

## CHAPTER V

### CONCLUSION, IMPLICATION, AND RECOMMENDATION

#### 5.1 Introduction

Al-Quran and Hadith are guides and are also guidelines. It is demanded as a way of life for every Muslim. Many studies have elaborated the book of Allah SWT and the *Sunnah* of Prophet Muhammad ﷺ to make the best use of it from various angles. The interpretation of the al-Qur'an and Hadith needs to be done carefully and meticulously in addition to requiring specific methods and processes based on research sources such as *Ilm tafsir*, *Asbab An-Nuzul*, *Ulumul Hadith* and certain manners. It is indeed proved to be the truth without any doubt and the goodness is spread widely through the preaching method.

However, the use of the benefits of the al-Quran depends on the user. It can be used as an argument and even as an accusation. Its spread on the medium of da'wah on social media also needs to be noted. Therefore it is the responsibility of scholars and academics to guard the purity of the al-Quran and Hadith from being misused or distorted by irresponsible parties.

In this chapter, the researcher summarizes the writing on the findings through the research debate based on the research questions and objectives in summary. The impact of the study and recommendations are also highlighted in this section.

## 5.2 Summary of The Study

This qualitative study explores current issues through Uses and Gratification theory regarding the audience's use of the al-Quran and Hadith in YouTube Advertising. The researcher raised socio-psychology as a research method approach referring to the research questions and objectives through interviews and library research.

Interviews were conducted on 2 selected experts in the field of al-Qur'an and Hadith knowledge as well as Media Management. Interviews are arranged with an agreement to set a different date, time and location in USIM. A summary of the study and structured questions are prepared and submitted to the participants. The interview takes place in English and Malay throughout the duration of 40 minutes - 60 minutes face to face. The conversation was recorded and then transcribed, edited and analysed.

Bibliographic references such as academic writing, books, and videos are also used as evidence and arguments for debate in this study. The findings and recommendations described below are centred on the expertise of participants, the research question, the objectives and the themes emerging from the data analysis.

The results of the study found that the use of al-Qur'an and Hadith in YouTube advertising is on average in a form that is directed towards the commercialization of products, services and applications for charitable assistance that refer to the use of the Prophet's *sunnah* such as the benefits of honey, *habatussauda* (black cumin), alms of worship, charity and others that related. The study also found that the integration

between business and preaching is the main factor in the use of the al-Quran and Hadith in YouTube advertising.

In addition, the study found that the use produced 2 results, namely benefits and harm. The decision that has been set by the act and content code by government agencies and ministries is an initial step to prevent wrongdoing for the sake of safety and user rights. But until now, the use of al-Quran and Hadith in advertisements on YouTube still exists.

This study was done on the basis of looking from the context of pros and cons to identify the problems of the phenomenon before finding a way to overcome it that can be used by various parties in the future.

### **5.3 Summary of Methodology**

This study uses a research design through the use of several qualitative techniques such as content analysis and interviews. Data collection is done through literature such as academic writing, books, newspapers and also through interviews.

The data collection results are then organized according to the requirements of the writing argument to answer the targeted research questions. The data is analysed to obtain findings referring to the objectives of the study. The results of the Strength, Weakness, Opportunities, Threat data analysis produced several recommendations for this study.

The data is evidence of a study and debate conducted through the uses and gratification theory on the audience's perception of the use of the Qur'an and Hadith in YouTube-specific social media advertising.

#### **5.4 Summary of Findings**

From data collection, organized and through analysis, this research found several answer and it was elaborated before this chapter, a part of it shown contradiction to use al-Quran and Hadith in YouTube advertisement. The most reason agree to use it because of da'wah, which means the truth about al-Qur'an and Hadith can be spread. In contrary, it is because of seem user being selfish to gain benefit for themselves such as "*Penunggang Agama*". Moreover, there are no guideline for advertiser or user to refer and that can lead to misinterpretation or misused it. Easy says, use al-Quran and Hadith in YouTube advertisement can be summarize as has a good reason and benefit for da'wah also make a business profit, but without authorities control its could lead to bad impact (see Table 1.3). Overall, it was analysed by Strength, Weakness, Opportunities, Threat (SWOT) analysis model (in Chapter 4) then leads to recommendation in this chapter.

#### **5.5 Implication**

Based on this study, there are several good and bad implications on industry, knowledge and theory and formulated as following.

### 5.5.1 Implications on Industry

Practically, the use of the Quran and Hadith in advertising a product on YouTube has appeal, in general it is one of the effective methods of persuading the audience, especially among Muslims. In addition to increasing awareness and knowledge, it is able to contribute to the economic improvement of traders in the industry. In addition to opening job opportunities in the field of advertising based on religious education, it also expands the market for related products. This kind of advantage is not only used by members, but it is also an opportunity for capitalists to become part of industry players, thus leading to the notion of "religious riders" which causes difficulty in obtaining approval for broadcasting. Capitalists usually bypass certain rules and requirements for cost savings in order to increase the percentage of profit, the regulation of pricing of such products can cause honest traders to follow the rules and set costs to suffer losses.

