

Utilization of Youtube Channels in Kua Ujung, Parepare City in Forming Sakinah Family

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Abstract

This study is about the Use of a YouTube Channel at the KUA Ujung Kota Parepare in Forming a Sakinah Family. This research uses descriptive qualitative research. The results of this study indicate: (1) Utilization of the Youtube channel: KUA Ujung Parepare, containing content related to guidance and marriage (bimwin) materials such as the meaning of the sakinah family, the rights and obligations of husband and wife, thaharah material (mandi junub), family economic management, practice of consent qabul, ways of educating children, maintaining reproduction and material on Domestic Violence (KDRT). (2) Supporting factors in using the youtube channel at KUA Ujung Parepare are: the community's need for information about the sakinah family, easy access to youtube services. Meanwhile, the inhibiting factors in using YouTube channels are: lack of content publication, limited knowledge of access to YouTube channels, and it takes a long time to access YouTube channels. (3) Utilization of the youtube channel: KUA Ujung Parepare in forming a sakinah family in Ujung Parepare City which has a significant role and contribution in getting to the sakinah family, especially in increasing the knowledge and understanding of the bride and groom in forming sakinah , mawaddah and warahmah families.

Keywords: Youtube, Family, Sakinah.

1. Introduction

Mass media is a channel of information and communication that plays an important role in modern society. Mass media is a window to the world for society. With the media, modern society sees and can follow the development of other communities at any time and time. In the social system of society, the media is a social agent that has a major role in the dynamics of society (Saleh, 2015).

Internet and mobile phone technology is increasingly advanced, so social media is also growing rapidly. Today's teenagers are very dependent on social media. They are so

synonymous with smartphones that are almost 24 hours in hand and are very busy surfing the online world that seems to never stop.

Most people still tend to get or use the YouTube application more for fulfilling entertainment informants, such as movies, songs, even shows that tend to be pornographic, which are often found on the YouTube application. In fact, if we search deeply on the YouTube application, people can get more information and knowledge in a positive way and build our insight. *YouTube* is online video and the main purpose of this site is as a medium to search, view and share original videos to and from all corners of the world via a web (Bugiardo, 2015). Various forms of media appear and develop with the term new media, this is very influential on users of these media, especially like YouTube media which is one of the social media used as a video sharing tool with various content in it. YouTube is now increasingly becoming a separate phenomenon for young people, especially with access rights that are obtained for free.

YouTube being a medium of da'wah is not only used by clerics popular nowadays, but in various regions, YouTube has become a part of sharing religious activities, be it recitations, lectures, or other religious activities. So in this case, the use of YouTube has reached all activities that occur throughout the world with positive and negative impacts that will arise later.

Islam is a religion of da'wah. Islam must be spread to all mankind. Thus, Muslims are not only obliged to carry out Islamic teachings in their daily lives, but also have to convey (tabligh) or preach the truth of Islamic teachings to others (Ramli, 2015).

The increasingly rapid digital development as a result of advances in science and technology, especially communication technology, demands a higher quality Islamic Religious Counselor and better and neater management. Because without an Islamic Religious Counselor who is in accordance with the demands of the times and is not managed properly, then the Islamic religious education business will not be efficient and effective, even more so that the target is currently growing. reach all levels of society. Currently, the Ministry of Religion has created a YouTube channel, as a means of information media regarding all activities carried out by Islamic religious instructors at KUA Ujung Kota Parepare.

Based on the description of the background above, the researchers raised the formulation of the main problem as follows: 1) How is the use of the YouTube channel as a communication medium at KUA Ujung Kota Parepare?; 2) What are the factors that support and hinder the use of the YouTube channel at KUA Ujung Kota Parepare?, and 3)

How is the effectiveness of using the YouTube channel at KUA Ujung in forming a sakinah family?.

2. Theoretical Basis

2.1. YouTube Application as a Communication Medium

New media is a theory developed by Pierre Levy, who argues that new media is a theory that discusses the development of media. In the theory of new media, there are two views, first, namely the view of social interaction, which distinguishes the media according to their proximity to face-to-face interactions. Flexible and dynamic that allows humans to develop new knowledge orientations. The second view is the view of social integration, which is a picture of the media not in the form of information, interaction, or dissemination, but in the form of rituals, or how humans use media as a way of creating society (Herlina & Lubis, 2017).

