



**DA'WAH PROGRAM PRODUCTION ON YOUTUBE CHANNEL  
(STUDY ON THE PROGRAM SUBUH REACHING MUNZALAN BLESSINGS  
TV AT THE KAPALMUNZALAN MOSQUE IN INDONESIA)**

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*Abstract*

*This research is related to the production process carried out by the Munzalan TV youtube channel on the dawn program reaching blessings. The focus of this research is to find out how the production process is carried out from pre-production to post-production carried out by Munzalan TV. The approach used in this study is to use a qualitative approach with a descriptive method. In collecting data, researchers use several techniques, namely observation, interviews and documentation. The research was carried out at the mosque of the munzalan ship indonesia Road. Sungai Raya in Gg. Imaduddin, West Kalimantan, Indonesia. The results of this study are to describe how the production process includes pre-production, production and post-production carried out by Munzalan TV On the dawn program to achieve blessings. In general, the results of this study show that the production process carried out by Munzalan TV uses three stages, the first pre-production at this stage the first is syuro, then prepare room control, prepare production equipment at this stage the image director must set the exposure segitigs, then prepare the sound, the next stage of production, at the time of production carried out is to prepare Youtube straming using sofware vMix, then for the production image director no longer do the camera settings have stayed in one direction only, then the sound control that is carried out by the mosque takmir and connects to the soundcar which is the responsibility of the stramer and for the stylist cahata control there is no lightingman because hanaya uses mosque lighting, at the time of production also do records that are part of post-production, In the post-production stage, what is done is editing and airing.*

*Keywords: Production Process, Da'wah Program, Youtube.*

**Introduction**

The development of increasingly advanced media today makes people change their mindset and daily behavior. Most of us nowadays spend a lot of daily

time using mobile *phones*. With technology that is so sophisticated today can very quickly communicate and disseminate information very easily. For example, now *WhatsApp*, we can send information in a distant place in just seconds.

Nasrullah (2016: 11) social media has created a new culture, namely the culture of sharing content carried out by social media users. Content is a basic commodity produced, distributed, and consumed by social media users. This makes content an important aspect, because through existing content we can see how culture develops in social media.

Technological advances that can be accessed at any time have changed people's activities. Today's modern and sophisticated technology has made the dissemination of information unlimited in time, position and place. Through current developments, it is indeed easier with information and technology. With the existence of technology that has experienced rapid progress, it does have an impact both on society and eases people in communicating and obtaining the latest news. For example, when we want to get news about the latest politics, we can easily get it on our mobile phones by opening the Google search engine.

Currently, da'wah is also entering the era of technology, which is usually done with meetings, then transferred can be through virtual such as streaming broadcasts or uploading via *YouTube*, *Facebook* and *Instagram*. So that it can be one of the choices in da'wah through technology, using information and communication media is one way that can be used by Da'is to broadcast da'wah so as to create new ways of spreading Islam that can make easier results (Ibad, 2021: 112).

Like other media, the target of *Youtube* is the audience or public. In its development, now *Youtube* has been very popular. Even compared to television, people prefer to turn to *Youtube* in search of entertainment and information. *Youtube* is an effective medium for conveying various information because messages or information can reach a very wide audience. This is strengthened because *Youtube* media is also an audio-visual media. By most Indonesians, *Youtube* is used as a means of entertainment and the main source of information. In some areas of the country, people spend a lot of time watching *Youtube*. In this context, da'wah also has the same target, namely the audience or public. If Islamic da'wah can utilize this media effectively, then automatically the reach of da'wah will be wider.

*Youtube is also very influential in the development of da'wah today, where we can open it anywhere quickly we can easily learn about anything let alone learn about Islam very much ranging from studying the Quran, Hadith, Fiqh and so on everything is already in Youtube media.*

The development of technology is so fast, each of us must be able to adjust its development, developments in the field of technology and information, for Muslims it will be very easy to spread Islamic da'wah and Muslims must be able to take advantage of this technological advancement. Its use can be seen in mobile phone applications (*smartphones*) that can be used as a medium for preaching, such as the Quran application and adhan reminders. The existence of the application is certainly very easy for humans who want to always be close to Allah SWT.

