

EXPLORATORY ANALYSIS OF INDONESIA WAQF BOARD YOUTUBE CHANNEL

Analisis Eksploratif Channel YouTube Badan Wakaf Indonesia

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Abstract

YouTube is one of the most popular information and entertainment media today. The information and entertainment provided by YouTube is in the form of videos. YouTube channels can be subscribed for free and paid. YouTube is a company founded by three former PayPal employees in 2005. Then in 2006 YouTube was bought by Google. The most YouTube user accounts in the world and one of the most user countries is Indonesia. Information related to the activities and performance of an institution can be obtained from its YouTube channel. To find out the activities and performance of the Indonesian Waqf Board (BWI) institution can be seen on its YouTube channel called Badan Wakaf Indonesia TV. The purpose of the research on this YouTube channel is to analyze the profile and columns on the BWI YouTube channel. The research method used is descriptive qualitative with explorative analysis. The results showed that BWI's YouTube channel has a profile with 3.01 thousand subscribers and 312 videos. Posts on BWI's YouTube channel only consist of video posts (no image posts). BWI's YouTube channel has nine columns. Of the nine columns (home, videos, shorts, live, playlist, community, channels, about, and search), only seven columns can be analyzed exploratively. Meanwhile, the community and channels columns cannot be analyzed exploratively.

Keywords: YouTube, Indonesian Waqf Board

Abstrak

YouTube merupakan salah satu media informasi dan hiburan yang paling populer saat ini. Informasi dan hiburan yang disediakan oleh YouTube berbentuk video. Channel YouTube dapat dilanggan secara gratis dan berbayar. YouTube adalah perusahaan yang didirikan oleh tiga mantan karyawan PayPal pada tahun 2005. Kemudian pada tahun 2006 YouTube dibeli oleh Google. Akun pengguna YouTube paling banyak di dunia dan salah satu negara pengguna terbanyak yaitu Indonesia. Informasi terkait aktifitas dan kinerja suatu lembaga dapat diperoleh dari kanal YouTubenya. Untuk mengetahui aktifitas dan kinerja lembaga Badan Wakaf Indonesia (BWI) dapat dilihat pada channel YouTubenya yang bernama Badan Wakaf Indonesia TV. Tujuan dari penelitian tentang channel YouTube ini yaitu untuk menganalisis profil dan kolom-kolom yang ada di kanal YouTube BWI. Metode penelitian yang digunakan adalah deskriptif kualitatif dengan analisis eksploratif. Hasil penelitian menunjukkan bahwa kanal YouTube BWI memiliki profil dengan jumlah subscriber sebanyak 3,01 ribu dan jumlah video sebanyak 312 video. Postingan di kanal YouTube BWI hanya terdiri dari postingan video (tidak ada postingan gambar). Kanal YouTube BWI memiliki sembilan kolom. Dari sembilan kolom tersebut (home, videos, shorts, live, playlist, community, channels, about, dan search), hanya tujuh kolom yang dapat dianalisis secara eksploratif. Sedangkan kolom komunitas dan channel tidak dapat dianalisis secara eksploratif.

Kata kunci: YouTube, Badan Wakaf Indonesia

INTRODUCTION

YouTube has more than two billion monthly users and is accessed by one-third of people using the Internet globally, making it the second largest social networking website (Mitchell et al., 2014). According to (We Are Social Dan Hootsuite, 2023) in the website katadata.co.id explained that there are 2.51 billion YouTube users in the world as of January 2023. As with any social media, the use of YouTube is also something that individuals often want to limit their use of (Allcott et al., 2022). YouTube can be a major source of information and misinformation, for example, information and misinformation about vaccines (Basch et al., 2017). YouTube channels are not only owned by individuals, but can also be owned by institutions, even state authorities in certain fields.

One of the state authorities in Indonesia that has a YouTube channel is the Indonesian Waqf Board (BWI). The Indonesian Waqf Board (BWI) is an independent state institution established under Law No. 41/2004 on Waqf. It was established in order to develop and promote waqf in Indonesia (Badan Wakaf Indonesia, 2023). BWI was not established to take over waqf assets that have been managed by existing nazir (waqf asset managers). BWI is present to foster nazir so that

waqf assets are managed better and more productively so that they can provide greater benefits to society, whether in the form of social services, economic empowerment, or public infrastructure development. BWI is domiciled in the State capital and can establish representatives in provinces, regencies, and/or cities as needed (Badan Wakaf Indonesia, 2023).

