

Analysis of Habib Husein Ja'far "Jeda Nulis" Podcast as a Medium of Dakwah Against Young Generation on Era 4.0

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ABSTRACT

The rapid development of technology has had a massive impact in the use of new media in various parts of the world. Its goal is to help for making it easier for people to live their daily lives. One of the new media that has recently become a favorite of the public, especially in Indonesia is a podcast. In Indonesia, a Youtube podcast channel "Jeda Nulis" owned by Habib Husein Ja'far Al Hadar or Habib Ja'far is a new favorite among young adults. Habib Ja'far not only uses Youtube for its Jeda Nulis podcast, but also Spotify. This study aims to analyze the Jeda Nulis podcast and observes people's responses to the Islamic da'wah strategy introduced by Habib Ja'far. The method used in this research is a literature review that includes the process of listening to and analyzing podcasts in "Jeda Nulis" YouTube channel as preaching media. The results of this study show that there are pros and cons to this podcast. The pro commentary has liked this podcast because of the way the preaching was delivered by Habib Husein Ja'far as well. On the other hand, there are also people who are uncomfortable with the podcast "Jeda Nulis" in accordance with the content and many people who feel that they are inferior to him.

Keywords: *podcast; jeda nulis; dakwah; young adults*

INTRODUCTION

Recently, preaching has become a new trend in Indonesia (Beritasatu, 2019). However, preaching has been going on since the time of the Prophet Muhammad. The reasons what make it a new trend are the current pattern and preaching style. Through rapid digital development, various groups spend their time together on smart phones. Instead of taking the opportunity, the clerics and religious leaders are not left behind. Various ways are done to preach, of course this is inseparable from the guidance of Islamic law.

Digital preaching is a new model of da'wah that is carried out online and uploaded on social media such as Instagram, Youtube and other social media platforms. With a simple and attractive form (Okaylifestyle, 2017), digital preaching of this model is in accordance with the needs of various Muslim circles in Indonesia, especially young modern Muslims who are tech-savvy (Beritasatu, 2019) and are interested in learning more about Islam. Through a relaxed delivery and even many of them shrouded in humor, young modern Indonesian Muslims are more receptive to what is being conveyed.

Podcast as a Sosial Interest

One of the most popular social media platforms used by the millennial generation is podcast. Podcast is a technology which provides distribution, receives and listens to content on demand. Podcast is also a new medium which is variable. This audio broadcast can be enjoyed by users anytime, anywhere and the users can choose topics according to what they want. At first, the form of broadcasting distribution, especially audio-based ones, it could only be accessed via radio, but over time this situation can be changed with the advent of audio-streaming media such as podcasts. The year 2004 was the starting point for the appearance of the podcast label. The term is an acronym for Pod and Broadcasting which refers to the Apple iPod device as the first podcast distribution platform, while Broadcasting means broadcast or spreading. Ben Hammersley mentioned the word "podcasting" as found in his article at www.theguardian.com about audiobogs and online radio. The term "podcasting" for the last 7 months began to sink in until finally some people used and registered domains like Dannie Gregoire did (Geoghegan & Klass, 2007).

The term podcast contained in the Oxford Dictionary is defined as material formatted audio or more fully, namely: *"A digital audio file made available on the Internet for downloading to a computer or portable media player, typically available as series, new instalments of which can be received by subscribers automatically"*. The above

understanding shows that technology is directed towards a media in various forms and then disseminated directly and it is on-demand. This explains that audiences have an active role to directly choose the content they want and can be enjoyed on various platforms. The large number of audience for podcast audio content has provided a great advantage to digital platforms distributing podcasts in Indonesia. Podcast content is neutral, so the settings only depend on the media to which the contents are channeled. Podcast is an OTT service which is an audio-based. This service can be accessed by using the internet telecommunication network and through cellular operators. OTT services such as podcasts are full services so only listeners have their own service. If in accessing OTT services and getting impressions from broadcasting institutions, they must comply with the broadcasting rules. Meanwhile, if it can be accessed

There are several benefits and advantages of having a podcast. Podcast has a variety of category choices, so there are a lot of language topics used in creating podcast broadcast itself. The topics contained in the podcast are comedy, music, film, politics, public features, da'wah studies and others. Podcast can also listen to broadcasts flexibly. Based on the opinion of Musicomph (2020) in the latest study by Edison and Nielsen that statistically, there are more than 850,000 active podcasts and 30 million episodes in 100 languages on digital platforms. The most prominent aspect of podcast consumption is quite high attractiveness for the younger generation. More than half of people under the age of 35 use this service in the US, UK and Sweden. This shows that podcasts are more in demand by young people, because young people are more intense in using the internet with various communication technology devices.

