

The Implications of Adi Hidayat Official's YouTube Content in Shaping the Religious Behavior of Millennials in the Gubuk Panaraga West Cakra

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ABSTRACT

Abstrak: Dakwah di media sosial khususnya Youtube adalah sebagai sarana dan metode baru agar dakwah memiliki jangkauan yang lebih luas menembus ruang dan waktu. Berkembangnya penggunaan Youtube sebagai media dakwah kemudian dimanfaatkan oleh Ustadz Adi Hidayat. Tujuan dari penelitian ini adalah untuk mengetahui konten dakwah Adi Hidayat Official yang diminati oleh generasi milenial di lingkungan Gubuk Panaraga Cakra Barat dan mengetahui implikasinya dalam pengamalan nilai-nilai agama seperti pengamalan ibadah wajib, pengamalan ibadah sunnah dan penguatan pemahaman terkait agama islam. Penelitian ini menggunakan pendekatan kualitatif dengan studi lapangan sebagai metode pengumpulan data. Paradigma kualitatif melihat realitas sosial sebagai sesuatu yang holistik, dinamis, kompleks dan penuh makna. peneliti bermaksud untuk memahami fenomena yang dialami oleh subyek penelitian misalnya perilaku, persepsi, motivasi, Tindakan dan lain-lain secara holistik dan dengan cara deskripsi dalam bentuk kata-kata dan Bahasa. Pada penelitian ini ditemukan bahwa konten dakwah Adi Hidayat Official yang diminati oleh generasi milenial adalah hal-hal yang berkaitan dengan fiqh sholat, motivasi kehidupan dan pembahasan tentang ilmu AlQur'an. Konten tersebut sangat berdampak pada kehidupan sehari-hari generasi milenial di lingkungan Gubuk Panaraga.

Abstract: Da'wah on social media, especially Youtube, is a new tool and method to reach a wider range of da'wah through time and space. The developments of Youtube's use as a media for da'wah were then utilized by Ustadz Adi Hidayat. The purpose of this study is to determine the content of Adi Hidayat Official's da'wah that is of interest to the millennial generation in the Gubuk Panaraga Cakra Barat area and to determine its implications in shaping religious behavior such as the practice of obligatory worship, the practice of sunnah worship, and strengthening understanding of Islam. This study uses a qualitative approach with literature study as the data collection method. The qualitative paradigm views social reality as something holistic, dynamic, complex, and meaningful. The researcher aims to understand the phenomena experienced by the research subject, for example, behavior, perception, motivation, action and others holistically and through description in the form of words and language. In this study, it was found that Adi Hidayat Official's da'wah content that is attractive to the millennial generation is matters relating to prayer fiqh, life motivation and discussion of the science of the Qur'an. This content has a huge impact on the daily life of the millennial generation in the Gubuk Panaraga area.

Keywords:

Da'wah Content

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Adi Hidayat

I. Introduction

Islam and da'wah cannot be separated from one another. The effort to invite, call, and encourage people to always adhere to Allah's teachings in order to attain happiness in this world and the hereafter is known as da'wah. This means inviting them to turn away from things that are

not in accordance with Allah's teachings and toward things that are in accordance with His teachings.(Fakhrurrozi, 2019)

One of the challenges in preaching in today's technological era is how to use new media for preaching. Information technology eliminates space and time. In delivering his message, a preacher can record the material and upload it to YouTube or broadcast it live so that the preacher does not need to be in the same location as his congregation. Preachers are challenged to create religious lecture content that is interesting for viewers.(Yun Masfufah 2019)

Therefore, it is necessary to develop a da'wah management system that uses and selects information technology that is efficient and appropriate in line with the times. This changing era requires da'is to find solutions in providing problem solving for the various problems faced by Muslims. Da'is are required to be able to translate the message of Islam in accordance with modern, effective, and efficient da'wah management to the community, so that Islam will have a wider reach and be easier to understand and not be misinterpreted by non-Muslims. Therefore, an appropriate strategy is needed.

