

Da'wa Method Ning Umi Laila in Youtube Video “Ibu ibu Luweh Seneng Pengajian Opo Rasan-Rasan”

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Abstract : The more advanced the age then, the way of delivering the message also becomes more modern and follow the trend that evolves amongst the society. The same is true of the preachers who have different methods so that their message can be accepted by their mad's. In this rapid development of technology many electronic media can be used as a means of distribution of fame like Youtube, Tik tok, Instagram, Facebook and so on. This research was used to find out the method of praise of Ning Umi Laila in her YouTube video entitled "Mothers Luweh Pleased Studying Opo Rasan-rasan". In this process, the author uses qualitative research using methods of content analysis. Primary and secondary data collection techniques. The result of the study this time shows that Ning Umi Laila is one of the women who are still said to be fairly young, but even so his teachings can be accepted in all categories because the teachings method used is the teaching methods bill of things that is the compatibility of behavior to be followed, Mauidzah Hasanah that is gentleness in speaking words, Bil Hikmah that is teaching the way of God by using wisdom, and the last one is his teaching while using Islamic songs and Sholawat as the method of teaching, it is done so that his teaches do not get bored and revive the spirit of the listeners (mad'u).

Keyword: Da'wa Method, Ning Umi Laila, Youtube

A. INTRODUCTION

Enforcing amar ma'ruf nahi mungkar is the main and noblest goal of human creation, Allah SWT has created a universe as complete as this for the realization of the effort to amar ma'ruf nahi mungkar. Therefore, Allah SWT deliberately created humans as caliphs on the surface of this earth for the sake of realizing the caliphate. So, to support the success of the Caliphate's intended task, Allah deliberately sent a number of Prophets and Apostles as guides to His will. The quality of humans in the twenty-first century is like people who no longer have a soul and spirituality. Because their hearts have strayed from the path of truth. Even though the human condition has become so severe at this time, the sound of the words of the Prophet Muhammad can still be heard by such ears because of the great love of Allah SWT for mankind.¹

The preaching carried out today is very different from the preaching of the Prophet in ancient times. As times progress, the challenges also increase, especially as media in this global era is

¹Fethullah Gulen, *Dakwah: Jalan Terbaik dalam Berpikir dan Menyikapi Hidup*, (Jakarta:PT Gramedia, 2014). h 43-45.

increasingly sophisticated. However, apart from that, it can also increase insight into knowing what methods of da'wah can be done easily and openly. With increasingly rapid technological developments, there are many electronic media that can be used to convey da'wah, such as television and radio media, social media, and also the internet as an alternative for conveying da'wah messages.²

There are many benefits of communication technology for human life, including making long distance communication easier. Not only that, there are lots of social media such as YouTube, Instagram, TikTok, and others that can be accessed easily, such as seeing artists, preachers and other important religious figures. There are many preachers who use social as an alternative to preaching in the modern era, some of them even created special channels to convey their preaching so that it is useful for people who need their knowledge.³

Likewise, what can be seen today is that the path and challenges are the same as before. However, the only difference is the pattern or method of delivery. As we know, many young people become preachers, one of whom is Ummi Lailatul Rahmah Hadi or often known as Ning Ummi Laila. He is famous as a young preacher who has an interesting method of delivering his preaching. Apart from that, he also has a melodious voice and he often includes prayers in his preaching.

The beginning of Ning Ummi Laila's career was when she replaced her parent, KH Edy Rahmatullah, who at that time was sick. And it turned out that his preaching received a positive response from his congregation so that he became interested in continuing his preaching activities in place of his father. Even though it is quite new, Ning Ummi Laila's YouTube account has 90.1 thousand subscribers and her videos have been watched by 11,000 people.⁴

Ning Ummi Laila's preaching went viral and was popular with the public, especially mothers, because she was a preacher who could use language that was easy to understand and besides that, she was also in great demand among teenagers because she used prayers as a correlation in delivering her preaching material. Da'wah in this way is a characteristic or advantage possessed by Ning Umi Laila, which is one of the things that makes her preaching even more interesting. Moreover, if his preaching is often accompanied by humor or jokes. It is through this type of da'wah method that attracts the attention of many da'wah partners towards the da'wah material he conveys.