Not a few also as a result of the development of this era da'wah activists spread their knowledge through the media, our preachers have been flocking to use this media to make it easier to spread their religious knowledge, this is also part of saving the current generation of teenagers who have decreased the quality of their

thoughts, as a result of the current moral behavior of Ramadan, many behave badly due to the spectacle.

In the book Syfri (2014: 74) said that morality is a trait that is deeply embedded in the soul that causes actions easily, without requiring thought and consideration. While Muhammad Abdullah Daraz defines morality as something from within that combines the tendency to the good side (*akhlak al-karimah*) and the bad side.

Da'wah is part of the teachings of Islam. The movement in da'wah can be done in various ways, as long as it is not far from the rules of Islamic Sharia. Most human activities are decorated with da'wah activities. According to Andrian (2020: 3) in the journal "provides an understanding of da'wah, namely da'wah that is coaching and development. The definition of da'wah that is coaching is an effort to maintain, preserve and perfect mankind who live happily in the world and in the hereafter. While the understanding of da'wah that is developmental is an effort to invite mankind who have not believed in Allah SWT, to obey Islamic Sharia (embrace Islam) so that later they can live happily and prosperously in the world and hereafter.

One example of da'wah carried out by the Munzalan Ship Mosque Indonesia has also placed technology to deliver its da'wah. The Munzalan Ship Mosque is one of the centers of civilization that is very developed in the world of da'wah, especially in Pontianak, currently the Munzalan Ship Mosque has spread in various cities and already has 934 partner mosques throughout Indonesia. Munzalan Ship Mosque has various ways of delivering Da'wah, one of which is through the Munzalan TV Youtube Channel, Munzalan TV Youtube Channel was first created on August 30, 2017, with the main program being Subuh Menggapai Keberkahan.

The production process carried out by *Youtube Munzalan TV* on the dawn program reaching blessings is a live broadcast (Streaming) *at the time after dawn prayers, this live broadcast is also aired on Instagram @Luqmanulhakimpontianak, The broadcast program that is aired must be produced through certain stages so that it is easily watched by the public, Live broadcast on Youtube* chosen because it is more interesting to show audio-visual, when compared to newspapers that are only visual and radio only audio, because *Youtube media is realistic, that is, it depicts what is real. The production stage requires precision and patience whether it is done inside the studio, outside the studio, or combined (inside and outside the studio).*

Munzalan TV's YouTube channel currently has 10 video programs, namely, Subuh Menggapai Keberkahan, Synopsis, Majelis Saudagar Qurani, Beranda (Telling Stories with Young People), Weekly Study of Samara, Halal Awareness Study, Fiqh of Worship, Dose, Indonesian Grand Alms, Short Movie. The Subuh Menggapai Keberkahan Program is a program that is aired almost every day compared to other programs through *streaming*. Munzalan TV's YouTube channel which is filled with tausiah by kyai Lukmanulhakim with an average audience of one thousand people per day, currently Munzalan TV has 67.4 thousand subscribers with videos that have been uploaded as many as 1291 videos in which there are 772 dawn videos reaching blessings.

With the highest number of uploads and superior viewers in the dawn program, it achieved blessings compared to other programs. Therefore, researchers want to examine how the Production Process of this da'wah program takes place,

starting from Pre-Production, production, to Post-Production carried out by Munzalan TV with the title Research "The Production Process of the Fajr Da'wah Program Reaches the Blessings of the Munzalan TV YouTube Channel at the Indonesian Munzalan Ship Mosque".

## **Literature Review**

### **Da'wah**

Amin (2009: 4) Da'wah etymologically starts from Arabic, namely D'a, yad'u, da'watan which means to call, invite, call. Meanwhile, according to the terminology of da'wah, which is to invite people wisely to the right path with the command from God with the aim of their happiness and benefit in the hereafter and the world. Andrian (2020: 3) in his journal said that Da'wah when understood more deeply is very diverse, including according to Kamaruddin, da'wah is an invitation, exclamation, and petition, namely da'wah comes from the word da'wah which is a form of the word masdar from "da'a-yad'u-da'watan" which means call, exclamation, petition, missionary activity, and propaganda.