The names of millennial Da'i in Indonesia have showcased their methods and styles of preaching on YouTube. Thus, it can be seen that the use of YouTube has positive aspects that can be utilized from this video sharing media. They use various content distribution strategies to maximize YouTube as a new communication medium in various preaching activities carried out.(F. Sulaeman, 2020)

With the rapid growth of YouTube users, Ustadz Adi Hidayat has taken advantage of this opportunity. He is one of the preachers who uses YouTube as a medium for his preaching. As of April 2024, the Adi Hidayat Official YouTube channel has 3.59 million subscribers from all walks of life, regardless of age, gender, and social status.

On the Adi Hidayat Official YouTube channel, there are long videos and short videos that discuss various issues and solutions in everyday life, such as the correct way to pray, finding a soul mate, being devoted to parents, interpreting the Qur'an, and so on. As a Muslim who follows Allah's commands, it is good to listen to religious lectures and studies regularly. If you want to attend a study but are hindered by distance and time, you can watch it on television or YouTube. After all, religious knowledge can bring us closer to Allah, provide good advice, and of course be applied in our daily lives. In Surah Az-Zumar verse 18, Allah says:

الَّذِينَ يَسْتَمِعُونَ الْقَوْلَ فَيَتَّبِعُونَ أَحْسَنَهُ أُولَٰئِكَ الَّذِينَ هَدَاهُمُ اللَّهُ وَأُولَٰئِكَ هُمُ الْفَائِزُونَ

Meaning: "Listen to the words and follow the best of them. They are the ones whom Allah has guided, and they are the ones who possess sound judgment." (QS. Zumar : 18)

The second part of the above verse explains that people with common sense are those who listen to good advice, follow the best, are willing to improve themselves, and always strive to enhance their qualities. And those who do not lose out are those who are willing to advise others (preach) in truth and patience.

A person's desire to do something religious has certainly diminished nowadays, because not all religious desires are motivated. Religious desires cannot be explained by motivational psychology alone. Meanwhile, religious desires are seen as an effort to fulfill needs that arise from certain situations.(Sri Rumini, 2004)

Teenagers' behavior on YouTube is usually to search for things that are viral or trending. So far, according to researchers' observations, there has never been any Islamic preaching or religious lecture content that has gone viral or trending, categorized as trending here if the views or audience reach millions in just one day. This means that YouTube users are more enthusiastic about non-Islamic content, such as gossip, the free lifestyle of celebrities, and so on. This problem arises because millennials have different tastes in religious content than the general public.

Therefore, researchers need to study the content of Adi Hidayat Official that is liked by millennial teenagers and its implications in shaping their way of practicing religion.

Gubuk Panaraga is one of the Islamic villages located in Cakra Barat sub-district, Cakranegara district. Covering an area of approximately 3 hectares, it has a population of millennial teenagers who actively use YouTube. Located in the heart of the city amid rapid globalization, the Gubuk Panaraga area is equipped with affordable internet/WiFi access, with network coverage extending to nearly all bustling areas within the vicinity. As a result, millennial youth may be vulnerable to the impacts of globalization if YouTube content is not properly filtered by them.

Based on the above explanation, the researcher wants to conduct further research related to the content of Adi Hidayat Official's YouTube channel and its implications in shaping the religious behavior of the millennial generation in the Gubuk Panaraga neighborhood of Cakra Barat sub-district, Cakranegara district, Mataram City. The hope is that millennials will be more inclined to watch religious content that aligns with their preferences, thereby making religious values more easily accepted by millennials and capable of having a positive impact on community life, particularly in the Gubuk Panaraga neighborhood.

II. Research Methodology

With a qualitative approach, researchers aim to understand the phenomena experienced by research subjects, such as behavior, perceptions, motivations, actions, and so on, holistically and descriptively in words and language.(Lexy J, 2015)

Meanwhile, based on the conditions and location, this type of research is field research, which is a type of research that studies phenomena in their natural environment (Dedy Mulyana, 2004). For this reason, the primary data is data obtained from the field. This ensures that the data obtained truly reflects the reality of the phenomena found at the research location.

In this study, the researcher himself acted as a research instrument. The research instrument referred to is a tool for collecting data in qualitative research (Andi Prastowo, 2016), such as interviews with informants based on purposive sampling techniques. Purposive sampling, according to Sugiyono, is a technique for determining samples based on specific considerations. (Sugiyono, 2016). The criteria used to find samples were millennial teenagers in Gubuk Panaraga who actively followed Ustadz Adi Hidayat's lectures on YouTube.