The challenge of da'wah is increasingly difficult due to the demands of the times, especially as people's interest in da'wah and religious activities is decreasing among society and religious

²M Abzar D, "Strategi Dakwah Masa Kini (Beberapa Langkah Strategi Pemecahan Problematika Dakwah)," Lentera XVIII (2015), <https://media.neliti.com/media/publications/146064-ID-strategi-dakwah-mas-kini-beberapa-langk.pdf>

³Ahmad Setiadi, "Pemanfaatan Media Sosial Untuk Efektifitas Komunikasi" 16 (2016), <https://ejournal.bsi.ac.id/ejurnal/index.php/cakrawala/article/view/1283>

⁴Ning Umi Laila, (2023, Desember 10), Ning Umi Laila Pengajian Akbar Gebyar Shalawat di Desa Gemboyang Sigaluh Banjarnegara [Video]. Youtube. <https://www.youtube.com/@NingUmiLaila>

activities are increasingly decreasing, especially among millennials, so new innovations are really needed to make people interested and listen to their preaching. For this reason, researchers are interested in the da'wah method in the YouTube channel video with the title "Ibu Ibu Luweh Enjoys the Recitation of Opo Rasan-Rasan" by Ning Ummi Laila. In this video, researchers will analyze what da'wah methods are used in conveying their da'wah.

Furthermore, in the journal written by Helmiliya Putri with the title "Ning Umi Laila's Da'wah Method in YouTube Videos (Ning Umi Laila Jula Juli Ludruk Suroboyoan)", the similarity with this research lies in the research method used, namely both use content analysis research methods. The difference lies in the subtitle in this research which is Ning Umi Laila Jula Juli Ludruk Suroboyoan whereas in this research it is in the YouTube content entitled Ibu Ibu Luweh Enjoys Recitation of Opo Rasan-Rasan.⁵

Then a journal written by M. Syukur Ifansyah, Norfaidi Anwari, Jurnal, Ummi Aidah, Nur Halimatus, Moh Aziz, Ainul Yaqin with the title "Analysis of Da'wah Using Nasyid Umi Laila from the Perspective of Shaykh Jum'ah Amin". The similarity with this research lies in the object studied, namely Ning Umi Laila. Meanwhile, the difference is that this research is a perspective analysis in the interpretation of Shaykh Jum'ah Amin, whereas the previous research was research that focused more on Ning Umi Laila's preaching method.⁶

Furthermore, there is also a journal written by Siti Khamaria, Masrul, Jumrana with the title "Analysis of Da'wah Messages in the Al-Qur'an Study Rubric in Ummi Magazine in Increasing Readers' Understanding of Religion". The similarity with this research lies in the object studied, namely Umi Laila. Meanwhile, the difference is in the analysis of the da'wah message, whereas in this research the author focuses more on the Umi Laila da'wah method.⁷

From the background explanation above, the author will conduct research on what methods of preaching are used by Umi Laila in conveying her preaching message and what makes Umi Laila's preaching attract public attention in her YouTube video entitled: "Mrs Luweh Enjoys Recitation of the Koran Opo Rasan-Rasan"

⁵Helmiliya Putri, "METODE DAKWAH NING UMI LAILA DALAM VIDEO YOUTOBE (NINGUMI LAILA JULA JULI LUDRUK SUROBOYOAN)", *Jurnal Ilmiah Stidkiarrahmah*, 10 Februari 2023
[Http://digilib.uinkhas.ac.id/24173/1/JURNAL_Helmiliya%20Putri_Metode%20Dakwah%20Ning%20%28Autosaved%29.docx.pdf](http://digilib.uinkhas.ac.id/24173/1/JURNAL_Helmiliya%20Putri_Metode%20Dakwah%20Ning%20%28Autosaved%29.docx.pdf)

⁶M. Syukur Ifansyah Dkk, ANALISIS DAKWAH MENGGUNAKAN NASYID NING UMI LAILA PERSPEKTIF SYAIKH JUM'AH AMIN, *Jurnal Ilmiah Stidki Ar-Rahmah*, 5 (2) 11-18 Desember 2022
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⁷Sitti Khamaria, ANALISIS PESAN DAKWAH DALAM RUBRIK KAJIAN AL-QUR'AN PADA MAJALAH UMMI DALAM MENINGKATKAN PEMAHAMAN AGAMA PEMBACA, *Jurnal Penelitian Kajian Ilmu Komunikasi dan Informasi*, Vol 1 No 1, 2016. DOI: <http://dx.doi.org/10.52423/jikuho.v1i1.1200>

B. RESEARCH METHOD

In this research, researchers used qualitative research to explain the da'wah methods used by Ning Umi Laila in her da'wah. The author uses qualitative research methods. In this research, the author uses a research method to explore in-depth information regarding a piece of content. According to Teriu Holsti, content analysis is a method used to search for a research method that is carried out to explore in-depth information about a piece of content.