New Media or online media is defined as a product of technology-mediated communication co-existing with digital computers. Another definition of online media is media in which it consists of a combination of various elements. That means there is media convergence in it, where several media are merged into one. New Media is a media that uses the internet, technology-based online media, has a flexible character, has the potential to be interactive and can function both privately and publicly.

YouTube is a company owned by Google. YouTube was created by 3 former employees of PayPal (online commercial website), Chad Hurley, Steve Chen, and Jawed Karim in February 2005. Generally, videos on YouTube are video clips of movies, TV, and videos made by the users themselves. Since its initial launch, YouTube immediately received a good response in the community. YouTube is a popular video sharing website where users can download, watch and share video clips for free (Faiqah et al., 2017).

Launched in February 2005, YouTube has made it easier for billions of people to find, watch, and share videos. YouTube provides a forum for people to connect, inform, and inspire others around the world, and acts as a distribution platform for original content creators and advertisers, both large and small (Nasrullah, 2015). *YouTube.com*, is one of the websites that use internet to run its features, where with YouTube, a users can post or display videos or animations so that they can be seen and enjoyed by many people. This is where we need a media that can display a uniqueness in the promotion process (Putra, 2019).

The advantages of YouTube as a business medium, including:

- 1) Informative. Because YouTube can provide information related to the development of science and technology.
- 2) *Cost Effective*. Because YouTube can be accessed for free.
- 3) potential. Because this site is very popular.
- 4) Practical and complete. Because YouTube can be used easily by all people and there are also video editing facilities.
- 5) *Shareable*. Because YouTube links can be shared on various other sites (Kindarto, 2008).

The development of Youtube currently has a variety of service features that its users need. By having more than one billion users, almost a third of all internet users of every day people who watch hundreds of millions of hours of videos on Youtube and generate billions of views.

a. Sakinah Family

According to M. Quraish Shihab, the Sakinah family did not just come, but there were conditions for its presence. So, the sakinah family is a bond of fellowship living on the basis of marriage between adults of different sexes who live together and live in a household with the driving force in building a family order that can provide comfort in the world as well as guarantee the safety of the hereafter (Shihab, 2006).

Building a sakinah family is certainly preceded by marriage/marriage. Marriage is the dream and hope of every human being, because with marriage a household is formed as a place to obtain sakinah and enjoyment of life to face the difficulties encountered daily or when receiving pleasure there is a place to pour out the heart.

Marriage for mankind is something that is very sacred and has a sacred purpose as well, and cannot be separated from the provisions stipulated by religious law (Asmawi, 2004). The main purpose of marriage is to form a sakinah family full of serenity, love and affection. The tranquility of a husband in fostering with his wife can be achieved if between the two there is reciprocal cooperation that is harmonious, harmonious and balanced. Each cannot applaud his wife for doing his best for the sake of her husband's sakinah, but the husband is not able to give sakinah to his wife. Vice versa, the new husband will feel at ease, if he is able to make his wife sakinah and the wife is able to provide a balanced service for the sake of her husband's sakinah. Both parties can love and care for each other, understand each other according to their respective positions in order to achieve a sakinah, mawaddah, wa rahmah family (Kauma & Nipan, 1999).

Building sakinah in the family is not easy. It is a journey process that often finds its ups and downs. To find the formula was not a simple thing. Family cases that occur in the

community around us, and can be an important lesson and a motivation for every family to try hard to realize the beauty of a *sakinah* family at home. Between husband and wife in fostering their household so that a lasting love can be established, between the two it is necessary to apply a balance system of roles, meaning that in addition to their role as husband and wife, they also carry out other roles such as daily life tasks (Rasyid, 1989).

Marriage is a *sunatullah* that was deliberately created by Allah swt, which, among other things, aims to continue offspring and other purposes. Every married couple who has entered the gates of marriage and domestic life, of course intends to form a *sakinah* family, physically and mentally prosperous. The *sakinah*, *mawaddah* and *warahmah* families are not just imaginary, but something real and can be realized in everyday life (Ismatullah & *Sakinah*, 2015).