Table 1. Data on millennial youth who actively follow Ustadz Adi Hidayat's lectures on YouTube

<i>name</i>	<i>Age (Year)</i>	<i>Education</i>	<i>Frequency of Watching (Hours)</i>
Muhammad Ifan	24	Strata 1	2
Aulia Kurnia	25	Strata 1	2
Nanda Annisaunnajwa	25	Strata 1	2
Nisrina Savitri	24	Strata 1	2
Namira Marizkia Milinia	26	Strata 2	1

A. Data Sources and Research Locations

The research was conducted in the Gubuk Panaraga Cakra Barat neighborhood. The data collection period was from April 2023 to April 2024 as this period covered all of Ustadz Adi Hidayat's religious content themes, such as soulmates, fiqh, morals, tauhid, and others.

The data source in this study is the subject from which the data was obtained. Researchers used two data sources to search for and collect data sources in this study:

1) Primary Data

Data collected directly by researchers from sources without intermediaries. Researchers sought and found data from informants through interviews and direct observation in the field. The primary data sources in this study were the YouTube channels Adi Hidayat Official and Millennials in the Gubuk Panaraga Neighborhood.

2) Secondary Data

Indirect data sources that can supplement and reinforce research data. In this study, secondary data can be obtained through literature studies using books and the internet. In addition, data will also be collected from archives and photographs during the research period.

B. Data Collection Techniques

Data collection techniques are the most strategic step in research, because the main purpose of research is to obtain data. Sugiyono states that when viewed from the aspect of data collection techniques, the techniques used are observation, interviews, questionnaires, documentation, and a combination of the four.(Sugiyono, 2014)

1) Interview

An interview, as Moleong says, is a conversation with a purpose. The conversation is conducted by two people, namely the interviewer and the interviewee. Before conducting an interview, researchers will prepare a set of questions covering opinions, perceptions, and data related to the focus of the issue being studied. In this study, interviews will be conducted directly and indirectly (online) with millennials in the Gubuk Panaraga neighborhood who like to listen to the teachings of Ustadz Adi Hidayat.

2) Observation

Observation is a method of data collection conducted by observing and listening to an event in order to understand, find answers, and seek evidence regarding social phenomena occurring within a specific period of time. The main principle of observation is to summarize and simplify the representation of events. In observation, researchers remain the editor of various events (Rakhmat, 2007). In this observation, the researcher observed and summarized the content of Adi Hidayat Official's YouTube channel from April 2023 to April 2024.

3) Documentation

Documentation is a data collection technique that involves compiling and analyzing documents, whether written, visual, or electronic. The documentation carried out by researchers involved sorting through YouTube videos from the Adi Hidayat Official channel that are popular among millennials in the Gubuk Panaraga neighborhood.

4) Data Analysis Techniques

This study uses Miles and Huberman's data analysis model. The analysis technique used in this study is Miles and Huberman's data analysis model (Sugiono, 2018), which consists of several stages, namely: (1) Data collection, in which researchers generally conduct a literature study first to verify and provide preliminary evidence that the problem to be studied actually exists. Then, they conduct interviews and observations to collect data in the field; (2) Data reduction, which is the process of summarizing, selecting, and sorting all forms of data obtained in the field to be formed into a text for analysis; (3) Data display (data presentation), after all the data obtained has been compiled in the form of a manuscript, the next step is to present the data to process the semi-finished data in the form of writing that has a clear thematic flow, then it will be grouped and categorized into a more concrete form and ended with coding. The coding process serves to enter and include each statement made by the subject and informant in accordance with the theme and subcategory categories and to assign specific codes to each statement made by the subject; (4) Drawing conclusions or verification is the final stage in analyzing the Miles and Huberman data model. The conclusions lead to the research questions that were previously asked.

