



**THE INFLUENCE OF Ustadz YOUTUBiyah ON THE EXPRESSION OF RELIGIOUS
AMONG MILLENNIAL MUSLIM ADOLESCENT
(Case Study of Students of the Faculty of Science and Technology UIN Alauddin
Makassar in 2021)**

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Abstract

One social media platform with the most users in Indonesia is YouTube. YouTube is an effective and efficient medium for disseminating information because it has exclusive features compared to other platforms. So, YouTube is the most appropriate medium for communicating data in today's era, including spreading da'wah. Many ustadz use YouTube as a place to convey the teachings of Islam, so the term Ustadz YouTubiyah was born among millennial Muslim teenagers. Teenagers, as YouTube users, are mostly connoisseurs of Islamic content. The fanaticism towards the ustadz who is idolized affects their perspective and critical thinking, even to the point of following the style of the worshiped ustadz. The outlook on religious teachings conveyed by Ustadz YouTubiyah, in the expression of adolescent religious behavior following the character of Ustadz YouTubiyah's preaching, was engaging. Therefore, this research was conducted with a quantitative type which became the research location at the Faculty of Science and Technology UIN Alauddin Makassar to analyze forms of religious expression in students of the Faculty of Science and Technology UIN Alauddin Makassar in 2021 and to find out whether Ustadz YouTubiyah influenced these expressions? From the results of the study, it was found that the religious expression/behavior of the students of the Faculty of Science and Technology varied; in terms of clothing, some were passionate with a closed appearance, and on the contrary, some were modest, and some even appeared free (not following the rules of the faculty/religious law). This diversity of expressions is largely influenced by the habit of watching Islamic content of the ustadz on YouTube. So the conclusion of this study is that Ustadz YouTubiyah has an effect on religious expression among millennial teenagers.

Keywords: Youtube Teacher, Expression of Diversity, Millennial Muslim Teenagers

A. Introduction

The sophistication of social media technology that is currently developing, is slowly changing the view of teenagers about how they express themselves and how they build their personality. (Mahendra and Ikhsan Tila, Azizan, et al., Siahaan, et al.,). The role of social media as a disseminator of information can even affect the order of people's lives, especially millennial Muslim teenagers. Alfin Khosayatillah (Nim et al., 2018) said that not infrequently it can change the attitude, association, way of appearance and spirit of worship of teenagers (students). Those are the words of Brian J. Miller, Peter Munday, Jonathan P. Hill (Miller et al., 2013) that social networking sites are able to give a new color to the expression of religion in contemporary civilization. So it can be said that social media is very influential on the perspective and religious behavior of millennial Muslim youth, especially among students. The dependence of millennial Muslim youth on social media, especially the YouTube channel, can be used as a da'wah field by ustadz to convey religious messages. Keeping up with the times, Ustadz must update with information technology to follow the tastes of millennial Muslim youth so that the da'wah delivered is easy to understand, easy to reach, practical, energy and time. Ustadz YouTubiyah uses YouTube's social media as a religious broadcasting tool that is practical, easily accessible to millennial Muslim youth, effective and efficient.

Departing from this, researchers are interested in making teenagers specifically for Muslim students as objects of research. The most appropriate object for research related to religious expression in students of the Faculty of Science and Technology (FST) UIN Alauddin Makassar. FST is one of the faculties on the Islamic religious college campus, and includes a general faculty that is integrated with religion. Most of the students at FST come from high school/vocational high school alumni, but it is not uncommon to find students expressing their religion through appearance, for example, some are wearing veils for women and lengthening beards and wearing cingkrang pants for men because of their understanding of covering perfect genitalia. On the other hand, many students' behavior in socializing, behaving as well as from the way of appearance that is sometimes not in accordance with the rules of the faculty and even the rules of religious law. The diversity of religious expressions of the students of the Faculty of Science and Technology does not rule out the possibility because there is the influence

of Ustadz YouTubiyah who become their respective ustadz idols so that they follow the behavior and fashion of the ustadz that they are interested in. Here, the author's attention is to examine how the form of student religious expression is, is there any influence of Ustadz YouTubiyah on their religious behavior which includes their religious activities, attitudes (morals, manners) and the way they look. The diversity of religious expressions of the students of the Faculty of Science and Technology does not rule out the possibility because there is the influence of Ustadz YouTubiyah who become their respective ustadz idols so that they follow the behavior and fashion of the ustadz that they are interested in. Here, it is the author's attention to examine how the forms of student religious expression are formed, is there any influence of Ustadz YouTubiyah on their religious behavior which includes their religious activities, attitudes (morals, manners) and the way they look.

