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CYBER MEDIA ANALYSIS IN DA'WAH THROUGH MOBILE LEGEND LIVE STREAMING ON YOUTUBE

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Abstract

Da'wah, or Islamic preaching, has expanded into cyber media. This article aims to analyze the use of cyber media for da'wah, focusing on media space, media documentation, and media objects, as exemplified by Ustaz Abi Azkakia's live streaming of Mobile Legends on YouTube. Utilizing a descriptive qualitative approach, the research incorporates literature studies, video documentation, and analysis of media features. The data findings reveal three key aspects: First, the optimization of YouTube as a media space by Ustaz Abi Azkakia for live streaming and uploading da'wah content, including features such as video uploads, shorts, and live streaming. Second, in terms of media documentation, Abi Azkakia effectively engages players by integrating worship and moral values into content, using visually appealing thumbnails, promoting polite behavior, facilitating live chat discussions, and advocating sincere, non-commercial donations. This approach includes personal narratives, stories of the Prophet and his companions, and references to the Al-Qur'an and Hadith. Third, regarding media

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objects, this article observes an interactivity trend with a modest increase in likes and comments, while the duration of content shows a fluctuating trend, and overall broadcast frequency tends to decrease.

Abstrak

Kata kunci:

Abi Azkakia; analisis media siber; Mobile Legend; YouTube

Dakwah Islam saat ini telah meluas ke media siber. Penelitian ini bertujuan untuk menganalisis pemanfaatan media siber untuk dakwah dengan fokus pada ruang media, dokumentasi media, dan objek media, seperti yang dicontohkan pada *live streaming* Mobile Legends Ustaz Abi Azkakia di YouTube. Melalui pendekatan deskriptif kualitatif, penelitian ini menggabungkan studi literatur, dokumentasi video, dan analisis fitur dalam media. Temuannya mengungkapkan tiga aspek utama: Pertama, optimalisasi YouTube sebagai ruang media yang dilakukan Ustaz Abi Azkakia untuk *live streaming* dan mengunggah konten dakwah, termasuk fitur-fitur seperti unggahan video, *shorts*, dan *live streaming*. Kedua, dalam hal dokumentasi media, Abi Azkakia secara efektif melibatkan para pemain dengan mengintegrasikan nilai-nilai ibadah dan moral ke dalam konten, menggunakan *thumbnail* yang menarik secara visual, mengedepankan perilaku sopan, memfasilitasi diskusi dalam percakapan langsung, dan menganjurkan donasi yang tulus dan non-komersial. Pendekatan ini mencakup adanya narasi pribadi, kisah Nabi dan para sahabat, serta referensi Al-Qur'an dan hadis. Ketiga, mengenai objek media, artikel ini mengamati tren interaktivitas dengan sedikit peningkatan pada jumlah suka dan komentar, sementara durasi konten menunjukkan tren yang fluktuatif, dan frekuensi siaran secara keseluruhan cenderung menurun.

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INTRODUCTION

The landscape of da'wah in the digital era is very diverse. The presence of various online media platforms is undeniably a platform that today's popular *dai*s need to take advantage of, starting from social media and online games. Da'wah is a call for awareness to invite changes in situations that are better and perfect, both for individuals and society (Mutaqin, Kushardiyanti, & Zikrillah, 2022). One of the da'wah activities aims to call others to goodness and remind them of the Day of Judgment, while new media is a tool to call others to a better path (Asmar, 2020) supported by Karim (2016) that da'wah through the media is very effective because society is integrated with the development of social media technology, the world of da'wah presents various challenges that are very risky for the sustainability of al-Karimah's moral values which are the focus and core of da'wah.

Using online games for da'wah in new media is a unique approach, as games are popular among online users, particularly young people who may have limited interest in religious activities. They are used for entertainment and to occupy free time. Online gaming being utilized as a tool for spreading Islamic principles is an unexpected development. Online games can serve as an effective platform for Islamic da'wah due to the growing number of users (Khairiyah, 2020). Various research on millennials indicates that individuals in this generation heavily rely on immediate communication technology like email for communication,

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text messages, instant messages, and social media such as Facebook, Line, Path, Instagram, WhatsApp, and Twitter and enjoy playing online games. This generation is known to spend many lives on online media networks. This generation does not see the world directly but lives in a virtual world. They start from communication, online shopping, information gathering, and other activities. This challenge and opportunity for da'wah must be carried out (Lestari, 2020).

One of the online games being studied in this research is Mobile Legend. Moonton develops Mobile Legend. Mobile Legend game was released for Android on July 11, 2016, in China, Indonesia, and Malaysia. On November 9, 2016, the Mobile Legend game was released for iOS (Mawalia, 2020). In addition, the Mobile Legend game is currently the most popular because it is known to have been downloaded by more than 10 million accounts on Google Play and the App Store. This Mobile Legend game has many fans because it has different heroes, the graphics and animation are excellent, and the game size is not too big to download (Munawar, 2018).

The application of da'wah in Mobile Legend is carried out by technical mastery of playing games as usual. Still, in response while playing the game, the *dai* applies peaceful Islamic values both from behavior in the form of words that are issued when playing games, which tend to be words that mean harsh words -good words. Subsequently, this influenced Mobile Legend players, including individuals from diverse religious origins, to the extent of even prompting non-Muslims to embrace Islam due to the introduction of Islamic principles by the *dai*. Utilizing online games for da'wah has the potential to decrease skepticism towards religion and belief in religion. This is important as addiction to online games can lead players to neglect real-life responsibilities, including adhering to Islamic values and refraining from responding violently during gameplay. Disruptions in human life, like immoral behavior, conflicts, violence, rape, financial

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corruption, injustice, and natural disasters in this country, are caused by the breakdown of human connections with God, nature, and other people. That is, these tragic and disturbing events are the result of the loss of the meaning of God and religion in Islamic society, especially in Indonesia (Yusuf, 2012).