God deliberately grows a sense of love and affection into the hearts of each partner, so that there is *sakinahan* and peace in building a household. Allah created His creatures not without a purpose, but in them there is a very deep secret, so that the lives of His servants in this world will be peaceful (Hasan, 2006).

c. Forms of Communication in the *Sakinah* Family

Islamic communication is a way of communicating that is Islamic (not against the teachings of Islam). Thus there was a convergence (meeting) between the notion of Islamic communication with Islamic communication. it can be said, Islamic communication is the implementation (how to carry out) Islamic communication (Aris & Iskandar, 2016).

In Islamic communication, there are several forms of communication approach contained in the "*qaulan* (words/speech)" in the Qur'an, including:

- 1) *Qaulan Baligha*. In Arabic the word *Baligha* is interpreted as "up to", "hit the target", or "up to the goal".
- 2) *Qaulan Layyan*. *Layinaterminology* is defined as "soft". *Qaulan layyinan* also means gentle words.
- 3) *Qaulan Ma'rufan*. The expression *qaulan ma'rufan*, if explored more deeply can be interpreted as "appropriate and good expressions or words".
- 4) *QTsaqilan Hall*, namely the delivery of messages that are weighty and meaningful, have deep values, require reflection to understand them, and last a long time.
- 5) *Qaulan Maisura*. In terminology, *qaulan maisura* means "easy". Furthermore, in *da'wah* communication using *qaulan maisura*, it can be interpreted in conveying *da'wah* messages.

- 6) *Qaulan Karima*. *Qaulan Karima* can be interpreted as "noble words". If studied further, da'wah communication using qaulan karima is more targeted (mad'u) with generally older levels.
- 7) *Qaulan Sadidan*. *Qaulan sadidan* can be interpreted as "true speech", "honest", "no lies", "straight", "not convoluted".

From the various types of qaulan described above, the communication model in the view of the Qur'an places more emphasis on ethical aspects and good communication procedures. So that it does not cause a negative impact when interacting with other people.

The form of communication in the family is personal communication, namely interpersonal communication. The nature of communication in the family can be verbal or non-verbal. Verbally, namely with speech and writing, as for non-verbal namely with actions or gestures. The method of communication in the family is informational, persuasive, and instructive. Its function is to provide information, education, persuasion, and entertainment. The purpose of communication in the family is social change, social participation, attitude change, opinion change and behavior change.

After husband and wife understand their rights and obligations, there are several elements that really need to be taken in order to create a sakinah family, namely (Zaini, 2004):

- 1) Implementing the Principles of Deliberation.

Family life, the attitude of deliberation, especially between husband and wife, is something that needs to be applied. This is in accordance with the principle that there is no problem that cannot be solved as long as the principle of deliberation is practiced. In this case, an open, generous, honest attitude is required, willing to accept and give and an attitude of not wanting to win on their own from the husband or wife. The attitude of deliberation in the family can foster a sense of belonging and a sense of responsibility among family members in resolving and solving problems that arise.

A marriage that gives birth to mawaddah and grace is a marriage in which both partners are able to discuss all the problems they face, as well as the flexibility to accept the opinions of their partners. Acceptance that is sincere and does not judge it as reducing the honor of who receives it. Marriage is successful when both partners have the awareness that living together is a take and give, feet must take turns moving forward, and that married life, even though it is accompanied by various problems and difficulties, is far better than living alone. Various desires or problems faced must be resolved by deliberation on the basis of equality of both parties.

Deliberation cannot be held in a situation when one person feels superior to another. Deliberation is not needed by those who have agreed because what else needs to be discussed when everything has been agreed. If so, the religious commandment that in the household life of husband and wife to consult, shows that religion recognizes differences but in equality.

2) There is Mutual Understanding.

Between husband and wife should understand each other and understand about each other's circumstances both physically and mentally. It should be noted that husband and wife as human beings each have their advantages and disadvantages. Each of them previously did not know each other, met after they were both adults, not only of different types but each of them had different attitudes, behaviors and different views of life.

A family will experience many problems when the husband or wife is too selfish to give attention to their partner. Obviously, the scope of attention here is not only in terms of material and daily life needs, it also includes mental attention in the form of expressions of affection, sincere praise, or helping each other to complete a job.

3) Cultivating Love.