BWI informs its activities not only through its official website but also through its YouTube channel. BWI's YouTube channel is called Badan Wakaf Indonesia TV. BWI's YouTube channel is a YouTube channel that can be categorized as a YouTube channel in the field of waqf. BWI is also the official waqf authority of the Indonesian government. Based on all these explanations, the authors are interested in conducting research "Exploratory Analysis of the Indonesian Waqf Board YouTube Channel.

The main reason this research was conducted is because previous studies on BWI have not discussed the institution's YouTube channel. The focus of this research is to exploratively analyze BWI's YouTube channel. The purpose of this research is to exploratively analyze the YouTube profile and columns on BWI's YouTube channel.

LITERATURE REVIEW

YouTube

YouTube is one of the most popular information and entertainment media today. The information and entertainment provided by YouTube is in the form of videos. YouTube channels can be subscribed for free and paid. YouTube is a company founded by three former PayPal employees in 2005. Then in 2006 YouTube was bought by Google (Hooker, 2016). The most YouTube user accounts in the world and one of the most user countries is Indonesia.

Waqf

Waqf is a type of worship that can have a socio-economic impact. In the history of Islam, waqf has played an important role in the welfare of the ummah. (Irfany et al., 2022). In the Big Indonesian Dictionary, waqf means movable or immovable property as a sincere gift given for the public interest. (Zarhana & Faradisi, 2022). One of the Islamic financial instruments that has proven to play an important role in advancing Islamic civilization from the past to modern times is waqf. (Hamidiyah et al., 2022).

The Indonesian Waqf Board (BWI)

The Indonesian Waqf Board (BWI) was established in 2006 although the law on waqf was first introduced in 2004 (Badan Wakaf

Indonesia, 2023). The Indonesian Waqf Board (BWI) is the Indonesian government's official authority and regulator in the field of waqf. BWI is domiciled in the State capital and may establish representatives in provinces, regencies, and/or cities as needed. BWI members are appointed and dismissed by the President with a term of office of 3 years and can be reappointed for one term (Badan Wakaf Indonesia, 2023). The establishment of BWI is a government service that is a development service. Development services include the government providing and building facilities and infrastructure with the aim of, among others, increasing economic growth (Aprilianti & Harken, 2023), and we all know that one of the objectives of waqf is to increase economic growth.

RESEARCH METHOD

This research is descriptive qualitative research. Qualitative research has the main objective of describing and revealing (Siyoto & Sodik, 2015). This research tries to describe and reveal important information in BWI YouTube channel. This research uses exploratory method analysis. The explorative method aims to deepen knowledge and seek new ideas about a particular symptom, describe social phenomena, and

explain how a social phenomenon occurs (Permana, 2021). This explorative method is used to deepen knowledge and explain the BWI YouTube channel by qualitatively analyzing the columns contained in the BWI YouTube channel.

RESULT AND DISCUSSION

Home Column

The BWI YouTube channel profile can be seen in the initial view or Home column. The BWI YouTube channel displays the BWI logo, number of subscribers and videos, description, column options and some video posts. The BWI YouTube channel has 3.01K subscribers and 312 videos as of August 13, 2023. The description of BWI (found in the website) is

“Badan Wakaf Indonesia (BWI) adalah lembaga negara independen yang dibentuk berdasarkan Undang-Undang Nomor 41 Tahun 2004 tentang Wakaf. Badan ini dibentuk dalam rangka mengembangkan dan memajukan perwakafan di Indonesia.”

