

Analysis of Creative Videography Strategies in Da'wah Accounts on Social Media

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Abstract: The rapid development of da'wah (Islamic propagation) in Indonesia is currently marked by the significant utilization of social media as a primary medium for dissemination. This paradigm shift has revolutionized da'wah activities, rendering them more flexible and no longer confined to specific locations or times. As a result, numerous social media accounts have emerged to facilitate da'wah endeavors, with the ANB Channel on YouTube serving as a notable example. This research aims to critically analyze the videography strategy employed by the ANB Channel in producing its da'wah content on YouTube. Employing a qualitative content analysis approach, the study examines the video content published on the ANB Channel da'wah account, administered by Ustadz Ammi Nur Baits. The findings highlight the implementation of various creative videography strategies by the ANB Channel, including live streaming, interactive videos, motion graphics, short films, visual narratives, and video podcasts. These strategies effectively cater to the diverse needs of the audience and congregation. However, several shortcomings are identified within the ANB Channel's da'wah content on YouTube, namely excessively long video durations, a lack of alignment with current trends, frequent uploads of videos in a repetitive format within a single day, and limited variation in da'wah style. This research contributes to a comprehensive understanding of the utilization and impact of creative videography strategies in da'wah accounts on social media, providing valuable insights for content creators and researchers in the field.

Keywords: Da'wah, Social Media, Videography, Creative Strategy



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1. Introduction

Da'wah activities have long been recognized as a significant means of spreading Islamic teachings in Indonesia. Traditionally, these activities took place within mosques, where the local congregation actively participated. In addition to conveying da'wah material, interactive question and answer sessions were conducted, fostering an engaging and interactive da'wah experience. However, in recent years, Islamic activists have been leveraging technological innovations to present da'wah in more captivating and accessible forms. The emergence of the ANB Channel, which delivers da'wah content on YouTube, exemplifies these efforts. By utilizing YouTube as a platform, da'wah practitioners can benefit from the flexibility it offers, allowing them to reach audiences anytime and anywhere.

YouTube presents several advantages as a medium for da'wah. It allows users to upload videos of extended duration, providing ample space for comprehensive da'wah content. Furthermore, YouTube offers various features that can be strategically utilized in content creation, such as live streaming, which enables da'wah to be broadcasted in real-time. Remarkably, YouTube also facilitates viewer interaction through its live-chat function, allowing individuals to engage and communicate with one another during live streams. The success of a channel's content strategy is often reflected in the increased viewership, potentially driven by the diverse preferences and characteristics of the audience. Some viewers may favor live streaming, while others may be more inclined towards podcast videos. Consequently, the ANB Channel strives to accommodate the diverse needs of its congregation, thus further enhancing its viewership.

The objective of this article is to examine the videography creative strategies employed by da'wah accounts on social media platforms, with a particular focus on the ANB Channel. It aims to identify the strengths and weaknesses of the videography techniques utilized by these accounts in delivering da'wah content on social media. By conducting a qualitative analysis, this study aims to shed light on the effectiveness and engagement of the videography strategies employed by the ANB Channel and other da'wah accounts. Furthermore, this article intends to provide recommendations for enhancing videography creative strategies in da'wah accounts on social media, aiming to optimize the impact and effectiveness of their content. Through this analysis, valuable insights can be gained, enabling da'wah practitioners to leverage videography effectively in their efforts to propagate Islamic teachings on social media platforms.

2. Literature Review

2.1. Da'wah on Social Media

Da'wah, beyond its conventional role as a means of "calling for Islam," encompasses a broader scope that involves providing social and humanitarian services to society (Modibbo, 2017). Essentially, da'wah activities encompass five roles: inviting to faith, giving admonition or warning, transforming negativity into positivity, working towards a common goal to seek the pleasure of Allah, and improving the quality of life (Omar & Geraldine, 2015). Traditionally, da'wah activities were conducted collectively, allowing messages to directly reach a wide

audience. However, in order to enhance interest and engagement, the approach to da'wah delivery has evolved to prioritize two-way communication, creating an interactive da'wah atmosphere.

