Explorative Analysis of Lazismu Pusat's YouTube Channel

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Abstract

YouTube is one of the favoured information media for many people today. Information related to the performance of zakat institutions in Indonesia can be obtained from its YouTube channel, for example the YouTube channel of Lazismu Pusat. The purpose of the research is to qualitatively analyse the profile and columns on Lazismu Pusat's YouTube channel. The research method is descriptive qualitative with an explorative approach. The results showed that the Central Lazismu YouTube channel has a profile with 2.11K subscribers and 396 video posts. Lazismu Pusat's YouTube channel has nine columns like most other YouTube channels. Of the nine columns, only eight columns (home, videos, shorts, live, community, channels, about and search) can be analysed exploratively. While the playlists column cannot be analysed exploratively.

Keywords: Exploratory Analysis; YouTube Channel; Lazismu

1. Introduction

Islam places great emphasis on the pursuit of knowledge. With this knowledge, Islam has a very advanced civilisation. Islamic civilisation is based on its religious concepts, which is different from other civilisations that use humans as the beginning of civilization. Knowledge can be obtained by reading. This can be proven from the first Qur'anic verse that was revealed which contains the command to read. Reading is one way to seek and obtain knowledge and information. One can develop the ability to process knowledge if one reads frequently. In order to read frequently, you need healthy eyes, because reading activities require physical activity, namely the eyes.

In addition to reading the Qur'an, books, newspapers or journals, to obtain knowledge and information, it can also be done through listening. For example, listening to the radio to get news or listening to news on television. Along with the development of technology, reading, listening and hearing information can be done anytime and anywhere through cellphones/gadgets.

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Gadgets are electronic devices that have certain functions and are often associated with smartphones⁴. Gadgets, which are currently connected to the internet, do not only function to communicate, but can be used to do almost all activities of life, ranging from office, personal to religious activities. This is because gadgets have built-in applications or can install new applications easily and quickly. One of the applications on gadgets that is often used to find information is the YouTube application. One application on gadgets that is often used to find information is the YouTube application. Information must be delivered in a way that is easy for individuals to understand and apply⁵. Theories of multimedia learning and visual processing explain the importance of words and images in conveying messages⁶. Therefore, YouTube can accommodate both.

YouTube is a social media application that provides information or provides content in the form of videos. According to Pew Research Center in 2021, YouTube is the most popular social media platform in the US: used by 81% of Americans with 54% of users using it daily and 36% visiting the site multiple times a day⁷. According to We Are Social and Hootsuite in 2023, in the website katadata.co.id explained that there are 139 million YouTube users in Indonesia and this puts Indonesia as the fourth most YouTube users in the world⁸.

In Indonesia, YouTube channels are not only owned and used by individuals, but also by institutions/organizations. One Islamic organization that owns and uses a YouTube channel is the Muhammadiyah organization. Muhammadiyah is an Islamic organisation with a da'wah movement of amar ma'ruf nahi munkar founded by KH Ahmad Dahlan on 18 November 1912 AD in Kauman Village, Yogyakarta⁹. According to Haedar Nashir, the largest modern Islamic organization in Indonesia and the world is Muhammadiyah¹⁰. YouTube channels affiliated with Muhammadiyah include Muhammadiyah Channel, tvMu Channel and Lazismu Pusat.

Lazismu is a national level zakat institution that serves in community empowerment through productive utilization of zakat, infaq, waqf and other generous funds, both from individuals, institutions, companies and other agencies¹¹. In 2021 it was reported that

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8 We Are Social and Hootsuite, 2023. We Are Social and Hootsuite Report. Available at: Pengguna YouTube di Indonesia Peringkat Terbanyak di Dunia pada Awal 2023 (katadata.co.id)
Lazismu had total assets of IDR 179,059,695,707. The Lazismu Pusat YouTube account is a YouTube account that can be categorized as a YouTube account in the field of Islamic Economics, especially the Zakat Institution. That is because Lazismu Pusat is a official institution of the Muhammadiyah which aims to manage zakat and infaq. Based on all these explanations, the authors are interested in conducting research “Exploratory Analysis of YouTube Channel of Lazismu Pusat”.

The reason for this research is twofold. First, because Muhammadiyah is the richest Islamic mass organisation in the world. Second, because according to the author, previous studies on YouTube with explorative methods, no one has discussed the YouTube channel of the Lazismu Pusat. The focus of this research is to exploratively analyze Lazismu Pusat's YouTube channel. The purpose of this research is to exploratively analyze the YouTube profile and columns on the Lazismu Pusat YouTube channel.

2. Research Method

This research is descriptive qualitative research. Qualitative research has the main objective of describing and revealing. This research tries to describe and reveal important information in Lazismu Pusat YouTube channel.

