

Audience Perception Of YouTube Podcast Content' Login ' Episode 12

Mohammad Satriyo Wibowo^{1*}, Ainur Rochmania²

^{1,2}Communication Studies Program, Faculty of Business, Law and Social Sciences, Universitas Muhammadiyah Sidoarjo
Email: riomagersari23@gmail.com, ainur@umsida.ac.id

Abstract. This study aims to examine audience perceptions of the "Login" program broadcast on Deddy Corbuzier's YouTube channel as a medium for da'wah and education. The study employs the S-O-R (Stimulus-Organism-Response) theory, which explores the perception process through three main stages: sensation, attention, and response. The findings indicate that the "Login" program consistently captures the audience's attention, as evidenced by the high frequency and duration of viewing. The program is able to meet the audience's need for information and entertainment, which in turn enhances their level of attention. Respondents also reported that the show not only entertains but also provides new insights and influences their views on the topics discussed. Overall, the "Login" program successfully shapes strong perceptions among viewers through the S-O-R process, where the stimulus from the show effectively captures attention and influences audience responses, both emotionally and cognitively. This suggests that the "Login" program can function effectively as a medium for conveying messages of da'wah and education

Keywords: *audience perception, podcast, education*

INTRODUCTION

New Media, often described as a modern form of mass media, is striking with its speed in disseminating information. According to Wearesocial, the world's leading social media platforms such as YouTube, Facebook and Instagram are leading the way in this regard. Technological developments have produced a variety of products that facilitate people's lives, one of which is new media which is defined as a technology-based communication product and connected to a digital computer. The global characteristics of social media allow anyone to reach and interact with others around the world. New media theory, as expressed by Pierre Levy, was conceived to understand how the growth of conventional media affects the development of digital media (Nia & Loisa, 2019). It reflects a paradigm shift in our consumption and interaction with information. Now, the integrity and accuracy of information is an important focus, given the risk of spreading fake news and invalid information. Therefore, media literacy skills and skills in filtering information wisely are increasingly needed in this digital age.

Mass Media and digital platforms, including YouTube, have a significant influence in shaping people's views and attitudes towards issues of religion and tolerance. Channels discussing religious topics have great potential to become a source of inspiration and knowledge for the audience. The messages conveyed in the content can trigger reflection and strengthen understanding of the importance of tolerance and cooperation between religious communities. A study conducted by the Statista website has revealed that Indonesia has the highest level of belief in God in the world. This Data became a discussion on social media Twitter after the World of Statistics account shared it on July 25, 2023. The survey involved 18,531 respondents aged 16-64 from 23 countries. Of these, 1,000 respondents gave their views on God. It is important to note that belief in God is a very subjective and complex concept. However, these findings highlight the importance of religion in the lives of Indonesian people and reflect the significant role of religious values in their culture and identity. It also shows that content that reinforces the values of tolerance and respect for religious diversity can

have a major positive impact in building a more harmonious and inclusive society.

One of the functions of the media is education or educating. The Media both mass media and social media today display a lot of information about Da'wah or related to God or in this case agam Islam. Channel youtube Deddy Corbuzier mempunyai program acara yaitu "login". The content is broadcast to convey knowledge about diversity and the importance of tolerance in religion. In this way the current DA'wah is very effective and efficient to be accepted by anyone and anywhere without being hindered by distance and time because we can access it at any time without being hindered by time. Considering that online media can be a place to disseminate information because the book of Jesus conveys more informative and innovative information.



Source <https://youtu.be/oCHlnWvMA7M?si=4DnXUgrWZh8ZwqB5>

The "Login" program began airing on March 23, 2023, especially with Ramadan content in 1444 H on Deddy Corbuzier's "Close the Door" channel. This event is a breath of fresh air for Generation Z who want to deepen their religious knowledge and manners. The contents in the 'login' program continue to develop with varied themes. On the 'login' content entitled ' ISLAM but KAFIR!! O'REILLY: THE DEVIL WEARS PRADA AGAIN LOGIN - JAFAR - ONAD. Eps 12 ' with a total of 3.9 million viewers and 95 thousand likes. This content becomes interesting because it is a topic discussed by Sujiwo Tejo and habib Jafar and Onad who act as hosts. This talk covers the manners of life, where Sujiwo tejo complains about two things that happened then and now in the era before and after the development of technology. where in the past when people talked but the interlocutor did not focus on the communicator but focused on his cellphone. On the other hand, in the old days when people did not hold cellphones when communicants were invited to speak, they showed expressions of attention, but their thoughts went nowhere or did not focus on the communicator.

