



Reforming Prank Content as a Media for Da'wah on Youtube Channels

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Abstract:

The prank phenomenon has mushroomed in modern society, especially in a cyber society. Prank content is a joke, joke, or comedy activity for both personal and communal, which has become a trend among Indonesian people, especially since 2019. Prank content as a communication message aims to provide entertainment (entertainment) to other people or (communicant). Even for contemporary preachers, prank content is used as 'reform' for da'wah media, for example, on Gus Aldi's Youtube channel. The purpose of this study is to analyze how to reform the content of prank content as a medium of propaganda on Gus Aldi's Youtube channel. The researcher uses a virtual ethnography method with the Cyber Media Analysis (AMS) technique which consists of the media room level, media documents, media objects, and experiences. The results of the study concluded that; 1) the content of prank content on Gus Aldi's Youtube channel represents the productivity and creativity of preachers in cyberspace; 2) the selection of Youtube media as a stimulus for the object of da'wah (message recipients); 3) determining the material for da'wah (Shalawat Nabi) to be a 'reinforcement' in the spiritual fulfillment and religiosity of cyber society.

Key Words: Da'wah Media, Prank Content, Youtube

Abstrak:

Fenomena prank sudah menjamur di kalangan masyarakat modern, khususnya masyarakat maya (cyber society). Isi konten prank merupakan suatu kegiatan senda gurau, lelucon atau komedi baik bagi personal ataupun komunal yang mulai menjadi trend tengah masyarakat Indonesia terutama sejak 2019. Isi konten prank sebagai pesan komunikasi bertujuan untuk memberikan hiburan (intertainment) kepada People lain atau (komunikan). Bahkan bagi para pendakwah kekinian, konten prank dijadikan 'reformasi' untuk media dakwah misalnya seperti pada kanal Youtube Gus Aldi. Tujuan penelitian ini untuk menganalisa bagaimana reformasi isi konten prank sebagai media dakwah pada kanal Youtube Gus Aldi. Peneliti menggunakan metode etnografi virtual dengan teknik Analisis Media Siber (AMS) yang terdiri dari level ruang media, dokumen media, objek media dan pengalaman. Hasil penelitian menyimpulkan bahwa; 1) isi konten prank pada kanal Youtube Gus Aldi merepresentasikan produktivitas dan kreativitas pendakwah di dunia maya; 2) pemilihan media Youtube menjadi stimulus bagi objek dakwah (penerima pesan); 3) penentuan materi dakwah (Shalawat Nabi) menjadi 'penguat' dalam pemenuhan spiritual dan religiusitas masyarakat siber.

Kata Kunci: Media dakwah, Konten Prank, Youtube

INTRODUCTION

The development of technology is undeniable; technology makes gadget users and internet service users increase yearly (Erkan, 2019; Rymarczyk, 2020). Gadgets make it easy for users to access information anywhere and without any time limits (Finori, 2019; Rofifah, 2021). Not only to access information and entertainment, but we can also share information on social media. Information dissemination can be in the form of videos, infographics, and images (Wandi, 2020). The effects of using

technology are recognized, and the results can be felt by various groups in the various things served (Sa'ad & Istifa, 2020).

The news released by HootSuite on tekno.kompas.com stated that internet users in Indonesia in early January 2021 had reached 202 million (Riyanto, 2021). It can be seen that internet users in Indonesia can be said to be technology literate and live surfing in cyberspace (Worldspace). Many kinds of social media are used to dig up information, such as Whatsapp, Facebook, Instagram, Twitter, Youtube, Line, Pinterest, Tik Tok, We Chat, and so on. YouTube is still the most popular social media (Kosasih, 2019; Putri & Mutia, 2020). Youtube users in the country reach 94%, with a vulnerable age range of 16 to 64 years. This figure is based on a survey conducted by GWI in the third quarter of 2020 (Dahono, 2021).