One of the *dai* with the characteristic of da'wah through the online game Mobile Legend is Ustaz Abi Azkakia. Ustaz Abi Azkakia is a new *dai* in the world of e-sports by naming his assembly the Nurul Legend Council. The presence of Ustaz Abi Azkakia brings a new nuance to the world of Mobile Legend and various positive responses from Mobile Legend users, as reported by several comments on social media and live streaming of Ustaz Abi Azkakia (Dedi, 2022). It was conveyed from several live video chats with Ustaz Abi Azkakia that the missionary route through e-sport is very rarely carried out by *dai*s even though the current generation undeniably also dominates this route so that it becomes a favorable opportunity in spreading Islam. In his message, Ustaz Abi Azkakia is not limited to using the Mobile Legend platform but also disseminates it to social media such as YouTube, Instagram, and TikTok. Before this study, Ustaz Azkakia had 890 thousand followers on TikTok, 128 thousand followers on Instagram, and 119 thousand subscribers on YouTube.

Many *dai* use popular online dawah methods such as social media and new media, including games. However, Ustaz Abi Azkakia came up with a different application of da'wah, namely through live streaming of online games. Research that examines Ustaz Abi Azkakia as an online game *dai* is also minimal, so it is interesting in this research to follow up on studies of popular da'wah in the practice of Abi Azkakia's online game da'wah. In the realm of academics, they welcome the existence of Ustaz Azkakia as a famous *dai* through Mobile Legend, including the results of research of Nasikhin & Sufyanto (2023) mentioning the style of da'wah communication carried out by Ustaz Abi Azkakia that Ustaz Abi Azkakia

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uses a passive communication style, using body movements with little movement, rarely looked directly at his followers, spoke softly and rarely showed his face. According to information gathered by researchers about Ustaz Abi Azkakia's sermons, he never used an aggressive communication style, namely a closed style, wanting his wishes and opinions to be followed, high emphasis, and a desire not to accept other people's views.

Then, the research results of Qona'ati, Rahman, Husniya, & Huda (2023) stated that the da'wah message was conveyed by the da'wah through the Mobile Legend game in between jokes and attracted many young fans who named the game club Nurul Legends Assembly. The average Mobile Legend player said emphatically, "This da'wah makes these words good words." One *dai* set an example by how he treated his fellow missionaries, how he spoke and dressed modestly, and led a simple lifestyle.

Then Saadah (2022) states that TikTok can be optimized for delivering da'wah messages, as demonstrated by Ustaz Abi Azkakia. One of TikTok's strengths lies in its attractive visuals, which allow it to broadly and openly follow the iconic mobile gaming action through the live streaming feature. These features make it easier for Ustaz Abi to convey news or da'wah content based on the Al Qur'an and hadith. He focuses on conveying the themes of faith and morality in the target language of his *mad'u*, so that the generation of TikTok users can easily accept him as a missionary partner.

The information provided serves as the foundation for researchers to go deeper into Ustaz Abi Azkakia's da'wah operations on YouTube's live streaming function, focusing on the da'wah content and analyzing interaction trends and cyber media. Considering that the many studies that have been carried out are still limited to the style of communication, this research follows up on previous research, especially in the messages conveyed through the da'wah content of Ustaz Abi Azkakia in his efforts to spread Islamic values, especially in moral values and worship.

METHODS

The qualitative approach in this research is to use the virtual ethnographic method with cyber media analysis (AMS) through content analysis discourse analysis. The description of cultural artifacts in Ustaz Abi Azkakia's YouTube account is then analyzed based on the Cyber Media Analysis (AMS) method from Rulli Nasrullah, namely by examining the media space, media archivesation, media objects, and experiences. Cybermedia analysis includes the concept of methods of depicting culture and cultural objects on the internet to describe virtual communities in cyberspace or on the internet (Nasrullah, 2014). However, in this study, researchers limit it to 3 levels, namely media space, media archives (media archive), and media objects (media objects), due to the limitations of researchers in retrieving data sourced from literature reviews, documentation, videos, interactions, and elements and the features of Abi Azkakia's YouTube live streaming content on YouTube have not yet provided access to interviews with informants.

The details of the indicators at each level of cyber media analysis are seen based on: First, media space. In the media space, you will find the structure of the media platform used by Ustaz Abi Azkakia in da'wah, namely live streaming content uploaded to the YouTube social media account. The media space on Ustaz Abis Azkakia's YouTube in spreading his da'wah will be analyzed based on how Ustaz Abi Azkakia manages mobile legend live streaming content on YouTube based on the duration of the live streaming and the packaging of live streaming content uploaded on the YouTube platform so that it has meaning in the da'wah he wants to deliver. Social media is an example of how cyber media plays a role. Cyber entities, both as software and hardware, are not only media, but structurally play a role in shaping social and virtual audience interactions (Nasrullah, 2017).

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Second, archive media, at the document media level, data will be obtained related to messages conveyed through Uastadz Abi Azkakia's da'wah content and interactions from mobile legend live streaming uploads. Where the da'wah message contained in Ustaz Abi Azkakia's live-streaming mobile legend content will be analyzed using content analysis related to Islamic values that are studied in Ustaz Azkakia's narration through the content of his live-streaming Mobile Legend feature on YouTube, they are Worship Values and Moral Values. To add to the findings in the search for data related to the archive media level, this will also be taken from the conversation history of Ustaz Abi Azkakia on the Emptalk podcast, Jonathan Liandi with Ustaz Abi Azkakia which was uploaded on September 13, 2022 (Liandi, 2022). The value of worship is an act that pleases Allah SWT, both words and deeds, whether open or hidden. Moral values are human traits consciously carried out among humans, nature, and God based on the Qur'an and hadith (Prayugo, 2020). The media archive layer is used to see how content (text and the meaning contained therein) is produced and distributed over the Internet (Nasrullah, 2017).