This research uses exploratory method analysis. The explorative method aims to deepen knowledge and seek new ideas about a particular symptom, describe social phenomena, and explain how a social phenomenon occurs. This explorative method is used to deepen knowledge and explain the Lazismu Pusat YouTube channel by qualitatively analyzing the columns contained in the Lazismu Pusat YouTube channel.

3. Result and Discussion

The results and discussion in this study focus on the explorative analysis of the columns in the Lazismu Pusat YouTube channel. The columns on Lazismu Pusat’s YouTube channel consist of home, video, short, live, playlist, community, channel, about and search column.

Home Column (Profile)

Lazismu Pusat’s YouTube channel profile can be seen in the initial display or Home/Beranda column. The Lazismu Pusat YouTube channel shows the Lazismu Pusat logo, the number of subscribers and videos, a description, a selection of columns and search column.

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some video posts. Lazismu Pusat’s YouTube channel has 2.11K subscribers and 396 videos as of May 1, 2023. The description of Lazismu Pusat (can be seen in the About column) is:

“Kita bisa menjadi faktor penting dalam setiap perubahan melalui kebajikan yang kita tanam -- walau sekecil apapun.”

![Figure 1. Lazismu Pusat YouTube Channel Main View](image1)

Source: Lazismu Pusat YouTube Channel, 2023

**Video Column**

The number of video posts in the Videos column on the Lazismu Pusat YouTube channel amounted to 396 videos as of May 1, 2023. The first video posting in the Videos column occurred on August 1, 2016, namely a video entitled "Kado Ramadhan 1437 H Lazismu". While the last video posting occurred on April 13, 2023, namely a video entitled "Future Dimensions of Lazismu-Meta Eps. 4". This means that 396 videos have been posted by the Lazismu Pusat channel for almost 7 years in the Videos column.

![Figure 2. Main View of Videos Column on Lazismu Pusat's YouTube Channel](image2)

Source: Lazismu Pusat YouTube Channel, 2023
In 2016, the number of videos in the Videos column on the Lazismu Pusat YouTube channel was 2 posts. 4 posts in 2017, 11 posts in 2018, 93 posts in 2019, 88 posts in 2020, 67 posts in 2021, 29 posts in 2022 and 15 posts in 2023 (as of May 1, 2023).

The video post that has the shortest duration is a video post on March 13, 2020 entitled "Now Anytime Anywhere Pay Zakat Easier at Lazismu" which lasts for 6 seconds. Then the video post that has the longest duration is a video post on December 14, 2019 entitled "Opening of the 2019 Lazismu Rakernas" which lasts 2 hours 19 minutes 58 seconds.

The video post that has the highest number of views is the video post on April 1, 2023, which has 114,234 views (as of May 8, 2023). This video is entitled "Sharing Doesn't Wait for Rich".

The video teaches us that helping fellow human beings does not need to wait to get rich first. Because helping and sharing is a good activity. Therefore, we apply ourselves to always share and help each other without distinguishing anything.
The amil camp was held for 3 days with various events. Attended by 170 amils from various regions. It was hoped that amils could share experiences and exchange ideas between fellow amils. We think this activity is very useful and educative, because with this amil camp it can make amil who may feel less capable can see and model how capable amil are. Then amils who are capable can share insights with amils who are less capable. This activity can also advance the Lazismu movement throughout Indonesia.

Figure 5. Video Posts with the Most Likes in the Video Column

The video post that has the highest number of comments is the video post on February 16, 2023, which has 24 comments (as of May 9, 2023). This video is entitled "The Secret Behind Lazismu META's SDGs Award Win Eps. 2".

Figure 6. Video Posts with the Most Comments in the Video Column

Lazismu's programs are very helpful to the community, especially people who are left behind or in remote areas. The Lazismu program is very varied in various ways, such as in the field of education for children from elementary to high school through various facilities provided. One example is the provision of tablet gadgets to learn to search and catch up on information/materials that were left behind due to the pandemic yesterday. The programs in Lazismu are very noble because they can ease the burden on the community. The impact and benefits can be directly felt by the community such as mobile health services, caring for the elderly, improving nutrition, disaster preparedness (for
example earthquake disaster relief in Cianjur). Lazismu also provides business capital for MSME players. We hope that Lazismu can inspire the community, especially young people, to rise more advanced by helping others.

**Short Column**

The number of video posts in the Shorts column on the Lazismu Pusat YouTube channel amounted to 10 videos as of May 1, 2023. The first video posting in the Shorts column occurred on June 21, 2022, namely a video entitled "General Secretary of PP Muhammadiyah Invites Victims to Lazismu". While the last video post occurred on November 24, 2022, namely a video entitled "Aftershocks in Cianjur Still Occurring". This means that the 10 videos that have been posted by the Lazismu Pusat channel were done for more than 5 months in the Shorts column.

