



# The Target of Win Many Souls in The Digital Age of Online and YouTube Zoom

Rudy Budiarmaja, Seno Lamsir, Andreas Eko Nugroho

Sekolah Tinggi Teologi Bethel The Way Jakarta, Indonesia

rudybudiarmajasttbtheway@gmail.com

**Abstract.** This research is qualitative in nature and aims so that all of us as God's servants must fulfill the Great Commission of the Lord Jesus wherever we are and whenever we have to preach the truth of God's Word to remote corners of the world through internet media such as zoom and YouTube, this research uses descriptive literature from various sources. The result of this research is that God's servants wherever they are can take advantage of the time and opportunities available to reach out and win souls through the cell group community so that people believe in the Lord Jesus the Savior of Mankind. The conclusion states that the Gospel of the Truth of God's Word is conveyed to all corners of the world and God's name is glorified by every human being throughout the world.

**Keywords:** Cell Group, Soul Winning Strategy, Zoom, YouTube

## 1 Introduction

Outbreaks of deadly diseases such as the corona outbreak have been around for 2 years, during those 2 years many have caused fast-paced technological developments, instant cultural changes, changes in the way of evangelism including changes to win souls and even the great message of the Lord Jesus has been largely ignored by several church denominations in Indonesia. Indonesia. The faster the corona virus spreads, the more fatal consequences for the government, including God's churches [1, p. 2] will hinder the course of the ministry of new congregations to be fostered in the local church [2]. There is an epidemic that is contagious, so it can also be said that holiness can also infect others, with the intention of a pattern that moves to spread as recorded in the narrative of cultural mandates (Gen.1:26-28), this explains when human growth is increasing in number. filling the earth means not only Adam-Eve in the garden of Eden but all humans before the fall and sinning all over the face of this earth which is clearly said to be holiness that is spreading and spreading widely.

Even the implementation of church worship must be temporarily suspended due to the increasing number of people infected with the corona outbreak so that we all have to follow the health protocols from the ministry of health, even though initially this temporary suspension of worship caused many pros and cons, but all of us as church members must submit to government authorities considering the importance of the

essence from the corona outbreak so that the congregation and church leaders do not mind, which was originally worship in the church physically in the building and is now an online live streaming event called digital new church [3]. This is a problem for all churches because most churches have not been able to adapt to this digitalization method, for example small churches in remote areas that have not been reached by internet media because of their very far location. For this reason, the government continues to be active in fixing the infrastructure of remote areas and church leaders are also improving themselves against the new paradigm shift due to the corona pandemic, whether they want to or not, they have to follow the development of digital technology so that the right choice now is the digital church to minimize problems. in the pandemic era with restrictions on physical contact in church worship buildings [4, p. 54].

The thoughts of several church denomination leaders see that from now on churches must know and be smart in using technology in using internet media as an opportunity for outreach to win souls starting from commercial activities and presentations in worship so that the online zoom space can be used more widely and effectively to generate income. various activities in related ministries are tailored to the needs of each church [5]. This period of the corona outbreak has an impact and has caused a new paradigm shift in terms of digitalization services and can stimulate digital churches and maximize the function of churches as online homes for holding cell group community services [6].

With online services, services can be carried out optimally because all members of the congregation and new soul entrants involved can interact directly in small groups on the Zoom application so that they can serve God so that spiritual assistance is more optimally held in small groups because in a small group on Zoom there is a spiritual leader who monitors developments. every member. Thus it can be said that the cell group is a place for learning the Christian lifestyle so that the function of the cell group is very significant for the growth of the congregation's faith, as a result, this service is continued to be maximized in any situation during the Covid-19 pandemic period to increase the spirituality of a church congregation [7].

Before the corona outbreak, church leaders were so focused on each church that they forgot and neglected the unity of the Body of Christ, especially reaching out to win souls [8]. Responding to the phenomena that occurred above, the church and the congregations who believe are aware of their responsibility to God for the actualization of the mission according to the implementation of the mandate in a grand manner in delivering the message can be conveyed to the nations which must be mandated by God for all believers to proclaim the Gospel of Christ [9].

The mission to realize multiplication to win new souls to become new church members as a healthy church growth strategy in opening new opportunities for progress from the rapid development of technological innovation so that it is hoped that all God's servants throughout the church in particular can meet the demands of a service renewal strategy in order to survive. considering the essential meaning of multiplication to win souls to become new members in the church congregation as a healthy church growth strategy, a role and a call to responsibility is needed to reach out to win souls through cell groups for discipleship [10, p. 188].