5) *Research Schedule*

Table 2. Research Implementation Schedule

Activity	Time (month)					
	1	2	3	4	5	6
1. Literature Review						
2. Field Study						
3. Data Collection						
4. Data Processing						
5. Analysis and Conclusions						
6. Report Writing						

III. Data Presentation and Analysis

1) *Profile of Ustadz Adi Hidayat*

Ustadz Adi Hidayat, Lc., MA was born in Pandeglang, Banten on September 11, 1984. He is an Indonesian scholar who has mastered the contents of the Holy Qur'an and its verses. In addition, he also has a deep understanding of hadith and various religious books, including their meanings and positions. In 2013, Ustadz Adi founded the Quantum Akhyar Institute, and three years later he established Akhyar TV as his primary platform for religious outreach. Currently, Ustadz Adi is actively involved as a religious speaker for educational sessions, seminars, and other events. He is also an active writer and has authored several works in both Arabic and Indonesian.

Ustadz Adi Hidayat actively teaches at various religious schools, serves as a guest lecturer and extraordinary professor at universities, is a resource person for Islamic studies, a member of the expert council at the Al-Ihsan PTM VJS Bekasi Mosque, a mentor at Akhyar TV, and the Director of the Quantm Akhyar Institute Islamic Studies Center. Akhyar TV is the official channel managed by Ustadz Adi Hidayat with the tagline “The best content for the best community.” Ustadz Adi Hidayat's religious education activities can be accessed through live streams and video lectures on the website www.akhyar.tv via electronic devices such as televisions connected to the internet and smartphones.(biografiku.com, accessed May 15, 2024)

2) *Profile of Adi Hidayat Official Youtube Channel*

Adi Hidayat Official is a YouTube channel created on February 28, 2019. This channel is the official page of Ustadz Adi Hidayat and is one of the divisions of the Quantum Akhyar Institute, which specifically presents the preaching content of Ustadz Adi Hidayat (Quantum Akhyar Institute, 2024). Statistically, the Adi Hidayat Official YouTube channel has been viewed 305,406,318 times, has 3.59 million subscribers, and has uploaded 1,700 videos. This indicates that the channel is highly popular among the public.(Adi Hidayat Official, 2024)

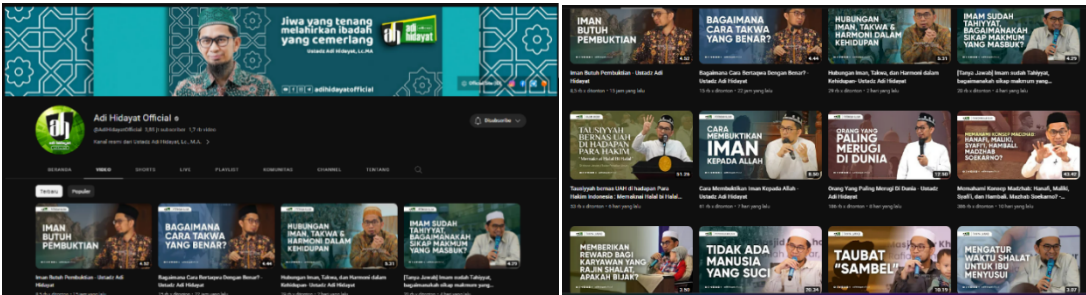


Fig. 1. YouTube Content Thumbnail Adi Hidayat Official

Fig. 1 shows the design of each uploaded video's page and thumbnail. The thumbnail design displays an easy-to-read title and a photo of Ustadz Adi Hidayat to attract viewers..

3) *Environmental Profile of Gubuk Panaraga Cakra Barat*

The Gubuk Panaraga neighborhood is one of the Islamic neighborhoods located in the Cakranegara subdistrict, Mataram City. Gubuk Panaraga covers an area of approximately 3 hectares and consists of 3 neighborhood associations (RT), with RT 1 having 125 family cards (KK), RT 2 having 62 KK, and RT 3 having 73 KK. The Karang Kemong neighborhood forms the northern and eastern boundaries of Gubuk Panaraga, while the Karang Jangkong neighborhood forms the western boundary and the Pande/Banjar (Hindu) neighborhood forms the southern boundary of Gubuk Panaraga.