In general, it contains content or video clips of films, television, and videos made by the users. Youtube was founded in February 2005 by three former PayPal employees, namely Chad Hurley, Steve Chen, and Jawed Karim (Faiqah, 2017). Thus, in February 2022, YouTube will be 17 years old as a trending social media and will remain popular in the current era. Youtube is a platform for expressing creativity from various circles, from young people to adults, where users can upload, watch, and share video clips for free. According to Faiqah (2017), it is stated that creativity is the result of interaction between individuals and their environment, the ability to make new combinations based on data, information, or elements that already exist or are known before, namely all experiences and knowledge that a person has acquired during his life. Whether it is the school environment, family, or the community environment. Creativity is crucial in creating content that attracts people to watch it. It is not uncommon for youtube video-makers to compete with creativity to create content that is liked by the public with the aim that in the future, more creative content can be chosen to get a good response from the community.

There are many variations of the content found on YouTube, including music content, various tutorials, prank content, sports content, family content, educational content, business content, da'wah content, and much other content (Cahyono & Hassani, 2019; Saripudin et al., 2021). Of the many contents that fill the YouTube platform, prank content is a favorite choice for content creators (Isnawan, 2021). It is a competition in seeking full attention and ownership of a channel by 'expecting' as many views, likes, and subscribes as possible; in other words, cyber communities like the videos that have been subscribed to. The prank phenomenon that is starting to bloom among the public is used as content to fulfill personal pleasure or earn money, which has received a lot of negative responses (Putra & Sarjani, 2022). Prank itself has a meaning that comes from English, namely a joke. The prank means joking, joking, mocking, and joking (Anggono & Putri, 2020). In this day and age, pranks can be interpreted as pranking other people to pretend the incident was severe but only lying to surprise, surprise and even embarrass others (Christiany, 2020; Moulita, 2021).

A study written by Kurniawan (2020) says that the 'virtual universe' of the country was shocked by the actions of Ferdian Paleka, a YouTuber from Bandung, West Java. He acted in deceiving several transwomen with garbage packages uploaded on Youtube and Instagram (IG) social media accounts; then, he was criticized and reacted adversely by netizens. However, prank content is not only about negative things. Many YouTube channels use pranks as a medium to spread kindness and invite

others to do good (Anshor, 2022). Having a solid position for content creators to be able to make something different from the original containing harmful content by sharing positive and inspiring things for the community.

RESEARCH METHODS

This study uses a qualitative research method using a virtual ethnographic approach. Deniz and Lincoln in Moleong state that qualitative research uses a natural setting to interpret phenomena that occur and is carried out by involving various existing methods. According to Moleong (2011), the methods that are usually used are interviews, observations, and documents. The method chosen is virtual ethnographic analysis. The research subject is a content creator, Gus Aldi (Muhammad Aldiyansyah), on the "Gus Aldi" channel.

The research method used is virtual ethnography with more emphasis on observing subjects on the internet. To get a comprehensive analysis, a virtual ethnographic technique is needed through the Cyber Media Analysis level (Nasrullah, 2018). Virtual ethnography comes from the Greek word combined with graphene, which means writing or artifact. In the Big Indonesian Dictionary, ethnography can be defined as; 1) a Description of the culture of the living tribes; 2) the science of depicting the culture of the tribes scattered across the earth. In simple terms, ethnography can be interpreted as an artifact (cultural heritage) from a society (Nasrullah, 2018).

The Cyber Media Analysis level that the researcher uses is the media space (media space), media documents (media archive), media objects (media objects), and experiences (experimental stories) (Nasrullah, 2018). This study aims to describe several uploads on Gus Aldi's Youtube channel starting from June to September 2021. In this study, researchers used several data collection methods and deeper information in various ways, namely online interviews, observations, literature studies, and online data searches. While testing the validity, the researchers used source triangulation; the data tested was to confirm the findings to be further presented in a descriptive narrative.