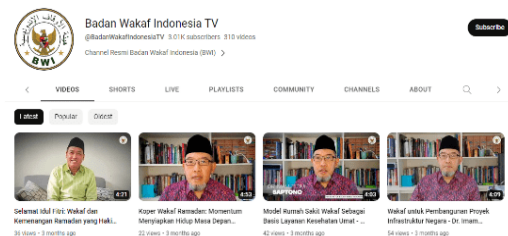


Source: BWI YouTube Channel, 2023

Figure 1. BWI YouTube Channel Main View

Videos Column

The number of videos in the videos column on the Indonesian Waqf Board TV youtube channel totaled 146 videos as of August 13, 2023. The first video posting in the videos column was uploaded on July 18, 2019, namely a video entitled "Waqf Shares and Their Challenges in Indonesia - Waqf Study Forum". While the last video posting occurred on April 21, 2023, namely a video entitled "Happy Eid al-Fitr: Waqf and the True Victory of Ramadan - Dr. KH. Samsul Ma'arif". This means that 146 videos have been posted by the Indonesian Waqf Board TV youtube channel for almost four years in the videos column.



Source: BWI Youtube Channel, 2023

Figure 2. Main view of the videos column on Indonesian Waqf Board TV

In 2019, the number of videos in the Videos column on the Indonesian Waqf Board TV Youtube channel was six videos. In 2020 there were 59 videos. Then, 35 videos in 2021 and 28 videos in 2022. In 2023, there were 18 videos (as of August 13, 2023).

The shortest duration video is a video on December 7, 2022 entitled "Wakaf Award 2022 Best ASN Waqf Partner Category" which lasts seven seconds. Then the video that has the longest duration is the video on May 7, 2023 entitled "WEBINAR SERIES 05 - Celebrate Victory, Make Waqf a Strengtheners of the Umat Economy" which lasts 3 hours 12 minutes 40 seconds.



Source: BWI Youtube Channel, 2023

Figure 3. The shortest and longest video on Indonesian Waqf Board TV

The video that has the highest number of views is the video on January 8, 2020 with 3,939 views (as of August 14, 2023). This video is entitled "3 Important Things for Nazirs

to Secure Waqf Land - Siti Soraya Devi Zaeni, SH, M.Kn".

The Chairperson of the Waqf Data Collection and Certification Division, Indonesian Waqf Board (BWI) Siti Soraya Devi Zaeni, SH, M.Kn, explained that Waqf is a legal act of the wakif (the person who endows) to separate part of his property which is used for organizing social and religious needs and for the benefit of the people in accordance with Islamic law.

That is why this video attracts a lot of attention and has the most viewers because in this video the audience can manage their assets for the affairs of the world and the hereafter.



Source: BWI Youtube Channel, 2023

Figure 4. Video with the most views on Indonesian Waqf Board TV

The video that has the highest number of likes is the video post on April 16, 2021, which has 119 likes (as of August 14, 2023). This video is entitled "The Difference between Waqf of Money and Waqf through Money - Prof. Dr. Nurul Huda".

This video has the most likes because the explanation is easy to understand and very useful for people who do not know the difference between cash waqf and waqf through money.



Source: BWI Youtube Channel, 2023

Figure 5. Videos with the most likes on videos column of Indonesian Waqf Board TV

The video that has the highest number of comments is a video on November 13, 2019 with seven comments (as of August 14, 2023). This video is entitled "Cash Waqf Linked Sukuk Badan Wakaf Indonesia".

This video has the most likes because the Cash Waqf Linked Sukuk program is very interesting and is expected by viewers and the public to be a program that can generate productive waqf in Indonesia.



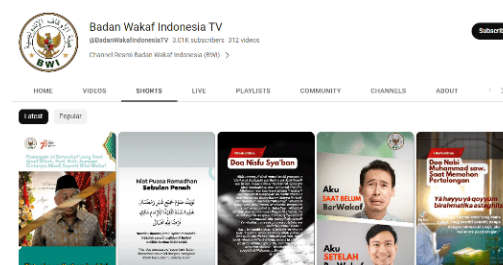
Source: BWI Youtube Channel, 2023

Figure 6. Videos with the most comments on the videos column of Indonesian Waqf Board TV

Shorts Column

The number of short in the shorts column on the Indonesian Waqf Board TV youtube channel totaled 11 shorts starting August 15, 2020. The first short in this Short column occurred on August 15, 2020, namely a video entitled "Dirgahayu Indonesia 75th". While the last short was uploaded on August 12, 2023, namely a video entitled "Prof. Dr. Ir. Mohammad Nuh. DEA: May His Love Be as Eternal as the Value of Waqf"

This means that the 11 shorts that have been posted by the Indonesian Waqf Board account were carried out for almost 3 years in the Short column.