Every married couple wants a happy life, the happiness of life is relative according to their tastes and needs. However, everyone has the same opinion that happiness is everything that can bring peace, security and peace as well as everything that fulfills the mental and spiritual needs of humans. To be able to achieve family happiness, husband and wife should always strive to cultivate love with mutual affection, love, respect and mutual respect.

Between husband and wife there must be an attitude of willingness to forgive each other for their respective mistakes. This is important because not infrequently small and trivial issues can be the cause of disruption of husband and wife relationships which often can lead to prolonged disputes (Zaini, 2004).

4) Build harmonious communication

Communication that does not arrive will actually cause big problems, when the message is also misinterpreted for the recipient, then from there will arise problems that lead to divorce. And it is clear that divorce carries a very large risk.

Every society or ethnicity has values that guide its citizens in behaving, including in communicating with fellow human beings. To achieve this, in communicating, each individual should always pay attention to the principles of communication.

3. Research Methods

This type of research is a descriptive qualitative research. Descriptive research is carried out with the aim of systematically describing the facts and characteristics of the subject or object being studied appropriately, to obtain a variety of problems related to the field of education and human behavior (Sukardi, 2003). Observation is a systematic observation that is concerned with paying attention to visible phenomena. Observation is observing events, movements or processes. Interviews are used as a data collection technique to conduct preliminary studies and find problems that must be investigated. Documentation technique is to find data about things or variables in the form of notes, transcripts, books, newspapers, magazines, minutes, agendas and so on.

The data that has been collected is processed by qualitative analysis. The data collection process follows the concept of Miles and Huberman, as quoted by Sugiyono, that data collection activities go through three stages, namely data reduction, data presentation, and verification (Sugiyono, 2013). Test the validity of the data in qualitative research includes several tests. The study uses a credibility test or a trust test on the results of the study.

4. Results and Discussion

4.1. Utilization of the YouTube channel as a Communication Media at KUA

The team that will produce the youtube channel, document it in video form, then carry out the editing process and create a youtube account with the name: KUA Ujung Parepare. The videos made will then be uploaded to a youtube account, where the upload process takes hours, it requires a good network and fast internet speed. After that the youtube channel can be accessed by the public by typing: Kua Ujung Parepare, in a search on youtube.

KUA Ujung Parepare already has an account with the channel name: KUA Ujung Parepare. The number of people who saw the video was 126 people and the number of likes or who liked the video was 22 people and the number of subscribers was 27 people. Youtube channel: KUA Ujung Parepare, created in early December 2020. Youtube channel: KUA Ujung Parepare was initially built and managed independently by KUA Ujung Parepare staff, who mostly document marriage guidance activities at KUA Ujung Parepare.

The benefits of the youtube channel: KUA Ujung Parepare are: as a means of socializing guidance and marriage, as a means of guidance and marriage, as well as a

source of information and communication in the field of counseling and as a communication bridge between married couples in the formation of a sakinah family.

The material and content of Youtube Channel: KUA Ujung Parepare are as follows:

- a. The Meaning of the Sakinah Family
- b. Rights and obligations of husband and wife
- c. Taharah material (junub bath)
- d. Family Economic Management
- e. The Practice of Ijab Qabul
- f. Method of educating children
- g. Keeping Reproduction
- h. Domestic violence material

YouTube media is used by media users to view various kinds of video content, can be used by users for live YouTube streaming media is also like television media. But the media youtube is more accessible and more video content presented and can be a medium of da'wah in the form of video lectures. This communication activity using Youtube with the channel: KUA Ujung Parepare has indeed become a new theory and practice in the community. However, this trend is now a part of various forms of information delivery, including one of them being a means of delivering religious material. That way, making Youtube a source of information with a variety of content in it becomes a positive impact .

4.2. Factors that support and inhibit the use of the YouTube channel at KUA

The concept of changing the flow of information with digital media on da'wah will provide convenience for the community when accessing the da'wah program, so that they no longer wait for the time that has been determined by the party who has the broadcast. Freedom in accessing the digital world today provides opportunities as well as challenges in conveying da'wah to the public, besides that current da'wah products such as on social media, namely on YouTube, Instagram, Twitter and Facebook which allow everyone to convey any information about religion. .

The supporting factors for using channels at KUA Ujung Parepare include the community's need for information about the Sakinah family. All bridal couples want their families to be sakinah, mawaddah and warahmah families.