Moving on from the above phenomenon, kanal youtube Deddy Corbuzier's youtube channel "login" program has a different perception of its content from some followers who follow the account. There is a gap that needs to be explored deeper: is the content from login useful for the audience? To answer this problem, this study formulates audience perceptions of the usefulness of login content in terms of sharing content for each audience account qualitatively.

New Media, also known as digital media, refers to media whose content consists of a combination of data, text, sound, and various types of images that are stored in digital format and disseminated through networks such as broadband, satellite, and micro optical cable (Flew, 2008). Dennis McQuail in his book *The Theory Of Mass Communication* (2011) states that the characteristics of new media

include connectivity between users, access that allows individuals to be recipients and senders of messages, interactivity, diverse uses because it is open, and its presence is evenly distributed in various places.

YouTube, a platform founded in May 2005 and owned by Google, was created by three former PayPal employees Steve Chen, Jawed Karim, and Chad Hurley. The Platform makes it easy for everyone to discover, watch, and create a variety of video content. In addition, YouTube also provides the facility to interact with each other and serves as a distribution medium for video creators and advertisers. Budiargo (2015: 47) states that Youtube is an online video site it is mainly used to search, watch, and share original videos from all over the world through the web. People who have a high interest in making videos began to use YouTube to channel their ideas and ideas in various forms of video, such as vlogs (video blogs), short films, and documentaries.

According to David et al (2017) YouTube is easy to use, doesn't cost much, and can be accessed anywhere with a compatible phone. This ease allows video creators to freely upload their content. YouTube is a video sharing app where viewers can watch, upload and share videos for free. In general, YouTube is a collection of television, music, movies, as well as User-Generated Content. The Format used by youtube is flv which is played on web browsers but has a Flash Player plugin (Liliweri, 2015:304).

Ratna (2013) states that YouTube is also used as a learning tool and has several advantages, namely :

a. Potential

The potential in question is the development of YouTube in the current digital era to provide added value to education, especially through the internet.

b. Practical

YouTube can be accessed and used by various walks of life. With this ease, all people should use it wisely and not abuse it for negative things.

c. Informative

YouTube provides information about the development of Education Science, Technology, and more. Thus, children should be more encouraged to learn, not to view inappropriate content.

d. Interactive

YouTube provides facilities to review learning videos, question and answer, and discuss. This feature includes leaving comments in video uploads.

e. Shareable

YouTube has an HTML link feature that allows videos to be shared on other social networks such as Twitter, blogs/websites, and Facebook.

f. Adanya Teacher Tube

As an alternative to YouTube, Teacher Tube was launched in 2007. This application is an online community for teachers to watch and upload educational videos made by educators.

In addition to being used as a learning tool, this application also has disadvantages. Here are the disadvantages of YouTube:

a. Video Availability

As a practical and easily accessible medium for all people, YouTube has a disadvantage, which is that not all the videos that users need are available. Some videos are sometimes only available within a certain time range.

b. Content Quality

The quality of videos on YouTube needs to be paid attention to by users, because videos on YouTube are created by individuals without certain restrictions and sometimes violate the rules of decency.

c. Video Search Process

In searching for videos, users must be careful in sorting and choosing videos that will be used as a reference. During the search process, YouTube displays all relevant videos, but sometimes the results are not what the user needs.

According to Budiargo (2015), YouTube is an online video platform primarily used as a means to search, watch, and share original videos from various parts of the world over the web. As a form of social media and a part of New media, YouTube is a popular video sharing site where users can upload, watch, and share video clips for free. YouTube's popularity is due to its ability to meet a variety of needs and interests of users, ranging from business information, entertainment, hobbies, to lifestyle. In fact, some users make it an important part of their profession. With its various functions, YouTube offers many benefits and conveniences for users from different segments.