In terms of services, Gubuk Panaraga has one public service, namely population services, while in terms of worship facilities and education, Gubuk Panaraga has one mosque and one Al-Qur'an Education Park (TPQ). For maternal and child health services, Gubuk Panaraga has one integrated health service post (posyandu). Gubuk Panaraga has 2 religious organizations, 1 Majelis Ta'lim (General Islamic Studies, Special Studies of the Matan Jurniyah Book, Kifayatul Akhyar Book) and 1 Mosque Youth Group. Gubuk Panaraga is 100% Muslim, so the researcher examined how the content of da'wah shapes the religious behavior of millennials in Gubuk Panaraga. The researcher measured religious behavior by looking at religious experiences through the religious behavior practiced by the millennial generation in the Gubuk Panaraga neighborhood. (environmental figure interview, 2024)

Religion is important and cannot be separated from human life. A religious person should be able to justify their beliefs. This can be proven by fulfilling their religious obligations. However, religious obligations are currently often underestimated or even abandoned, so it can be said that they are religious on paper but not in the real world.

Technology is the result of human engineering in the process of delivering information from the sender to the receiver so that the sender of the information can deliver it more quickly (Hoga Saragi, 2014). His intelligence enabled him to create human-shaped robots (Sudarmawan, 2007) Just as the internet has influenced millennials, their motivation for accessing the internet is to search for information, connect with friends, and for entertainment.

4) *Adi Hidayat Official content that appeals to Millennials in the Gubuk Panaraga community*

Regarding this aspect, the Islamic teachings presented by Ustadz Adi Hidayat on his YouTube channel have rational values for human life that are reinforced by arguments from the Qur'an and Hadith. In his explanations, he begins with verses from the Qur'an and their interpretations, linking them to current phenomena. The language used by Ustadz Adi Hidayat when delivering Islamic teachings in his YouTube videos is straightforward, leaving no room for doubt among his audience. What is even more appealing is that the messages he conveys always motivate his listeners.

Table 4. Branch of Science Content of Interest to Millennials in the Gubuk Panaraga Environment

Branch of Science Content of Interest to Millennials in the Gubuk Panaraga Environment	
<i>Content Theme</i>	<i>Branch of Science</i>
Pedoman Hidup Nabawi	Akhlak
Satu hari bersama Alqur'an	Ulumul Qur'an
Fiqih Ibadah	Fiqih
Tidak ada Manusia yang Suci	Akhlak
Cara Hidup tenang	Akhlak

Branch of Science Content of Interest to Millennials in the Gubuk Panaraga Environment	
<i>Content Theme</i>	<i>Branch of Science</i>
Menghilangkan rasa cemas dalam hidup	Aqidah
Tata Cara sholat	Fiqih
Cara menyusun Kurikulum hidup berdasarkan Alqur'an	Ulumul Qur'an
Apa sih yang diharapkan dari dunia ini ?	Aqidah
Khusuk dalam sholat	Fiqih
Taubat kemudian maksiat lagi, apa bisa diampuni Allah ?	Aqidah
Hakikat kehidupan manusia	Aqidah
Praktek Toleransi dalam kehidupan berbangsa dan bernegara	Akhlak
Melancarkan atau menambah Hafalan Alqur'an	Ulumul Qur'an
Kemuliaan Penghafal Alqur'an	Ulumul Qur'an
Konsep Perniagaan terbaik menurut Alqur'an	Ulumul Qur'an

Table 4 above explains the themes of da'wah content and its branches of knowledge. The distribution of the number of branches of knowledge based on Table 2 is as follows:

Table 5. Number of Sciences from Content of Interest

Number of Sciences from Content of Interest	
<i>Science</i>	<i>Amount</i>
Akhlak	4
Ulumul Qur'an	5
Fiqih	3
Aqidah	4
Total	16

Table 5 above shows that the most popular field of study among millennials in the Gubuk Panaraga Cakra Barat neighborhood is Ulumul Qur'an, with 5 content items, followed by Akhlak and Aqidah, with 4 content items each, and Fiqih, with 3 content items.

The Islamic teachings presented by Ustadz Adi Hidayat on his YouTube channel have rational values for human life that are reinforced by the Qur'an and Hadith. In his explanations, he begins with verses from the Quran and their interpretations, linking them to current phenomena. The language used by Ustadz Adi Hidayat when delivering Islamic teachings in his YouTube videos is straightforward, leaving no room for doubt among his audience. What is even more appealing is that the messages he conveys always motivate his listeners.

