows some weaknesses. In this research he created four experimental conditions, namely: (1) People who have high abilities and make mistakes; (2) High ability but not wrong; (3) people who have average abilities and do wrong; and (4) people of average ability and innocence

According to Abdillah Hanafi in Koentjaraningrat (1983: 113) community leaders have the following characteristics: (a) have broader social relations than their followers. (b) has a certain expertise or knowledge beyond ordinary people, especially followers. (c) does not keep his knowledge and expertise to himself, but instead seeks to spread to others.

In the context of sociology, community leaders are said to be leaders. In the view of Toto Tasmara (1997: 84) explains that there are several supporting factors of a community leader that must be considered, including the following:

- a. The need for knowledge (need for knowledge);
- b. Self-development needs (need for achievement);
- c. The need to prove (need for improvement).

According to Wayan Suyasa (2017), in society it is often interpreted that popular people are considered to have high electability. Conversely, someone who has high electability is a popular person. It is true that both constellations have a point, but this is not always the case. Popularity and electability do not always go hand in hand.

According to Rahmat (1984), in communication, da'i's popularity is the same as the popularity of communicators. In connection with popularity, the theory used is the theory presented by Rahmat (1984) which states there are three things to be used as a measure for the popularity of a community figure or communicator, namely:

### 1. Credibility

Credibility is a set of communicant perceptions about the nature of the communicator. This contains two meanings, namely: (1). Credibility is a communicative perception; so it is not inherent in the communicator; (2). Credibility relates to the nature of communicators.

### 2. Attractiveness

The attractiveness of a communicator is determined by the degree of ability to provide confidence in harmony with the ratio and way of communicating.

### 3. Power

Power is the ability that gives rise to submission. Power causes a communicator to impose his will on others, because he has important resources.

YouTube is a popular video sharing website where users can download, watch and share videos for free. It's was Founded in February 2005 by 3 PayPal employees, Chad Hurley, Steve Chen and Jawed Karim. Generally the videos on YouTube are video clips of films, TV, and videos made by its own users. (Tjanatjantia. Widika, 2013).

Mass Media is a tool used in the delivery of messages from sources to the public (receiving) using mechanical communication tools such as newspapers, films, radio, TV (Cangara, 2002). The media presents them-selves with the expected of role, the dynamics of society will be formed, where media is the message. The type of mass media that is oriented media aspects (1) vision (verbal visual) for example print media, (2) hearing (audio) for example radio and tape recorder (verbal vocal), and (3) on hearing and vision (television, film, and video) which is verbal visual vocal (Liliweri, 2001).

## Methods

This research uses a quantitative descriptive approach, aims to systematically and measurably describe the overall object of research on the effect of youtube effectiveness on the tafaqquh video channel on the popularity of Ustadz Abdul Somad, Lc., MA. As for the assessment indicators are related to the effectiveness factors of the mass media and the popularity of public figures.

The population of this research is adolescents who are members of the Palembang Great Mosque Youth Association (IRMA) of 386 people. The sampling technique in this study uses Stratified Random Sampling, using simple random techniques performed with the help of random number tables, as many as 386 people. The sampling technique in this study uses the Stratified Random Sampling technique, which is a research sampling technique by establishing a grouping in groups of levels because the population is hydrogen and can be selected to be homogeneous. Questionnaire is a data collection technique that is done by giving a set of questions or written statements to respondents to be answered.

In this study the respondents of the study were adolescents who were members of the Palembang Great Mosque Youth Association (IRMA). The questionnaire was ordinal data. For the analysis of regression data needed is interval data. Therefore ordinal data is converted into interval data using the Method of Successive Interval.

The instrument used in this study uses a questionnaire that will be used in this study in the form of questions derived from indicators of the two variables concerned to then be answered by respondents. For each question, only five alternative tiered answers are provided, namely strongly disagree, disagree, neutral, agree and strongly agree, where each answer is worth 5,4,3,2 and 1.