Over time, da'wah has experienced significant development due to the widespread use of social media. While da'wah activities still retain their collective nature, they are now delivered through different means and media. In the past, da'wah primarily took place through face-to-face interactions in specific locations, later extending to television and radio broadcasts. However, the introduction of mass media did not fundamentally alter the traditional one-way communication approach of da'wah, which lacked sufficient interaction.

The limitation of reaching a wide audience has been largely overcome with the rapid proliferation of various social media platforms. Leveraging social media, within the boundaries of our knowledge and capabilities, allows for the dissemination of goodness, encouragement of positive actions, and provision of educational content (Afifi et al., 2021). Social media is characterized by the utilization of web and mobile-based technologies to create and share information across diverse boundaries, such as geographical, social, political, or demographic, through public interactions in a participatory and collaborative manner (Pan et al., 2019). This medium offers a wide range of features and services that enhance the effectiveness of da'wah efforts. In the practice of da'wah, it is crucial to comprehend the characteristics of the target audience, develop messages that align with their objectives and preferences, and select the appropriate media platforms (Afifi, 2022).

Significantly, social media platforms offer communication features that facilitate real-time interaction between communicators and recipients. The advantages provided by social media have spurred an increasing number of individuals to utilize these platforms as avenues for da'wah. Numerous social media accounts now offer a wide array of da'wah content in formats that differ substantially from those used prior to the emergence of social media. The evolution of social media has greatly supported da'wah activities, necessitating preachers to become more creative and adaptable in their engagement with the community to ensure that the message is easily comprehended and embraced (Afifi, 2022).

Within the realm of da'wah activities, encompassing diverse media platforms, including social media, it is crucial to adhere to the guidelines set forth by the Qur'an pertaining to various forms of verbal communication. These guidelines include employing Qaulan Sadidan (right words), Qaulan Ma'rufan (honorable words), Qaulan Maysuran (easy and gentle words), Qaulan Kariman (noble and respectful words), Qaulan Balighan (profound and effective words), and Qaulan Layyinan (gentle words). Implementing these communication principles, derived from the Qur'an, is essential in da'wah endeavors (Afifi & Kurniawan, 2021; Afifi et al., 2023). Additionally, it encompasses the communication concepts exemplified by Prophet Muhammad Shallahu 'Alaihi Wassalam in various hadiths (Afifi & Setiawan, 2021).

2.2. Videography on Youtube

Videography is a process that utilizes electronic equipment, such as cameras, to capture moving images, allowing for communication, writing, and teaching about electronic media

(Cubbit, 1993). Videographers employ video as a means to shift the power dynamics, providing researchers with a platform to amplify their perspectives and give voice to their subjects (Jiwett, 2012). The term “videography” specifically refers to the use of electronic devices for capturing digital-based moving images intended for broadcast on various electronic media platforms, including television shows, electronic screens, and the internet.

Various types of cameras are commonly used in video production, such as professional video cameras, digital SLRs, mirrorless cameras, action cameras, and smartphones. To ensure high-quality video output, certain aspects need to be considered, including aspect ratio, audio quality, and visual elements (Wahana Komputer, 2008). Aspect ratio refers to the proportional relationship between the width and height of the image or video, such as 4K (2160p), QHD (1440p), FHD (1080p), HD (720p), and SD (540p). Audio quality pertains to the sound produced, while visual aspects involve camera angles, composition, the rule of thirds in framing, and the selection of background sounds to enhance the video’s attractiveness and comprehensibility (Wibawa, 2020).

YouTube serves as a platform for showcasing various types of video content, including short films, video clips, television programs, video tutorials, video bloggers, and educational videos, which are instrumental in spreading da’wah (Maulana et al., 2020). When uploading a video to YouTube, users must select the video file and configure settings such as the title, description, tags, thumbnails, and privacy options. Additional information, known as metadata, is provided to assist viewers and search engines in better understanding and discovering the videos. YouTube’s features, such as comments, likes, dislikes, and channel subscriptions, facilitate community feedback and engagement (Amudha et al., 2020).

YouTube has gained significant popularity as a platform for Indonesian preachers to disseminate da’wah content, introducing a new paradigm in da’wah communication that has been well-received by the community (Cahyono and Hassani, 2019). The YouTube algorithm plays a crucial role in search and discovery, matching viewers with videos based on their viewing history, preferences, and engagement metrics.