Cell groups are considered as the main service as the church's mission to preach the truth of God's Word which greatly implies the spiritual growth of local and new congregations during the Covid-19 pandemic, there are restrictions for all worship activities, especially the entire service program at the local church so that the worship process can be maintained. made virtually for worship rooms through video streaming technology media through existing cell groups to play a role in increasing the faith of Christians which includes directed spiritual guidance so that cell groups are expected to have spiritual guidance taught by a spiritual leader who is ready to help and be involved in ministry so that the growth of the congregation becomes spiritually mature [11, pp. 53–54].

The point of view of researcher Larry Stockstill said the cell group is important which is a picture of a network that is connected to one another and not easily broken in the spread of the gospel message to win souls that very quickly the ministry can develop to multiply through the principle of applying love for one another [12]. In connection with this opinion, another researcher, Ruth F. Selan said that the spiritual maturity of the congregation can be shown by one factor by establishing interpersonal relationships in cell groups where there is direct interaction from each person from a small fellowship, this is certainly very different in what is in the group church worship every week [13].

The opinion of other researchers such as Steve Barker responded that there is a unity of heart to win and reach many new souls, so it takes a small community as a gathering place for cell group leaders to share or discuss together so that they pay attention to each other to give testimony that raises faith and grows the truth of the Word. God is usually done in the Inter-University Christian Fellowship [14]. The opinion above is supported by Sukanto by looking at the example of the Yoido Full Gospel Church in South Korea where cell groups are growing and developing very fast [15]. This was confirmed by a church leader named Paul Yonggi Cho that it is very important for cell groups to spread their wings so that the direct impact of these cell groups is to grow spiritual faith and increase the number of souls as a means and strategy for evangelism in the church environment [16].

## 1.1 Past Research Gaps

### Pro's Look at Online Digital Technology

- Church services began to be carried out online using various types of video streaming applications [17].
- Technological advances that are so rapid as much as possible can be used to support worship practices as well as those related to spiritual activities organized by the church [17].
- Online worship must be able to provide space for people in it to express their love and concern for others in the online worship space [18].
- The organization of online worship must be able to take advantage of advances in video streaming technology to meet the needs of individuals in face to face [19].

### Contra Views on Online Digital Technology

- Although the survey was conducted on Christians in urban areas, the released data shows that the number of people in the community who attend worship services has decreased drastically due to the congregation's inability to use digital technology [20].
- One of them is that the elderly congregation in utilizing digital technology in online church activities makes them feel incompetent and has difficulty applying the technology [20].
- There is a tendency for the congregation to be lazy to do online worship because of the relaxed
- Atmosphere and the lack of direct interaction in online worship which is different from worship that is attended in person at church. There is a perception that online worship is less serious than in-person worship at church [21].

Previous research used virtual communication theory such as internet media as a means to reach souls, but current research is more focused on the theory of utilitarianism good behavior can be an example to be able to win many souls formed through zoom and youtube media in cell groups as a new thing in current research. The theory of symbolic interactionism states that social interaction can occur if there is nonverbal communication and cooperation between two or more people who jointly carry out various social media activities. So the novelty of this research is to use the theory of symbolic interactionism and especially the theory of utilitarianism which focuses on collaborative non-verbal communication in discussing the relationship of social interaction in online worship with spiritual growth. Based on the presentation of data and information, the problem formulation of the problem in this study is: Why do we need to win souls in the introduction and acceptance of Jesus in his life? Is outreach to the soul through the means of cell phones on zoom media and YouTube an effective evangelism strategy to be applied during the corona pandemic? What is the Bible's view of outreach and evangelism during the corona pandemic?

## **2 Method**

The author immediately described qualitatively descriptively to the actual situation and conditions carried out in the cell group community forum to reach and win many souls through internet media such as zoom and youtube such as event activities, schedule of events and the results of the cell group activities.

## **3 Findings and Discussion**

### **3.1 Soul Win**

The church in its growth is said to be healthy and growing is the church has a mission for soul outreach and evangelism because according to the commitment and obedience of believers to fulfill the great commission of the Lord Jesus [10, p. 194] thus making them realize that only the Lord Jesus is the only Savior for mankind (KPR. 4:12).