Da'wah as a way of communicating that discusses Islam is an obligation for all of you who are already Muslim to do it, because it is part of the Islamic movement. As only affirmed also in the Qur'an and Hadith of the Prophet SWT. that is the word of Allah in Q.S. Ali-imron verse 104. *"And let there be among you a class of people who call upon virtue and prevent evil, they are the fortunate."* (Q,S, Ali Imran: 104). Verse 104 of Q.S. Ali Imran clearly commands anyone of the Muslims to do da'wah, i.e. to encourage others to do good and forsake bad. Women are exposed to this call to preach in accordance with their abilities and do not violate the conditions of their nature. In the other two verses, Allah also calls on every Muslim to do da'wah without any difference between women and men (Marzuki 2018: 56).

### **Broadcast Production Process**

According to Handayani (1988: 20) the process is a series of stages of activities starting from determining goals to achieving goals. Meanwhile, according to JS Badudu and Sutan M Zain (1996: 1092) in Parmin, Process is the course of an event from beginning to end or still running about an action, work and action. Assauri (1999: 13) Production is a process of converting inputs into outputs so that the value of these goods increases. Inputs can consist of goods or services used in the production process, and outputs are goods or services produced from a production process.

Furqon (2017: 21) process is defined as a way, method and technique of how the existing resources (labor, machinery, materials and funds) are actually changed to obtain a result. Production in the form of an activity to create or increase the usefulness of goods or services, it can be concluded that the production process is an activity to create or increase the usefulness of a good or service by using existing factors such as labor, machinery, raw materials and funds to be more useful for human needs.

### **Broadcast Program**

Quoting Jones' words in the book Anggoro (2020: 102), the definition of a program is defined as a legalized way to achieve goals through which the form of a plan will be more organized and easier to operate in order to achieve implementation activities because the program contains various aspects that must be implemented or implemented so that the program itself can be achieved.

Sumadiria (2005: 5) states that: Television broadcasting is a combination of verbal, visual, technological, and dramatic dimensions. Verbal, relates to words that are composed briefly, concisely, effectively. Visuals place more emphasis on the language of sharp, clear, vivid, alluring images. Technology, related to broadcast coverage, sound quality, sound quality and images produced and received by television receivers in homes.

According to Maretha, in general, SOPs for television program production are known as three stages, namely pre-production, production, and postproduction, but some experts provide details of work stages that are different from each other, but still refer to the three stages quoting in the book Latief and Utud, (2015: 146).

## **Research Methods**

The approach used in this study is to use a qualitative approach with a descriptive method. In collecting data, researchers use several techniques, namely observation, interviews and documentation. The research was carried out at the mosque of the munzalan ship indonesia Road. Sungai Raya in Gg. Imaduddin, West Kalimantan, Indonesia. The data analysis technique used is to reduce the data obtained, then display the data according to the focus and type of data obtained. As well as analyzing the data in accordance with the theory used. So that the results of the discussion are obtained to be verified which can then be concluded.

## **Results and Discussion**

### **Pre-Production of Munzalan TV on Subuh Program Reaching Blessings**

In Latief's book, et al (2015: 60) entitled "Non-Drama Television Broadcasts in accordance with SOP (Standard Operation Procedure)" explain about pre-production. Pre-production is the stage of discussing and searching for ideas, ideas, planning, selection of performers (talents), locations and work relatives (crew) at this stage who are responsible are executive producers, producers, directors (program directors) and creatives. They sit together in a brainstorming forum called meeting planning, finding and managing plans.

#### **1. Planning**

The results of the exposure to field research at the pre-production stage carried out by Munzalan TV in the first stage of planning, at this stage who do planning are the central management of da'wah who do syuro, the central management of da'wah when doing syuro not only discusses munzalan TV there are several points discussed and the discussion for munzalan TV is only part of the discussion of shuro does not discuss the whole, Examples of discussions conducted by Munzalan TV are discussing event activities, programs of da'wah institutions, and the work of da'wah institutions. Actually, for TV munzalan is very rarely discussed because of the monotonous production process, while the

discussion for TV munzalan that is usually done is a percentage of viewing. For the results of the live broadcast syuro is the result of the old shuro, as for the results of the shuro there are two plans used on Munzalan TV, the first only focuses on live broadcasts on the youtube channel and the second records on the live broadcast on the record results, the results of this record are part of post-production. In this record will produce a long video that will be edited to take an important part of the lecture material that lasts at least one minute for Instagram reels and short videos that last an average of ten minutes to be uploaded on the Munzalan TV youtube channel.