After exploring several scientific writings related to religious expression, several relevant studies were found, namely Salman Zahidi and Hepi Ikmal (Zahidi & Ikmal, 2019) researching about "Religious Understanding of Digital Society (Study of Da'wah Ustadz Abdul Somad Perspective of Social Construction)". Research entitled "Religious Expression in the Revolutionary Era 4.0 Disruption of Ideas, Attitude Choices, and Contestation of Religious Ideology in Indonesia" by Embroidery (Sulanam, 2020). Hanifah Wiga Tresani researched with the research title "The Effect of Da'wah Videos on Social Media Accounts (Instagram) on Students' Religious Attitudes at SMA Negeri 1 Tumijajar 2018/2019 Academic Year" (Tresani, 2019). By Ayu Kristina with the research title "Digital Da'wah For Millennial Generation: A Study of Da'wah Practices in the Omah Ngaji Community, Surakarta" (Kristina, 2019). The Effectiveness of Ustadz Hanan Attaki's Da'wah Messages Through Youtube Social Media among Adolescents (Study on Gg. Hj. Hayati Sukarame Bandar Lampung) researched by Romi Mardiansyah (MARDIANSYAH, 2020). The research tends to be on the attitude, understanding, or contestation of religion, and tends to examine aspects of the da'wah model of a famous cleric, without displaying information related to whether there is an influence of Ustadz YouTubiyah's da'wah content on religious expression? So this research is here to fill the gap.

This research was conducted not to label students' religious differences, and not to undermine or vilify differences in understanding between students, but rather to look at the forms of student religious expression as Muslim youth in general faculties with

Islamic nuances. Then the researcher relates whether there is an influence of Ustadz YouTubiyah on their religious behavior.

The general purpose of this research is to increase knowledge related to religious moderation in diversity religious expression of students of the Faculty of Science and Technology UIN Alauddin Makassar. And to avoid disputes due to different views on religion, it is necessary for the role of academics to mediate in rectifying beliefs about the importance of respecting differences in social matters.

RESEARCH METHODOLOGY

The type of this research is quantitative research and the research location is at the Faculty of Science and Technology UIN Alauddin Makassar. The approach used by the researcher in this study is a phenomenological, normative and psychological approach. Phenomenology is used to observe the phenomenon of religious expression that occurs in students of the Faculty of Science and Technology UIN Alauddin Makassar in 2021. The social approach²⁰It is very much needed in this study because researchers need an in-depth Islamic study of the influence of Usyadz YouTubiyah on the religious expression of adolescent students of the Faculty of Science and Technology of UIN Alauddin Makassar in 2021 in a comprehensive manner which will later be supported by verses and hadiths about the differences in these expressions. As for the psychological approach is a psychological approach, to obtain information, researchers must have psychology to animate the different character of students so that psychology is needed to find out the problems needed by researchers.

The data source isData sources are places, people or objects where researchers can observe, ask questions or read about things related to the people being studied. Researchers used two data sources, namely; Primary data sources, in this study came from informants and respondents who were selected according to the observations of student researchers at the Faculty of Science and Technology, UIN Alauddin Makassar in 2021, which showed that there were forms of religious expression. And secondary data sources, are supporting data from the data needed by researchers, such as information related to informants from friends or family.

This quantitative research uses a population, namely all elements that will be used as an inference/generalization area. The population element is the whole subject to be measured against the unit under study. The population in this study were all students at

the Faculty of Science and Technology, UIN Alauddin Makassar, amounting to 3,385 people.

