

Analysis of the Perspective of Generation Z in Bringin Village in Learning Islam Through "Youtube" Media

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ABSTRACT

The use of Youtube in the current era of technological development is in great demand by the current generation, including in Islamic religious learning. Every use of videos on Youtube has positive and negative things. This study aims to: (1) find out how the use of Youtube as a medium of religious learning in generation Z; (2) to find out the reason why Youtube is very interested in Generation Z; (3) to find out the advantages and disadvantages of using Youtube in generation Z. This research was conducted for approximately 2 months, namely in March-April 2021, which was carried out in Bringin village, Badas sub-district, Kediri district. This research method uses qualitative methods using descriptive analysis techniques with library literature studies. The results of this study state that the use of Youtube as a medium for learning Islam in Generation Z is very popular in its use. In this study, they also found various ways to use the Youtube application. Based on the information obtained from resource people, the researchers concluded that the use of Youtube was more inclined to good and positive things.

Keywords: *Use of Youtube; Learning Media; Generation Z.*

INTRODUCTION

The world of information technology is evolving at a rapid pace, particularly in social media. In the development of social media, it is able to do many things quickly so that work becomes efficient and can increase the productivity of its use and, in the end, many technology-based learning activities emerge (Ashoumi, Naashiruddin, & Khuluq, 2021). Youtube is a form of social media in which there are various interesting and useful videos today. The videos contained on YouTube are more useful for viewers than just for connection and knowledge. It is undeniable that the use of Youtube as a learning medium is a great opportunity to make students develop their creativity and interest in learning. Generation Z is the generation born from 1998 to 2010. They are a generation whose bodies coincide with technological developments, so they are already accustomed to technology in today's era (Mujianto, 2019).

YouTube was founded in 2005 with the support of three company employees in the United States: Chad Hurley, Steve Chen, and Jawed Karim. The name Youtube itself was inspired by a pizza shop and restaurant in Japan. A year after its inception in 2006, Youtube has evolved into a rapidly growing site. Youtube added 65,000 new videos in July 2006, bringing the total number of videos on the site to 100,000. Beginning with its entry into the international market in October 2006, the video site YouTube began to develop and reached its zenith at the international level, receiving an award from PC World magazine and being dubbed "Nine of the ten best products" (Chandra, 2017)

Youtube is a type of social media network that provides visual and sound to users. Therefore, it is in great demand among young people today, not only them, even adults and old people also use the Youtube application. This is because on Youtube they can access many things and can see moving visualization videos. As for the videos on Youtube, there are positive and negative things. Therefore, to avoid the misuse of Youtube for today's children, parents/teachers should provide supervision and guidance to them. The use of Youtube in learning includes (Samosir, 2018): to increase knowledge in the field of education, to help do the assignments for students, get knowledge first before the teacher explains to students, and Islamic Religious Learning in Generation Z.

The emergence of the current generation of YouTube social media plays an active role in the virtual world. In terms of information and knowledge, they can get it easily. So that they have an active role in commenting, discussing, and digging deeper information. And the role of the teacher is currently providing supervision, direction and guidance to students to get information on Youtube. In this case, the existence and role of learning media is very important to be more effective and efficient during the learning process (Huda & Ariffaturakhman,, 2021). Because this media will make it easier for teachers to liven up the learning atmosphere from digital.

Sources of digital learning literacy are not just subjects about computers and the general public, but must be all subjects that are more devoted to Islamic religious education that need to use technology in student learning. The motives for using Youtube in Generation Z are (Mufarroha, 2020): as entertainment, watching various videos on Youtube makes the audience a little less bored and entertained by the presence of funny videos, interpersonal relationships mean that they can communicate with the Youtube application through replying in the comments column on Youtube, looking for information or news that is viral, we can see it through videos on Youtube, and with the youtube application, one does not feel lonely (Istikomah, Hidayat, & Darmawan, 2021).

METHOD

This method uses qualitative research methods. Qualitative research methods are scientific data collection methods in the sense that researchers explain the events that occurred. The researcher was used as the primary instrument, and sampling and data sources were chosen with care, and snowball, triangulation (combined), and qualitative research results emphasized the meaning of generalization (Raco, 2018).The researchers in data collection techniques use: Primary data: Researchers will conduct this interview by asking the informants a series of questions, In addition to conducting interviews, researchers conducted observations in the field. Observations made by researchers only observed the conditions in the field. Documentation is carried out by researchers in the field in the form of taking photos of several sources, questionnaires that have been distributed to sources, and documentation.