RESULTS AND DISCUSSION

Muhammad Aldiyansyah, often called Gus Aldi, was born in Jakarta on January 10, 1988, is the owner of a propaganda channel on YouTube, and is a content creator from Karawang, West Java. He began taking part in cyberspace in 2005 (Aldiyansyah, 2021). His work has been widely shared through various media ranging from Facebook, Twitter, Instagram, and Youtube channels which contain religious songs, parodies, and prayers to the Prophet, and the most exciting thing for researchers to study is the prank content of shalawat, which contains values. Da'wah value. Youtube media remains the primary choice because, based on research results, Youtube has a significant influence in introducing and giving a positive influence on da'wah (Ramadhan, 2018).

Gus Aldi's Youtube channel currently has 2.92 million subscribers and millions of views. Posts on Gus Aldi's youtube channel are usually uploaded on relaxed days, namely Sunday. Youtube Gus Aldi's target is young people who are outside the pesantren. This is because many young people do not know and understand the teachings of Islam.

In 2019, the trending column on Youtube was filled with prank content, especially online taxi pranks. However, it is a shame that the trends about pranks have many harmful smells, revealing genitals, and touching between men and women when the prank trend is misused by pranking or pranking other people at will without thinking about the feelings of the other person, as well as much pornographic content being freely shared on YouTube, Instagram and the like.

"If you want to preach through Youtube, you must look for content people like. In Indonesia, most people like music; that is why I make content that contains prayers, or music whose lyrics invite goodness." Said Gus Aldi in an excerpt from Arifah's writing (2019). Then Gus Aldi added that other popular content besides music, mostly entertainment or entertainment, so content creators must be innovative in packaging da'wah as attractive as possible. Gus Aldi provides practical instructions for creating creative content in great demand by the virtual world community by linking it to phenomenal and viral propaganda.

This is used as a space for movement by Muhammad Aldiansyah as a content creator and a millennial preacher who fills the space of Gus Aldi's Youtube channel by turning prank content that is often considered harmful into something that invites good things to present a new menu for the audience. The initial response of the virtual community when they learned about the prank concept, which was used as a medium for preaching, experienced pros and cons; why was shalawat used as a prank?. The purpose of the shalawat prank is a prank that is the opening of the delivery of shalawat, not a shalawat that is used as a prank (Aldiyansyah, 2021).

That the original legal joke is permissible or permissible, jokes are a way to make other people happy or happy because there are two kinds of pleasure, there are two kinds of jokes. In having fun, there is good and evil as well as jokes; there are good and bad (Nur, 2020). The following are the findings obtained by researchers using Cyber Media Analysis (AMS), with the four levels starting from the media space (media space), media documents (media archive), media objects (media objects), and experiences (experiential stories).

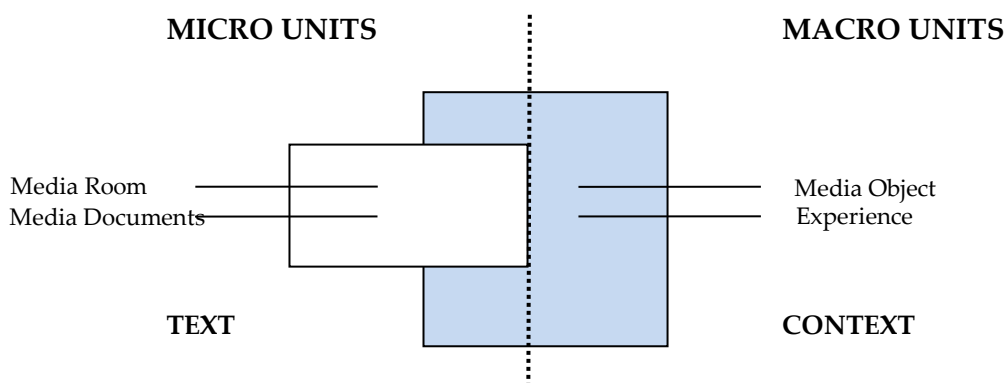


Figure 1: Cyber Media Analysis Level (Nasrullah, 2014)

The macro-micro level is practically divided into four levels, namely; 1) media space (media space); 2) media archive; 3) media objects (media objects); and 4) experience (experiential stories). Media space and documents are in macro units of text, while media objects and media experiences are in context (Nasrullah, 2018).