From the population, the sample of this study was found using the formula **Taro Yamane formula** (Taro Yamane, 1967) (Simple Things, 2011) (Sugiyono, 2019) to calculate the number of samples required:

$$n = \frac{N}{N d^2 + 1}$$

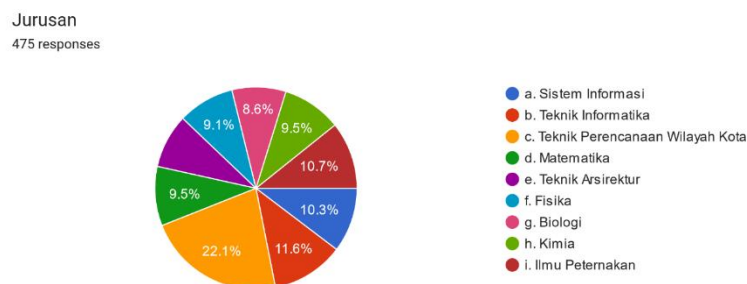
Information:

n = Number of samples

N = Total population

d = desired level of significance (generally 0.05 for non-exact and 0.01 for the field exact).

Based on the above formula, from the research population, namely the total number of FST students is 3,385 people, a sample of 357 was found. The sample was divided into 9 majors in FST so that a simple sample of 40 students per department was obtained. Then the researchers took representatives from each department of 40 students randomly using the Simple Random Sampling technique. After the google form survey was distributed, it turned out that the students who filled out exceeded the total sample, which was 475 people. From the survey data below, more than 40 people per department are represented.



Source: Student survey data with Google Form

In collecting data, researchers used several methods; Observation, researchers make observations or direct observations at the research site to find out the real conditions of the location and informants who will provide the information and data needed. The location under study is the Faculty of Science and Technology UIN Alauddin Makassar. Interview, To obtain valid data, the researchers used the interview method to informants and respondents, namely students of the Faculty of Science and Technology UIN Alauddin Makassar in 2021 and have been selected as the object of interviews with representatives of each department. Documentation, both videos, photos and documents related to this research. Researchers collected data in the form of documentation related to the environment at the Faculty of Science and Technology UIN Alauddin Makassar and documentation of the research process. And Questionnaire, is a tool to obtain information from respondents. In this study, researchers used Google Forms to record student questionnaire surveys.

According to the complete data collected through field research or literature, the next process is analysis using research data analysis techniques. The implementation of this research was carried out in several stages, namely as follows:



DISCUSSION AND DISCUSSION

The development of technology in the current era is increasingly rapid and is needed by humans. With the development of technology, it is easier for the communication process without thinking about distance, space and time, it is easier to obtain information by obtaining it faster and more widely. Technology also plays an important role in the process of helping someone carry out their profession in processing data, doing business, sharing information without being limited by space and time depending on the user who operates the information and communication technology.

Information civilization makes religion more transparent both in terms of doctrine and teachings as well as activities and programs born by their respective religions, including Islam.(Rahman P, 2013). The transparency of Islam causes people to be free to express their religious behavior as they wish and tend to socialize with them. This is where actually the opportunity for Islamic da'wah to appear to play its role in spreading religious messages using information technology facilities as an effective da'wah medium in the current era of digitalization.

Da'wah is needed to transform religious values into the daily behavior of mankind. Da'wah and society are two sociale that have a reciprocal relationship. On the one hand, Islamic da'wah can change the perception, attitude and sociale of every member of modern society in accordance with Islamic values. On the other hand, the community can also influence the orientation of da'wah which can loosen up sociale23for society. Therefore Islam obliges da'wah to every people. In fact, da'wah is one of the great obligations that must be carried out by Muslims because Islam will not spread and apply if it is not preached in society. As Allah commands in His word in QS. Ali-Imran: 104 which reads:

لَتَكُنَّ أُمَّةً لِي خَيْرٍ لِمَعْرُوفٍ لِمُنْكَرٍ لِنِكَ لِمُفْلِحُونَ

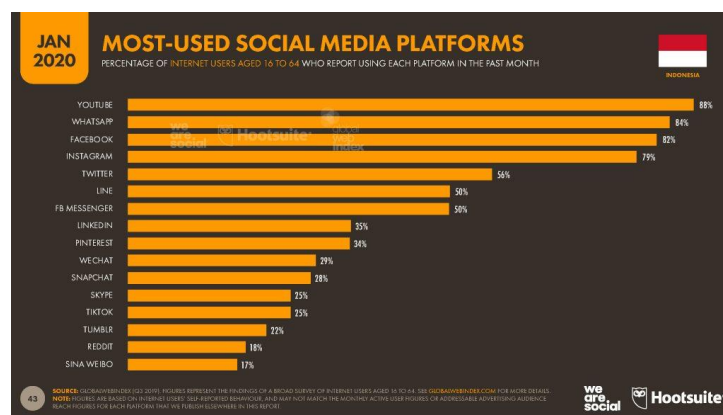
The translation:

And let there be among you a group of people who call to righteousness, enjoin the right and forbid what is evil; they are the lucky ones. (QS. a>li-'Imra>n: 104)(Abdul Aziz Abdul Rauf, 2018)

Islam is a religion that moves and is full of creativity. Islam must advance and develop according to the times. Likewise with da'wah, it must be formatted so that it can face the challenges of the times. Da'wah according to Nurhidayat(Said, 2011)It is the task of spreading the religion of Islam that must always develop dynamically following the rhythm of the times that have an impact on the pattern of life of its people. The da'wah that is expected in the future is an offensive da'wah that is capable of being involved and contributing to the global arena. This is Bamualim's opinion on Wahyudi and Daddy's writings(Wahyudi, 2018) that social media in the era of globalization

provides convenience because it can be used massively by the community, including as a means of learning and preaching. So many clerics use social media to spread da'wah on various channels such as YouTube.

The role of social media is now a vein and even a very essential part of people's lives, especially teenagers. Because teenagers are now quite active users on social media, especially YouTube. So to attract the interest of teenagers in the dissemination of da'wah video content, the ustadz convey their da'wah using social media that is relaxed, polite and some are entertaining and give jokes in the video without losing the element of da'wah.(Health, 2019). Adolescence is when the curiosity is very high and begins to think critically about the teachings of his religion. Teenagers seek a lot of information about the religion they profess to fulfill their social sense24-know them. One alternative to find information about religious teachings is through da'wah content on social media, especially YouTube.From Hootsuite data (We are Social): Indonesian Digital Report2020(Rianto, 2020)that the percentage of the most active social media platform is YouTube, it can be seen from the survey table below:



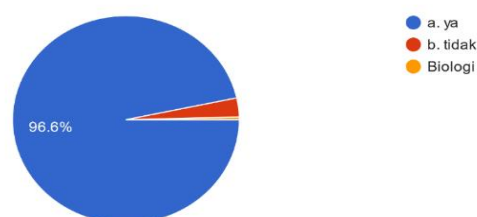
Source:Hootsuite (We are Social): Indonesia Digital Report 2020

The survey results show that YouTube users in Indonesia are 88% of the total population. Whatsapp users are 84%, Facebook users are 82%, and Instagram users are 79% of the total population. This shows that YouTube is very appropriate to be used as an effective and efficient medium or medium to spread good information, especially Islamic da'wah.

Utilization of YouTube as a medium of da'wah to add insight and knowledge about Islam. In addition, YouTube is also one of the most popular social media, both parents, children and teenagers are able to access religious information easily. The YouTube application is also a means that makes it easier for ustadz in broadcasting and delivering Islamic teachings in the modern era(Faturohman, 2020). Affirmed by Muhammad Adam(Adam, 2018)with the term 'digitally conscious da'wah', namely today's Ustaz and Koran teachers must follow the development of the times and digital currents, otherwise the congregation will leave the congregation behind. According to him, the way of da'wah and Koran in this era must be contemporary and friendly with technology. So that some of the terms Contemporary Da'wah, Modern Da'wah, Social Media Ustadz, YouTubiyah Madrasah, YouTubiyah Jama'ah or YouTubiyah Ustadz were born.