![Figure 7. Main View of Short Column on Lazismu Pusat's YouTube Channel](image)

In 2022, the number of videos in the Shorts column on the Lazismu Pusat YouTube channel was 10 posts. There were no posts in 2023 (as of May 1, 2023). The video post that has the highest number of views in the Shorts column on Lazismu Pusat's YouTube channel is a video post on October 7, 2022, which has 652 views (as of May 1, 2023). This video is titled "Collaboration to Build the Outback".

This shorts video gets the most views because of its title that makes people wonder, namely "Collaboration to Build the Interior". Many people are curious about how to build a hinterland, which hinterland is built, and what forms of development. Then because the video is short, the resolution is not good, and at the end of the video there is a poster "TABLIGH AKBAR Ustadz Dr. Adi Hidayat, LC., M.A" which is only a glimpse that makes people play back the Shorts video.
Figure 8. Video Posts with the Most Views in the Shorts Column

Source: Lazismu Pusat YouTube Channel, 2023

The Shorts video post that has the highest number of views is the video post on October 7, which has 15 views (as of May 1, 2023). This video is entitled "Collaboration to Build Pedalamanan". The video has the most views because there is a poster "TABLIGH AKBAR Ustadz Dr. Adi Hidayat, L.C., M.A".

Figure 9. Video Posts with the Most Likes in the Shorts Column

Source: Lazismu Pusat YouTube Channel, 2023

The Shorts video post that has the highest number of likes is the video post on October 7, which has 15 likes (as of May 1, 2023). This video is entitled "Collaboration to Build Pedalamanan". The video has the most likes because there is a poster "TABLIGH AKBAR Ustadz Dr. Adi Hidayat, L.C., M.A".

Figure 10. Video Posts with the Most Comments in the Shorts Column

Source: Lazismu Pusat YouTube Channel, 2023

The Shorts video post that has the highest number of comments is the video post on September 25, 2022, which has 2 comments (as of May 3, 2023). This video is titled "Da'i in Remote Areas". The video has the most comments because commentators
appreciate and encourage da'i who are enthusiastic about conveying the message of religion to the interior.

Figure 10. Video Posts with the Most Comments in the Shorts Column

Source: Lazismu Pusat YouTube Channel, 2023

Live Column

The number of video posts in the Live column on the Lazismu Pusat YouTube channel amounted to 77 videos as of April 11, 2023. The first video posting in the Live column occurred on April 24, 2020, namely a video entitled "Ramadan Study (Gaining Blessings in the Middle of the Plague)". While the last video posting occurred on April 19, 2020, namely a video entitled "Lazismu Online Study - Berkemajuan Islamic Work Ethic - Prof. Dr. Abdul Mu'ti, M.Ed". This means that 77 videos have been posted by the Lazismu Pusat channel for almost 3 years in the Live column.

Figure 11. Main View of Live Column on Lazismu Pusat's YouTube Channel
In 2020, the number of videos in the Live column on the Lazismu Pusat YouTube channel was 20 posts, in 2021 there were 15 posts, in 2022 there were 24 posts, in 2023 the most was 7 (as of April 11, 2023). The video post that has the shortest duration in the Live column is a video post on May 13, 2020 entitled "Now Anytime Anywhere Pay Zakat Easier at Lazismu" which lasts for 6 seconds. Then the video post that has the longest duration is a video post on October 19, 2022 entitled "Dissemination and Launch of the EdutabMu Program" which is 4 hours 42 seconds long.

The video post that has the highest number of views in the Live column is a video post on July 28, 2022, which has 114k views (as of April 12, 2023). This video is entitled "Sharing Not Waiting for Rich - Lazismu Advertisement". The video has the most views because the video displayed is interesting and displays visual processing that is easily understood by various groups. In addition, the points conveyed are also quite simple and can be easily accepted. The publication technique is also appropriate, making it easier for the content to be found by the audience. By uploading posts during the month of
Ramadan, it is also a very appropriate time, so that it can fulfill the interest of the audience to see positive education.

Figure 13. Video Posts with the Most Views in the Live Column

The video post that has the highest number of likes in the Live column is a video post on December 8, 2018, which is 66 likes (as of April 12, 2023). This video is entitled "AMIL CAMP LAZISMU 2018 YOGYAKARTA". Because the post describes the warmth of Amil camps throughout Indonesia that gather in Yogyakarta in organizing a series of activities. The existence of the post also attracts viewers to good video shooting and some capable Amil camp speakers. Amil Camp activities are expected to be able to build Amil Zakat throughout Indonesia to be more advanced in the future.

