

Implementation Information Technology Through Channel Youtube “Lampu Islam”

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Abstract—Mass media has the function of providing information, educate, and entertain the audience. Youtube is one site that at this time has become the center of information in various ways. One of them about the study of Islam, of course this is very easy for netizens who want to find and meet the needs of information about the teachings and values of Islam based on the value of the Qur'an. The purpose of this paper is to know the relationship between media type, media content, media exposure and social context in watching Youtube channel "Lampu Islam" with the fulfillment of netizen information needs. The theory used in this research is Uses and Gratifications from McQuail. The correlational method in this research is used to test whether there is a correlation between media type, media content, media exposure and social context in watching Youtube channel "Lampu Islam" with the fulfillment of netizen information needs.

Keywords: *mass media, information, correlational methods*

I. INTRODUCTION

The development of communication technology is currently growing rapidly including social media. With social media, information from any part of the world can be easily obtained. High speed in providing information, making social media widely used by the community at this time to meet information needs. Through social media we can also exchange information both through voice messages, images and even audio visuals. Social media can be accessed anytime and anywhere and has unlimited resources, making its position more dominating. For example, television media that convey audio-visual information begin to compete with Youtube's presence.

For learning needs for each individual, Youtube does not only provide information tracking facilities but also communication, including da'wah communication. According to Najib, citing Steven Walman, founder of BeliefNet, the internet can be an alternative media when someone is very busy with his daily activities so he cannot attend religious events that require physical presence. One of them is Youtube.

In addition to this in more modern times, many people feel reluctant and lazy to listen to lectures in places of study especially those that have to be hours. So as an alternative solution for one of the social media, Youtube which has many Islamic accounts, one of them is the account or the 'Lampu Islam' channel.

With the Youtube channel show "Lampu Islam" is expected to be an effective da'wah media to disseminate religious information so that the messages of da'wah can fulfil the information needs regarding Islam. And this show is oriented to the personal and collective transformation of the people in a more direction and minimizing munkar with the information provided. Impressions "Lampu Islam" deal with the realities of people's lives that are more directed to aspects of pragmatism in the midst of the proliferation of pop culture and tend to ignore religion and expect to be able to fulfil information about the teachings and Islamic values needed.

II. RESEARCH METHODS

This study uses a correlational method, which is a method that examines the extent to which variations in one factor relate to other factors. The correlational method is used to (1) measure the relationship between various variables; (2) Predicting variables not free from our knowledge of independent variables; (3) Flattening the way to make experimental research designs [1].

Whereas the population is netizens who have subscribed to the Youtube channel show "Lampu Islam". Some criteria for researchers choosing this population are Netizens who have watched the Youtube channel show "Lampu Islam"; Netizens who leave comments on the Youtube channel show "Lampu Islam".

According to Suharsimi, the sample is part of the population (part or representative of the population under study). The research sample is a portion of the population taken as a data source and can represent the entire population. The sample is part of the characteristics possessed by the population [2].

The method of retrieving data from this study uses a Probability Sampling technique, which is a sampling technique that provides equal opportunities for each member of the population to become a sample.

III. RESULTS AND DISCUSSION

A. *The Type of Media in the Implementation of Information Technology through the Youtube Channel "Lampu Islam"*

This type of media is divided into 3, namely: visual media, audio media and audio-visual media [3], but in information

technology shows the type of media that are in demand based on the results of questionnaires are audio-visual media, one of which is Youtube. Youtube is the most active media used by netizens in finding information. In this study, it can be concluded that netizens actively seek information about Islamic teachings and values through the show "Lampu Islam" to be able to meet information needs regarding Islamic values or teachings.

B. Contents of Media in the Implementation of Information Technology through the YouTube Channel "Lampu Islam"

McQuail states that the contents of the media as evidence of the communicator, as well as evidence of society and culture from a mass communication system [4]. In general, media content can be classified into three major groups, namely; news, opinions and advertisements. While the contents of the media contained in the Youtube channel show "Lampu Islam" are shows that can be classified into news because they contain general information about Islamic values and teachings. This can be proven from the results of the questionnaires that have been distributed, namely there are news characteristics such as actual, important factual, interesting, impact, and conflict which shows a correlation coefficient of 0.846 between criteria $> 0,70 - \leq 0,90$.

C. Media Exposure in the Implementation of Information Technology through the YouTube Channel "Lampu Islam"

Exposure can be interpreted as an activity of hearing, seeing, and reading media messages or even having experience and attention to the message that can occur in individuals or groups. Exposure to the media trying to find audience data about the use of media both types of media, frequency of use and the duration of use (longevity).

The frequency of media use collects audience data about how many times a day someone uses the media in one week (to examine the daily program); how many times a week does a person use in one month (for weekly and monthly programs); and how many times a month someone uses the media in one year (for monthly programs).

Of the three patterns that are often done is the measurement of the daily program (how many times a week). While the measurement of the duration variable using the media calculates how long the audience joins a media (how many hours a day); or how long (minutes) the audience follows a program (audience's share on the program).

The frequency used in this study is how often netizens use YouTube and how often netizens watch YouTube channel shows 'Lights of Islam'. The duration of this study is how long netizens watched the Youtube channel show "Lampu Islam". And from the results of the research based on the results of statistics that netizens often use Youtube to watch the show "Lights of Islam" with a duration of 10-30 minutes a week.

D. Social Context in the Implementation of Information Technology through the YouTube Channel "Lampu Islam"

Traditionally in sociolinguistics, social context is defined in terms of objective social variables, such as; class, gender or race [5]. The social context in this study includes class, gender and race. And from the results of a questionnaire-based study answering that the show "Lampu Islam" corresponds to the netizens' social class, there is a gender match between the shows and netizens, and the show "Lights of Islam" is in accordance with the netizens' race or culture.

TABLE I. IMPRESSIONS OF YOUTUBE CHANNEL 'LAMPU ISLAM'

Variable	Rs	t _{count}	t _(0,1;80)	Concl usion	Note	Level of Relation ship
Impressio ns of Youtube channel 'Lampu Islam'	0,892	8,942	1,664	Ho rejecte d	Signif icant	Strong Relations hip

In the Table 1, it can be seen that the Spearman Rank correlation coefficient (rs) is 0.892. The results of the significance test obtained by the value of t count of 8.942 and the value of t table with dk = 80 and $\alpha = 1\%$ is equal to 1.664, it can be seen that t count (8.942) > t table (1.664) so Ho is rejected. Thus it can be concluded that there is a significant relationship between the 'Islamic Lights' Youtube channel and the fulfilment of netizens' information needs. Using Guildford criteria, the correlation coefficient of 0.846 is between the criteria $> 0.70 - \leq 0.90$ so that the level of the relationship between the 'Lamp of Islam' Youtube channel and the fulfilment of information needs of netizens shows a strong relationship.

IV. CONCLUSION

Based on the discussion in this study, researchers concluded the results of the study, namely: types of media, media content, media exposure and social context in the implementation of information technology through the YouTube channel "Lampu Islam".

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