In summary, videography, encompassing the use of electronic equipment to capture moving images, has become an essential tool in modern communication. YouTube, as a prominent social media platform, offers a diverse range of features and functions that enable the effective dissemination of da’wah content, fostering engagement and interaction among viewers. The utilization of YouTube as a medium for da’wah has introduced a new dimension to the art of communication, revolutionizing the way da’wah is practiced and received.

3. Method

This research focuses on analyzing the ANB Channel on YouTube as the object of study. The qualitative content analysis method was employed to examine the ANB Channel’s creative strategy in da’wah videography. Content analysis is a research technique that enables researchers to draw replicable and valid conclusions from text or other materials within their respective contexts. In this study, documents pertaining to the ANB Channel were analyzed as the primary data collection technique.

To ensure the validity of the data, surface validity was utilized. Surface validity involves accepting research findings based on their reasonableness and trustworthiness at face value, without the need for extensive justifications or detailed explanations. This approach adds credibility to the research findings, providing assurance in the validity of the conclusions drawn from the analysis.

4. Results and Discussion

The ANB Channel emerged on YouTube on July 10, 2019, with the primary purpose of serving as a platform for da'wah. Ustadz Ammi Nur Baits, an alumnus of Gadjah Mada University's Nuclear Engineering Department, is the founder of this channel. Presently, he has successfully concluded his academic pursuits in Fiqh (Islamic Jurisprudence) and Ushul Fiqh (Principles of Islamic Jurisprudence) at Madinah International University.



Figure 1. Ustadz Ammi Nur Baits, the Founder of the ANB Channel.

Over the course of its existence, the ANB Channel has attracted a considerable audience, reaching a cumulative total of 6,835,163 viewers as of December 5, 2021. Additionally, the channel has gained 98 thousand subscribers and has consistently uploaded 1,728 da'wah videos. These videos have an average duration surpassing 60 minutes. Figure 2 provides a depiction of the viewership and subscriber count data for the ANB Channel between 2022 and 2023. The number of viewers and subscribers witnessed a significant increase in July 2022 when the channel featured content on fasting during the Day of Arafah, specifically through the video titled "Puasa Arafah Ikut Pemerintah atau Saudi? (Fasting on Arafah: Should We Follow the Indonesian Government or Saudi Arabia?)" This particular video accumulated a total of 3,197,182 views.

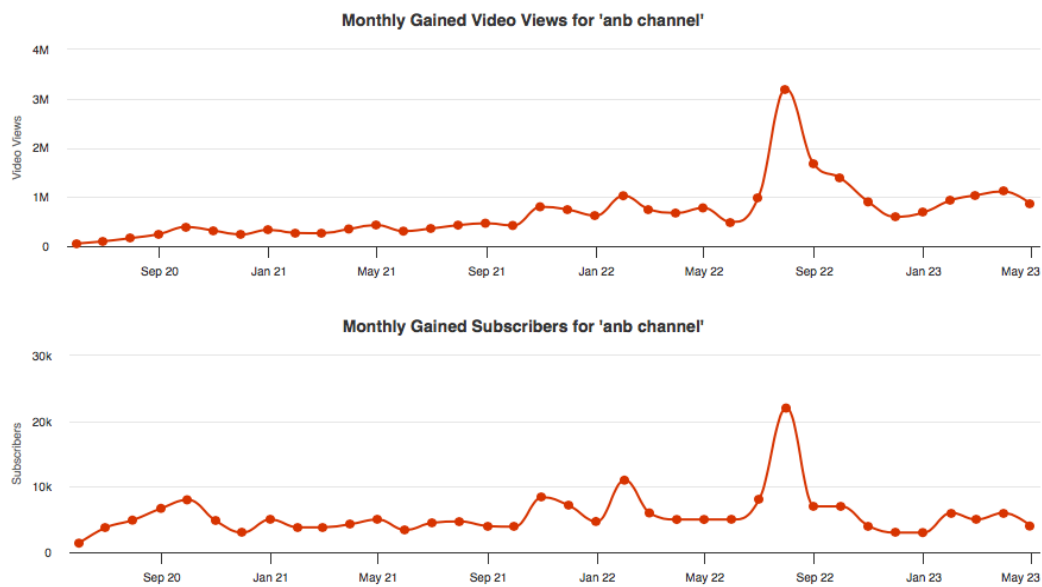


Figure 2: Views and Subscribers of the ANB Channel

(Source: <https://socialblade.com/youtube/c/ustadzamminurbaits>)

