

**USAGE OF AL-QURAN AND HADITH IN YOUTUBE
ADVERTISEMENT FROM ISLAMIC PERSPECTIVE**

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UNIVERSITI SAINS ISLAM MALAYSIA

**USAGE OF AL-QURAN AND HADITH IN YOUTUBE
ADVERTISEMENT FROM ISLAMIC PERSPECTIVE**

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Dissertation submitted in partial fulfilment for the degree of
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Nilai

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AUTHOR DECLARATION

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

I hereby declare that the work in this dissertation is my own except for quotations and summaries which have been duly referenced.

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APPROVAL PAGE

I verify that I have supervised and read this research and in my opinion it confirms to the acceptable standard of scholarly presentation and is full adequate, in scope and quality, as an academic project paper for the Master of Communication (Media Management) with Honours.

.....
Assoc. Prof. Dr. Norhayati Rafida binti Abdul Rahim
Supervisor



ABSTRACT

Awareness of religion among the Malaysian community is increasing day by day along with the development of information technology. Information about religion can be easily found on the internet regardless of time and place whether in the form of text, audio or video. Information content in the form of video is the main choice nowadays. One of the most popular video streaming platforms at the moment is YouTube. YouTube gives users the opportunity to upload videos and has space for ads for users who want to market their products. However, although advertisers are given freedom in creating and using advertising facilities on YouTube, the procedure for using the Quran and Hadith has not been satisfactory, causing unpleasant perceptions from some parties. Therefore, the purpose of this research is to explore the extent to which the Qur'an and Hadith are used in advertising on YouTube and how scholars think about the use of the Qur'an and Hadith in advertising from Islamic perspective. This research method is qualitative (interview sessions) because it is an attempt to investigate the opposite of a quantitative method that allows generalization. This study is among USIM lecturers and the social media platform, YouTube. The results show that advertising using al-Quran and hadith on YouTube has its own advantages and disadvantages and has an impact on society whether good or bad.

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ABSTRAK

Kesedaran terhadap agama di kalangan masyarakat Malaysia semakin meningkat dari hari ke hari seiring dengan perkembangan teknologi informasi yang semakin maju. Maklumat tentang agama boleh didapati dengan mudah di internet tanpa mengira waktu dan tempat samada dalam bentuk teks, audio mahupun video. Kandungan maklumat dalam bentuk video menjadi pilihan yang utama pada masa kini. Antara platform layaran video yang paling popular di saat ini adalah YouTube. YouTube memberi peluang kepada pengguna untuk memuat naik video dan mempunyai ruangan untuk iklan bagi pengguna yang ingin memasarkan produk mereka. Walau bagaimanapun, walaupun pengiklan diberi kebebasan dalam mencipta dan menggunakan kemudahan iklan di YouTube, tetapi tatacara penggunaan al-Quran dan Hadis belum memuaskan sehingga menimbulkan persepsi yang kurang menyenangkan dari beberapa pihak. Oleh itu, tujuan penyelidikan ini adalah untuk meneroka sejauh mana al-Quran dan Hadis digunakan dalam pengiklanan di YouTube dan bagaimana pendapat para ilmuwan tentang penggunaan al-Quran dan Hadis dalam pengiklanan dari perspektif Islam. Kaedah penyelidikan ini adalah kualitatif (sesi wawancara) kerana percubaan untuk menyiasat yang bertentangan dengan cara kuantitatif yang membenarkan pengumuman. Kajian ini adalah di dalam kalangan pensyarah USIM dan platform media sosial, YouTube. Hasil menunjukkan bahawa pengiklanan menggunakan al-Quran dan hadis di YouTube mempunyai kelebihan dan kekurangan yang tersendiri serta memberi impak kepada masyarakat samada baik atau buruk.



ملخص البحث

يتزايد الوعي الديني بين المجتمع الماليزي يومًا بعد يوم جنبًا إلى جنب مع تطور تكنولوجيا المعلومات. يمكن العثور بسهولة على معلومات حول الدين على شبكة الإنترنت بغض النظر عن الزمان والمكان، سواء في شكل نص أو صوت أو فيديو. يعد محتوى المعلومات على شكل فيديو هو الخيار الرئيسي في الوقت الحاضر. يعد يوتيوب أحد أكثر منصات تخزين الفيديو شيوعًا في الوقت الحالي. يتيح يوتيوب للمستخدمين الفرصة لتحميل مقاطع الفيديو ويوفر مساحة للإعلانات للمستخدمين الذين يرغبون في تسويق منتجاتهم. ومع ذلك، على الرغم من منح المعلنين الحرية في إنشاء واستخدام المرافق الإعلانية على موقع يوتيوب، إلا أن إجراءات استخدام القرآن والحديث لم تكن مرضية، مما تسبب في تصورات غير سارة من بعض الأطراف. ولذلك فإن الغرض من هذا البحث هو استكشاف مدى استخدام القرآن والحديث في الإعلان على موقع يوتيوب وكيف يفكر الخبراء في استخدام القرآن والحديث في الإعلان. يعد أسلوب البحث هذا نوعيًا (جلسات المقابلة) لأنه محاولة للتحقيق في عكس الطريقة الكمية التي تسمح بالإعلانات. تمت هذه الدراسة بين محاضري أوسيم ومنصة التواصل الاجتماعي يوتيوب. أظهرت النتائج أن الإعلان باستخدام القرآن والحديث على موقع يوتيوب له مزاياه وعيوبه وله تأثير على المجتمع سواء كان جيدًا أو سيئًا.