Content analysis according to Holsti's theory is a method used to search for information by identifying a message objectively, systematically and also in a general manner. Objectively means it must comply with established procedures, so that if used by other researchers it will produce the same conclusions. Then systematically, that is, extracting information or content is carried out in accordance with established rules. And finally, in general, the discovery must have a theoretical reference source.

In collecting data in this research, researchers used primary data and secondary data. Where the primary data will be Ning Umi Laila's YouTube video content. The main data source for this research is the mass media, namely Ning Umi Laila's YouTube video with the title "Mrs. Luweh Enjoys Reciting Opo Rasan-Rasan". Secondary data on Ning Umi Laila's Da'wah Method in YouTube Videos was obtained through literature, articles, journals, and also information from the internet related to content analysis of Ning Umi Laila's preaching method. The data collection uses documentation techniques and also literature. In this case, the researcher visited the research object, namely Ning Umi Laila's YouTube account in her video entitled "Mrs Luweh Enjoys Reciting Opo Rasan-Rasan". Literature was obtained from journals, reference books and internet sites related to Ning Umi Laila's preaching methods.

The data collection technique in this research uses observation and documentation techniques. The observation technique in this research is to observe every word and action made by Ning Umi Laila in conveying her preaching carefully in a YouTube video with the title "" Luweh's Mother Enjoys Reciting Opo Rasan-Rasan". Furthermore, documentation techniques are techniques for searching for data related to research in the form of books, journals, and so on. In this research, the author collected important notes, namely in the form of writings about Ning Umi Laila's preaching methods.⁸

C. RESULTS AND DISCUSSION

1) Da'wa Method

The da'wah method is a strategic approach that can be used in conveying Islamic da'wah. Meanwhile, da'wah media is interpreted as a vehicle used to transfer

⁸ *Ibid*

messages from the source to the recipient. Da'wah methods and media are important elements in the implementation of Islamic da'wah. Da'wah media is always flexible because it is adapted to the times and the region where the da'wah takes place. In this section, apart from explaining the existence and types of da'wah methods and media, it also explains the relationship between da'wah media and communication technology. In the final section, it describes effective da'wah media for conveying agendas and issues related to gender equality and women's issues in particular.⁹

Method is the method used by a preacher to convey his preaching message to mad'u. In the Koran, it is stated that there are three methods that must be carried out by a preacher, namely preaching with wisdom, preaching with Al-Ma'idzah al-hasanah (good lessons), preaching by making good rebuttals. As explained in Q.S. an-Nahl/16:125.¹⁰

أَدْخِ إِلَى سَبِيلِ رَبِّكَ بِالْحُكْمَةِ وَالْمَوْعِظَةِ الْحَسَنَةِ وَجِدْهُمْ يَأْتِي هِيَ
أَحْسَنُ إِنَّ رَبَّكَ هُوَ أَعْلَمُ بِمَنْ ضَلَّ عَنْ سَبِيلِهِ وَهُوَ أَعْلَمُ بِالْمُهْتَدِينَ

Meaning: Invite (humans) to the path of your Lord with wisdom and good lessons and refute them in a good way. Indeed, it is your Lord who knows better those who stray from His path and He knows better those who are guided.

2) Youtube Social Media

According to Kottler and Keller, social media is a medium that consumers can use to share various images, text, sound, video and information with other people.¹¹ Social media is interaction between individuals by creating, sharing, exchanging and modifying ideas or thoughts in the form of virtual communication or networks.¹² Social media is something that can create various forms of communication and information for all who use it. Social media will provide various conveniences that make it comfortable to spend time on social media. Meanwhile, YouTube media is a variety of video services provided by Google for its users to load, watch and share video clips for free. YouTube is a manifestation of the shift in internet technology.

YouTube Media is a popular video sharing website where users can upload, watch and share video clips for free. Generally, the videos on YouTube are music clips (video clips), films, TV, and videos made by the users themselves. Not many

⁹ Fahrurrozi Dkk, *Ilmu Dakwah*, (Jakarta: Prenadagrup, 2019). h. 116.

¹⁰ Aminudin, *Dakwah Di Indonesia dan Eksistensi Pada Era Modern*, Vol 6, no. 1, Mei 2013

¹¹ Philip Kottler dan Kevin Lane Keller, *Hanbook Of Research Of Effective Adversiting Strategies In The Social Media Age*, (Cambridge: IGI Global, 2016) h. 338.