The provided data suggests that during that period, there was an announcement by the government regarding the fasting of Arafah, which was scheduled for the 9th of Dhu al-Hijjah, and a discrepancy arose between Indonesia and Saudi Arabia in terms of date determination. This information garnered significant attention from the community. On July 1, 2022, ANB Channel uploaded a video addressing the government's declaration of Eid al-Adha, which was either on July 10, 2022, or July 9, 2022. Ustadz Ammi Nur Baits elucidated the method of moon sighting and its importance in accordance with Islamic Shariah for determining the lunar month. The video featured an engaging concept, effective delivery, and appealing graphics, enabling viewers to acquire valuable information both in terms of content and visual presentation.

The analysis of the uploaded da'wah videos reveals that the ANB Channel has effectively catered to the diverse needs of its audience through the utilization of various videography strategies. These strategies encompass the utilization of YouTube's features and services, including live streaming, interactive videos, motion graphics, short films, visual narratives, and video podcasts. These approaches have allowed the channel to engage its viewers through different mediums and formats.

However, the analysis also identifies certain shortcomings in the da'wah content presented by the ANB Channel on YouTube. These shortcomings include excessively long video durations, a lack of alignment with current trends in content topics, frequent uploads of videos in a repetitive format within a single day, and limited variation in da'wah style. These areas represent potential areas for improvement to enhance the quality and appeal of the channel's content.

4.1. Creative Videography Strategies

ANB Channel demonstrates a diverse range of creative videography strategies in their da'wah videos. Firstly, they effectively utilize live streaming as a means to deliver da'wah content virtually, allowing congregations to actively participate regardless of their geographical location. Through this method, ANB Channel successfully reaches and engages congregations from various regions, providing convenient access to da'wah activities from the comfort of their own homes. The live streaming service provided by YouTube further enhances interaction and communication between Ulama and congregations, as viewers can ask questions or offer greetings through the direct chat feature. Moreover, the ability to access previously live-streamed da'wah content through video replay ensures continuous accessibility and viewer engagement.



Figure 3: Dissemination of the Da'wah Message through Visual Narratives and Everyday Life Stories that Resonate with the Audience.

The ANB Channel utilizes a diverse range of innovative video strategies to present da'wah content effectively. To exemplify this, Figure 3 showcases a creative video that portrays a scenario where Mr. Siwi catches Mr. Mitro taking a fallen durian fruit from Mr. Joko's garden without permission. The video includes a sketch titled "Makan Buah Jatuh" (Eating Fallen Fruits), which elucidates the religious ruling on harvesting fruits from someone else's garden. By incorporating storytelling and sketches into their content, the ANB Channel facilitates a better understanding and comprehension of the da'wah message for the audience. Additionally, Ustad Ammi Nur Baits offers solutions in various settings throughout the video.

Moreover, the ANB Channel excels in presenting da'wah content by incorporating characterizations within a cinematic framework, utilizing movie analogies to convey the message

that each individual possesses unique characteristics and plays a specific role. To exemplify this approach, Figure 4 depicts a da'wah video featuring an invitation from a film maker to produce a film on the history of Prophethood, aiming to disseminate Islamic da'wah messages. The video emphasizes the inherent duality of human nature, encompassing both virtuous and malevolent traits. By crafting an immersive scenario and referencing relevant Quranic verses that explore the theme of ingratitude or disbelief, the audience is prompted to reflect upon these verses that condemn acts of disbelief, whether deliberate or inadvertent, as they are strictly prohibited



Figure 4: Exploring the Use of Films as a Medium for Conveying Da'wah Messages

In each meticulously crafted video, featuring captivating scenes and dialogues centered around a specific theme, Ustad Ammi Nur Baits consistently makes a significant appearance towards the end of the presentation to enhance the comprehensibility of the da'wah message. Such illustrative techniques are employed to evoke emotions and foster a profound emotional connection in the delivery of da'wah. Figure 5 serves as an exemplification of this approach, wherein Ustad Ammi Nur Baits emerges in the following frame to offer solutions to the challenges presented.