From what has been said by the extension officer and the Head of KUA Ujung Parepare above, it is a supporting factor for the success of da'wah through YouTube

media, which can be accessed anywhere and anytime, the reach is wider, you can view lecture video content and find references, add insight into Islam and other sciences. .

The inhibiting factor for using social media such as youtube is, through this youtube application it requires special knowledge, not everyone can and knows the ins and outs of managing a youtube channel. Maximum strategies and socialization are needed for those who want to manage a YouTube channel or channel. Not just uploading videos without editing and revising a video, the results will not be optimal.

Based on the description above, the inhibiting factors in using the youtube channel namely: content publications that are still lacking, limited access knowledge about youtube channels, takes a long time to access youtube channels, economic factors with high internet quotas and internet network disruption factors in certain areas.

4.3. The effectiveness of the use of the YouTube channel at KUA

A *sakinah, mawaddah, wa rahmah* family is a term as well as a prayer that is often said and expected by Muslims who are married and raise a family. The *sakinah, mawaddah, and Rahmah* families are certainly not just slogans in Islamic teachings. This is the purpose of marriage as well as a blessing that God gives to those who are able to raise their families. The *sakinah* family revives an atmosphere that has long felt bland in marriage, awakens love that had withered, moistens hearts that have become dry, reaps harmony for the sake of harmony in each atmosphere of the residents of their household.

Forming a *sakinah, mawaddah and wa rahmah* family is not just a fantasy, but something that is real and can be realized in everyday life. After husband and wife understand their rights and obligations, there are several elements that really need to be taken in order to create a *sakinah* family, namely:

a. Implementing the Principles of Deliberation.

Family life, the attitude of deliberation, especially between husband and wife, is something that needs to be applied. This is in accordance with the principle that there is no problem that cannot be solved as long as the principle of deliberation is practiced. In this case, an open, generous, honest attitude is required, willing to accept and give and an attitude of not wanting to win on their own from the husband or wife. The attitude of deliberation in the family can foster a sense of belonging and a sense of responsibility among family members in resolving and solving problems that arise.

b. There is Mutual Understanding.

Husband and wife should understand and understand each other's condition both physically and mentally. It should be noted that husband and wife as human beings each

have their advantages and disadvantages. Each previously did not know each other, met after both were adults not only of different types but each of them had different attitudes, behaviors and different views of life.

c. Cultivating Love.

Every married couple wants a happy life, the happiness of life is relative according to their tastes and needs. However, everyone has the same opinion that happiness is everything that can bring peace, security and peace as well as everything that fulfills the mental and spiritual needs of humans. To be able to achieve family happiness, husband and wife should always try to cultivate love with mutual affection, love, respect and mutual respect with full openness.

d. Build harmonious communication

A *sakinah* family is active communication between them consisting of husband and wife, children and anyone who lives together. A harmonious relationship is a relationship that is carried out in harmony, harmony and balance. This relationship is realized through the pattern of attitudes and behavior between husband and wife who care for each other, respect each other, respect each other, help each other, complement each other, and love, cherish and love each other. In the relationship between husband and wife who are all mutually exclusive, there is a meaning that husband and wife can work together as equal partners.

Family couples understand and understand how to form a *sakinah* family through the youtube channel: KUA Ujung Parepare. By watching shows on the YouTube channel: KUA Ujung, they gain knowledge and obtain information on how to form a *sakinah* family and gain knowledge and information on how to manage a *sakinah* household.

Based on the research focus, problem formulation and description of research results, it is very relevant to the theoretical framework of research described in the research results, according to the theory of communication media according to Harold Lasswel, namely: 1) communicators, 2) messages, 3) communicants, 4) media, and 5) Effect or Impact. The theory can be described as follows:

1. Communicator

The process of making a youtube channel first prepares guidance and marriage materials, the Head of KUA Ujung Parepare gives a letter of assignment to the religious leader and extensionist so that each of them prepares the material which will be delivered using lecture and question and answer methods. As for the communicators in this study, functional and non-civil servant extension officers were assigned the task of being assigned to the YouTube channel team: KUA Ujung Parepare.