The presence of Adi Hidayat Official's YouTube channel is very beneficial for the millennial generation in the Gubuk Panaraga neighborhood. This can be seen from the results of an interview with Muhammad Ifan (24 years old), a member of the Riyadusshalihin mosque youth group in the Gubuk Panaraga neighborhood.

“The presence of Adi Hidayat Official's YouTube channel is clearly very beneficial for the current millennial generation. Due to the rapid development of the times, his YouTube channel serves as a means and tool for preaching so that it can be accessed by everyone.” (Ifan, interview on April 1, 2024)

5) *Religious Behavior and Ritualistic Dimensions*

According to Jalaluddin, religious behavior is human behavior in relation to the influence of beliefs on the religion they adhere to. The definition of religious behavior can be interpreted literally, where the word “behavior” means an individual's response or reaction to stimuli or the environment. Meanwhile, the word “religious” means all actions related to religion. Thus, religious behavior means all actions, deeds, and words performed by a person because of their belief in God.(Jalaluddin, 1997)

In their book *American Piety: The Nature of Religious Commitment*, Glock and Stark discuss the ritualistic dimension of religion, which encompasses the extent to which religious individuals follow the rituals and teachings of their faith. The five pillars of Islam encompass the ritualistic dimension. There are religious rituals that are sunnah in nature, such as sunnah prayers, dhikr, and others. Although these acts of worship are sunnah, many Muslims perform them because of the positive effects they bring.(M.A. Subandi, 2013). Detailed explanations in the content of Adi Hidayat Official's YouTube channel, which describes procedures, rewards, and life after death, have a positive effect on viewers who listen carefully. Thus, the use of media (YouTube) to convey religious messages is still very effective today.

Media is a tool for conveying messages in communication. According to Rogers (Muslimin, 2010), communication is defined as the process of conveying ideas from the source to the recipient with the aim of changing behavior. Print and electronic media are the most widely used media. The use of media shows that humans communicate through their five senses. For example, when someone watches a video on YouTube, it means that they are communicating by watching and listening. Media can slowly shape one's views and opinions about themselves and how they face everyday life. Like the existence of some people, where the internet is used as a medium for people to seek information and entertainment, one of which is in the form of videos, a real example of people who have personalities and body types. Some people are watching something that is considered better and can be used as material for someone to imitate in terms of thinking and behavior (Hamidi, 2010).

6) *Aspects of Religious Behavior*

The aspect of religious attitude in this study includes content that is often uploaded by the Adi Hidayat Official YouTube channel, namely regarding worship practices. Religious behavior can be seen from a person's habits in worshipping God in their daily lives. The types of practices applied include :

a) *Implications for the practice of obligatory worship*

Adi Hidayat Official's content on the proper way to pray, how to pray with focus, and so on provides understanding and has implications for the lives of millennials in the Gubuk Panaraga neighborhood. One of them, Aulia Kurnia (25 years old), said that with the YouTube content from Ustadz Adi Hidayat, which uses a calm and straightforward delivery style, it is easier for her to understand the proper way to pray.



Fig. 2. Ustadz Adi Hidayat delivering a lecture on the procedures of prayer

"I enjoy watching Ustadz Adi Hidayat's (UAH) content about prayer, because praying properly and correctly can change our lives for the better and make our hearts more peaceful. His calm, straightforward, and simple delivery makes it easy for millennials to understand. This content has a significant impact on daily life, both in behavior, making prayers more focused, bringing us closer to the Quran, and always wanting to learn to be better." (Aulia, 2024)

Nanda Annisaunnajwa (25 years old), a teacher at the Gubuk Panaraga Quran Education Park (TPQ), feels the same way. She said that with UAH's preaching content on YouTube, she can directly practice how to pray according to the guidance of the Prophet Muhammad SAW.