1. Room Control Preparation

In Andi Fachruddin's book (2017: 33) the master control room is a special room to control shooting carried out from various sources. Inside the master control there are usually many TV monitors, each of which provides an image based on its source. In general, the source of the image comes from studios that use several cameras (multicam). The preparation of Munzalan TV's room control was carried out at 04:00 before dawn prayers, the team in charge of directly preparing the room, turning on the computer, connecting all inputs to the computer such as inputting sound from the mixer to the sound card after removing the production equipment.

2. Preparation of Production Equipment

Preparation of production equipment quoting in Andi Fachruddin's book (2017: 65) Production preparation, before carrying out crew duties are required to make preparations such as, Reporters and other crews coordinate, and discuss material, Prepare shooting equipment (cameras, microphones, tape cassette, tripods, lights, and so on, Checking equipment, especially cameras and microphones, the condition of the tool is suitable for use. At Munzalan TV, the team in charge of removing production equipment such as cameras, tripods and tables for lecture fillers, in the preparation of the image director, the team in charge of installing the dummy battery first after that must make settings to the camera such as adjusting the shutter, iso and lens opening. In Eddie Karsito's book (2008: 61) Camera stylists technically perform visual recording with mechanical and electronic cameras under the direction of a photographic director, camera stylists are creatively required to be able to create visual images Through their knowledge of lenses, cameras, frames, composition, angles, focus, film emulsions, and digital images, a DoP and camera stylist are required to be able to create impressions (taste), atmosphere and visual style in every shot. After dawn prayers, the production equipment began to be removed, the camera and tripod were connected and brought to the mosque room, then there was an *HDMI cable* that had been installed in the middle of the mosque which was connected to the production control room after the preparation of the imaging equipment was completed.

3. Preparation of the place of the talk presenter

Furthermore, the equipment that must be issued is a table and chair for lecture speakers and preparing table mics and supporting tools for Ustdz Luqman's live broadcast such as tablets, these tablets function as a place for ustdz Luqman to write material and usually display verses of the Quran and as a place to display videos and photos. The preparation of this material place which is in charge of multimedia equipment such as handpods for zoom, live

tiktok, and live instagram is prepared by the munzalan TV production team, while non-multimedia equipment such as drinking water, ustadz Luqman advertising products, Al-Quran, table mics, chairs and tables are prepared by the SKK team Staff of nurturing students (mosque takmirs).

1. Sound Preparation

Next preparation Sound quotes on Angelina, M. R., & Subechi, I. (2018:41-52) Sound Engineer They are the crew in charge of managing (installing) audio needs during production in the field, the goal is that the audio quality produced is maximum (perfect). Not enough to stop there, the sound director is also tasked with recording the need for sound for narration (dubbing) as a complement to the news package to be broadcast. Its role is very important, many news that do not hit the target due to improper sound or audio systems.

In the preparation of the sound here that takes over the sound is the takmir of the munzalan ship mosque, but to input the sound into the broadcast process is the responsibility of Munzalan TV production, at this stage the mixer of the mosque sound is first inputted into the production computer using a focusrite, so the team in the control room was in charge of managing the sound coming from various sources, In the production process of Munzalan TV broadcasts by placing various microphones or mic clip on to the presenter or lecturer, the responsibility of the sound director is he who is responsible for the director of the room control or sound system results done in the production process of Munzalan TV during the production or shooting stage if the volume of the microphone or clip on is not pleasant to hear it will be repaired as soon as possible by the team on duty.

### **Munzalan TV Production on Subuh Program Reaching Blessings**

Quoting the book Panca javandalasta (2021: 6) regarding production, the Production stage is the Execution Process of all things that have previously been prepared in the pre-production process. This process is a process that requires the stamina of the filmmaker. In this process, teamwork is increasingly prioritized. Because a movie is basically the result of joint work. Every film crew.