Third, media object, which is on this level, can be gathered by analyzing interaction about da'wah message, especially in YouTube live streaming. It was carried out by analyzing the interaction of YouTube users with online game content in the Live Ustaz Abi Azkakia feature when playing Mobile Legend and taking the ten most popular content based on convenience sampling techniques. The analysis of the interactions includes the number of likes, views, and duration of the video. Analysis of interaction trends on social media is an adaptation researcher from Al-Zaman (2022) that some of the matrices in the analysis of interaction trends on social media include the following six metrics: number of videos, views, comments, likes, dislikes, and duration (duration is measured in seconds). This is YouTube's basic analytics metric. The media object level provides a macro contextual picture of how culture exists. This level describes how cultural

activities are carried out based on cultural artifacts as certain units. Entities in this case can be interpreted as internet algorithms, applications, or other devices, and of course the way the audience interacts (Nasrullah, 2017).

RESULTS AND DISCUSSION

In this research, several findings were obtained, which were then studied through Cyber Media Analysis (AMS) to examine phenomena in cyber media that talk about three dimensions, including media space, media objects, and media archives. In the context of da'wah, Ustaz Abi Azkakia conveyed his message through live-streaming activities on YouTube social media. The packaging of the da'wah message by Ustaz Abi Azkakia was carried out by directly involving himself as a Mobile Legend Online Game player, supported by interaction between users, where Ustaz Abi Azkakia was both directly and indirectly able to spread Islamic preaching more easily. Furthermore, the context of cyber media analysis on Mobile Legend live streaming activities by Ustaz Abi Azkakia can be explained through the following several sub-points:

Media Space: An Overview Of Ustaz Abi Azkakia's YouTube Account

The Abi Azkakia YouTube account has been registered since April 29, 2020, and now has 119 thousand subscribers with 465 videos that have achieved 36,596,838 views. Abi Azkakia's YouTube account is one of several platforms used to spread Islamic values through content games online, especially Mobile Legend, which he often plays with other players. If reported in the description column, some videos uploaded by Ustaz Abi Azkakia have a live schedule from morning to evening with the following schedule: in the morning (08.30-11.57); in the afternoon (13.00-15.00); in the evening (16.00-17.50); and in the night (20.30-finished). Some

YouTube features Abi Azkia uses include Video, Shorts, and Live. The YouTube playlists on Abi Azkakia's YouTube account seem to have not been appropriately managed, including News Anchor, Mix Showtimes, Year 2022, Mobile Legends, Dead Out 2, Dread Out, and Dread Out 2 gameplay. The YouTube account of Ustaz Abi Azkakia can be seen in Figure 1.
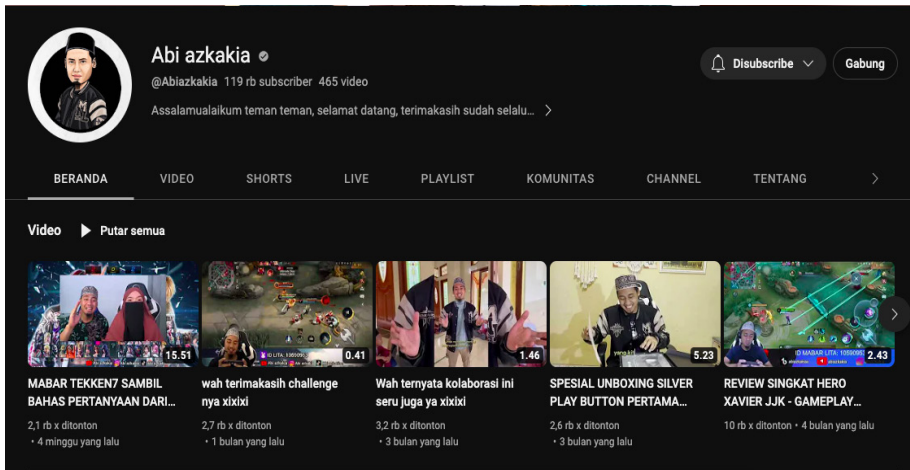

Figure 1. Abi Azkakia's YouTube Account Profile
(Source: Abi Azkakia's YouTube)

Through the image above, it can be illustrated that the content uploaded to the live feature on Mobile Legend Abi Azkakia has an average live streaming duration of between 1-3 hours. The total video content uploaded is 465 videos, both video content and live streaming. Besides that, some of the YouTube features that Abi Azkakia most frequently uses are Shorts and live streaming, around only 35 uploaded videos, 114 shorts, and 345 lives.

Through several content titles uploaded to Abi Azkakia's YouTube account, Abi Azkakia actually does not directly write elements of Islamic values in it. Still, like players in general, he tends not to display his preaching activities explicitly and textually. Abi Azkakia seems more implicit and