Ustadz YouTubiyah (ustadz medsos) has a big influence on the religious life of the Indonesian people, especially among millennial Muslim teenagers. Alfin Khosayatillah(Nim et al., 2018)said that not infrequently it can change the attitude, association, way of appearance and spirit of worship of teenagers (students). According to the words of Brian J. Miller, Peter Munday, Jonathan P. Hill(Miller et al., 2013)that social networking sites are able to give a new color to the expression of religion in contemporary civilization. So it can be said that the da'wah media is very influential on the perspective and religious behavior of millennial Muslim youth, especially among students. The following is survey data from respondent students:

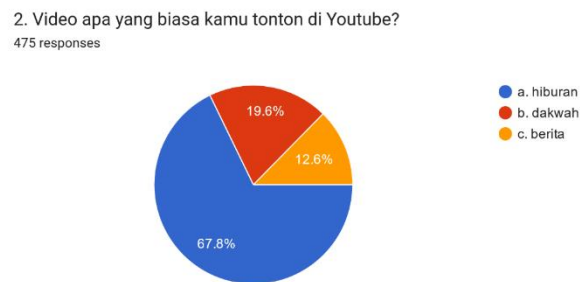
1. Apakah kamu suka menonton Youtube?
475 responses



Source: Student survey data with Google Form

From the chart above, it shows that out of 475 respondents, there are 96.6% or 459 people who like to watch YouTube. This proves that the YouTube application is in demand by students.

The second survey question is about what videos or content do they often watch with no choice between entertainment content, da'wah or news?



Source: Student survey data with Google Form

Of the 475 respondents, 67.8% or 322 students often watch entertainment content. 93 people or 19.6% dominantly watch da'wah content. And 12.6% about 60 people who enjoy watching news content. The data shows that entertainment content on YouTube is more popular with students. In addition, it is undeniable that the da'wah content on YouTube is also in demand by students.

Then the third survey question about whether they often watch or follow da'wah videos on YouTube? Here's the data:



Source: Student survey data with Google Form

The third chart shows data about 60% or 285 respondents answered that they rarely watch da'wah content, 180 or 37.9% answered often, and 10 people or 2.1% answered never. From these data it shows that many circle student often watch da'wah content on the YouTube page.

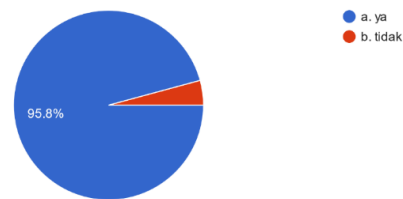
Statements that are even firmer on social interviews with informants regarding what are social do they watch da'wah content on YouTube? Various answers that appear, as follows:

Table 1: Interview data for representatives of each department

Informant	Answer
in 1	Because it makes it easier to reach the wider community. And also provides various other conveniences such as being able to convey da'wah more quickly, socially and widely.
in 2	Because apart from directly listening to the da'wah on YouTube, it seems exciting because it has some kind of animation that makes the audience not bored.
in 3	Sometimes I watch and follow da'wah videos, murottal Qur'an and Islamic motivations from YouTube and other social media. I do that because I feel I find peace when I listen to something that smells religious. By listening to and following the da'wah studies there is a lot of knowledge and input that I get. One of the Islamic studies that I often participate in in social media is Islamic studies by Usta Adi Hidayat. I really enjoyed listening to and following his studies. He is one of my role models and motivators.
In 4	Content that is close is packaged differently from da'wah in general and material that is close to young people.
In 5	To learn and know more about the religion of Islam.
In 6	In order to broaden the horizons of religious da'wah.
In 7	To add insight related to religion and seek answers to some questions.
In 8	Increase religious knowledge and knowledge about Islam.
In 9	When I'm having trouble sleeping or socially, I usually like to watch da'wah or listen to it.

The next data survey was asked about whether there is an effect of da'wah on YouTube with their daily lives. The following is a diagram of the survey results found:

5. Apakah ada pengaruhnya dakwah di Youtube dengan kehidupanmu sehari-hari?
475 responses



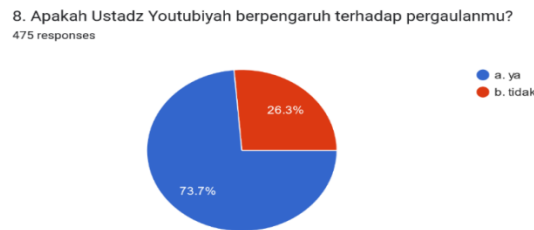
Source: Student survey data with Google Form

Of the 475 respondents, 455 students or 95.8% answered yes and only 20 people or 4.2% answered no. This shows that the da'wah content on YouTube, which they often watch, actually affects their daily lives. When the informant was asked about what cause Da'wah content on YouTube affects their daily lives, various answers emerge.