Source: BWI Youtube Channel, 2023

Figure 7. Main view of the shorts column on Indonesian Waqf Board TV

In 2020, only one short was uploaded to the Short column on the Indonesian Waqf Board's youtube channel, as well as in 2021 another short was added. In 2022 two shorts were added and seven shorts were added in 2023.

The short with the title "Intention to Fast Ramadan for a Full Month" has the highest number of viewers on the Indonesian Waqf Board channel. The short uploaded on March 22, 2023 has 1004 viewers.

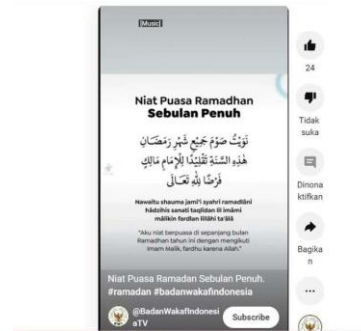
The results of our analysis and opinion that the video is likely to enter for your home page of people so that it has many viewers because the short was shared at the beginning of the fasting month and coincidentally on social media is trending fasting issues in the month of Ramadan.



Source: BWI Youtube Channel, 2023
Figure 8. Short with the Most Viewers on Indonesian Waqf Board TV

The short that has the highest number of likes is short on March 22, 2023 with 24 likes. This video is entitled "Intention to Fast Ramadan Fasting for a Full Month". This short gets the most likes because in this short the fasting intention for the whole month is presented, not the fasting intention for one day which makes

Muslims interested because they can intend to fast for a month directly.



Source: BWI Youtube Channel, 2023
Figure 9. Short with the most likes on Indonesian Waqf Board TV

The short that has the highest number of comments is the short on May 25, 2021 with one comment (as of August 14, 2023). This short is entitled "Strengthening Islamic Philanthropy, BWI-Baznas Collaborate". The short has the most comments, because the Indonesian Waqf Board and Amil Zakat Nasional agreed to work together to synergize the utilization of zakat, infaq, sadaqah, and waqf. This is expected to spread equitable welfare.



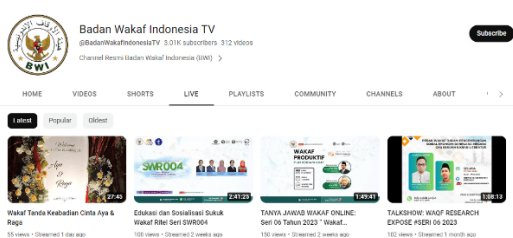
Source: BWI Youtube Channel, 2023

Figure 10. Short with the most comments on Indonesian Waqf Board TV

Live Column

The number of video in the Live column on the Indonesian Waqf Board TV youtube channel totaled 155 videos as of August 13, 2023. The first video posting in the live column occurred on May 19, 2020, namely a video entitled "Live Ngaji Ramadhan - Waqf of the Prophet and the Companions - Dr. Fakhruroji". While the last video posting occurred on May 7, 2023, namely a video entitled "Waqf Signs of Eternity of Love for Aya and Raga".

This means that 155 videos have been posted by the Indonesian Waqf Board channel for almost four years in the live column.



Source: BWI Youtube Channel, 2023

Figure 11. Main view of the live column of the Indonesian Waqf Board TV

In 2020, the number of videos in the Live column on the Indonesian Waqf Board's youtube channel was 43 posts. In 2021 as many as 50 posts. In 2022 there were 35 posts. While in 2023 there were 26 posts (as of August 13, 2023).

The video post that has the shortest duration in the Live column is a video post on June 18, 2020 entitled

"PSBB: Increase Shadaqoh Bring Blessings" which lasts for one second. Then the video post that has the longest duration is a video post on August 4, 2022 entitled (LIVE) WORKSHOP SERIES "DEVELOPMENT OF WAKAF ASSETS THROUGH THE SYARIAH CAPITAL MARKET" which lasts 8 hours and 39 seconds.