Indonesia is still relatively new in using and utilizing podcasts as a medium disseminating content. Although podcasts are still relatively new, the popularity of podcasts will continue to grow in Indonesia. This can be seen in the spread of domestic children's podcasts which have sprung up on various platforms, such as Spotify, Apple Cast, Google Podcasts, Pocketcast, Anchor, Inspigo, Youtube and others.

Figure 1
Podcasts for respondents in Indonesia (Source: Daily Social,2018)

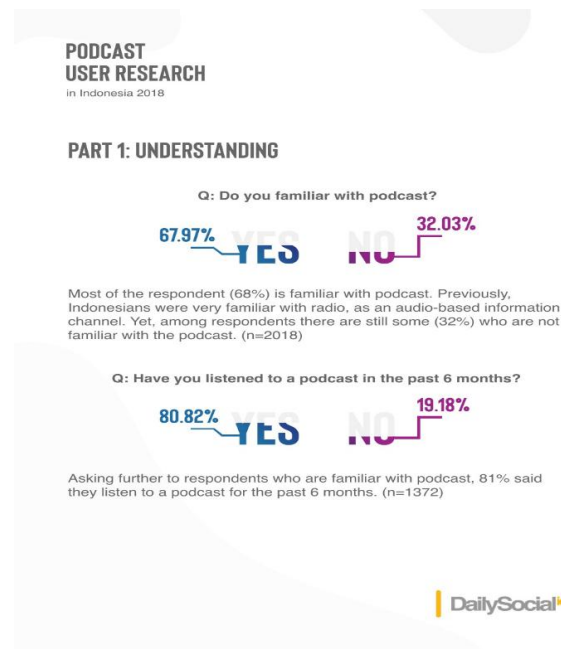
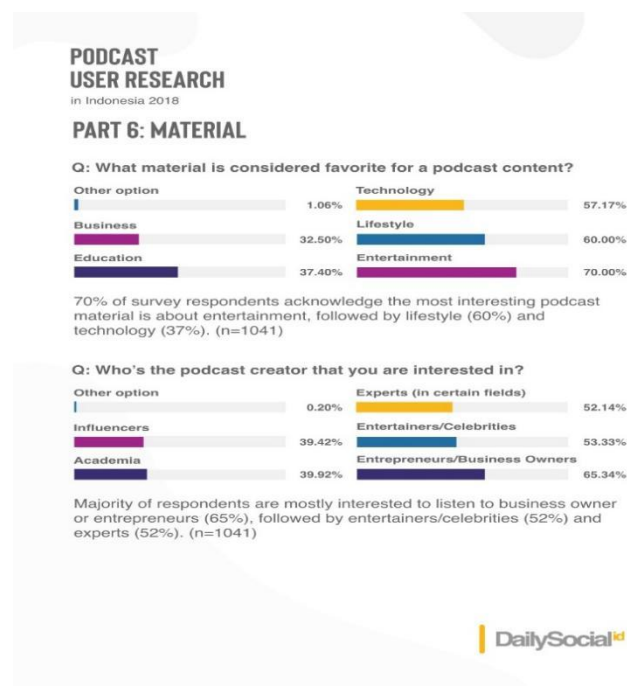


Figure 2
Diagram of favorite Podcast content (Source: Daily Social, 2018)



According to a survey conducted by Daily Social (2018), there are still 32% of respondents in Indonesia unfamiliar with podcasts. The majority of respondents who are familiar with podcasts are 68%. The favorite genres of podcasts with great demand for podcast content by Indonesian respondents are mainly about the world of entertainment, lifestyle, and technology. Respondents to the podcast are 65% also interested in listening to businesses, 52% of entertainers, and 52% of experts in a particular field. not only does Podcast provide information or entertainment for the audience, but podcasts also provide quality and meaningful chats or conversations in both formal and informal knowledge. comment facility, forums and sites can also collaboratively provide opportunities for listeners and creators to produce their own content. (Minol., 2007). The evolution of podcasts can also be influenced by the content they create, so whether the content is good or not depends on the number of listeners. One of the podcast opportunities is also on the theme that will be discussed. At this time, there are many podcasters in Indonesia who create content depending on a new perspective on an event. This shows that the content produced can have a positive and beneficial impact on society. Therefore, technology also needs to be creative.