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contextual regarding the values and preaching content he conveys through his YouTube account when playing in Mobile Legend. It is relevant in that the concept of da'wah should be carried out more interestingly so that the public can easily accept it. Da'wah must, of course, be able to go hand in hand with the existence of social networks, making people aware that with the existence of social networks and communication activities in them, there are learning, creativity, and literacy values that can be packaged and studied by media users actively. The notion of da'wah should be executed more engagingly to increase public acceptance. Da'wah should be able to integrate with social networks to highlight the educational, creative, and literacy values that can be explored and studied by active media users. Especially in the context of Islamic education, Islamic boarding schools are one of them, which are expected to be able to balance their religious activities with technological developments, including in shaping the dissemination of contemporary knowledge from Islamic boarding schools (Munawara, Rahmanto, & Satyawan, 2020). Furthermore, several uploads and content descriptions in the Mobile Legend live streaming on Ustaz Abi Azkakia's YouTube can be seen in this figure.
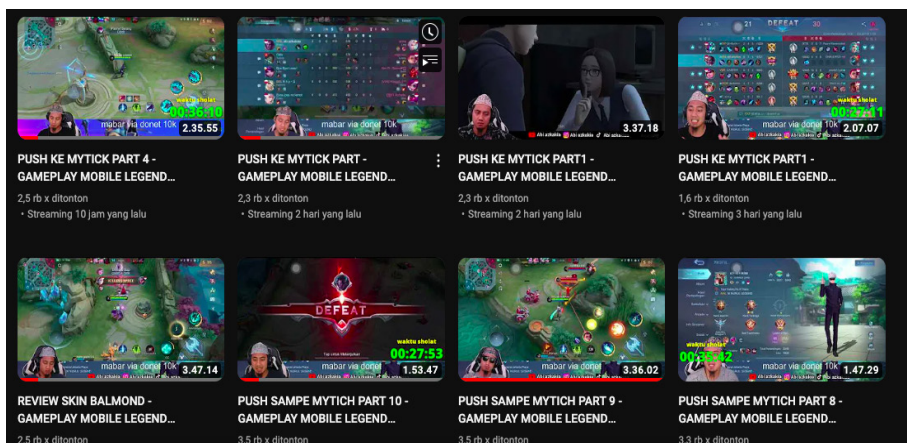

Figure 2. Live Content Upload Title Mobile Legend YouTube Abi Azkakia
(Source: Abi Azkakia's YouTube)

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However, visually, in several thumbnails, you can see information on prayer times with a countdown as a reminder to perform the 5 daily prayers. This indicates that preaching values emphasizing the importance of worship time are integrated into Abi Azkakiya's preaching activities. This is done not only through the games he plays, but also because players frequently engage in games that are excessively addictive, causing them to forget their prayer times. According to Arifin (2013) in Islamic teachings, the prayers we perform daily have a high and advanced position in this Islamic religion, meaning that the performance of prayers must be solemn and methodical. However people addicted to games tend to throw themselves into the service (Arifin, 2013). In fact, the obligation to perform salat is explained in Al-Qur'an surah An-Nisa verse 103:

$$\text{فَإِذَا قَضَيْتُمُ الصَّلَاةَ فَاذْكُرُوا اللَّهَ قِيَامًا وَقُعُودًا وَعَلَىٰ جُنُوبِكُمْ}$$
$$\text{فَإِذَا اطْمَأْنَنتُمْ فَأَقِيمُوا الصَّلَاةَ ۚ إِنَّ الصَّلَاةَ كَانَتْ عَلَى الْمُؤْمِنِينَ}$$
$$\text{كِتَابًا مَّوْقُوتًا}$$

"Furthermore, when you have finished your prayer, remember Allah when you stand, when you sit and when you lie down. Then when you have felt safe, then establish the prayer (as usual). Indeed, the prayer is an obligation whose time is determined for the believers".

Social media as a means of social interaction has been used by Islamic scholars as a da'wah tool to spread Islam and its teachings (Sule & Abdulkareem, 2020). The appearance of Ustaz Abi Azkakia attracted enough attention at the end of 2022. Several podcast channels then invited Ustaz Abi Azkakia to have a joint dialogue regarding his background as a *dai* with the Mobile Legend among young people who are indeed popular as a medium of entertainment and free time filler. In the digital era todays, entertainment technology, such as television, internet, video game and

others have developed so rapidly that many people are unaware of the impact and significant changes in their lifestyle (Alia & Irwansyah, 2018).

Ustaz Abi Azkakia basically has a social media platform as a mediator in the game The Mobile Legend that he plays, namely a TikTok account (@abiazkakiaa), an Instagram account (@abiazkakia) and a YouTube channel (Abi Azkakia). History of use social media for preaching. Before becoming involved with Mobile Legends, Abi Azkakia was active in Islamic teachings, even on TikTok. Initially, he utilized his initial account to discuss various topics such as individuals, opinions, and etiquette before creating more accounts, but his identity was revealed. Prohibited. Then, the second account, Ustaz Abi Azkakia's preaching, is packed with humor and is quite accepted by his followers. It is not considered sensitive content for the service provider, namely TikTok.

Media Archives: Messages In Ustaz Abi Azkakia's Preaching Content

The existence of Ustaz Abi Azkakia attracted a lot of attention at the end of 2022. This is because there are several Podcast Channels that invite Ustaz Abi Azkakia to have a dialogue together regarding his background as a preacher who is concerned with the world of the online game Mobile Legend, where this game is classified as a popular media among young people, whether it's just for fun. Entertainment or fill your free time. They are considering that in the current digital era, entertainment technology such as television, internet, video games, and so on, has in fact, developed so rapidly that many people are not aware of the impact and significant changes to their lifestyle, including their media usage patterns (Alia & Irwansyah, 2018).

One of the Podcast channels that later made room for Ustaz Abi Azkakia was Jonathan Liandi's YouTube Channel's Emptalk Podcast. It can be seen in the figure 3.

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Figure 3. Empetalk Podcast By Jonathan Liandi With Ustaz Abi Azkakia
(Source: Liandi, 2022)

The podcast series above explains that Ustaz Abi Azkakia has known about Mobile Legend since 2017, the background of his students, both Muslims and non-Muslims, playing the game online. Then, Ustaz Abi Azkakia started preaching when he met his students speaking harshly while playing the online game Mobile Legend. From there, Ustaz Abi Azkakia began to reprimand him. However, the students still ignored him because, according to them, this was considered a normalization of harsh words when playing online games. Many other players were dominated by children and teenagers who also said similar rants. Through this method, Ustaz Azkakia tried to find out the children's emotional level when playing games, and many times, they felt "lost" and felt the same emotions. Based on this, Ustaz Abi Azkakia's thoughts about this game can trigger and give rise to excessive and toxic emotions, which then become a habit for the players to respond to through lousy pronunciation. Thus, it is hoped that the presence of Ustaz Abi Azkakia can reduce this behavior through the da'wah messages conveyed in his Mobile Legend live streaming. Another exciting aspect of Ustaz Abi Azkakia's existence is the greeting he calls his players "*Jama'ah Gaming*" and his followers as "*Nurul Legend*" assembly.