Source: BWI Youtube Channel, 2023

Figure 12. The shortest and longest live video on Indonesian Waqf Board TV

The video post that has the highest number of views in the Live column is a video post on August 24, 2022, which is 5,155 views (as of August 13, 2023). This video is entitled "(LIVE) Waqf Q&A Series 3 2022 - Cash Waqf: Management & Governance".

Why the video has so many views is because it discusses management and stewardship,

both of which are very important to operationalize zakat and waqf. Good management and governance are very important in zakat and waqf because it ensures compliance with the intended charitable objectives, improves the efficiency and effectiveness of the management of funds and assets, ensures accountability and transparency, and ensures the sustainability of charitable programs. So that people are interested in watching it.



Source: BWI Youtube Channel, 2023

Figure 13. Live video with the most views on Indonesian Waqf Board TV

The video post that has the highest number of likes in the Live column is a video post on January 23, 2021, which has 60 likes (as of August 13, 2023). This video is entitled "National Webinar on Cash Waqf". This live video has the most likes because the title of the material or discussion discussed in the form of this webinar has an interesting and unusual topic, namely "cash waqf". As most people know, waqf is in the form of land, buildings, or an object and not in

the form of money. In this case, the Indonesian Waqf Board has come up with a new idea, namely waqf as a new lifestyle. This video also presents another new idea, namely national waqf. Where waqf handed over to the Indonesian waqf agency is channeled for the country's development. However, this has drawn pros and cons

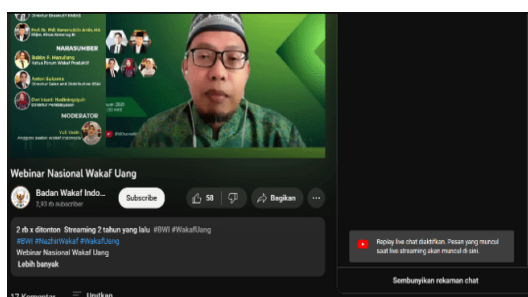


Source: BWI Youtube Channel, 2023

Figure 14. Live video with the most likes on Indonesian Waqf Board TV

The video post that has the highest number of comments on the Live column is a video post on January 23, 2021, which has 18 comments (as of August 13, 2023). This video is entitled "National Webinar on Cash Waqf". This video is the video with the most comments because the title and content of the video invite viewers to express their opinions that are not the same as the opinions expressed in the video. In one of the comments on the video, the commentator argues that the waqf is invalid because it is through a

bank intermediary, so the conditions of the waqf are not met.



Source: BWI Youtube Channel, 2023

Figure 15. Live video with the most comments on Indonesian Waqf Board TV

Playlist Column

In the playlist column on the Indonesian Waqf Board TV Youtube account, there are 31 playlist columns. The 31 playlist columns include (sorted from the most recently added date):

1. Waqf 2023 Q&A
The 2023 Waqf Q&A playlist contains six videos.
2. Waqf Seminar
The Waqf Seminar playlist contains four videos.
3. Waqf Talk
The Waqf Talk playlist contains 27 videos.
4. Ramadhan Berkah Berkwakaf 2023
In the Ramadan Berkah Berkwakaf 2023 playlist column there are 17 videos.
5. BWI Awards 2022
In the BWI Awards 2022 playlist column, there are eight videos.
6. BWI Mars
In the BWI Mars playlist column, there is one video.
7. Waqf Q&A
In the Waqf Q&A playlist column there are 13 videos.
8. Retail Waqf Sukuk
There are two videos in the Sukuk Wakaf Retail playlist column.

9. Blessed Waqf, Ramadan Full of Wisdom

There are 15 videos in the Blessed Waqf, Ramadan Full of Wisdom playlist.

10. Public Relations, Socialization, and Literacy Division

There are 16 videos in the Public Relations, Socialization, and Literacy Division playlist

11. Blessing of Waqf

In the Waqf Blessing playlist column there are 15 videos.

12. Inauguration

In the Inauguration playlist column there is one video.

13. Sharia Economy

In the Sharia Economics playlist column there is one video.

14. Sharia Economy

There is one video in the Sharia Economics playlist column.

15. Waqf Research Expose

In the Waqf Research Expose playlist column there are eight videos.

16. Institutional

There is one video in the Institutional playlist column.

17. Ramadhan 2021

In the Ramadhan 2021 playlist column there are 16 videos.