Figure 5: Utilizing Situations and Characters to Enhance the Comprehensibility of the Da’wah Message for the Audience.

Secondly, ANB Channel employs interactive videos that actively involve the audience in the da’wah experience. These videos employ engaging storytelling techniques and visually captivating elements to sustain viewer interest throughout longer lectures. To encourage interaction, ANB Channel produces dialogue content videos that feature conversations between the congregation and keynote speakers. The inclusion of relevant discussion partners, not limited to religious figures, adds depth and relevance to the topics being discussed. These dialogue videos even facilitate interactive phone calls with the audience or congregation, fostering a sense of active participation.

Furthermore, the ANB Channel creates captivating videos specifically designed for children, as demonstrated in Figure 6. In this particular video, children are depicted chasing a broken kite that has landed in a public cemetery, subsequently becoming apprehensive of ghosts or spirits. The da’wah message regarding fear of supernatural entities is then artfully conveyed through a conversation with an Ustadz who possesses a rapport with children and excels at storytelling. By employing this approach, the ANB Channel targets not only adult viewers but also children, broadening their audience base. By delivering da’wah messages that intertwine with everyday life experiences and packaging them in creative and engaging content, the ANB Channel facilitates a greater understanding and reception of the conveyed message among its viewers.



Figure 6: Facilitating the Delivery of Da’wah Messages

through Engaging Stories Centered on Themes from Children’s Everyday Lives.

Da’wah initiatives targeting children are presented through a diverse range of captivating stories and videos, accompanied by da’wah messages specifically tailored for young audiences, employing language that is easily comprehensible. An exemplary illustration of this can be observed in Figure 7, wherein Ustadz Erlan Iskandar, a renowned da’i celebrated for his storytelling abilities and active engagement in da’wah activities among children, imparts messages of goodness through dialogues in a da’wah video on the ANB Channel.



Figure 7: Ustadz Erlan Iskandar Utilizes Storytelling to Convey Messages of Goodness to Children

Thirdly, motion graphics play a significant role in ANB Channel's videography approach. These animated videos utilize illustrations to effectively deliver da'wah messages, leveraging the strong visual components inherent in motion graphics. Ustadz Ammi Nur Baits contributes motion graphic videos to the ANB Channel, creating short-duration videos of approximately four minutes. The motion graphics serve as both explanatory tools for the da'wah material and engaging visual illustrations that aid audience comprehension. Inclusion of Qur'an verses and their translations further enriches the motion graphic videos.

In addition, ANB Channel produces short films, which provide processed videography with durations of less than 60 minutes. These films incorporate various scenes relevant to the da'wah content and present them in a comedic manner, making the material more accessible and enjoyable for the audience.

Furthermore, ANB Channel utilizes narrative visuals, a simplistic form of video content that primarily emphasizes audio while featuring a single static image throughout. By incorporating voice-over narration and employing various images, ANB Channel ensures that the audience remains engaged and interested. These visual narrative videos typically have durations of three to four minutes and employ static images, effectively utilizing pieces of video footage as illustrative elements to enhance the explanation of da'wah content. Da'wah subtitles are also placed at the bottom of the video for easy comprehension.

Lastly, ANB Channel adopts podcast videos as an additional means of delivering da'wah content. Podcasts, initially audio recordings distributed via the internet or social media, are converted into video podcasts by featuring images of the speakers. Similar to radio broadcasts, podcast videos utilize internet channels for distribution. ANB Channel produces podcast videos in a room specially arranged as a recording studio, complete with cameras. These videos feature a moderator who ensures smooth dialogue between the ulama and their discussion partners. Although primarily recorded in a closed room, ANB Channel occasionally produces podcast videos in outdoor settings, adding variation to their content. By employing these diverse videography strategies, ANB Channel effectively captures and sustains viewer interest, offering an array of engaging and accessible da'wah content.

4.2. Recommendations for the Future Development of Da'wah Videos

Several deficiencies can be observed in the da'wah videos featured on ANB Channel's YouTube platform. Firstly, a significant number of these videos exceed a duration of 60 minutes, potentially becoming time-consuming for certain viewers. Lengthy videos run the risk of inducing boredom among viewers, although there are motion graphic illustrations lasting approximately four minutes that effectively convey the da'wah message.