1. Live Broadcast Control

At the production stage of Munzalan TV, all equipment and equipment for live broadcasts have been completed, then the team in charge of controlling Munzalan TV live broadcasts directly enters the vMix software which is a live broadcast application on the computer, then arrange templates on the vMix display, elements in the vMix template such as vocational school waiting, transition videos, donation reports, tablets, graffiti ustdz Luqman materials after all vMix templates are completed Sign in on YouTube. Quoting Hamdan, H., & Mahmuddin, M. (2021: 63-80) regarding youtube live broadcasts, one of the features on Youtube besides being able to upload videos, there is also a live streaming feature. Youtube is one of the video streaming platforms today. The use of Youtube live streaming media is quite easy to implement institutions that utilize live streaming, such as da'wah institutions. The preacher only needs to broadcast live in front of the camera and then provide material as usual, and the preacher can also use power points or other media as a tool in delivering da'wah material.

Basically, the Munzalan TV Kemenangan youtube channel is a da'wah channel that only spreads the goodness of Islam following the stages of doing a live broadcast on the Munzalan TV youtube channel, Enter the youtube live broadcast, at this stage the most important thing is to take the live broadcast key on the Munzalan TV youtube channel then the key is entered into the vMix youtube stream then automatically youtube and vMix will be connected to each other, Then go back to YouTube to enter the title of SMK and input thumbnail.

When ustdz Luqman was ready to sit in the lecture chair, immediately those who controlled the broadcast production had to press the start live broadcast button on vMix. Furthermore, just control the live broadcast, when ustdz Luqman wants to deliver the lecture material through layers, those who control the live broadcast also as soon as possible input into vMix, who controls the live broadcast on vMix and also this youtube should not be left behind must remain standby in front of the computer by paying attention to wifi speed, because to do this live broadcast must have a stable internet speed to produce HD youtube image quality The internet speed must be at least 100 Mbps.

To control the live broadcast on the Munzalan TV youtube channel using an LCD Monitor, so what is on youtube is what is displayed on this monitor. Quoting in Rusman Latif's book (2020: 125) regarding camera control, the operation of the CCU (Camera Control Unit) is a very important component in television production, especially in production Most camera functions (framing, focus, etc.) are usually controlled by the camera operator (cameraman), while certain functions (color balance, shutter speed, etc.) are controlled remotely by the CCU operator. This allows the cameraman to concentrate on framing and composition without being distracted by technical issues. At the same time CCU operators, who are specialists in more technical issues, are concentrating on image quality and consistency.

1. Picture Stylist Control

The process of controlling the camera, when controlling the Munzalan TV production camera is not too difficult because at the time of production it only uses one camera located in the middle of the mosque and has finished setting the camera in pre-production so even if there is a shift in the position of the camera there are usually two or more people who enter one frame, because using a telephoto lens so the camera position is far from ustdz Lukman gave his lecture, after that, the image that is already in the center is input to vMix which then the image stylist switches to be controlled by the streamer.

2. Sound Control

The stage of controlling the sound at this stage which is responsible for the sound that enters the mixer is the takmir of the mosque he who regulates how the sound comes out whether using the inner mic or the outer mic, then for the mosque sound to enter the kumputer it becomes the responsibility of streaming control, here after all the sound is inputted from the sondcard to the computer that takes over the sound now is the streaming control which sound will be entered into the Munzalan TV live broadcast. The controlled sound should not be touched much or changed settings, fearing that when the production is suddenly lost, the sound is suddenly lost

3. Light Stylist Control



The control light director, at the time of Munzalan TV production did not use special lighting for lighting, all lighting felt from mosque lamps only, if for lighting to be more polished, the resulting image was controlled by the image director through the camera ISO.

#### 4. Record

Next is the record, at this stage it becomes the most important part to proceed to post-production, because if nothing is recorded then no one edits the video in post-production. When broadcasting live on vMix which controls the broadcast is also ready to record, at this stage of recording those who control streaming are also required to record important material at what minute will be given to the editor to make it easier for editors.

### **Post-Production of Munzalan TV on Subuh Program Reaching Blessings**

Quoting the book Panca Javandalasta (2021: 7) The post-production stage is the process of finishing a film until it becomes a complete film and is able to convey a story or message to the audience. In this process all images obtained in the production process are put together and edited by an editor. Screening and distribution activities are also included in the post-production process.