Data analysis was using IBM SPSS version 24. First, reliability test (Cronbach's Alpha method) and validity (product moment correlation or Bivariate Pearson method) questionnaire were used. The questionnaire is said to be valid if the validity value of each question is greater than the  $r$  table, where the questionnaire used is valid and reliable. Next, an analysis of linear regression between variables was performed.

## Results and Discussion

**Table 1. Dimension of Variable Dimension**

No	Variable	Dimension	Score	Category
1	Effectiveness of mass media	Audio and visual displays	367.2	Very good
		Easily accessible	352.6	Very good
		Low cost	294.5	Good
2	Popularity of public figures	Credibility	371.5	Very good
		Attractiveness	370	Very good
		Power	363	Very good

To gets a maximum rating, things that need to be considered so that the lecture video can be heard clearly by the audience is to use a voice recorder during the video recording process using an external microphone. Voice recording aids (microphones) are also supported by good quality external microphones. The use of an external microphone with good quality will produce maximum sound so that the video can be heard clearly by the audience. According to Murti Rahayu (2017), cameras that have the ability to record video are usually already equipped with a built in microphone. But do not expect the quality, if you do not want any recorded noise, you should use an external microphone that is clearer and more accurate in capturing audio. The contents of the lecture can be understood well is one of the success of receiving messages by the audience to make an effective mass media, the success of receiving messages is proven by the audience giving a response or feedback such as giving positive comments in the comments column available on YouTube and applying in everyday life what has been delivered in the video lecture of Ustadz Abdul Somad, Lc., MA, this is inseparable from the role of the communicator namely Ustadz Abdul Somad, Lc., MA, in delivering messages can be said to be very good with the support of good audio and visual quality. According to Kadar N & Khaerul U (2012), the success of the

message is determined by the communicator in sending the message clearly, choosing the appropriate channel / channel to send the message and asking for clarity about whether the message can be received well, then the communicant's responsibility is to concentrate on message so that it understands correctly and correctly the message received and provides feedback to the sender to ensure the communicator that the message has been received and understood. An interesting image on a video in online media is a matter of support for the creation of effectiveness in the mass media. According to Marini Naomi (2017), attractive images can attract the attention of the audience we want. Don't forget, the first impression is obtained from the visual that was first seen by our audience. Based on table 1 it appears that the dimensions of the audio and visual display are very good

Ease of video access is the second dimension which is assessed in the effectiveness of mass media. Accessing the internet via wifi is one of the conveniences for internet users to find information and save costs. According to Slamet ArRokhim (2008), the advantages of wireless can build a network that can facilitate data sharing in a network, and for people who are connected to the server can be connected directly to the internet, so that for consumers is if consumers enter a hotspot can access the internet with free. The reach of Ustadz Abdul Somad's lecture video, Lc., MA on youtube is one of the conveniences in communication through mass media so that it becomes effective for adolescents who are members of the Palembang Grand Mosque Youth Association (IRMA) to get information in this video lecture of Ustadz Abdul Somad , LC ..., MA on YouTube on the video tafaqquh channel. According to Sofia (2018), customer needs for data quota also continue to increase along with the increasing number of productive activities that can be done by utilizing data services to access the internet. A process that is not difficult when accessing video lectures on YouTube can make it easier for young people who are members of the Palembang Grand Mosque Youth Association (IRMA) to watch video lectures Ustadz Abdul Somad, Lc., MA continuously or regularly. According to Ema Aprilisa (2017), internet access is getting easier and available on various electronic devices, facilitating access to information and various types of services for those of us who are busy. Almost all activities are helped by the internet. From communicating, shopping to running things remotely



The cost of cheap video access is the third dimension that plays a role in video effectiveness. Not spending a lot of internet quota when accessing information in this case video on YouTube is an effective feature of mass media, of course online media users will not think twice about accessing information if they have to pay a small fee. According to Retno Wulandari (2017), if you want to save on internet quotas, the simple rule is not to use data for activities that reduce large quotas such as watching videos on the Internet. You can watch when connected to a WiFi connection.