Ustaz Abi Azkakia is a famous preacher synonymous with personal branding through "Dakwah Mobile Legend". In fact, the name Abi Azkakia was on the top page in searches as a Mobile Legend preacher. This is what then makes Ustaz Abi Azkakia indirectly have the social capital to become a preacher or religious figure who is considered different from other similar religious figures, as well as being able to attract the attention of Mobile Legend players who are primarily teenagers and young because of his popularity. in the realm of online gaming. Thus, Ustaz Abi Azkakia is seen as a figure who is close to them, and this is able to support the preaching aspect, which is conveyed more lightly and easily.

During the game, Mobile Legend, Ustaz Azkakia was also lured by other players to say harsh or toxic words but he held back because he was already used to throwing good words in Islam. In this case, Ustaz Abi Azkakia is vital in the context of da'wah in Mobile Legend, namely to transmit kindness in the form of moral habits through the use of kind words and non-arrogant behavior while playing game. As stated in QS. Ali Imran verse 110:

$$\text{كُنْتُمْ خَيْرَ أُمَّةٍ أُخْرِجَتْ لِلنَّاسِ تَأْمُرُونَ بِالْمَعْرُوفِ وَتَنْهَوْنَ عَنِ الْمُنْكَرِ}$$

$$\text{وَتُؤْمِنُونَ بِاللَّهِ ۗ وَلَوْ آمَنَ أَهْلُ الْكِتَابِ لَكَانَ خَيْرًا لَهُمْ ۚ مِنْهُمُ الْمُؤْمِنُونَ}$$

$$\text{وَأَكْثَرُهُمُ الْفَاسِقُونَ}$$

"You (Muslims) are the best people born to mankind, (because you) enjoin (do) what is good, and forbid what is bad, and believe in Allah. If the People of the Book had believed, it would have been better for them. Among them, there are believers, but most of them are wicked people."

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The seriousness of Ustaz Abi Azkaki's consistency in carrying out da'wah activities at Mobile Legend is motivated by his followers' many requests to livestream on social media. So that Ustaz Abi Azkakia is encouraged to continue to spread goodness while playing the game Mobile Legend with other players, he did this for the sake of mutual rewards for both him and the intercessors of the da'wah messages conveyed. So thus, Ustaz Abi Azkakia, as the main resource in the game of Mobile Legends that he plays, has interactivity with followers and between follower players, namely playing a role in providing an understanding of Islamic values through messages conveyed based on the questions received during play game online.

Ustaz Abi Azkakia has a social media platform as a mediator in the game of The Mobile Legend: TikTok (@abiazkakiaa), Instagram (@abiazkakia), and YouTube (Abi azkakia). Historically, he used his social media as a media preaching before getting to know Mobile Legend has been active in Islamic preaching. Even on TikTok itself, before having several accounts, the first account he used was full of preaching related to discussion of people, differences of opinion, manners, and so on, but it got banned. Then, the second account of Ustaz Abi Azkakia's da'wah is packaged with humor and is entirely accepted by his followers.

In playing Mobile Legend, Ustaz Abi Azkakia also uses Hero characters like other players in the Mobile Legend game. In this case, Abi Azkakia changed the name or title of the Hero he used with a Hero which is identical to the Islamic elements of the Prophet's story, meaning that the Hero character used when playing Mobile Legend can also be adapted to the preaching message that Abi Azkakia wants to insert. One of them is the hero "Aurora" which he changed to "Siti Arofah" which is synonymous with stoning (*jumrah*) in the Arafah Desert. Apart from that, Ustaz Abi Azkakia also inserted a da'wah message in his Mobile Legend activities by inviting his followers to say "*Masya Allah*" in the comment

column or live chat in the video uploaded by his live streaming. This can be seen in figure 4.
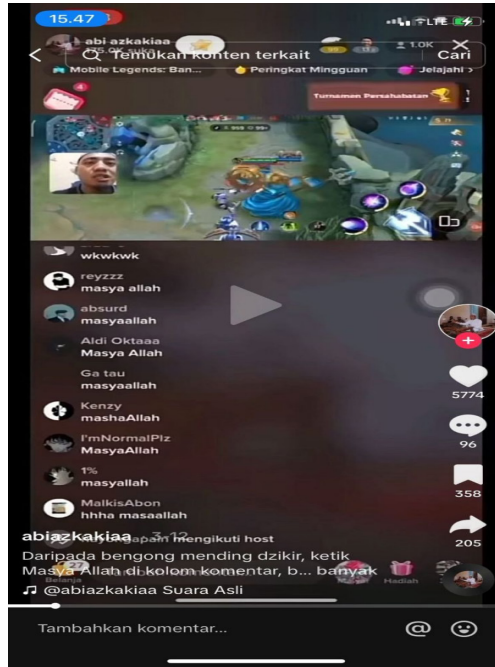

Figure 4. Capture Of Live Streaming Mobile Legend Of Ustaz Abi Azkakia On TikTok
(Source: Abi Azkakia's TikTok)

Abi Azkakia does this with the philosophical aim of being in an assembly that glorifies Allah, and the angels will gather and pray to Allah SWT so that the people in the assembly will be given mercy, blessings, and health. In this way, Ustaz Abi Azkakia teaches us always to do dhikr wherever and whenever we are, as stated in QS. Al-Baqarah verse 152:

$$\text{فَاذْكُرُونِي أَذْكُرْكُمْ وَاشْكُرُوا لِي وَلَا تَكْفُرُونِ}$$

"Then remember Me, I will remember you. Be grateful to Me, and do not deny Me".