#### 1. Editing Process

In the first stage of post-production on Munzalan TV is the editing process, the results of the dawn live broadcast record reach the blessing of being received by the editor and then edited using Adobe Premiere, because when receiving the record results have been notified by the live broadcast production team what important material is in what minute so it makes it easier for editors to cut videos, sometimes also an editor watches other parts of the video again which may still have important material from Lectures that can be cut.

Quoting Eddie Karsito's book (2008: 64) Editors are filmmakers who are technically tasked with carrying out the film editing process, including the process of splicing images, synchronizing music, dialogue, special effects, and other audio-video processes.

When editing an editor Munzalan TV completes the results asked for one video it is approximately one to two hours it has been completed with color grading and producing background and instruments, The image director's edits will be uploaded on Reels Instagram which lasts one minute, also for TikTok, YouTube shorts and there are video snippets that last an average of ten minutes to be uploaded on the Munzalan TV YouTube channel as regular videos.

#### 1. Reviews

Before uploading, the next stage is a review, quoting Ariany, A. (2019) This activity is one of the stages of post-production. After the film has been produced, the next activity is the editing stage which is then continued with the screening of the film internally. This internal playback is useful for reviewing editing results. If it turns out that there are shortcomings or deviations from the scenario, it can be corrected immediately. After all, editors are also ordinary people, who definitely do not escape negligence. So this review activity is very helpful in achieving perfection of the final result of a film because the Munzalan TV YouTube channel is a da'wah channel so the content created must be in accordance with Islamic teachings, lest anyone deviate and teach the public to

be far from Islam, therefore the uploaded content must be more thorough and careful, therefore there are those who review before airing.

The one who does this review is musyrif or in film language is the producer, this review also aims to correct whether there is anything that needs to be improved, if everything has been completed it will be rendered and will be screened.

## 2. Serving

At this stage of viewing, sometimes there are still videos that are required to be taken down because there are still controversies and differences of opinion on comments, at this take down stage it is usually an order from ustdz Luqmanuhakim who asks for it, while videos that have been uploaded and have no problems and controversies in it will continue to be aired forever on Youtube and Instagram.

After the last three stages were carried out by Munzalan TV, the next stage of evaluation and evaluation is incidental, meaning only under certain conditions such as there are errors in the video resulting in differences of opinion or controversy in the comment column so that the video is required to be taken down and this evaluation is a form of follow-up from post-airing, this information is sourced from Munzalan TV informants.

## Cover

Based on the exposure of data and discussion, researchers concluded that the Production Process of the da'wah program on the Munzalan TV youtube channel has run well, of course we can see this from pre-production to post-production carried out by Munzalan TV. For more details, researchers convey the following:

1. In the Pre-Production stage carried out by Munzalan TV in the dawn program to achieve blessings, the first is to carry out the planning stage through syuro, the next stage is to prepare the Munzalan TV live broadcast control room, from starting to prepare the computer, connecting the mosque sound to the computer sound card and removing the camera equipment from the control room, then preparing the production equipment, then preparing the sound control, Furthermore, for pre-production image directors, they must adjust the camera settings to adjust the exposure triangle.
2. At the production stage carried out by Munzalan TV in the dawn program to achieve blessings, the first is to control the live broadcast, when the camera, sound and other equipment have been inputted into the computer, then open vMix, then set the tamplate on vMix, then enter the yuotube live streaming then take the key on youtube streaming then enter into vMix, then enter the title and thumbnail on youtube, The sound control for the mosque microphone is controlled by the mosque takmir but when it has entered the sound card and is input to the computer this is the responsibility of the streaming control. When broadcasting live streaming the control also performs a record.
3. In the Post-Production stage carried out by Munzalan TV on the dawn program to achieve blessings, after the editor gets the record results from the live broadcast and then edited using the Adobe Premiere application, the next stage after the video is edited is a review, then uploaded. At this stage of uploading or viewing, sometimes videos uploaded on Instagram and

YouTube have controversial comments or differences of opinion in the video comment column, usually Ustadz Luqmanulhakim immediately asks the Munzalan TV team to take down the video.

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