The real secret of understanding the outreach of souls is how our thoughts, ways of speaking and our way of life can give meaning to our lives in this world so that a living testimony will be created for many people [22]. We know that winning has a narrow and broad meaning because originally from the text it means *kerdaino*, where the narrow meaning of winning means getting profit and broadly seen from a metaphor it has the meaning of seizing people to escape evil so that winning people is certainly not just bringing people to confess Jesus is God even as Savior with his mouth so that they no longer live in evil and hypocrisy but win souls by bringing him like the image of Christ (Romans 8:29).

Based on the things above, we can say that winning souls can bring new souls and change them from the wrong path to the right that has been promised by the Lord Jesus. Soul winning as an evangelistic mission is the way Paul is among others [23]:

- Bring as many new souls as possible with earnest effort in carrying out the great commission of the Lord Jesus without asking for a reward in the world (1 Corinthians 9:18)
- Looking for new people who are lost and lost their way to God's favor and love so that we are all worthy before the Father (Matthew 5:48).
- Reaching new souls to become God's church according to God's true standards (Philippians 2:5).

We need to win new souls to the knowledge and acceptance of Jesus for our lives, among others [24]:

- The courage to carry out the Great Commission (Mark 16:15-18). Indecision and ignorance, feeling afraid, or living not being an example are obstacles for believers in proclaiming the gospel that we should not doubt because from the beginning God has given us the power to be with us.
- Have concern and always focus on needs (Matthew 22:36-40). Everyone has needs but the most essential need, especially new souls who do not know God, is a channel of love where we as believers must be examples and tools in channeling love, namely saving souls from hellfire.
- Become an exemplary life (2 Corinthians 9:20-23). All Christians, especially believers, must be examples and role models for new souls with the experience of witnessing the life of believers in their daily activities.

### **3.2 Outreach to Souls Through Community Cell Facilities**

The promise that has been mandated written in Matthew 24:14 is the hope for all Christians and all servants of God to proclaim the message of salvation to all corners of the world. 2000 years ago an apostle named Paul was able to effectively use various media for communication and transportation in delivering the good news and teaching new souls about the knowledge of God which was very old and underdeveloped whereas today, the development of innovation from online technology produces information quickly as a means of for evangelism for Christians in reaching souls and having the

opportunity to win souls, the internet is used as another source so that there are more opportunities to share the gospel message [25, p. 82].

### 3.3 Internet Media via Zoom and Youtube

The news about the congregation from the largest church in the Yoido area, South Korea stated that those who participated in the Kom Sel ministry led by wise wives gave an example of how creating close relationships can win 500 thousand souls through a personal approach, told by Rev. Dr. Rubin Adi Abraham, MTh [26]. Other media, such as Youtube, many people know it as a movie show and easy access to inappropriate information, making church leaders change their paradigm to a new one that makes YouTube accessible to all people as friends in growing faith in God and listening to the proclamation of the truth of the Word. God is the key and guide for human life in overcoming all the problems of human life in this world.

Easy access to youtube has become a new paradigm as an open door for preaching the gospel so that it will have an impact on accessing videos of church sermons for tens of thousands of people so that they become very blessed and experience God's touch through proclaiming the truth of God's Word so wide open to remote areas and even the world where all remote and remote areas that are not accessible can listen to the work of salvation with the youtube link of our church sermon video to be accessed by all for free with the aim of everyone being blessed and touched by people to feel God's help in their lives. This simple act that we do really helps those who are lost and experience many struggles in life so that they can be overcome and feel the touch of God's help and the awesome power of God makes the harvest of souls happen many times over [27].

### 3.4 Internet Evangelism Strategy

Designing well so that the target believers to win souls in online evangelistic outreach are easily made and of course at a low cost without any time and space limitations in looking for people who do not know God's love and help who will have a wide opportunity to open the gate in proclaiming the truth of God's Word so that it is a media site and a bridge to provide the information they seek appropriately. Quality and inspiring writing on site pages has provided many links to the truth of God's Word internet evangelism strategy [28].