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The praise "*Salawat Nabi*" shows that "*Salawat Nabi*" has three meanings of moral values, namely, remembering the Prophet Muhammad SAW, invites everyone to pray together and do good deeds until the end of the world. Then, it will be introduced to the public, especially by forming a Salawat group, and then broadcast online on digital media. Considering the reasonably broad scope of da'wah and the ease of its dissemination, it is necessary to carry out in-depth research on this new da'wah strategy and also publish this da'wah strategy more (Halimi, Khusna, Rusydi, & Yani, 2023).

Mobile technology makes sharing information easier. One of the news contents being circulated is da'wah, which is currently popularized through mainstream media and social networks (Irfan, Muin, Afif, Pratama, & Gumilar, 2021). At this level, Ustaz Abi Azkakia's YouTube channel media object is featured live streaming Mobile Legend, reviewed, and seen how users interact. At this level, researchers used data collection techniques focused on field research, making observations, interviewing test subjects, and conducting tests on residents' experiences. This is easy to do in cyber media (YouTube), so the researchers limited the comments to live chat while Ustaz Abi Azkakia was doing the activity live streaming Mobile Legend and also by paying attention to the delivery of da'wah through the responses delivered during the game. One of the factors in the succeeding of da'wah is related to nonverbal messages, and in this case of using various platforms in spreading da'wah, one of them is by maximizing online media (Qarni, Syahnan, Harahap, Nasution, & Fithriani, 2019).

As for one of the responses from Abi Azkakia in Figure 4 below, it answers questions from his followers regarding prayer so that he will quickly find a mate. When Ustaz Abi Azkakia responded to the question, he stopped his game first. He focused on responding to his followers' questions with answers from his experience about getting married,

starting from the value of honesty towards one's condition. Thus, what Ustaz Azkakia responded to was mostly sourced from subject experience, stories of the Prophet and his companions, and the Qur'an and hadith in inculcating Islamic values, especially the values of worship and morals. Other moral values are also shown by spontaneously saying good words when experiencing defeat or losing the game by saying "*astaghfirullahaladzim*", "O Allah" and so on. Dominate the pronunciation of good words during play games, increasingly becoming an amplifier in *syi'ar islamiyah* of Ustaz Abi Azkakia. It seems like to have an impact on the response of his followers in interacting with him. As stated in the Risale Al-Mu'awanah (Wifqi, 2017):

> "Avoid backbiting, pitting and joking a lot. Avoid all bad speech, restrain yourself from reprehensible speech as you do not want to hear bad speech. Think about your words before you speak. If it's good, say it, but if not, keep quiet."

Some of the main cast in Mobile Legend were also replaced by Ustaz Abi Azkakia, such as "Turret" is replaced by the term "Idol", Hero "Aurora" becomes "Siti Arofah", "Selena" becomes "Sakinah", "Hilda" becomes "Mawadah", and Hero "War" becomes "Warahmah", so that, if abbreviated it means "Sakinah, Mawadah, Warahmah". Coupled with his appearance, Ustaz Azkakia also always reflects Muslims by wearing caps every time he plays the game and being polite without arrogance. This situation in accordance with Ustaz Abi Azkakia's inclined communication style Passive-Assertive. Choosing an assertive and passive communication style is very suitable for *dai* to use in da'wah. Still, an aggressive communication style is completely unsuitable for use in the world of da'wah because it returns to the true purpose of da'wah, which is to convey information about goodness and not violence. What the *dai* shows is usually followed by the concept of *mad'u* (Nasikhin & Sufyanto, 2023).

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In addition, Ustaz Azkakia also always associates the boundaries of elements of Mobile Legend and religious elements such as in the show "Push to Mytick Part-game Mobile Legend Indonesia" at the duration of 1.02.15 mentions the linkage of the title in Mobile Legend like an unused global title in the grave, that only exists at the end of the day we will all have the same title as "Deceased". This is also a reminder not to be too passionate about the game, including its elements, and to still prioritize the essence of Islamic values as a guide for everyday life as stated in Amin (2021). In his research that, according to Islamic law, playing games online is allowed. However, this permission depends on the circumstances and the effect on the player. If playing games online continues to be carried out and leads to neglect of obligations, laziness, and other negative impacts, then its legal status becomes *haram*. Online games can even do more harm than good because they are considered a waste of time. This is what is then prohibited in Islam (Umam & Muhid, 2020).

On the other hand, Ustaz Abi Azkakia, with his Mobile Legend live streaming content, is not commercializing his religion for personal gain. At first glance, this tends to give rise to the notion of commodification of game content broadcast via social media. However, this was proven in the broadcast "Push to Mytick Part-game Mobile Legend Indonesia" with a duration of 1.10.12, when his followers asked Ustaz Abi Azkakia to read the Al-Baqarah letter in order to get a financial donation, this was rejected by Ustaz Abi Azkakia. He stated that if he accepted the offer, he would be tantamount to degrading the Koran by exchanging it for worldly things. In this discussion, social media can be used as a medium for da'wah. In this context, social media can provide a unique perspective, is open and public, and can support the delivery of values directly to society. This is directly related to how people can talk and view the religion they believe in (Munnik, 2019). This is in accordance with the command of Allah SWT in surah Al-A'raf verse 204:

وَإِذَا قُرِئَ الْقُرْآنُ فَاسْتَمِعُوا لَهُ وَأَنْصِتُوا لَعَلَّكُمْ تُرْحَمُونَ

"And when the Qur'an is recited, listen and be silent, so that you may receive mercy."