Figure 14. Video Posts with the Most Likes in the Live Column
The video post that has the highest number of Comments in the Live column is the video post on February 16, 2023, which is 24 Comments (as of July 17, 2023). This video is titled "Behind the Lazismu-META SDGs Award Eps 2". The video has the most comments because it discusses the programs contained in Lazismu, namely education programs that also provide scholarships for underprivileged people to pursue education, health programs such as the Indonesia mobile clinic, which is a mobile health service program, social da'wah programs, elderly care programs, independent da'i programs, disaster preparedness programs, international programs, economic programs, and finally environmental programs. In addition to discussing the programs that exist within Lazismu, the video discusses the benefits that Lazismu's programs generate for the community. The video is also creative content that provides information about the programs and benefits provided by Lazismu, so the video received appreciation with many comments.

**Playlists Column**

The Playlists column in the Lazismu Pusat YouTube channel has 19 playlists items. The nineteen playlists items are: "Ramadhan 1444 H, BPKH Discussion Forum, META Podcast, Testimonials of Figures, Cianjur Earthquake, Lazismu Online Study, Payment Methods, Semarang Mukhtamar 48, Building Indonesia's Inland Areas, Lazismu in Action Against Covid 19, Jakarta Flood, Lazismu Program, RAKERNAS 2019 LOMBOK-NTB, Amil Camp II Lazismu 2019, #HOPE4ROHINGYA, Ziska Lifestyle Festival LAZISMU 2018, LAZISMU Home Surgery Program, Qurban for Humanity 1440H, and Ramadhan Mencerahkan 1440H".

Figure 15. Main View of Playlists Column in Lazismu Pusat's YouTube Channel

*Source: Lazismu Pusat YouTube Channel, 2023*

**Community Column**
In the Community column on the Lazismu Pusat YouTube channel, there are 6 video and 2 image posts as of 17 July, 2023. The six titles of video posts are "Cattle & Sheep Release! - Recap of Muhammadiyah Aisyiyah 48th Congress", "Pay ZIS to Lazismu Can Be Paid at PT. Pos", "Testimony of the Governor of Central Java", "Testimony of Mr. PMK about Lazisnu", "Check Out Zakat & Donation at Shopee" and "Collaboration to Build the Interior of Indonesia with Lazismu". The two titles of the image posts are "Calculating Income Zakat" and "Qurban Hemat".

Figure 16. Main View of Community Column on Lazismu Pusat's YouTube Channel

Channel Column

In the Lazismu Pusat Channel column, there are no channels related to Lazismu Pusat.

Figure 17. Main View of Channel Column in Lazismu Pusat’s YouTube Channel

Source: Lazismu Pusat YouTube Channel, 2023
About Column

The About column contains Description, Details, Statistics and Links. Description explains a brief description of Lazismu Pusat. Details contain the location of the Lazismu Pusat YouTube channel which is located in Indonesia. Statistics contain when the Lazismu Pusat YouTube channel was first created and the total number of views of the videos on the Lazismu Pusat YouTube channel. Links contain links to Instagram, Facebook, Twitter and sites owned by Lazismu Pusat. The first Lazismu Pusat YouTube channel was created on September 7, 2017. While the total number of views of videos on the Lazismu Pusat YouTube channel is 274,123 views (as of July 12, 2023).

Search Column

The Search column serves to search for posts by typing keywords in the lup symbol. When the researcher tested whether the column was functioning properly or not, the researcher tried to type the keyword "Lazismu". After this was done, video posts appeared whose titles contained the word "LazismuI". This means that the search function on the Lazismu Pusat YouTube channel is functioning normally. The proof can be seen in the picture 19.

Source: Lazismu Pusat YouTube Channel, 2023
4. Conclusion

Based on the description of the research discussion, it can be concluded that the Lazismu Pusat channel has a profile with 2.11K subscribers and 396 video posts. The Lazismu Pusat YouTube channel also has posts in the form of images posted in the Community column. The Lazismu Pusat YouTube channel has nine columns like most other YouTube channels. Of the nine columns, only eight columns can be analyzed exploratively. Channel column can not be analyzed exploratively.

This research only explores the YouTube channel of one zakat institution. Future research is expected to add and compare YouTube channels of zakat institution in Indonesia. For example, exploratively comparing the YouTube channels of Lazismu Pusat and LAZISNU.

Reference


We Are Social and Hootsuite, 2023. *We Are Social and Hootsuite Report.* Available at: Pengguna YouTube di Indonesia Peringkat Keempat Terbanyak di Dunia pada Awal 2023 (katadata.co.id)