Jeda Nulis Habib Ja'far Al-Hadar on Youtube

Habib Husein is the familiar greeting of a millennial preacher from Arab pedigree who was born in Bondowoso, East Java on June 21st, 1988. He had been a student at one of the Islamic boarding schools in the Bangil area. Pasuruan, East Java. After he became a student, he continued his education in Jakarta at the Syarif Hidayatullah State Islamic University (UIN), he took Aqidah and Islamic Philosophy major. After completing his bachelor degree, he continued his master degree at the same university in Al-Qur'an and Tafsir Sciences major. He is also called a history buff, many of his writings are definitely related to histories.

Habib Husein Ja'far Al-Hadar is an enthusiast of religious studies and philosophy. He has written hundreds of articles in various national media and several books. Among the books he wrote: *Anakku Dibunuh Israel dan Islam* "mazhab" Fadlullah " both of them were published by Mizan, and several other Islamic books published by Gramedia, as a writer in the media covering Islam, as a speaker covering Islam on National TV (Metro, Tv, Indonesian CNN). he is also the founder of the Islamic academy Jakarta cultural, and an activist in the "Cinta Islam" or love Islam Movement.

Husein Husein Ja'far Al-Hadar is known as a habib who is now famous for preaching in digital media. His name suddenly went viral when he hosted the " pemuda tersesat " program on YouTube with Muslim Tretan and Choky Pardede. He is the catalyst of the da'wah program through pemuda tersesat account program on YouTube and has the account name "Jeda Nulis". Judging from his speech and tone when speaking, he tends to be smooth and soft, not in a loud, high or explosive tone. In every conversation, he doesn't forget to smile until the end. When he does his da'wah, his speaking style is known to be peaceful and can protect the listeners because it sounds calm and soothing. The way when preaching is also called so laid back because he looks like a friend, wearing t-shirts / shirts and pants superficially. According to him, the koko shirt and trousers are a very Islamic appearance for him which he has been wearing to attend seminars or to study about Islam.

Habib Husein Ja'far began to use social media such as Twitter, Spotify, Facebook, Instagram and Youtube as his preaching media. The Youtube account for the podcast "Jeda Nulis" was created by Habib Husein Ja'far on May 4th, 2018. The first video he uploaded on the channel was entitled "Menjadi Muslim Moderat itu Bagaimana sih?" 2 years ago, it was watched for 27,000 times and this account had 425 subscribers. At first, Habib Husein's podcast contained his opinions about Islam and answered problems that often occurred, for example: Islam is a religion of love, why war is forbidden during Ramadan, etc. So this account is intended for the youths today to know Islam more. all the videos he has made so far have been viewed 22,203,784 times out of the 131 videos he uploaded on his youtube channel. There are 3 video playlists that he made, including: Jeda Ceramah (2 videos), Jeda Nulis (18 videos), Jeda Ngobrol (7 videos). So far, the top video 1 is a podcast with the title " kulum pemuda tersesat " published on August 23rd, 2020 with 1,931,487 views and 4.4 thousand comments. Furthermore, the top video 2 is a podcast with the title " Kenaa Deddy Tertarik Dakwah Saya " which was published on January 8th, 2021 with 882,418 views and 2.9 thousand comments. The top video 3 is a podcast with the title " Kulum Pemuda Tersesat is Back " which was published on February 4th, 2021, with 688,419 views and 5.4 thousand comments.