Media Space (Media Space)

The media room level describes how the elements are in the Youtube media. Starting from creating a Youtube channel, publishing videos, setting settings on Youtube, and so on. This method positions researchers not only to be observers but also to participate in the field by having an account and participating in being part of the phenomenon under study. The appearance of Gus Aldi's Youtube channel, as shown in Figure 2 below:

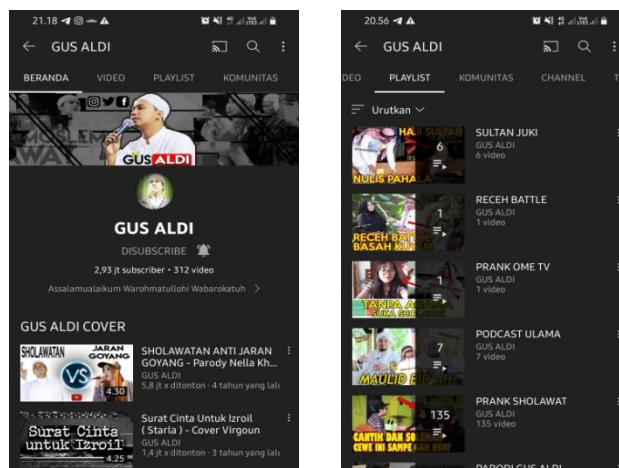


Figure 2: Gus Aldi Youtube Channel Home and Playlists

Media Media Archive

The media document (Media Archive) in Gus Aldi's Youtube channel is a collection of da'wah videos. Of the 312 videos on Gus Aldi's youtube as of June 10, 2021. There are 11 videos that the researchers studied from June to September 2021.

Table 1: Eleven videos of Gus Aldi's Youtube Channel

No	Shalawat Prank Title	Watch	Duration	Amount			
				Like	Do not like	Comment	Showtime
1	Prank Sultan Juki Shalawat !! Bikin Tarik Bambang	1.244.234x	28:10 Minute	23 rb Like	700 People	1,4 rb	10 June 2021 4 months
2	Prank Dorong Mobil Shalawat!! Makan Temen di Bukit Teleubies	838.170x	31:32 Minute	17 rb Like	540 People	1,3 rb	21 June 2021 4 months
3	Prank Shalawat Sultan Cadar Ngepel Lantai !! USG Janin Udah Brewokan	1.388.651x	29:34 Minute	26 rb Like	808 People	1,4 rb	29 June 2021 4 months
4	Prank Shalawat Sultan Ngepet !! Jemur Duit Hasil Gesek	2.352.420x	30:55 Minute	38 rb Like	1,3 rb People	1,9 rb	11 July 2021 3 months
5	Prank Shalawat Rampok Sholeh !! Ukhti Pirang Mendadak Berhijab	2.597.803x	37:01 Minute	47 rb Like	1,6 rb People	3,6 rb	16 July 2021 3 months

6	Prank Dukun Masker Juta	Shalawat Pelet !! Seken 15	2.383.068x	33:24 Minute	42 rb Like	1,5 rb People	2,7 rb	20 August 2021 2 months
7	Prank Shalawat Devina Kafan	Pocong !! Ngasih Kado Kain	1.051.664x	29:20 Minute	20 rb Like	671 People	2,7 rb	26 August 2021 2 months
8	Pank Sultan Terapi	Shalawat Pijat Plus !! Urut Miskin	950.027x	32:11 Minute	19 rb Like	557 People	1,1 rb	30 August 2021 2 months
9	Prank Pengusaha Satu Juta	Shalawat Cantik !! Shalawat 10	2.786.361x	30:09 Minute	55 rb Like	2,2 rb People	3,9 rb	5 September 2021 2 months
10	Prank Sultan !! Nulis	Shalawat Haji Dua Kali Amal Ibadah Sendiri	1.307.919x	28:55 Minute	29 rb Like	863 People	1,5 rb	14 September 2021 1 months
11	Prank Vaksin Kacang Sampe	Shalawat Bumbu !! Brewok Betis	1.122.628x	26:22 Minute	25 rb Like	789 People	1,5 rb	26 September 2021 1 months