Through the discussion above, it can be said that an Ustaz (*dai*) must of course have the qualities required by the Prophet. First, a *dai* must be able to be a role model and have an attitude that is attractive and easy to understand when conveying his preaching message. Second, social networks are the most popular means of preaching among students. Therefore, media and social networks should be used effectively to support optimal delivery of da'wah. Third, the existence of the da'wah topics conveyed must be in accordance with the situation and conditions of the *mad'u* (hearing) and be easily accepted and understood by the public. Through technology and media approaches, adapting to the conditions of the segmentation of da'wah targets, a *dai* must be able to utilize this and then process it into the topic of da'wah delivered to his congregation. Fourth, methods of providing da'wah can be carried out in a diverse and integrated manner, according to needs. fifth, the impact of da'wah is realized not only in the form of information or knowledge but also in awareness and emotions - and can then be implemented in the form of actual actions and practices in everyday life (Tahir, 2023).

Media Objects: Interactional Analysis In Preaching Messages

Analysis of content interaction trends in live streaming of Ustaz Abi Azkakia on YouTube based on the trend analysis conducted in this research, the following results were obtained: First, judging from the interactions that occur, namely from the indicators like and comments based on the results of the analysis above, it can be seen that the number indicates the interest of followers like and the comments on each Ustaz

Abi Azkakia's videos do not really have a significant increase. So, it can be said specifically for videos live streaming, which is in the Ustaz Abi Azkakia category, is stable, but if you look at the duration, it looks to fluctuate with a broadcast duration ranging between 1-3 hours, while the number of views trend tends to decrease, it can be explored again by analyzing the predictability factor of the user's intensity in participating in activities live streaming Mobile Legend of Ustaz Abi Azkakia. As Kushardiyanti (2019) states, the variable intensity of media users influences mediating factors of media use and message content in digital content. The following table describes the interaction trends analysis in Ustaz Abi Azkakia's YouTube account for more details.

Table 1.

Analysis Of Interaction Trends On Ustaz Abi Azkakia's YouTube Account Based On Live Streaming Features Of Mobile Legend

No	Title	URL Link	Likes	View	Com-ment	Video Duration (Second)
1	*Mabar Menuju Mytich Part 2-game Play Mobile Legend Indonesia*	https://www.YouTube.com/live/ cHcDdKVynfo?feature=share	968	15520	7	8480
2	*Mabar Menuju Glory Part 16-game Play Mobile Legend Indonesia*	https://www.YouTube.com/live/ vVFCGShHcxo?feature=share	889	13638	10	9468
3	*Berburu Pocong Part 3*	https://www.YouTube.com/live/ z9MdeTJw2Po?feature=share	955	11197	24	7465
4	*Mabar Puasa Pertama Part 2-game Play Mobile Legend Indonesia*	https://www.YouTube.com/live/ W95jqv2h9BM?feature=share	689	10958	5	6151
5	*Gas Pushank Sampe Mytick Part 3-game Play Mobile Legend Indonesia*	https://www.YouTube.com/live/ MYMis7BMJNg?feature=share	505	10404	1	8173
6	*Mabar Menuju Glory Part 15 -game Play Mobile Legend Indonesia*	https://www.YouTube.com/live/ ljhrnII4MwY?feature=share	848	9497	18	11534

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No	Title	URL Link	Likes	View	Com-ment	Video Duration (Second)
7	*Mabar Menuju Glory Part 18 - game Play Mobile Legend Indonesia*	https://www.YouTube.com/live/zTiu_G16YXI?feature=share	585	9122	5	8624
8	*Push Sampe Mitik Part 12 - game Play Mobile Legend Indonesia*	https://www.YouTube.com/live/67lEtlaj3WU?feature=share	478	8398	11	9705
9	*Mabar Puasa Pertama Part 4-game Play Mobile Legend Indonesia*	https://www.YouTube.com/live/ptRV-9CkjdM?feature=share	453	8069	5	11471
10	*Review Skin JJK-Mabar Menuju Glory Part 19-game Play Mobile Legend Indonesia*	https://www.YouTube.com/live/ptRV-9CkjdM?feature=share	459	7836	10	9366

Source*:* Ustaz Abi Azkakia's YouTube Account

Furthermore, through data reduction in the table above, the reduction of trends in live streaming interactions for Mobile Legend Ustaz Abi Azkakia can be classified through the following graphic display:
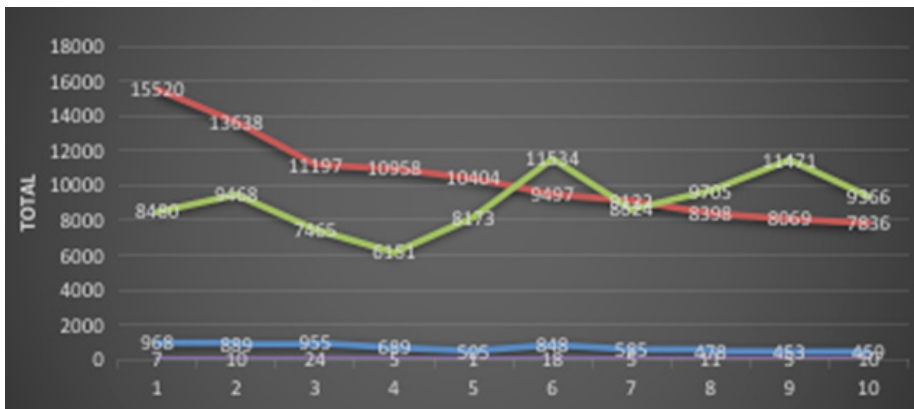
*Notes= Blue: Like; Red: View/Show; Green: Duration; Purple: Comments

Figure 5. Trend Analysis Of Content Interaction Live Mobile Legend In YouTube Of Ustaz Abi Azkakia (Source: Abi Azkakia's TikTok)

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The graphic and data indicate that social media influences interactions with other users when used as a tool for sharing information. This impact can be observed through likes, shares, and engagement of social media users with educational content. Each content creator's content is characterized by its open nature, delivery technique, average monthly downloads, and the utilization of popular hashtags by both users and content creators. Users and content authors utilize popular hashtags to indicate the presence of the presented material. This becomes a defining feature of social media, serving as a unique prompt for its utilization (Kushardiyanti, Mutaqin, & Nurchotimah, 2021).