"I am very interested in the UAH content that discusses the procedures for the Prophet's prayers because after listening to the content carefully, we can understand and practice it in our daily lives. Personally, I did not understand how to perform the prayers correctly before, but with this content, Alhamdulillah, I can learn slowly." (Nanda, 2024)

Therefore, it is hoped that by performing the obligatory worship, namely the fardhu prayers correctly, it will also have an impact on the daily lives of the millennial generation in the Gubuk Panaraga neighborhood, including that prayer can provide peace and fortitude of heart, prevent them from committing evil and immoral deeds, instill time discipline, and promote physical health.

b) Implications for the Practice of Sunnah Worship

The Qur'an is the holy book of Islam, which is the last book revealed by Allah SWT through the angel Jibril and delivered to the Prophet Muhammad as a guide and reference for Muslims. The Qur'an consists of 30 chapters, 114 surahs, and 6236 verses, each of which provides detailed explanations about everything in the world. The Qur'an, which is the guide and foundation for the lives of Muslims, is highly recommended to be read and understood in order to draw closer to Allah SWT. (Muhammad Daud, 2002)

According to Nisrina (24 years old), of all the content she watches on Adi Hidayat Official's YouTube channel, she is most interested in content that discusses the Qur'an because it motivates her to read and memorize the Qur'an even more.

"I am interested in continuing to follow the developments of Adi Hidayat Official's content, which discusses how to read and memorize the Qur'an. I apply the content to my method of learning the Qur'an, which motivates me to continue improving my knowledge of the Qur'an, especially since I am an educator at a TPQ (Quran learning center). The material presented by UAH is easy to understand and very detailed." (Nisrina, 2024)



Fig. 3. Ustadz Adi Hidayat delivering a lecture on memorizing the Qur'an

Namira Marizkia Milinia (26 years old), a member of the Gubuk Panaraga Mosque Youth Group, said something similar. According to her, UAH content discussing memorizing the Quran is very useful for her..

“The tips for memorizing the Qur'an that he shared are easy for beginners like me to practice, plus UAH directly presents the material by citing its basis in both the Qur'an and Hadith. What is unique about him is that he writes the important points of the material on the board”.(Namira, 2024)

From the informants' explanations, it can be concluded that UAH content about reading or memorizing the Qur'an on YouTube has implications for their daily lives, ranging from memorization methods, tips for strengthening memorization, maintaining memorization, and so on. This means that UAH content on YouTube is easily accepted by the Millennial Generation in the Gubuk Panaraga Cakra Barat neighborhood.

c) Implications for Strengthening Understanding of Islam

The Adi Hidayat Official YouTube channel presents various discussions related to the issues faced by millennials today amid increasingly sophisticated technological advances and modernization, so that millennials need to be motivated to ensure that their religious practices are not eroded by these circumstances.



Fig. 4. Special Da'wah Content from Ustadz Adi Hidayat for Millennials

Aulia (25 years old), a TPQ teacher at Gubuk Panaraga, revealed that UAH's Da'wah content on YouTube is very accessible to millennials. By utilizing YouTube's search feature, any UAH content theme can be found in seconds. Aulia also added that she prefers long-form content to short-form content delivered by UAH, as it allows for a more focused and in-depth discussion of the content theme. (Aulia, 2024)

The official Adi Hidayat preaching content witnessed by the millennial generation in the Gubuk Panaraga neighborhood certainly greatly motivates them to participate in Islamic studies held by the Riyadushshalihin Gubuk Panaraga mosque administrators. With this motivation, they regularly attend Islamic studies, thereby increasing their understanding of religion. This creates a generation of millennials who are pious and ready to face globalization and modernization without fear or anxiety of falling into negative influences.

IV. Conclusion

The content on Adi Hidayat Official's YouTube channel that is popular among millennials in the Gubuk Panaraga neighborhood is about the teachings of the Quran, such as how to memorize the Quran, tips for strengthening Quran memorization, and living a noble life with the Quran. The Fiqh studies that are popular include the proper way to perform prayer, the proper way to perform special prayers, and discussions on motivation to be more diligent in worship to practice Islamic law. These contents have a significant impact on the daily lives of the Millennial generation in the Gubuk Panaraga Cakra Barat neighborhood. The da'wah methods used by Ustadz Adi Hidayat, such as discussing a trending topic in detail and engaging in Q&A sessions with the audience, greatly assist in understanding the material presented.

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