The focal point of the da'wah segmentation on Gus Aldi's Youtube channel is young people, especially those outside Islamic boarding schools and assemblies. As stated by Aldiyansyah: "So far the target is young people, especially those outside the pesantren who are outside the assembly. Because those who are already in the assembly no longer need methods such as prank prayers or funny YouTube videos to get to know the Prophet Muhammad. Because in the pesantren it has been explained, they have been taught to love the Prophet, Muhammad. It is different with those whose hobbies are just playing games or just watching YouTube; they do not understand the method to love the Prophet; that is why I have to make a new method, so they do not feel like they are being taught so that they can stay comfortable while they know Rasulullah SAW. Enjoy the entertainment while they indirectly imitate and enjoy the names of the Messenger of Allah mentioned in my prayers.

Shalawat to the Prophet Muhammad is one of the worship that has many virtues in the teachings of Islam. Allah SWT and the angels also pray to the Prophet Muhammad and command his people who declare faith always to pray. Al-Qur'an Surah al-Ahzab verse 56 states: "Verily Allah and His angels pray for the Prophet. O believers! Shalawat to the Prophet and greet him with respect" [33]: 56.

The command to pray for people who believe in the Messenger of Allah in the above verse explains that prayer is an obligation, especially for Muslims. Rasulullah SAW said: "Whoever prays to me once, then Allah will pray for him ten times" (HR Muslim). By reading the prayer once, Allah will reward him ten times the virtue; if he reads the prayer twice, Allah will reward him with twenty virtues.

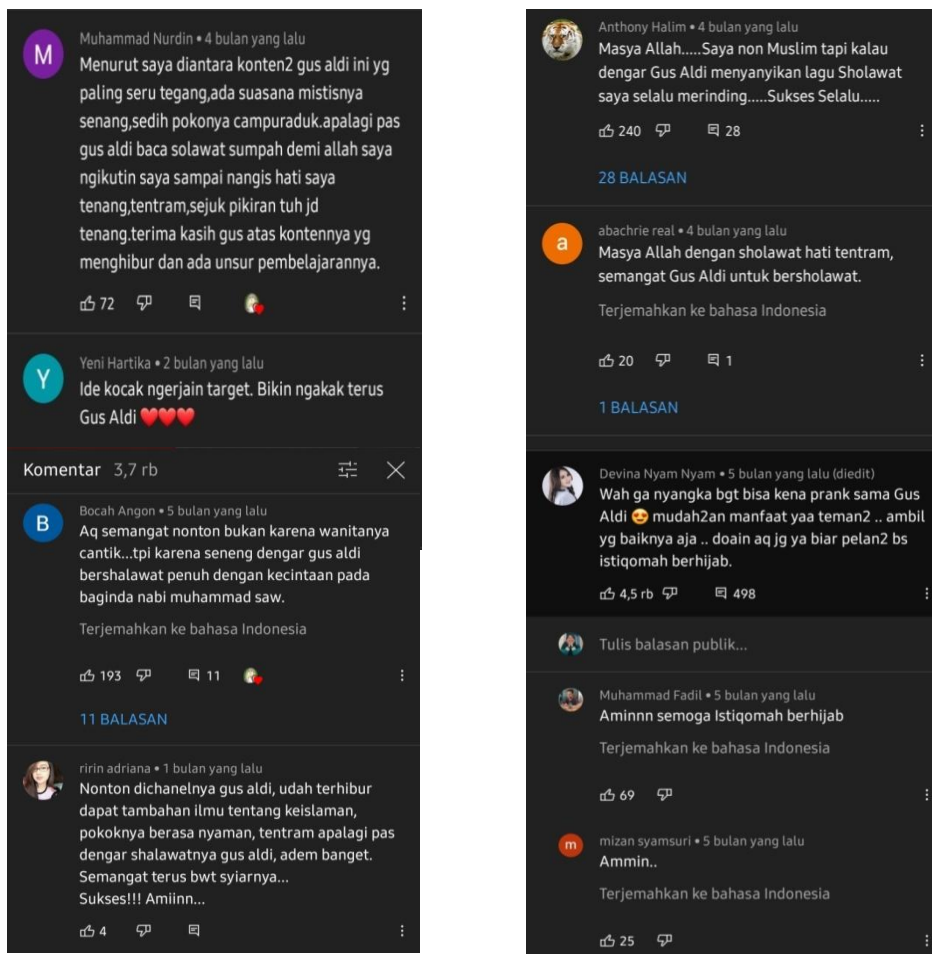
The vision and mission of Gus Aldi's Youtube channel are to broadcast prayers online (youtube) by teaching the Sunnah of the Prophet Muhammad, as he expressed: "The vision and mission of this channel are to broadcast prayers, to broadcast the advice of teachers about the hadiths of the Prophet Muhammad, the Sunnah of the