The targets of this online media outreach are those who have natural human life struggles which they all experience such as divorce and infidelity, unemployment and economic difficulties, illness so that it is hoped that zoom and youtube media can be used as a bridge for everyone to know and open a site page about the gospel message is [29, pp. 89–97]:

- Testimony of life experiences
- The “Meaning of Life” link
- Interpreting Parables
- Explaining About the Gospel

- The Impartation of Christian Faith in Human Life
- Sharing Through the Web and Blogs, Facebook and Twitter various problems of human life struggle
- Engage in General Mailing Lists

### **3.5 Social Interaction Relations in Online Worship**

This is in accordance with the theory used by the researcher, namely non-verbal communication, the main focus on cooperation, which explains the process of social interaction using social media activities simultaneously between two or more individuals related to the theory of symbolic interactionism and supported by research by Mullins (2011) [30] that online worship must be able to provide space for people in it to express their love and concern for others in the online worship space, this opinion is supported by the research of Cooper, et al. (2020) [31] and the research of Christianto (2016) [32]. However, contrary to Mercer's (2020) [33] research and Dwirahardjo's (2020) [34] research and Wahyudiyono's (2019) research [35] which states that online worship is less serious than worship that is attended in person at church and online church activities make them feel incompetent and have difficulty in applying them. the technology.

### **3.6 The Relationship of Social Interaction in Online Worship with Spiritual Growth**

This is supported by the theory of symbolic interactionism used by researchers that online worship through social media will invite a lot of social interaction in carrying out various online activities. This opinion is in accordance with research on the relationship of social interaction in online worship by Mullins' research (2011) [36] and Cooper et al.'s (2020) research [37] and Christianto's (2016) research [38] but is opposed by Mercer's (2020) research [39] and Dwirahardjo's (2020) research [40] and Wahyudiyono's (2019) research [41] that not all individuals can access social media such as the elderly and people who never use a computer or do not have wifi infrastructure.

In relation to social interaction in online worship with spiritual growth, it is supported by research from Stimson Hutagalung (2021) [42] and Wongso (2001) research [43] as well as Gibson research (2004) [44] and Warren research (2008) [45] stating that social interaction in online worship links spiritual growth with obedience to Jesus. Christ and his life testimony, but this is contrary to research from Harper (1987) [46], Thurston's research (2011) [47] and Bergler's research (2020) [48] explaining that in social interaction in worship there must be a real physical community because of the internal harmony and community solidarity shown through concern for one another and a commitment to spiritual growth can only be obtained through rigorous training that determines whether a person is spiritually mature or not.

### 3.7 Follow-up Evangelism

The outreach of new souls from the results of winning souls from the media zoom and youtube needs to be followed up to the next stage to be given more direction and confidence in the knowledge of Christ so that they are more obedient and loyal in spiritual growth and coaching until their spiritual maturity is created correctly led by shepherds who are in their respective community cell to do discipleship.

### 3.8 The Church's Opinion and The Bible's View on Outreach and Evangelism

Church leaders think that outreach and evangelism are very important and a duty for all servants of God in various churches but in reality some of us as servants of God are just busying themselves because they think we are all already in a comfort zone in this life. In the Book of 2 Timothy 4:2, in this verse explains us as Christians like Timothy to prepare at any time in proclaiming the Gospel that will save many people.

Christians can't win souls if they don't do outreach and evangelism to new lost souls, let alone make disciples, for that we hope for a quick response from all leaders of various church denominations to immediately implement strategies in outreach and evangelism that God has mandated us all through online media. which are completely free, such as zoom and youtube, are really the most appropriate strategy at this time when the corona outbreak is not over, so that the chain of outreach to new souls and evangelism for people who experience many struggles in their daily life in carrying out this life will never be broken until all of them are fulfilled. The gospel is preached to all nations [49].

## 4 Conclusion

Believers are grateful when the corona epidemic spreads in all corners of the world, God opens the way for believers, especially pastors and church workers in carrying out missions for evangelism online through zoom and youtube today so that news of health, protection and safety can only be obtained by relying on the power of God and of course believers can also be able to filter out the worst effects of the online media. The use of direct and online media provides an opportunity for Christians and believers to be very aware of reaching and winning as many souls as possible so that it is very appropriate in proclaiming the truth of God's Word to remote areas and even the world, thus we can say an effective alternative for mass evangelism and individual evangelism where other media cannot replace online media.

**Research contribution:** This research informs all God's servants in all churches that in any emergency situation, evangelism and soul outreach cannot be stopped but continues as mandated by the Lord Jesus so that all people to all corners of the world will receive the news of salvation.



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