Audiences are often referred to by various terms such as receiver, target, reader, listener, viewer, audience, decoder, or communicant. Audience plays as one of the important actors in the communication process, so its role should not be ignored because the success of a communication process is highly dependent on the audience itself (Cangara, 2008).

McQuail (1987) suggests several alternative concepts regarding the audience:

1. Audience as a collection of viewers, readers, listeners, or viewers. In this concept, the audience is seen as the recipient of a message in mass communication that is widespread, diverse, and large in number.
2. Audience as a mass. In this concept, the audience is described as a large heterogeneous group, with a wide distribution and anonymous identity, as well as a weak social composition and a tendency to change rapidly.
3. Audience as a social or public group. The audience in this concept is defined as a group of people formed on the basis of certain issues, interests or areas of expertise. They are active in seeking information and discussing it with other audience members.
4. Audience as a market. In this concept, the audience is seen as a media consumer and target for a particular advertisement, such as an audience, reader, listener, or viewer.

Perception is an indispensable part of community life. Perception is the way a person responds or receives something directly. According to Jalaludin Rakhmat (2011), perception can be defined as an experience involving objects, events, or relationships obtained through the process of inferring information and interpreting messages.

According to Walgito (2003), the process of perception can be described as follows. The first step is sensation, in which the object generates a stimulus or stimulus that is then received by the sensory

apparatus or receptors. This received Stimulus is passed on through the sensory nerves to the brain. In the brain, as the center of consciousness, processes occur that make the individual aware of what he sees, hears or feels.

Attention is a preparatory step in the process of perception, and it is important because the individual is often exposed to a wide variety of stimuli from the surrounding environment, not just one. However, not all stimuli elicit a response from the individual to be perceived. The Stimulus to be perceived or receive a response from the individual depends on the attention of the individual.

In the final stages of the perceptual process, the individual becomes aware of what is seen, heard, or perceived, that is, the stimulus received through the sensory apparatus. This stage is the last part of the perception process and is the real perception. The response as a result or reaction of perception can be taken by the individual in various forms.

Hovland (1953) was the first discoverer of the S-O-R (Stimulus Organism Response) theory, which is a classic model of communication that has been heavily influenced by psychological theories. This Model describes communication as an action-reaction process. This means that verbal words, non-verbal cues, and certain symbols can stimulate others to respond in a certain way.

Jalaludin (2003: 49-67) argues that the response stimulus has the effect of eliciting a specific reaction to the stimulus, so that people can expect and estimate the conformity between the reaction and the message received. Some elements in this theoretical model are:

a. Stimulus (Message)

Stimulus is a stimulus that contains an idea or message. Stimulus or stimulus received by the audience through media YouTube the media YouTube program "Login"

b. Organism

An organism is an individual as an object in the method of communication. In this study, the audience becomes the object when the communication process takes place. The three elements used to give stimulus to the organism are knowledge, attention and interpretation. Knowledge is information that an individual receives through the media. Attention is a mental process when a series of stimuli are more prominent than others. While the interpretation is the individual process in interpreting the impressions.

c. Response (Effect)

Response is the effect that occurs from the delivery of a stimulus by the communicator. This effect is used to determine how the child responds when receiving stimuli from various directions. This response is also reinforced by the three-component effect in Mass Communication.

This theory is used to understand how a stimulus (YouTube content) affects an organism (audience) and generates a response (audience perception and reaction). Proselytizing content on YouTube, such as the "Login" program, is a stimulus aimed at viewers who access the platform. This audience, as an organism, receives and responds to the content presented. The perception and response of the audience to the content of the DA'wah is important to learn, because it can provide an idea of the effectiveness of the message conveyed and how the audience interpret and respond to it.