Prophet Muhammad SAW. I do not have a vision and mission other than the Prophet's da'wah to the entire ummah, so my Youtube is an extension of the Prophet's da'wah, so there is no specific vision and mission, so I carry out this da'wah so that all people easily accept this da'wah."

It is very natural that in the all-online era, all users want to show their existence with various materials that they want to communicate through various mediums as ownership of their identity in online media (Winangsih et al., 2021) as well as educators, both lecturers or teachers who have carried out learning media development with internet media. For example, learning English for lecturers in writing courses will also optimize online media in digitizing specific textbooks (Mubarok, 2020).

Media Object

The level of this media object that researchers see on Gus Aldi's Youtube Channel is how the activities and interactions of users or between users are in both micro and macro units. At this level, the writer conducts field research and observations, asks questions about the subject, and tests the perception of the audience (viewer) through online media (Youtube). Here are some of the responses and viewer interactions that occurred on Gus Aldi's Youtube:



Picture 3: Youtube Subscriber Comments Gus Aldi

On the Youtube channel, Gus Aldi does not set a specific time or day for uploading videos; it is more often done on Sundays, as stated by Aldiyansyah: "So far, I only think that people feel relaxed when watching my videos on holidays, many times I upload them. videos on Sundays, especially at night because I think they are relaxing times for our subscriber friends, the rest if I have time I upload it, so I do not have to set the hour or day."

For the success of a Youtube channel, it requires excellent support from viewers (viewers). Therefore, Ika, one of Gus Aldi's Youtube subscribers, hopes that Gus Aldi's work will expand and be more beneficial for viewers (viewers). As expressed by Ika: "I hope that Gus Aldi's sholawat content will be more successful and hopefully his work will be more widespread and more useful for all of us... I get guidance from his content which is useful for me daily; if I have a problem or trouble thanks to sholawat, Allah makes my affairs easy, Alhamdulillah" (Mizani, 2021).

In other words, netizens positively appreciate every 'sholawat' prank content that the channel owner has produced, so these da'wah messages provide refreshment for media objects in terms of the spiritual and religious experiences of netizens.

Experience (Experimental Stories)

At the level of experience, this media is a macro picture of how the community or community members are in the real world (offline). This means that what appears in the virtual world (online) relates to the natural world (offline). At this level, the researcher uncovers the reality behind the uploads or creations and sees, for example, motivations or effects. At this level, researchers can connect the fact that occurs in the virtual world (online) with the reality that exists in the real world (offline) (Nasrullah, 2018).