¹² Erwin Jusuf Thaib, *Problematika Dakwah di Media Sosial*, (Sumatera Barat:Insan Cendekia Mandiri, 2021) h. 8.

people realize that YouTube actually has very powerful search engine capabilities, so you can find videos in various ways by easy. YouTube was officially launched in December 2005, and soon became popular in a short time. Finally, Google bought it in 2006 for 1.6 million dollars, even though at that time YouTube was not yet able to make a profit. This is where Google's vision is great. Google itself stated that it would continue to develop YouTube as a separate brand from Google, the same thing it does in handling Blogger. Search for videos based on keywords, topics, channels and so on. Once you find a channel or content creator that you enjoy, you can then subscribe to their channel.¹³

3) Youtube Video “Ibu ibu Luweh Seneng Pengajian Opo Rasan-Rasan”

The more technology develops, the more benefits there are and one of the positive sides is that people become active users of technology, websites and social communication media, they can convey information and also get information more easily. Communication, especially in Indonesia, feels as if it has become easier with the development of this technology. If seen from the negative side, this technological progress makes people lazy to communicate directly. People prefer to interact via their cellphones rather than communicating with people around them.

One of the young preachers who still exists on social media, especially YouTube, is Ning Umi Laila. Apart from YouTube, she also receives a lot of praise because of her melodious voice when praying and is usually often uploaded to her Instagram and TikTok accounts. Her YouTube account name is @NingUmiLaila. The YouTube account @NingUmiLaila is one of his accounts which is used to post his preaching at assemblies or recitations in the community, apart from that it is also used to create religious broadcast content through prayers which he often sings, and one of the songs which is very famous in the world. This time is the Sholeh Children's Address and this song is widely spread in every circle, be it small children, teenagers, adults or the elderly.

From many videos on Ning Umami Laila's YouTube channel, the author was interested in one of her videos entitled "Ibu Ibu Luweh Enjoys Reciting Opo Rasan-Rasan". This video was uploaded about a week ago, namely Monday 5 December 2023 in Banjarnegara, Gembongan Sigaluh village. This video has been watched or broadcast by around 12,259 people and has been liked by 88 people. And 7 comments. This video is one of the videos with quite a large number of viewers. What's interesting about this video lies in the title, namely "Luweh Mothers Enjoy the Study of Opo Rasan-rasan" as it is already known that he lectures often in

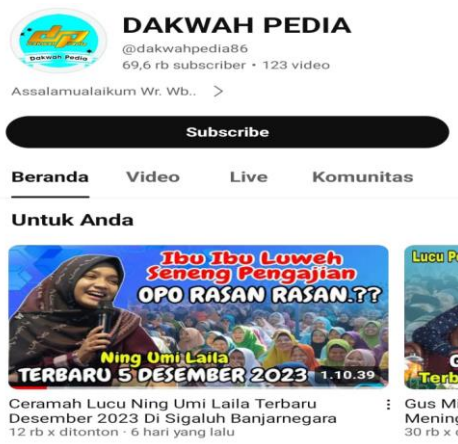
¹³Andika Handayanto, *Berani Sukses Karena Andal Memakai Youtube*, (Yogyakarta:Mediakom, 2014) h 96.

Javanese, and during the video footage he speaks to the mothers and asks the question "Mothers- Luweh's mother enjoys recitation of Opo Rasan-rasan" which means "Ladies prefer recitation to talking about people."¹⁴

There are several kinds of da'wah methods that da'i can use to convey their da'wah messages. consist of:

a) Da'wa Bil-Hal

Da'wah bil hal is da'wah that is delivered through action or example. Da'wah with action or example is more effective in bringing about change in society, because the actions carried out by the da'i can be seen directly so that people are interested in this da'wah. The researcher saw the Da'wah who gave an example in the video channel entitled "luweh mothers enjoy reciting the recitation of opo rasan-rasan" is that he was seen wearing a robe and a black headscarf that covered his chest. Apart from that, it was also seen on the channel that throughout the lecture he was always smiling and even laughing and making jokes and looking at his mad'un cheerfully so that all his mad'u were also enthusiastic about joining the recitation even in rainy conditions and some of them were also willing to stand.



Picture 1 Ning Umi Laila Official Youtube Account

Source: <https://www.youtube.com/@NingUmiLaila>

Da'wah using the Bil Hal method is not only seen from how one dresses but can also be seen from one's attitude or actions.