RESULT AND DISCUSSION

Result

From the results of research conducted by researchers in Kediri, precisely in the village of Bringin, Badas District. The researcher also asked several questions related to the problems to be studied, including: Responses about the use of Youtube as a medium for learning Islam. That is, of generation Z like to use the youtube application as a learning support tool "Our learning is easier to achieve because of Youtube," one of them stated. "Whatever we are searching for, from finding the answers we want to enjoyment, everything is on Youtube.", them agree to using the Youtube application as an entertainment spectacle, agree as a lecture show "I prefer to use Youtube for entertainment, such as viewing movies, humorous videos, artist vlogs, and so on, since I prefer to study directly from the teacher rather than watching on Youtube," they responded "I prefer to attend video lectures because I want to study more about religious learning aside from teachers," they responded. "Usually on Youtube there are live streaming of scholars and habaib, well that increases my knowledge of religion.", and disagree because it is less effective in learning activities, it takes a lot of quota fees, and there are still many negative sides if we are not smart in choosing the Youtube Chanel. The birth data taken by researchers in the field are from birth in 1999 to birth in 2004. With information on four children born in 1999, six children born in 2000, five children born in 2001, seven children born in 2002, and eight children born in 2003.

Table 1. The Data From Youtube Users On Islamic Studies In Generation Z.

No	Question	Agree	Disagree
1.	I prefer to learn to use the Youtube application	76,7%	23,3%
2.	Learning to use videos from Youtube is more interesting	83,3%	16,7%
3.	By learning through Youtube I understand more about religious explanations that I don't understand	66,7%	33,3%
4.	Learning from Youtube can increase learning motivation	100%	-
5.	I use the Youtube application to view various interesting video content	100%	-
6.	I saw the content of lectures from clerics on the Youtube application	90%	10%

7.	I like watching videos about the history of the prophet on Youtube	96,7%	3,3%
8.	I don't like learning to use the youtube app	40%	60%
9.	Learning to use the Youtube application costs a lot of money	70%	30%
10.	Learning to use the Youtube application is not very effective	66,7%	33,3%
11.	Learning to use the Youtube application is sometimes difficult to network	96,7%	3,3%
12.	Learning religion through Youtube can eliminate boredom and boredom in class	90%	10%
13.	I use Youtube app to watch funny videos	76,7%	23,3%
14.	I understand more about fiqh than videos on Youtube	53,3%	46,7%
15.	I use Youtube app to create vlog content konten	70%	30%
16.	I prefer to watch videos of the Prophet's story on Youtube	90%	10%
17.	I am more enthusiastic about learning if I study religion using the YouTube application	60%	40%
18.	I know more things than watching videos on youtube	93,3%	6,7%
19.	I use Youtube to view various tutorial videos	86,7%	13,3%
20.	I don't like religious learning through Youtube	56,7%	43,3%

Discussion

Youtube's use in this era of development is critical, particularly as a supplement to Islamic religious study. According to study on YouTube use, each individual has a variety of objectives and demands, one of which is: most of them agree with learning on YouTube since, in addition to preventing monotony and ennui, they can also view an explanation. Nowadays, people use Youtube as one of their social media targets to find the information they require. However, in this context, we must be smart in selecting proper and accurate information. Because there's so many fake films on YouTube about which we don't know the truth, schools and parents must provide guidance and supervision. There are advantages and disadvantages to learning from the use of Youtube. The advantages include: operating as a learning tool for teachers, creating interest and enthusiasm for learning, and making it easier to obtain the knowledge we require. Learning has its drawbacks, such as being too lazy to study and read books, and not all pupils being able to utilize the program because it is restricted.

CONCLUSION

The use of the Youtube application as a medium for Islamic religious learning in generation Z is one form of learning media that is used as a tool to support students in learning the religion of the school. The definition of generation Z itself is where the generation born in 1999-2010 grew up along with the development of information technology. The purpose of YouTube is to assist educators in explaining a subject at school. Then the Youtube application itself is very popular in today's circles because there are many things that we can get from Youtube, ranging from entertainment to religious knowledge. From the results of observations and research conducted by researchers in the field, there are many generations now who are interested in using the Youtube application. The purpose of using YouTube as a medium for learning Islamic religion in Generation Z is as a supporting tool to motivate students to learn so that they are not monotonous in textbooks and teacher explanations. In addition, you can also view explanations accompanied by pictures or videos on the Youtube channel. This activity can also train students to be more active in class and make it easier for students to understand learning materials that may be difficult to describe. The advantages and disadvantages of using the Youtube application itself are: Disadvantages: Signs that we are becoming too lazy to read books as a result of our use of YouTube, It takes up a lot of internet quota costs, many videos are negative if we do not have direction from the teacher. Advantages: Eliminate boredom and boredom when in grade, when we are looking for answers, we don't have to go far; we simply search, anything we want to look for is on Youtube.

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