In this study, the researchers began by examining the analysis of the message of Da'wah in YouTube content, with reference to several relevant previous studies. One of them is research by

Aditta Nuzila Mahira from the Islamic communication and Broadcasting Study Program of Prof. K.H. Saifuddin Zuhri Purwokerto in 2021, titled "Message of Da'wah on Taqy Malik's YouTube Channel". The study used the theory of semiotics Roland Barthes to understand certain signs. Although the focus on the analysis of Da'wah messages and the use of media in Da'wah is the same as the research, the difference lies in the object of research and the method of analysis used. The study places more emphasis on different YouTube content, as well as using analytical approaches that may have different nuances or focus. By referring to previous research, researchers can enrich their own understanding and context of the analysis, while demonstrating the unique contribution of the research being conducted.

Furthermore, research conducted by Evi Nowidiayanti from the Islamic communication and Broadcasting Study Program at the Ponorogo State Islamic Institute of religion in 2021 was entitled "Dakwah messages through TikTok content (analysis of the contents of Dakwah messages in the TikTok account @Basyasman00)". This study adopts a qualitative descriptive approach that aims to explain the video content uploaded in the TikTok account @Basyasman00. The method of data collection used is purposive sampling technique with a focus on da'wah videos uploaded during Ramadan. Although this study is similar in research approach and content analysis, the difference lies in the object of research and media platforms used to preach.

Another research by Muhammadiyah Abdullah from the Islamic communication and Broadcasting Study Program at the Faculty of Da'wah and Communication Sciences of Raden Intan State Islamic University Lampung in 2021 was entitled "analysis of Da'wah messages against netizen Habib Ja'far Hussein's responses in the Jeda Nulis YouTube Channel". This study adopts a descriptive qualitative approach to the type of research the study of documents or texts, which are arranged systematically. Data collection techniques using interviews. This study identifies the messages of Da'wah in the Youtube Channel Pause writing, especially those related to human morality. Although the research methods and analysis of Da'wah messages are similar, the difference lies in the object of research and data collection techniques.(Capinera, 2021).

In addition, the study entitled "followers' perception of TikTok @resep_inspirasi_debm content" also used a qualitative approach to understand followers' perception of content created by the TikTok account. This study uses triangulation method in data collection conducted through in-depth interviews and observations. The informants of this study consisted of 4 Followers of the TikTok account @resep_inspirasi_debm aged 20-40 years. The results showed that TikTok content provided by the account resulted in both positive and negative perceptions. Some followers found the content inspiring, while others found it difficult (Hartiningtyas & Iflah, 2024).

The previous studies and this study have some significant similarities and differences. The equation lies in the research method used, namely descriptive qualitative research with the application of New Media theory. In all three studies, researchers used a qualitative approach to gain a deep understanding of the phenomena they examined, while New Media theory was used as a framework to analyze the role of the media in the context of Da'wah. However, there are significant differences between these studies. First, the difference lies in the object of study. Previous research may have focused on specific case studies or specific groups in the context of Da'wah using social media, whereas this study has a different or broader research object. Second, there are differences in the media chosen for da'wah. Previous research may have focused on one or more specific social media

platforms, such as Facebook or Twitter, while this study considered the use of various social media platforms or other media, such as YouTube, Instagram, or blogging platforms. Third, there is a difference in focus. Previous research may have focused more on analyzing the use of social media in spreading da'wah messages, while this study broadened the scope of its discussion to include other aspects, such as the interaction between preachers and their audiences, the social impact of Da'wah through social media, or the role of social media in influencing people's perceptions of religion and spirituality. Thus, although all three use the same research methods, the differences in the object of research, the media chosen, and the focus of discussion provide a unique and important nuance for both studies.

This study aims to analyze the audience's perception of YouTube content Deddy Corbuzier in the program 'Login' where the topic raised contains two different perceptions and to determine one's point of view about the events that have similarities between past and present communication styles.

FINDINGS AND DISCUSSION

This study focuses on audience perception which consists of sensation, attention and response. Here are the results of interviews with seven people. Sensation is the initial stage in the process of perception, in which the stimulus received by the sensory apparatus will affect how the individual processes and interprets the information. At this stage, the frequency and duration of exposure to the stimulus becomes an important indicator. For example, the more often and for a long time a person watches a content, the more likely it is that the stimulus will affect their perception

how often and for how long respondents watched "logged in" content focused on how they were exposed to the stimulus (impressions). From the answers received, most respondents watched the show "Login" between 2 to 4 times a week, with the duration varying between 30 to 60 minutes for episode 12. This indicates that the "logged in" impressions are accessed by the audience quite often, and a sufficiently long viewing duration indicates a strong attraction of the content.