¹⁴ Ning Umi Laila (2023, Desember 7), Ning Umi ibu-ibu Luweh Seneng Pengajian Opo Rasan-Rasan (Video). Youtube <https://www.youtube.com/@NingUmiLaila>

b) Da'wa Maudzah Hasanah

The word mau'idzah comes from wazan wa'adza ya'idzu wa'zan which is interpreted as advice, education, guidance and warning. The word mau'idzah hasanah is defined as an expression that contains elements of guidance, education, teaching, stories, warnings, good news, messages (testaments) which can be used as a guide in life in order to obtain salvation in this world and the hereafter.¹⁵



Picture 2 Ning Umi Laila Official Youtube Account
Source: <https://www.youtube.com/@NingUmiLaila>

The message from Maudzoh Hasanah's method on Ning Umi Laila's YouTube channel is in the sentence "There are three magic words that we often forget but which are very valuable, namely apologize, ask for help and say thank you, the same as *jenengan must say maturnuhun when get healthy and also jenengan get bojonya duet kudu matur suhun nggeh*".

Next she said: "*Pokoknyo sedoyo jadi wong apik nggih..., wong apik pripon ciri-cirinye? Ciri-ciri wong apik itu iso mengapik i orang elek, karena mengapik i wong baik itu mudah sedangkan mengapik i wong elek itu susah*"

So it can be understood that what is called the mauidzah hasanah method, namely the use of language that is easy to understand but can give good advice to the community but with that language the mad'u can understand and understand as he taught to be a person who always says ask for help, sorry and thank you and he also invited people to be good people and always approach people who are not good because approaching good people is easy while bad people are difficult.

c) Da'wa Bil Hikmah

According to Toha Yahya Umar, wisdom means putting things in their place by thinking, trying to organize and arrange them in a way that suits the circumstances

¹⁵ Wahidin Saputra, Pengantar Ilmu Dakwah, (Jakarta: Rajawali Pers, 2011), hlm.251

of the times and does not conflict with God's prohibitions.¹⁶ The da'wah method according to Surah An-Nahl verse 25 is to provide the best example in attitude and behavior by always being polite to everyone. This is then termed akhlakul kharimah. Which means a good and commendable example.¹⁷

Ning Umi Laila has also implemented the Bil Hikmah preaching in conveying her preaching message. This can be seen from when he said *"ibu-ibu disini suka rasan-rasan?, kurangi nggih rasan-rasanya" dan diakhir ceramahnya beliau juga menyampaikan untuk sama-sama mendukung palestina atas kezaliman orang-orang israil. "Jenengan yang punya bakat menjulid monggo, jenengan silaturahmi keakun sosial media Israil karena mereka sudah menyerang saudara-saudara kita dipalestina, kulo tidak bisa donasi banyak maka, kulo untuk tidak membeli produk-produk yang dimana hasil penjualannya digunakan untuk membiayai israil menyerang palestina, jika sudah terlanjur beli dihabiskan justru kalau terlanjur beli dibuang itu tidak boleh sebab mubazir tapi ojek di toko mane"*.

It can be understood that Ning Umi Laila makes it easy for Mad'u that to do good you don't have to spend a lot of wealth but you can also not support things that do injustice and evil.

d) Da'wa with Sholawat

One of the advantages of Ning Umi Laila, apart from being famous for her preaching, is that she is also very famous for her melodious voice so that all groups, especially the Javanese region, really like her songs and now the very famous one is the title Adresse Anak Sholeh and there are many more covers and song creations, p. This was also done so that he didn't seem bored during the lecture, for example when the mad'u started to feel uncomfortable and didn't seem enthusiastic anymore, he started inviting them to pray or sing Javanese versions of Islamic songs. Like when he sang the song addinu Lana, and he said *"hayo sama-sama jawab shollu Ala..."* Immediately the people who heard the lecture immediately became enthusiastic about listening again.

D. CONCLUSION

Based on the results of the analysis of the research above regarding Ning Umi Laila's preaching method, several conclusions can be drawn that Umi Laila's preaching is one of the young preachers who is able to attract all levels of society to listen to her lectures, in addition to her prayers or songs. contains many da'wah messages in it such as the Sholeh Children's Address and many more. The da'wah methods used are Bil Hikmah, Bil Hal, Maudzah Hasanah

¹⁶Munir, Dkk, *Metode Dakwah*, h. 9.

¹⁷Asep Shaifuddin, Sheh Sulhawi Rubba, *Fikih Ibadah Safari ke Baitullah*, (Surabaya: Garisi, 2011), h. 2.

and da'wah through prayer. Apart from that, he is also able to attract the attention of his mad'u by having an attractive appearance and being good at humor.

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