Credibility is the first dimension that plays a role in the popularity of characters. With the knowledge possessed by Ustadz Abdul Somad, Lc., MA, adolescents who are members of the Palembang Grand Mosque Youth Association (IRMA) often watch videos of Ustadz Abdul Somad, Lc., MA to get answers to various problems they have, especially regarding religious. According to Arvan Pradiansyah (2002), people who can be trusted are those who have integrity and competence at the same time. A valid (justified) lecture will cause a sense of trust for adolescents who are members of the Palembang Grand Mosque Youth Association (IRMA). According to Silvia Desmawarita and Linda Aryani (2015), the level of trust in the cleric was due to the factors of competence, virtue, and integrity based on the Qur'an and Hadith.

Attraction is the second dimension that plays a role in the popularity of the character. Delivering messages that are beneficial to the communicant is one of the important things to create popularity with the communicator. In the communication process for example the message delivered is very important for the communicant so he feels the need for messages conveyed by the communicator and repeatedly wants to listen to the message from the communicator, the communicant will indirectly recognize the communicator in depth. According to Drs. Jalaluddin Rachmat, M.Sc (2008), in effective communication is characterized by understanding, can cause fun, influence attitude, improve good social relations, and ultimately lead to action. Entertaining delivery is important to attract the interest of the audience so that do not get bored while watching videos, especially among teenagers who are members of the Palembang Grand Mosque Youth Association (IRMA), so that the communicator on the video will gain popularity from the many who watch the video, in this case the video lecture Ustadz Abdul Somad, Lc., MA on youtube. According to Onong Uchjana Effendy (2008), the communication to entertain function, which is

a function performed by the communicator to provide entertainment to the public or the public or communicant.

Power is the third dimension that plays a role in the popularity of the character. Good communication one of the indicators is that the communicant feels safe and secure with messages received because of the accuracy of the information so that it can be used as decision making. According to Onong Uchjana Effendy (2008), by receiving correct information the public will feel safe and secure. Accurate information is needed by some parts of the community for material in making decisions. Information can be studied in depth so that giving birth to new theories will thus increase the development of science. Information is conveyed to the public through various communication arrangements, but more through mass communication activities. Community leaders who can become role models are one of the processes to gain popularity, because they will be an example for the community or adolescents who are members of the Great Mosque Youth Association (IRMA). Palembang for their daily lives, so many figures (Ustadz Abdul Somad, Lc., MA) recognize him. According to Aristotle (1954), when communicators communicate, it influences not only what he says, but also his own circumstances. He cannot make the listener pay attention only to what he says. Listeners also pay attention to who says it. Sometimes whose aspects are more important than what is conveyed. Aristotle called this communicator character ethos. Ethos consists of good thoughts (good sense), good morals (good moral character), and good intentions (good will).

From the results of the t test analysis it is known that there is a significant influence on the variable (X) youtube effectiveness and the variable (Y) the popularity of public figures, this is evidenced by the results of the t test calculation of 8.073 while the table is 1.991 at the signification level of 5%, which means there is an influence the effectiveness of youtube on the tafaqquh video channel on the popularity of community leaders Ustadz Abdul Somad, Lc., MA among adolescents who are members of the Palembang Grand Mosque Youth Association (IRMA). It also obtained a regression equation  $Y = 10,031 + 0,407X$ . It is evident that there is an influence between the effectiveness of youtube on the tafaqquh video channel on the popularity of community leaders Ustadz Abdul Somad, Lc., MA among adolescents who are members of the Palembang Grand

Mosque Youth Association (IRMA). Then it is known how much influence that is equal to 45.8% and 54.2% are influenced by factors outside the YouTube effectiveness variable.

## Conclusion

There is a significant influence between the effectiveness of YouTube on the tafaquh video channel on the popularity of public figures Ustadz Abdul Somad, Lc., MA among adolescents who are members of the Palembang Grand Mosque Youth Association (IRMA), by 45.8%.

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