ANALYSIS OF HABIB HUSEIN JA'FAR "JEDA NULIS" PODCAST

Figure 3
Top 1 most viewers on Jeda Nulis youtube podcast



Figure 4
Top 2 most viewers on Jeda Nulis youtube podcast

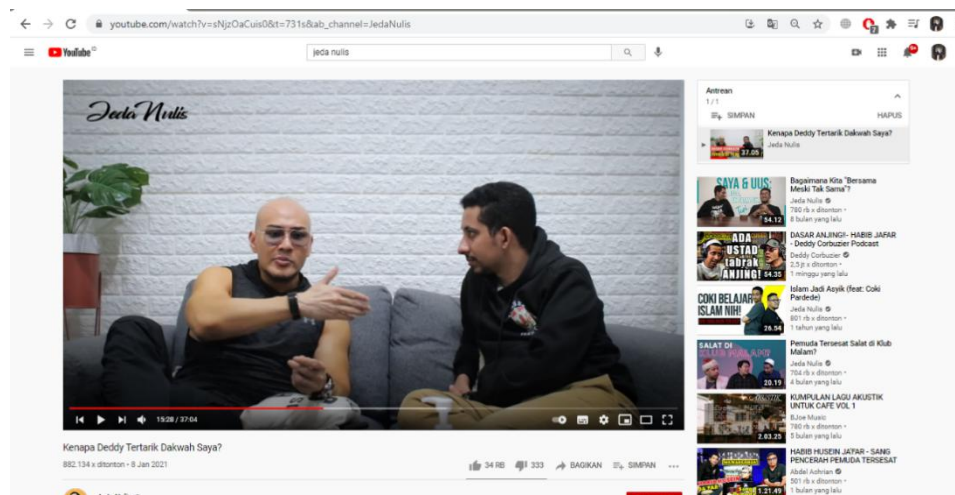
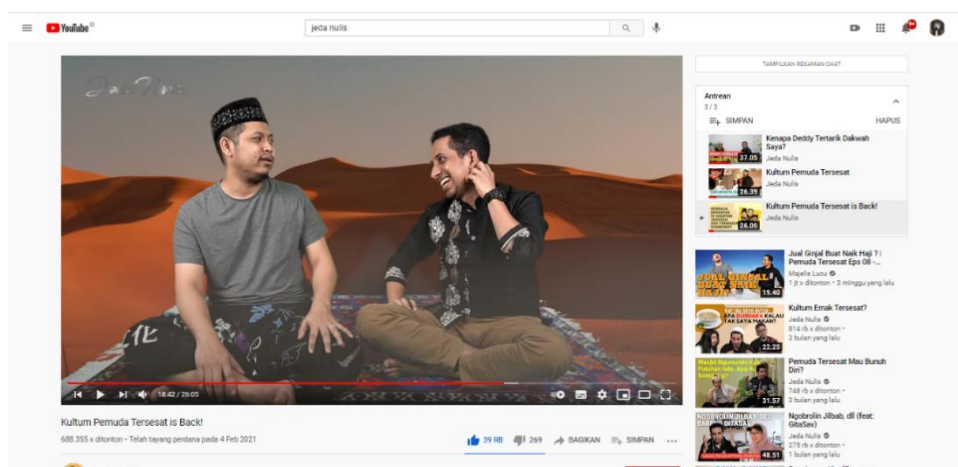