18. BWI Rakornas

In the BWI Rakornas playlist column there is one video.

19. Testimonials

There are two videos in the Testimonial column.

20. Muhammad Nuh

In the Muhammad Nuh playlist column, there are five videos.

21. BWI Chairman

In the BWI Chairman playlist column, there are four videos.

22. RDP

There is one video in the RDP playlist column.

23. RDP

In the Webinar playlist column there are two videos.

24. Waqf Core Principles (WCP)

In the Waqf Core Principles (WCP) playlist column there are 12 video items.

25. Kalisa

In the Kalisa playlist column there is one video.

26. Kalisa

In the Tausiyah Ramadhan playlist column there are 25 video items.

27. Ngaji Ramadhan

In the Ramadan Ngaji playlist column there are 15 video items.

28. BWI Profile

In the BWI Profile playlist column there is one video item.

29. WGTC

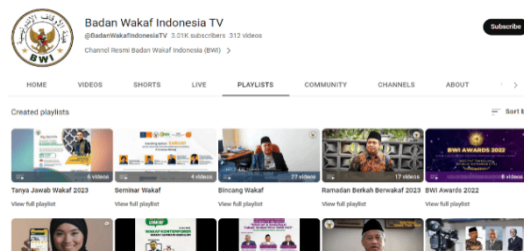
In the WGTC playlist column, there are three videos.

30. Waqf Talk - BWI Channel

In the Waqf Talk - BWI Channel playlist column there are 17 videos.

31. Waqf Study Forum

The Waqf Study Forum playlist contains one video item.

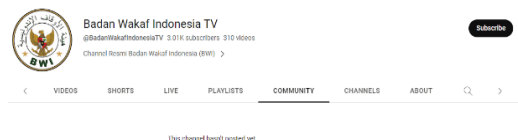


Source: BWI Youtube Channel, 2023

Figure 16. Main View of the Playlist Column on the Indonesian Waqf Board TV

Community Column

There are no posts in the community column of the BWI YouTube channel.

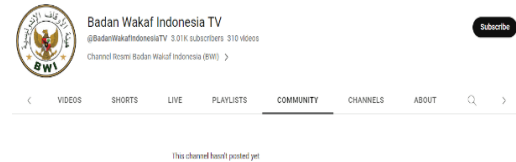


Source: BWI Youtube Channel, 2023

Figure 17. Main View of Community Column on BWI Youtube Channel

Channel Column

In the community column of the BWI YouTube channel is nothing post.



Source: BWI Youtube Channel, 2023

Figure 18. Main View of the Channel Column on the Indonesian Waqf Board TV

About Column

The About column contains description, details, statistics and links. Description explains a bit about the official channel of BWI. Details contains email and locations of the BWI YouTube channel in Indonesia. Statistics contains when the BWI YouTube channel was first created and the total number of views of the videos on the BWI YouTube channel. Links contain links to BWI website and berkahwakaf.id. The BWI YouTube channel was first created on Jul 17, 2019. While the total number of video views on the BWI Youtube channel is 132,675 views (as of August 13, 2023).



Source: BWI Youtube Channel, 2023

Figure 19. Main View of the About Column on the Indonesian Waqf Board TV

Search Column

The Search column serves to search for posts by typing keywords in the lup symbol. When the researcher tested whether the column was functioning properly or not, the researcher tried to type the keyword "Wakaf". After this was done, video posts appeared whose titles contained the word "Wakaf". This means that the search function on the BWI YouTube channel is functioning normally. The proof can be seen in the picture below.



Source: BWI Youtube Channel, 2023

Figure 20. Main View of the Search Column on the Indonesian Waqf Board TV

CONCLUSION AND SUGGESTION

Based on the description of the research discussion, it can be concluded that the YouTube channel of the Indonesia Waqf Board has a profile with 3.01 thousand subscribers and 312 video posts. The BWI YouTube channel has posts in videos and short. The BWI YouTube channel has nine columns. Of these nine columns, only seven columns can be analyzed exploratively.

This research only explores the YouTube channel of the Indonesian

Waqf Board. Future research is expected to add and compare YouTube channels of the national committee for waqf board in ASEAN countries or the Middle East.

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