2. Message

Youtube Channel: KUA Ujung Parepare, contains content related to guidance and marriage materials (bimwin) such as the formation of a sakinah family, marriage, rights and obligations of husband and wife in, taharah (mandi junub), Islamic lectures and other content related to dissemination of information that has been carried out by KUA Ujung Parepare. The material is as follows:

- a) The Meaning of the Sakinah Family
- b) Rights and obligations of husband and wife
- c) Taharah material (junub bath)
- d) Family Economic Management
- e) The Practice of Ijab Qabul
- f) Method of educating children
- g) Keeping Reproduction
- h) Domestic violence material

3. Communicate

Youtube channel: KUA Ujung Parepare, can be accessed by the public and specifically the bridal couple to continue to update information that is not yet known about marriage. Documentation of the results of the implementation of guidance and marriage which was held at the KUA Ujung Kota Parepare was an effort to provide assistance to the bride and groom which was carried out continuously and systematically to individuals in solving problems, and information about marriage, faced by couples.

The delivery of da'wah through YouTube is very fast and reaches various circles of society because it can be accessed easily, saves costs, time and makes it easier to spread knowledge, especially about the Sakinah family, being one of the supporting factors.

4. Media

This communication activity using Youtube with the channel: KUA Ujung Parepare has indeed become a new theory and practice in the community. However, this trend is now a part of various forms of information delivery, including one of them being a means of delivering religious material. That way, making Youtube a source of information with a variety of content in it becomes a positive impact .

5. Effect/Impact

This youtube channel has an effect and impact on society, especially for married couples, so they can understand how to form a sakinah family, can increase religious knowledge and build awareness of the importance of morals in building husband and wife relationships. Youtube Channel: KUA Ujung Parepare can be accessed by all people, but

in particular the target of Youtube Channel: KUA Ujung Parepare is a married couple in Ujung District.

Forming a *sakinah*, *mawaddah* and *wa rahmah* family is not just a fantasy, but something that is real and can be realized in everyday life. After husband and wife understand their rights and obligations, there are several elements that really need to be taken in order to create a *sakinah* family, namely:

1. Implementing the Principles of Deliberation.
2. There is Mutual Understanding.
3. Cultivating Love.
4. Build harmonious communication

In Islamic communication, there are several forms of communication approach contained in the "*qaulan* (words/speech)" in the Qur'an, including:

- 1) *Qaulan Baligha*. In Arabic the word *Baligha* is defined as "up to", "hit the target", or "up to the goal".
- 2) *Qaulan Layyan*. *Layinan* terminology is defined as "soft".
- 3) *Qaulan Ma'rufan*. The expression *qaulan ma'rufan*, if explored more deeply can be interpreted as "appropriate and good expressions or words".
- 4) *Qaulan Maisura*. In terminology, *qaulan maisura* means "easy".
- 5) *Qaulan Karima*. *Qaulan Karima* can be interpreted as "noble words".
- 6) *Qaulan Sadidan*. *Qaulan sadidan* can be interpreted as "true speech", "honest", "no lies", "straight", "not convoluted".

Based on the description above, it can be concluded that the purpose of using the youtube channel: KUA Ujung Parepare in forming a *sakinah* family in the Ujung Parepare sub-district which has a role and contribution that is quite large in leading to a *sakinah* family, especially in the Ujung Parepare sub-district.

5. Conclusion

Utilization *Youtube channel*: KUA Ujung Parepare, contains content related to guidance and marriage materials (*bimwin*) such as The Meaning of *Sakinah* Family, Rights and Obligations of Husband and Wife, *Thaharah* Material (*bath Junub*), Family Economic Management, Practice of *Ijab Qabul*, How to Educate Children, Protecting Reproduction and Material on Domestic Violence (KDRT).

Factors supporting the use of the youtube channel at KUA Ujung Parepare are: community needs for information about the *sakinah* family, easy access to youtube services. While the inhibiting factors in the use of youtube channels are: lack of content

publication, limited access knowledge about youtube channels, takes a long time to access youtube channels.

The purpose of using the youtube channel: KUA Ujung Parepare in forming a sakinah family in the Ujung Parepare sub-district which has a large role and contribution towards the sakinah family, especially in the Ujung Parepare sub-district. Youtube channel: KUA Ujung Parepare adds insight and understanding of the bride and groom in forming a sakinah, mawaddah and warahmah family.

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