This frequency and duration of viewing is an early indicator of the audience's level of exposure to the stimulus. In the theory of perception, the more often and for a long time a person is exposed to a stimulus, the more likely it is that it affects the process of perception. This shows that "Login" content is able to attract the attention of the audience quite effectively, so they tend to allocate significant time to watch the show. It also indicates that the stimulus provided by these impressions has a fairly high intensity and relevance for the audience.

The study also explores the audience's view on the influence of technology on manners in everyday communication and how these changes are perceived whether they provide more negative or positive sensations. From the interviews conducted, it was found that the views of the audience were diverse, with the majority feeling neutral towards the influence of technology. They tend to see that although there are positive impacts, there are also negative sides that must be recognized. Technology, in their view, provides a balance between ease and challenge in communicating.

Some audiences feel the negative impact of technology on communication adab. They argue that technology, especially through social media and messaging apps, has changed the way people interact, often in a direction that pays less attention to politeness. For example, there is a tendency to speak in a more informal way, often without observing the ethics previously upheld in live communication. Technology is also considered to be fading the boundaries of politeness, with excessive use of symbols or abbreviations that can sometimes be misinterpreted or lead to misunderstandings.

However, there is also an audience that feels positive sensations from the development of

technology in communication. They emphasize that technology has simplified the communication process, making sending and receiving messages faster and more efficient. This, in their view, has enriched day-to-day interactions, enabling closer relationships despite the great distances that separate. In addition, technology is also considered to expand the opportunity to communicate with more people from diverse backgrounds, which might not have happened without the help of technology.

Overall, the view of the audience reflects the complexity of the impact of technology on sensations in communication. Technology is considered to have both positive and negative sides that are both felt simultaneously by many people in everyday life. These findings confirm that the sensation generated by technology in communication is highly dependent on the context of Use and the individual's perception of existing communication norms.

Attention is a critical stage in the perceptual process where individuals decide which stimulus to focus on among the many options available. Factors such as good mood, interest in the topic, and external influences (such as recommendations from others) can affect attentiveness. Respondents who watched content of their own volition showed that the stimulus had a strong appeal without requiring much external encouragement.

In this section, respondents were asked about their mood condition while watching, the motivation or need that prompted them to watch, as well as whether the decision to watch was driven by their own willpower or external influences. Most of the respondents reported that their mood was good or neutral when watching as well as to fill the time to wait for Iftar, and they watched "Login" shows because they were interested in the topic or invited speakers. Some respondents also admitted that they were encouraged to watch because of friend recommendations or seeing snippets of impressions on social media.

Attention is a critical stage in the perceptual process, where individuals decide which stimulus to focus on among the many options available. Good Mood and interest in the topic are important factors that encourage this attention. The decision to watch independently or because of the influence of others also shows how external stimuli, such as recommendations or promotions on social media, can increase attention to content. Respondents who reported that they watched of their own accord indicated that "Login" content had a strong intrinsic appeal, capable of attracting attention without the need for much external encouragement.

The study reveals significant changes in the way audiences perceive attention disorders in the era before and after the development of technology. In the days before technology developed rapidly, audiences reported that attention disorders were less common and usually only came from the surrounding environment, such as noise or direct interaction. This condition allows them to focus more easily on one task because there is relatively little distraction.

However, after the development of technology, especially with the advent of mobile phones, social media and constant notifications, attention disorders have increased drastically. Audiences feel that their focus becomes more easily distracted by digital stimuli that are present almost all the time. These technological devices not only provide ease and access to information, but also bring challenges in maintaining concentration, due to the continuous stimuli present through the mobile screen and applications.

In simple terms, the audience stated that in the past, maintaining focus was easier to do, while in the present era, this challenge has become more complex due to the many distractions generated by technology. These changes not only affect the way they work and communicate, but also have an impact on the way they rest and maintain mental well-being. In everyday life, audiences are realizing the importance of balancing the benefits of technology with the need to maintain deep attention, which is now becoming increasingly difficult in the midst of so many distractions.