Gus Aldi's reason for using prank content as a medium for preaching is very different from other prank content by providing entertainment to people being pranked and inviting laughter to the audience (viewers). As stated by Aldiyansyah, "Actually, pranks are just an art, and one of the most popular types of content on Youtube. Later, I made a Q and A question and answer to the *habaib* of the clerics, Mr. Kyai, and all of these are methods of da'wah; why? Because pranks are content that can be enjoyed by the audience first and secondly by those I made fun of. Because the prank that I made was not harmful, not a prank that scares me but rather one that creates entertainment which I then end with a prayer that makes the one I prank laugh and happy and finally cool when listening to the prayer, and at the end of that usually I gave a gift. As a result, I came here, not understanding that it was a prank, but it was a special surprise for the passengers I pranked. So it is not a prank that can harm them; on the contrary, they are happy, and they can enjoy what I serve."

Not only does it provide positive things for people who are pranked and Gus Aldi's Youtube viewers, but it also can make viewers appreciate and feel comfortable when they hear the chanting of sholawat sung by Gus Aldi. In preaching on social media, it is not easy; there are positive and negative things that preachers experience, as stated by Aldiyansyah: "Positively I am more widely known, and I am more trusted by many people to fill da'wah events in various regions to various countries. As a result, this can expand the reach of da'wah that I have. Also, I can easily share positive things quickly with people. The negative thing is that my scope is not free when I go somewhere someone knows, in this place, someone knows again, it's good for

friendship, sometimes humans are not always in perfect condition, sometimes my clothes are no longer santri clothes, or my clothes are very young, so my friends see it as a gus. This ustad is dressed in Arabic in sunnah clothes, even though it's not, sometimes we preach with young people, I can't wear a robe or robe later run away first. That's why the approach must also be taken with the costume; the costume should not be too formal if we preach among non-formal. So the negative thing is that the scope is not free; the more it is known, the narrower it is, not the wider it is. So my privacy is tough to get when I'm in public."

Apart from that, a positive influence was also felt by one of the YouTube viewers (viewer) Gus Aldi, as stated by Mutiara (a commentator on the youtube account): "Obviously very influential... from prank content, I can always remember... when When you want to travel, you always pray first. Even the knowledge he discussed, little by little, I was able to practice it in everyday life... whether it was the Prophet's habits that he explained, or the practices he taught... and especially for his prayers... for the whole in his content. Yes, ka... to be honest, I like and feel at home with *sholawat*... because on the other hand, he makes prank content, he also often makes a parody of viral songs which he then changes the lyrics to shalawat... or about the Prophet, etc... and in my personal opinion the way he does this... it can get a role among millennials like this... because for example there is a song that goes viral... then he turns it into sholawat... which At first, I would not say I liked the song... I liked it... but with the sholawat version."

Based on the commentator's statement above, it can be understood that the needs of the modern era of internet media still require religious content or information that should be developed in the da'wah era 4.0. Various creative efforts made by preachers on YouTube media are 'reminders/*amar ma'ruf*,' which remain trending and relevant to the object of da'wah. Thus, the more religious-based prank content creators (religious doctrines), the stronger religious and emotional understanding among YouTube media users.

CONCLUSION

Pranks on Gus Aldi's Youtube channel have the same goal as the Prophet: joking (entertaining) and providing a religious lesson in preaching to spread sholawat. To attract the attention of Youtube viewers, this da'wah is packaged in the form of a prank. With the intended target, the point is young people, especially those outside the pesantren. Prank sholawat content found on Gus Aldi's Youtube channel proves the productivity and creativity of the preacher in representing the virtual world. The selection of Youtube media became a stimulus for the object of da'wah (message recipients) and the selection of da'wah material (sholawat Nabi) which became a reinforcement in the spiritual fulfillment and religiosity of cyber society.

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