Broadcasting ads on YouTube that use the Quran and Hadith with distortion or misuse can cause various misunderstandings to arise as a result of cognition that leads to the audience's perception. It can lead to conflicting information and disputes among the community resulting in chaos. The government, especially in Malaysia, has taken notice of this issue such as restricting its use, creating guidelines for the use of content, content code, to avoid any possibility of bad things happening. It aims to protect the basic rights of users from any threat. In addition to Malaysian Communications and Multimedia Commission, Advertising Standard Malaysia, Ministry of Home Affairs of Malaysia also produce a guide to the use of hadith for the purpose of any form of broadcasting or publication.

### **5.5.2 Implications on Knowledge**

The study identified that the need for knowledge of the Qur'an and Hadith specifically such as the reasons for the decline of the verses of the Qur'an, the classification of the types of verses of the Qur'an, the dignity of the Hadith and the like is very necessary in determining the direction of its use for the advertising broadcaster. The effect of its use on YouTube can increase the audience's awareness of the importance of mastering the knowledge of the Quran and Hadith. However, if broadcasting without control or research will cause negative implications for the audience, such as damage to understanding and knowledge that deviates from the true teachings. It is even worse when the broadcast carries the meaning for the purpose of obvious misdirection by misrepresenting the product or its content is not as intended.

### **5.5.3 Implication on Theory**

This theory proves the use of media based on usefulness, satisfaction and in line with the understanding and knowledge of the audience. It turns out that the use of the source can help in persuading the audience, especially among Muslims from the point of view. However, based on this study, Usage and Gratification Theory is challenged with the research issue which is the use of the Quran and Hadith as a dependent variable in YouTube advertising or delivery also needs more specific explanation, deep and not just on the basis of relaxing or satisfaction. Moreover, the use when primary data as al-Quran is published cannot give an impression of understanding among users because it requires in-depth knowledge and explanation of its use. The effect of this research, by using this theory without the support of other theories can result in the tendency for

advertisers to make mistakes because they prioritize Usage and Gratification Theory without observing the sensitivity of knowledge or belief. In fact, the study found that the weaknesses of the theory need to be detailed from the point of view of media usage and not only based on audience satisfaction.

The Strength, Weakness, Opportunities, Threat (SWOT) analysis model can improve the scrutiny of research data, current issues. This Analisa Model is useful in identifying the position of certain issues both from the point of view of management, business and marketing. The effect of using the analysis model on this study has described the position of the issue both from the point of view of advantages and disadvantages. It summarizes the current situation of the issue environment as well as side issues so as to be able to generate some recommendations for further action. However, the analysis of this model is not able to confirm the assumptions or the results of the proposed analysis or the things that will happen unless it is only effective within the analysis of the situation that has happened or is currently happening.

## **5.6 Recommendations**

As Muslims, we should believe in his teachings, especially in the sources of the Quran and Hadith. al-Quran and Hadith and is a great medium of communication that must be used and its purity must be maintained. Based on the study, several recommendations are highlighted to ensure that the use of al-Quran and Hadith, especially in YouTube advertising, is controlled and controlled, producing good benefits and reducing weaknesses.

### 5.6.1 Practice and Industry

On the basis of the advertising industry, this study projects a proposal for the development of policy or policy to determine the determination of an objective direction, especially in the study issue. Ministers, government agencies and private bodies need to agree in focusing efforts to control the issue of the use of the Quran and Hadith in social media advertising before it causes negative effects or annoyance among the community.

Information Management Integration Technology System (General Management Information System - GMiS) based on the teachings of the Prophet Muhammad ﷺ may be developed according to certain costs. It needs to be developed to identify the position of propositions, the truth from the point of view of facts or interpretation whether textual, visual or audio forms are used in any social media platform. With the existence of this system, it will greatly help internet users from any distortion or misuse, especially in the context of religious references.

Guidelines should be developed specifically on the management and governance of ad content codes that use the Quran and Hadith in general. Working papers need to be prepared to start the proposal framework.

Mandatory bodies or organizations consisting of a collection of experts such as experts in communication affairs, media, internet technology, the Qur'an, hadith, *maqasid shari'a*, academia and law need to be established to join and represent government agencies related to issues in cooperation matters . Government agencies in

question are such as Malaysian Communications and Multimedia Commission, Advertising Standard Malaysia, Ministry of Home Affairs of Malaysia, Legislation etc.

This Joint Agency Body needs to function as an online traffic watchdog, reviewer while determining verification especially in relation to applications for the use of al-Quran and Hadith in advertising. Of course, management and operation will change based on the needs according to the current of technological development. Therefore, in addition to monitoring and controlling social media traffic, this party will always take measures to improve and upgrade the control and security system.