These findings suggest that modern technology, while providing many advantages, also carries

significant consequences on individual attention. This understanding is important to evaluate how we can adapt to these challenges in an effort to maintain the quality of focus and attention in various aspects of life.

The response is the final stage of the perceptual process, in which the individual is aware of and reacts to the stimulus that has been processed. This response can be a change in attitude, an increase in knowledge, or a modification of views on a topic. The effect of this stimulus can be seen in how the audience perceives the topic discussed after watching a certain show, indicating that the content is effective in influencing the perception and attitude of the audience

The questions in this Section lead to what respondents get from watching "Login" shows and how those shows affect their views or attitudes toward the topics covered. Most of the respondents admitted that they gained new insights and a broader point of view after watching the show. Some also feel that their views on the topics discussed have become more critical and in-depth.

The result of exposure to a stimulus through a change in attitude, outlook, or knowledge. Based on the answers of the respondents, the "Login" impressions managed to influence their perception by enriching their insights and points of view on the topics discussed. This shows that the show is effective in not only attracting attention, but also in providing real added value to its audience, so that they not only simply watch, but also take something useful from the show. In this study, the audience gave their views on the responses that usually appear when someone uses a mobile phone while communicating, as well as the impact on the quality of communication and manners. Based on the results of the interviews, the majority of the audience considered that the use of mobile phones in the context of live communication tends to reduce the quality of the interaction that takes place. They note that when a person is distracted by a mobile phone, the message conveyed by the interlocutor may not be heard well, which can lead to misunderstanding. It is also considered impolite behavior, as it shows a lack of attention and respect for the person who is speaking.

Some audiences revealed that they would choose to stop the conversation if their interlocutor was busy with a mobile phone. This attitude reflects the discomfort felt when communication is not given full attention, which ultimately affects the overall quality of the conversation. The audience feels that such interaction becomes less meaningful and ineffective, since there are obstacles in the process of delivering and receiving messages.

Furthermore, there are also those who highlight the importance of adab in communication, where focusing and listening carefully are part of basic manners. According to them, using a mobile phone while communicating not only disrupts the flow of the conversation but also reflects a lack of awareness of the norms of decency. In this view, the act is considered inappropriate, since it ignores the basic principles that are supposed to be adhered to in any social interaction.

These findings illustrate that the response to the use of mobile phones in communication not only affects the quality of the conversation but is also closely related to the perception of manners and politeness. The use of mobile phones when communicating is seen as a distracting and often uncomfortable Act, which directly affects the effectiveness and meaning of the interactions that take place.

In the context of episode 12's "Login," the stimulus received by the audience is the content they see and hear through the program. This Stimulus involves the five senses, especially sight and hearing, which activate internal processes in the audience. This Stimulus is in the form of visualization, dialogue, and themes raised in the episode.

After receiving the stimulus, an internal process within the audience begins to work, known as "Organism" in S-O-R theory. At this stage, the thoughts, emotions and perceptions of the audience begin to respond to the stimulus they receive. Based on the results of the interviews, most of the audience felt that technology, especially mobile phones that were often used while watching, influenced the way they processed information from this episode. Their minds become more divided

due to distraction from notifications or phone use in the middle of watching. There are audiences who find their focus distracted, which makes them not fully able to understand the message conveyed by the program. Some find it frustrating that these digital interactions reduce the depth of their viewing experience. However, there are also those who feel they can still maintain focus despite being exposed to stimuli from their cell phones.

In the "Response" stage, the audience showed mixed reactions to episode 12 " Login."Some are annoyed by the use of mobile phones, which degrade the quality of communication and interaction with content. This negative response highlights the devastating impact of technology on communication. However, there is also an audience that remains able to respond well despite being distracted, showing a better adaptation to the digital stimulus.