Figure 5
Top 2 most viewers on Jeda Nulis youtube podcast

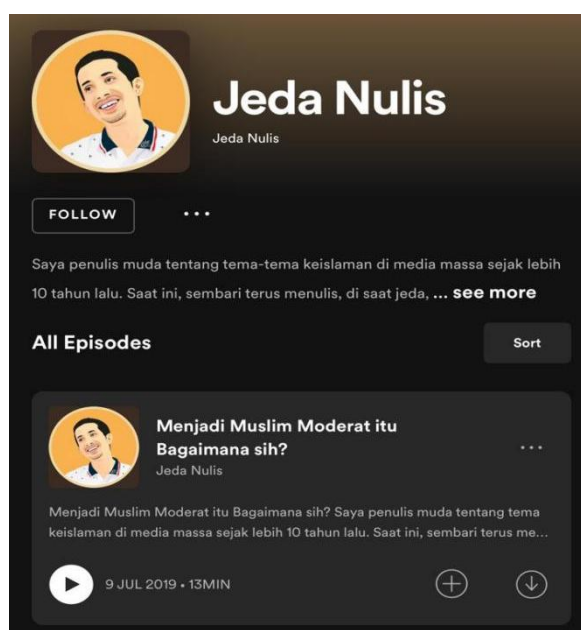


ANALYSIS OF HABIB HUSEIN JA'FAR "JEDA NULIS" PODCAST

On December 22nd, 2018 Habib Husein tried to collaborate on Jeda Nulis podcast with Irfan Amalee, a person who has received an award as one of the 500 most influential Muslim figures in the world according to the Royal Institute for Islamic Studies Aman Jordan in 2011, they discussed the theme of tolerance in Indonesia and also about the world. Since the time, he has often collaborated with various figures with different backgrounds ranging from influencers, comedians, musicians, academics and so on. In his preaching through music, Habib Husein invited Vikri Rasta, who is also a musician, then invited Dr. Nur Rofi'ah, to talk about women according to Islam, introduced Coki Pardede to fun Islam, invited Gita Savitri, who now lives in Germany, to discuss what it's like to be a Muslim minority in Europe. Seeing from various sources and topics discussed are increasingly being developed by Habib Husein Habib Husein, the youtube channel containing Jeda Nulis is more interesting, because it makes the audience think and see from a different perspective on any existing problems.

Podcast Jeda Nulis on the Spotify platform Habib Husein Ja'far uploaded a podcast on July 9th, 2019 with the title " menjadi muslim moderat itu bagaimana sih?" This podcast has duration 14 minutes. If it is looked again at Jeda Nulis podcast by Habib Husein Ja'far, he preaches more often on his YouTube channel than on Spotify, because according to him, young people prefer watching videos than just listening to audio.

Figure 6
Podcast "Jeda Nulis" by Habib Ja'far on Spotify



ANALYSIS OF HABIB HUSEIN JA'FAR "JEDA NULIS" PODCAST

The reason Habib Husein prefers to preach on social media, he is a Habib who is said to be supposed to preach as usual, namely in mosques, assemblies and other places of knowledge. However, he prefers to preach to places where according to some people are prone to immorality than the usual preaching places. According to him, Islam includes everything, so wherever Islam is, it must still be preached to anyone by adjusting the time and place. The mosque or assembly is said to be a place for those who have received guidance so that they are willing to come to the mosque. Then who accompanies them, Muslims who have not received guidance or non-Muslims who do not understand Islam, if not people who have advantages in knowledge of Islamic religious like in the millennial era, if Islam is needed to be present in the digital world, Islam must come there, even he said "if I were asked to be a clown, for the sake of the success of my preach, then I would be a clown".

The YouTube podcast channel for Jeda Nulis has many subscribers, they are called the "Jemaah digital" among young people today. At first he did not like to appear in front of many people, then he explained that his appearance in public was due to social media from YouTube, Instagram, Facebook, Spotify and Twitter. According to him, many people who understand religion prefer to be silent and hide behind a screen. It can be said that they are people who avoid it. So that public spaces such as social media are only filled with people who position themselves to the right or to the left in the name of religion. This is why he appears in front of the public.

This Jeda Nulis podcast has many opinions, including pros and cons, some people are pro against this podcast because they like the way Habib Husein Ja'far's preaching which is very relaxed, peaceful and fun. Also his podcast contents are problems that often occur. Not only that, this Jeda Nulis podcast also has con teams because the podcast title doesn't match the content and also people who feel their faith is lower than him.

Table 1

Jeda Nulis podcast comments in most watched video

Youtube title	Pros Comment	Cons Comment
"Kultum Pemuda Tersesat"	<u>Muammar Shiddiq</u> : Swear, The preaching method with the concept of having fun makes religion more exciting <u>Alexander Dharma</u> : I'm a Buddhist but almost every day I listen to pemuda tersesat, the preaching is good to hear, it seems that we Buddhists are good too if someone makes positive content with a	<u>ZKTTSA Lucu</u> : Be careful, brother, don't be fooled for the parable, being afraid of apostasy <u>Zulfakar Faizal2</u> : It's dangerous if the

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	concept like this.	words are understood rawly
“Sengaja Bernafas disamping Jenazah Apakah Termasuk Sombong ?”	<p>Mohammad Rizal : Pemuda Tersesat Content Is Very Cooling And Enlightening Content.... it deserves to be Nominated for Polytron Gobel Award.</p> <p>Garut Sneakers : Laughing out loud, oh my gosh :(The channel is very good, very cool</p>	<p>Cuk Gaming : The impressions of their questions are more of a joke, not lost.</p> <p>Zoel tak slim : How could preaching is 26 minutes, anyway :v</p>
“Kenapa Deddy tertarik dakwah saya ?”	<p>Husen Sugiyarto : The light of the darkness, the leader of the true people,, Habib "the protector" Ja'far,,</p> <p>Sita Dewi Eliyas: I believe people with same frequencies will be united, they both bring peace-loving views of Islam from different perspectives. Hopefully there will be more clerics and people like them, so that this country will also be more peace-loving.</p>	<p>Maz Oriel : How come om Dedy is more dominant to ask the questions, bib</p> <p>Rajif R Fahlevi : the sound is very small, the mic is far away</p>