Apart from the explanation above, interactional analysis can also be seen in the relationships that exist between users (user to user) on Ustaz Abi Azkakia's YouTube account. The following contains comments on some of the most popular live content uploads on Ustaz Abi Azkakia's YouTube account, as seen in Figure 6.
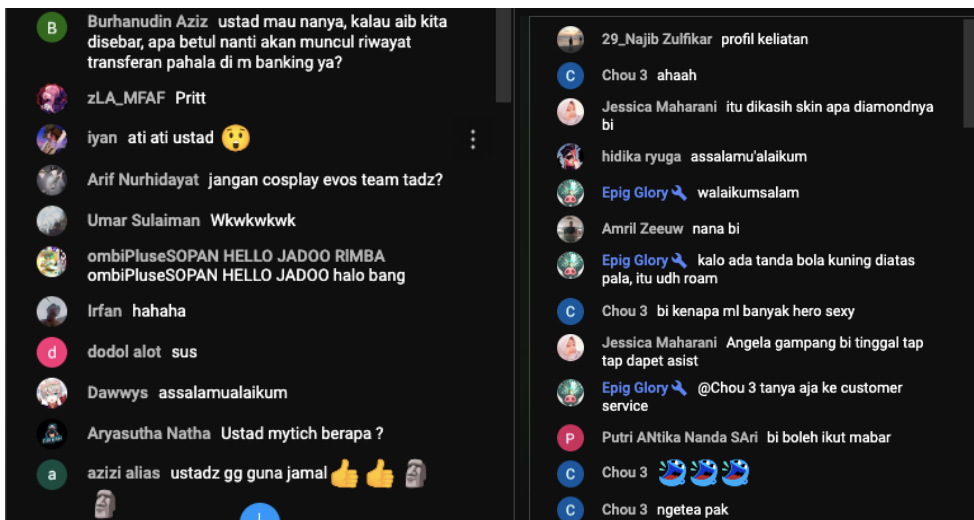

Figure 6. Activities In Live Chat In Uploads Live Streaming Mobile Legend Of Abi Azkakia's TikTok (Source: Abi Azkakia's TikTok)

Da'wah is not only in the form of sermons, but can also be conveyed in all forms of activities that give rise to invitations, appeals and calls for mad'u to remain within the framework of *ukhuwah islamiyah* (Islamic brotherhood). Thus, the implementation context of da'wah can also aim to create harmony in society, even though the origins are different (Suriati, Burhanuddin, & Nur, 2020). This context can be seen in the interactions that occur in Ustaz Abi Azkakia's live chat column, where his live streaming followers also have a polite attitude, one of which is by applying moral values to say the greeting "Assalamualaikum", "Wa'alaikumsalam", or asking questions regarding the information provided regarding Islamic law.

Due to the high volume of interactions and queries in the live chat, Ustaz Abi Azkakia is unable to answer all questions. Additionally, gaming activities are included. On the other hand, Ustaz Abi Azkakia also did not respond to a number of questions which he thought were sensitive questions or inappropriate for joking about, for example his followers' statements regarding the existence of Dajjal and Ya'juj Ma'juj. However, he still explained by stating the similarity when connected to the Mobile Legend game, namely about the existence of "Helcurt" with a ratio of 1:1000 to humans. The context of sermons that are usually downloaded and searched by internet users is presented in the form of videos or short films, not in the form of photos and simple infographics. As states from Mutia (2022), da'wah communications carried out by communicators, especially those who are Islamic content creators, tend to use sources that do not conflict with Islamic teachings in the mass media. This aims to provide an example to the younger generation who watch it so that they can change the lifestyle of the younger generation of media users to become more Islamic.

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CONCLUSION AND SUGGESTION

Conclusion

The conclusion of this research explains that at the level of cyber media analysis, data was obtained from each level of characteristics within it, including the media space context, which was reviewed through an overview of Ustaz Abi Azkakia's YouTube account, including how he carried out his da'wah efforts and strategies through activities. Live streaming of Mobile Legend that he did. In this case, Mobile Legend can be said to be a means for Abi Azkakia to support the preaching content he distributes, primarily through uploading videos, shorts and live.

Next, analyze digital media concerning archival media. Mobile Legend is used as a form of connectivity for the use of YouTube social media so that the Islamic values that Ustaz Abi Azkakia wishes to convey can be conveyed more effectively according to the target audience of young Mobile Legend players. Ustaz Abi Azkakia attracted the attention of Mobile Legend players by applying Islamic values, especially religious and moral values, in playing games. This can be seen through thumbnail visualization, reminders of prayer times, polite appearance and behavior, discussion of questions on the live chat feature, implementation of sincere donations without commercializing religion, narratives of problems conveyed based on personal experience, stories of the Prophet and friends, as well as the Al-Qur'an and Hadith as a reinforcement in instilling Islamic values in players and followers.

A way to protect the soul is to always be steadfast in worship so that our soul is always awake because we always remember Allah, not only worship, but human actions must also not conflict with high moral standards. The third analysis is related to object media, where this analysis refers to the form of interaction that occurs between users regarding da'wah messages that are exchanged via YouTube live streaming, one of

which is by responding to the interactivity trend of each content with results that are not too significant, namely likes and comments. Meanwhile, the duration shows a fluctuating trend, and impressions tend to decrease.

Suggestion

Da'wah in Mobile Legends is a unique medium for spreading Islamic values. This uniqueness then attracts the attention of gamers; even people who are not interested in online games also engage in interactivity through comments on YouTube, which is one of the explicit effects seen at the level of digital media analysis. Thus, it is hoped that the results of this research can be helpful as a further reference, especially in the analysis of digital media related to preaching, and can be new in complementing the results of academic research concerning digital preaching studies.

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