#### **5.6.2 Knowledge**

The study recommends to the government and association to hold an awareness campaign to strengthen understanding from the point of view of the method of using the Qur'an and Hadith generally in social media. It can also increase knowledge about it in addition to creating a generation of *rabbani*.

Current education, especially in Malaysia, has directed students' curriculum towards the intersection of science subjects in order to utilize it in various situations. The development of specific models and modules related to issues can be built to improve the quality of the education system, especially in the “*Dini*” integrated curriculum or in any field of religious education based on the current level of education and technological development.

### 5.6.3 Theory

This study is not perfect, qualitative and not definitive. This study focused on phenomenon of the use of al-Quran and Hadith in YouTube advertising. Based on this study, further studies can be made using the same or different study methods, approaches and techniques. In addition, it can also be done on different variables, for example the subject of the study on other independent variables such as websites, broadcasts, banners, billboards etc.

This research mostly discussed and focused from scenario within the theory and model. It also could be studied by other theories and models. Each theory depends on the situation and the subject studied. This study also invites researchers to participate in efforts to improve or develop the qualities of existing theories or building new theories.

Uses and Gratification latest model shows the importance of measurement info uses information from accumulate by perception and perspective of audience. In the digital era, algorithm and artificial intelligence can generate Uses and Gratification of users analytically, also generate info about them separately and suggest the best interest for them. This theory could be emphasized from a socio-psychological perspective towards harmonizing the human needs, wants and expectations which it needs a research.

The Strength, Weakness, Opportunities, Threat analysis model has been widely used in past studies. There is no doubt that its usability helps a lot in explaining various

research subjects. However, further studies can also be used for the specialization of the integrity of its use on data collection.

Advertisement in YouTube is a marketing method in new media that still lacks in research activity. Apart from understanding it from the context of the broadcasting site, further research can be done on it such as the specialization of the integrity of the advertising site, concept and maintenance etc.

The subject of al-Quran and Hadith usage depends on the method, situation and purpose. This study refers more to its use towards communication in YouTube advertising. Further studies can be carried out in the same context or various other fields of integrity to expand the use of knowledge from various angles. It can also be studied in developing other efforts such as da'wah communication or persuasion to embody the Qur'an and Hadith in the same aspect or related issues.

## 5.7 Conclusion

The perfection of a Muslim's life is based on the guidance of the Qur'an and the Prophet's *sunnah*. The teachings of Islam have been expanded and spread throughout the world with various efforts by previous scholars until the present day. Based on the al-Quran and Hadith, various knowledge has been broken down and simplified for the general public to digest and understand. Muslim cognition towards it is developed with the form of a sect-based belief system, and a belief system. Not only that, the awareness of today's Islamic community is increasing so that they try to incorporate the al-Quran and Hadith in their daily lives.

Every good thing to be done as a Muslim requires true and valid knowledge. Each science has its own manners and method of description. Only relying on the main reference without explanation and interpretation by scholars will cause Muslims to give different perceptions. Not to mention if the perception causes damage and confusion to the basic understanding. Without complete knowledge and understanding, a Muslim's belief can be distorted.

Indeed, Islamic teachings stand on the results of da'wah efforts. Starting from the Prophet's time, the preaching and spreading of Islamic teachings continued and expanded. Nowadays, da'wah is being actively pursued through new media technology weapons. The spread of news, entertainment, storytelling, advertising, knowledge and teachings alternate across multiple social media display platforms without stopping, whether they are disseminated in the form of video, textual, typographic, animated, audio. Muslims should spread da'wah through various concepts and themes in new media. The use of al-Quran and Hadith in YouTube Advertising can make a great contribution in spreading the teachings of Islam.

Islam does not reject progress or development, but rejects any evil and damage. Islam prioritizes the concept of harmony and well-being. Any theory, business, effort and technology that can be utilized should be understood and highlighted to fulfil the needs of society both now and in the future. By using Strength, Weakness, Opportunities, Threat model data analysis, the researcher can balance the subject's problems by understanding them from various points of view while being able to produce suggestions to overcome them.

In addition to the main purpose of this study based on the objective of the study, the secondary purpose of this writing is to ensure that the da'wah effort can continue even in any form including advertising. The use of al-Quran and Hadith in YouTube advertising needs to be done meticulously, thoroughly, well and try to avoid risks that can have a negative impact and perception on the audience. Procedures and governance for the use of al-Quran and Hadith as a da'wah medium on social media, especially from advertising point of view should be worked on and developed to avoid any problems of misuse or deviation. Hopefully this writing will be a reference by other researchers and be a support in the future.

UNIVERSITI SAINS ISLAM MALAYSIA  
جامعة العلوم الإسلامية  
ISLAMIC SCIENCE UNIVERSITY OF MALAYSIA