METHOD

This study uses descriptive-qualitative research, where the data sources for this research were taken from several journals, articles and other library information related to podcasts as an alternative to do preaching and also some comments sections on youtube and spotify accounts. The approach used in this research is mass communication formulated by Bittner. Mass communication means a type of information which is communicated through mass media to a large number of people produced and distributed based on technology and institutions of message flow continuously (Restu Basuki , 2015). Especially in sharing media, the use of the Youtube and Podcast platforms in carrying out the preaching by Habib Husein. This approach looks at the process of using the Youtube and Podcast platforms which are increasingly in demand by the public as a media of communication. For now, in the digital era of data and information can also be obtained through internet coverage. According to the Social Media Research Group (2016), this research could be categorized as social media-based research because the data sources were collected from related social media.

Literature research or literature review is used as a systematic way of collecting data that have been done previously. By using various perspectives of empirical evidence, some answers to the question. The data collection technique were carried out by reading and

collecting literature in the form of theoretical references related to the researcher's discussion. Then this research in managing the data uses descriptive analytic method.

DISCUSSION

The rapid development of technology has opened a new segment, especially in the world of preaching. So that in dealing with these conditions the preachers are required to have the power of creativity in finding alternatives in preaching. Currently, digital preaching is one of the trending things in society because digital preaching has several advantages, one of them is using the internet network where the internet can be accessed by everyone without any time limitations. In addition, social media platforms that have been used by everyone can be utilized and used as an effective preaching media because they can choose the theme according to what they want.

There are several approaches in preaching by using three basic methods: first, wisdom. Wisdom is one method of preaching that pays attention to the situation and condition of the target of the preaching. Second, mauidah hasanah. Maudiah hasanah is a preaching method by conveying Islamic teachings with good advice and not spreading hatred. Third, mujadalah. Mujadalah is a basic method of preaching by sharing or exchanging ideas in a good way and not bad way.

Based on the survey that researchers have conducted regarding the Jeda Nulis podcast, it has fulfilled three basic preaching methods. In addition, the material presented by Habib Huseni Ja'far contributed to the development of Islamic communication theory and Islamic preaching. By looking at the competition between preacher, not only based on the element of creativity, but also from the aspect of the podcast content they have produced. It is concluded that it is true if preaching in the current 4.0 era should be maximized by looking for more interesting preaching strategies than before. The preaching strategy is seen from interesting content so that the audiences always want to see it and continue to learn religion from the preaching itself. Sometimes competition between those who create religious content for inappropriate purposes, namely popular and materiality becomes a problem, because young missionaries spread Islam by bringing that Islam is a peaceful, moderate and enriching religion. Learning Islam never looks at the background of who wants to study religion, but everyone is allowed to remind one another to study religion.

In the future hope, Jeda Nulis podcast by Habib Husein Ja'far can always create interesting and inspirational preaching content so that those who want to study religion,

especially young people are not ashamed to discuss and ask questions related to the religious problems they are facing. From the description above, the researchers concluded that podcasts can be a fairly effective alternative to do preaching because preaching on various social media platforms is the same as spreading Islam globally, which can be accessed by everyone.

CONCLUSION

The result of the study shows that the role of the mass media in preaching is very important. Thinking the rapid development of technology. In this research, the mass media used are Youtube and Spotify platforms. With the development and changes of the times, humans need to prepare materials more creatively according to people's consumption needs. One of Habib Husein's preaching podcasts which is broadcast through his Youtube account and his podcast with the title Jeda Nulis, the content he uploaded is very relevant to people's lives, especially the young generation today. With a delivery that seems relaxed and a simple appearance confirms, preaching does not have to be loud and wear a robe. There are some comments on the podcast about the pros and cons of the material provided. But lately, podcast has become a popular medium among the younger generation. So, preaching through Podcast media either on the Youtube platform or on Spotify is very effective. Furthermore, in this study, it is highly recommended for further research related to the effectiveness of podcast testing which is used as a means and a medium for digital preaching quantitatively and seeing the influence of preaching activities conducted.

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