Table 2: Interview data for representatives of each department

Informant	Answer
in 1	I used to not know certain rules in Islam after watching YouTube I came to know.
in 2	Because in addition to getting the benefits of knowledge more we can control ourselves to avoid social things and lead us to positive behavior
in 3	After watching da'wah videos on YouTube, I can apply it in life even though it's not routine, at least it can change my way of thinking.
In 4	I know more about something that I didn't know before, and can turn into a good official according to Islamic law.
In 5	Pay more attention to the daily ociale that will be carried out, whether it is in accordance with proper etiquette or not. More precisely, be more careful in acting and speaking.
In 6	In everyday life, da'wah affects the pattern of28 thought, social environment, etc.
In 7	Changing lifestyle for the better.
In 8	I used to rarely pray but after watching the correct way of ablution and prayer on YouTube, I became diligent in praying. I also understand which one is good to do
In 9	The effect of watching da'wah on YouTube, my heart is calmer, my faith is increasing and I am more introspective

Next survey aboutisor how much influence Ustadz YouTubiyah has on their association?



Source: Student survey data with Google Form

350 respondents with 73.7% answered that there was an effect, 26.3% or 125 people answered that it had no effect. This data shows that most students use da'wah content on YouTube as a reference in their association. Likewise, the informant's answer emphasized the question whether Ustadz YouTubiyah had an effect on their association?

Table 3: Interview data for representatives of each department

Informant	Answer
in 1	Through Ustadz YouTubiyah, the association can be more positive in today's era because with his motivating da'wah
in 2	Because from me listening to lectures little by little we understand about social ²⁹ we live, how we get along with human social.
in 3	Because I often watch da'wah content that affects myself and my association, then I apply it in my daily environment.
In 4	Very influential, starting from the way he conveys his message, ociale ²⁹ ocia from clerics and clerics who have an impact and I can apply it in my daily life
In 5	Very influential because we already know the prohibition in association from the lectures that are explained
In 6	Although in fact, I often hear da'wah directly, such as in the mosque and attend studies. Therefore, I sometimes look for religious lectures whose topics I have never heard of or that I have but want to deepen socially ²⁹ . For example, how we are social, we talk to people who are older, the same age, and who are easier. Of course, we must respect the elder, and love the younger and not treat him lightly. And our socials talk even though they are the same age as us, we still have to know the limits of joking and of course think about whether what I ociale is good or not.
In 7	The videos that I usually watch are very influential on my life, especially in my daily interactions such as choosing good relationships
In 8	By watching YouTube about da'wah, I prefer to spend time at home rather than having to go out with young people my age.
In 9	There are several things in our association that sometimes

have an social impact on us, with Ustadz YouTubiyah I know how to convey these bad things without hurting someone's feelings.

Based on the results of the interview above, it shows that Ustadz YouTubiyah is very influential on student association. Religious beliefs that infect students through social media and the internet, especially the YouTube application, do affect students in religion and behavior.

CONCLUSION

The development of social media culture has unknowingly changed all social life structures, including religious life. In other words, religious learning becomes easy and practical. Islamic preaching has now mushroomed in social media withrangewider. Today's world of social media easily changes the patterns and behaviors and lives of millennial Muslim teenagers. The personality of teenagers, especially students who are still unstable, vulnerable and easily influenced, sometimes makes teenagers act aggressively, as they please without considering religious and social values. Based on the results of the research above, it can be concluded that millennial Muslim youth, especially students, often and enjoy watching Ustadz YouTubiyah's preaching content. Their frequency and pleasure watching da'wah videos from their mainstay ustadz on YouTube had a great influence on their religious life. Ustadz YouTubiyah they make a role model in the association, how to look, behave, change attitudes, even to the spirit of worship. So it was found that the preaching content of Ustdaz YouTubiyah gave a new color to religious expressions which greatly influenced the perspective and religious behavior of millennial Muslim youth, especially students.

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