CONCLUSIONS

This study shows that the impression of " Login " on Deddy Corbuzier's YouTube channel is able to build a strong perception among the audience through the process of sensation, attention, and response. In the sensation stage, the stimulus generated by these impressions manages to attract the attention of the audience, as indicated by the high frequency and duration of viewing. Audiences respond very positively to the visual stimulus and narrative content of the show, signaling a strong appeal. In attention, audiences pay more attention when the show is relevant to their mood or meets the information or entertainment needs they are looking for. This shows that "logged in" impressions successfully align content with what the audience wants, which is important in shaping their perception. At the response stage, the results show that these impressions not only provide entertainment, but also successfully build and modify the audience's perception of the topic discussed. Many viewers reported that their views on certain issues discussed in the show changed after viewing, signaling that the show was effective in influencing their attitudes and beliefs. Overall, through the S-O-R (Stimulus-Organism-Response) process, "Login" shows its ability to not only attract attention but also build strong perceptions and influence the audience's views on various issues raised in the program. This show serves as a propaganda and educational tool that has managed to significantly influence the perception and attitude of the audience.

ACKNOWLEDGMENTS

I would like to thank Allah SWT for all his blessings in this study. Also thanks to all who have supported, including respondents, peers, and journal publishers. All contributions are greatly appreciated. Hopefully the results of this study are useful for science and society. Thank You, O Allah, for all your blessings and mercy.

REFERENCES

- Sugiyono, 2013, *Research Methodology Quantitative, Qualitative And R & D.* (Bandung: ALFABETA)
- (Husna, 2023; Shinta Alimatul Islam & Mutrofin, 2023; Werung, 2015; Wijayadiningrat, 2020)
- Hartiningtyas, A. J., & Iflah, I. (2024). Followers ' perception of TikTok resep_inspirasi_debm content. *Journal Of Communication, 14*(2), 192-202.

<https://doi.org/10.31294/jkom.v14i2.15744>

- Husna, N. (2023). Login Di Close the Door : Dakwah Digital Habib Ja'Far Pada Generasi Z. *KPI breezeway: Communication Media and Da'wah Reference*, 3(1), 38-47. <https://ejournal.iainu-kebumen.ac.id/index.php/selasar>
- Nia, L., & Loisa, R. (2019). The effect of New Media Use on the fulfillment of Needs (Study of Social Media Facebook in the fulfillment of information among housewives). *Prologia*, 3(2), 489. <https://doi.org/10.24912/pr.v3i2.6393>
- First Of All, G. S. A. (2021). *THE INFLUENCE OF FAMILY COMMUNICATION, ENVIRONMENT AND YOUTUBE MEDIA ON THE ISLAMIC CHARACTER OF CHILDREN (RT 04 RW 02 SIDOSERMO VILLAGE, WONOCOLO DISTRICT, SURABAYA)*. University Of Muhammadiyah Sidoarjo.
- Shinta Alimatul Islam, & Mutrofin. (2023). Perception of Islamic broadcasting communication students towards Shihab & Shihab Da'wah Program in Narasi TV. *Kopis Journal: A Review Of Islamic Broadcasting Communication Research And Thought*, 6(1), 1-17. <https://doi.org/10.33367/kpi.v6i1.3653>
- Wernher, M. Y. (2015). Audience Perception Of The Show D'academy Indosiar In The Village Of Sungai Pinang In The District Of Sungai Pinang. *EJournal Of Communication Sciences*, 3(4), 185-199. [http://ejournal.ilkom.fisip-unmul.ac.id/site/wp-content/uploads/2015/11/JURNAL\(11-16-15-01-54-15\).pdf](http://ejournal.ilkom.fisip-unmul.ac.id/site/wp-content/uploads/2015/11/JURNAL(11-16-15-01-54-15).pdf)
- Wijayadiningrat, S. (2020). Otaku Perception Of Gender Equality Values In Naruto Anime And Manga. *Kaganga Journal: Journal Of Social Sciences And Humanities*, 4(2), 83-91. <https://doi.org/10.33369/jkaganga.4.2.83-91>
- (Pratama, 2021)
- <https://youtube.com/@corbuzier?si=7tGGFtWFcF7S81>
- <https://www.detik.com/edu/detikpedia/d-6841344/survei-indonesia-jadi-nomor-1-negara-yang-paling-percaya-tentang-tuhan>
- <https://youtu.be/oCHlnWvMA7M?si=4DnXUgrWZh8ZwqB5>