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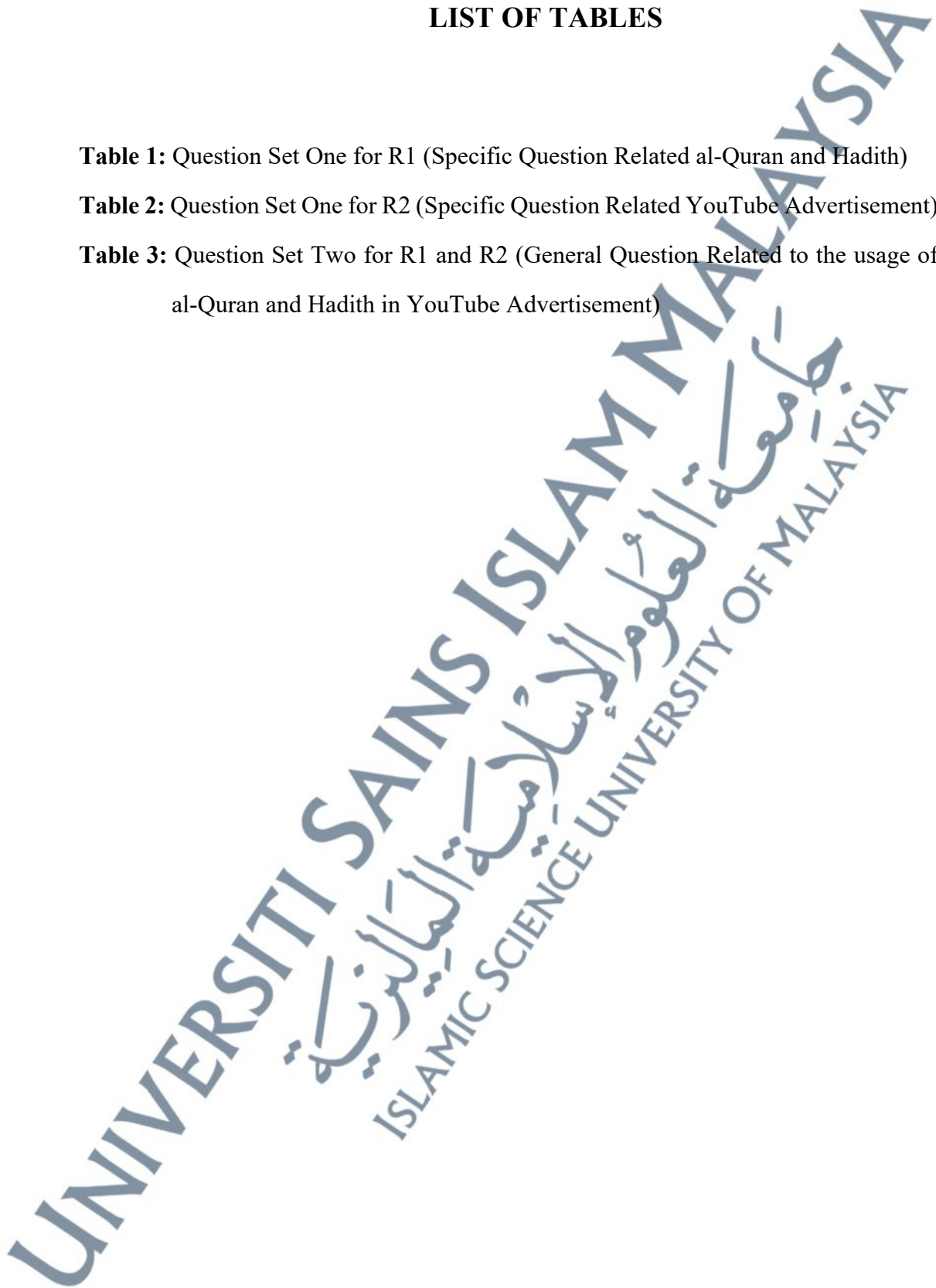
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