Secondly, the video content often deviates from current trends. Present-day YouTube viewers gravitate towards casual and light-hearted content, while the ANB Channel's offerings tend to be serious and devoid of humor. Furthermore, the speaker's delivery expressions and the formal and serious video titles contribute to a diminished viewership.

Thirdly, the ANB Channel frequently uploads videos in the same format within a single day, with a particular emphasis on live streaming videos that are automatically saved. This repetitive content pattern can render the videos monotonous and cause audience disinterest. Lastly, the lack of variation in da'wah style fails to be counterbalanced by visually captivating sets that can be frequently altered. These identified shortcomings may have contributed to the decline in ANB Channel viewership. It is crucial to acknowledge that the effectiveness of videography strategy, especially in da'wah, relies on the incorporation of external elements.

After identifying the shortcomings, we can provide the following recommendations to improve future endeavors. Firstly, optimizing the duration of videos is crucial to enhance accessibility and engagement. The ANB Channel should consider breaking down content into shorter segments or providing concise summaries to sustain viewer interest and accommodate those with limited time availability.

Secondly, it is vital for the channel to adapt its content and presentation style to align with current YouTube trends. This alignment will help attract viewers and keep them engaged. Introducing a more casual and light-hearted approach, incorporating humor, and adopting a relatable tone can foster greater audience engagement and connection.

Thirdly, enhancing visual appeal is paramount for the ANB Channel. Exploring visually appealing formats and frequently changing sets can provide variety and aesthetic appeal to the videos. Regularly altering visual elements such as backgrounds, props, and graphics can prevent monotony and create a more captivating viewing experience.

Furthermore, diversifying content formats is essential to appeal to a wider audience. In addition to live streaming videos, the channel should introduce different formats such as animations, interviews, or engaging storytelling techniques. This diversification will sustain viewer interest and attract a broader range of viewers by offering a mix of educational, entertaining, and thought-provoking content.

Moreover, optimizing titles and expressions is crucial for viewer engagement. The ANB Channel should pay careful attention to video titles and the speaker's expressions during delivery. By employing more engaging, relatable, and inviting titles, the channel can attract a larger viewership and entice viewers to watch the videos.

Lastly, it is important to evaluate the frequency of video uploads. Reassessing the upload schedule will help avoid overwhelming viewers with repetitive content. Striving for a balanced and consistent upload schedule allows for quality content production while maintaining viewer interest. Finding the optimal frequency that ensures regular updates without sacrificing quality is key.

By implementing these recommendations, the ANB Channel can enhance its da'wah content on YouTube, attract a larger and more engaged audience, and further strengthen its impact as a platform for spreading Islamic teachings.

5. Conclusion

In conclusion, the ANB Channel on YouTube has employed a range of videography strategies to engage in da'wah practices. These strategies include live streaming, interactive videos, motion graphics, short films, visual narratives, and podcast videos. By utilizing these strategies, the channel has been able to cater to the diverse needs of its audience and target multiple segments effectively.

However, despite the channel's efforts, there are several shortcomings that need to be addressed. Firstly, the duration of the content videos is often excessively long, which may hinder accessibility and viewer engagement. Secondly, the content topics sometimes fail to keep up with current trends, potentially leading to a disconnect with the audience. Additionally, the channel frequently uploads videos of the same format within a short period, potentially causing monotony for viewers. Lastly, the da'wah style exhibited by the channel lacks variation, which could limit its appeal to a broader audience.

To improve the ANB Channel's future endeavors, it is recommended to optimize the duration of videos, align content with current trends, diversify the formats used, and introduce more varied da'wah styles. Additionally, paying attention to video titles and expressions during delivery can enhance viewer engagement. Moreover, reassessing the frequency of video uploads will help strike a balance between maintaining viewer interest and avoiding repetitive content.

By addressing these shortcomings and implementing the suggested recommendations, the ANB Channel can further enhance its da'wah content on YouTube, attract a larger and more engaged audience, and effectively contribute to the spread of Islamic teachings through digital media platforms.

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