

Optimizing the Use of Social Media YouTube and Instagram in Learning Syari'ah Economic Law

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Abstract. *This research aims to analyze effective strategies in optimizing the use of social media, especially the YouTube and Instagram platforms, by students of Syari'ah business law courses. The focus of the research is to identify students' efforts to use social media as a relevant and useful tool in the context of social media business from an Islamic perspective and legal protection issues related to existing YouTube and Instagram social media content. The research method used is qualitative, with strategic analysis through surveys, interviews and observations of Syari'ah business students, especially content owners (Youtubers) and users who actively use YouTube as a medium for uploading content. , Content created by Youtubers is considered copyrighted. The data obtained was then analyzed to explore and document aspects of the Kedungsapur area that were thoroughly researched. The results of this research provide detailed insight into optimizing social media use of Syari'ah business law students by uncovering unintentional mentions and attributions to certain parties throughout the public domain. This can lead to defamation, which is prohibited in Islam and violates the ITE Law, Islam emphasizes the importance of conveying information accurately and not manipulating or misusing facts. Further findings show that the presence of hackers has an impact on how content creators protect YouTube and Instagram. The meaning of this research can contribute to the development of innovative learning strategies and deepen students' understanding of the application of the law Syari'ah trading in the digital era.*

Keywords: *Syari'ah Economic Law, Social Media, YouTube , Instagram Content, Consumer Protection*

1. BACKGROUND

One of the most influential social media today is YouTube. YouTube is very easy to access and uploads various content (Hadi S et al., 2021), such as music, education, vlogs, videos and films. YouTube is a social media platform that is easily enjoyed by various groups throughout the world, especially in Indonesia.

YouTube is not just a platform for everyday content, but also a place for expression in content creation (Ajeng, 2018) which uses a smartphone or camera as a recording tool. Therefore, YouTube is easy to use by various groups to express and spread thoughts, ideas and inspiration in the form of videos or music.

Currently, YouTube can be used as business or business content for content production activists (youtubers) who are just starting out in their business. YouTube is a Google service that facilitates users to upload videos and can be accessed by other users from all over the world for free.

YouTube is a company that collects a collection of content created by users (Afdhanir, 2021), there are thousands of short films, television episodes and hundreds of full films. The

service serves more than two billion videos every day, becoming the clear leader in online video sharing.

YouTube mainly gets revenue from advertising sales (Arif Hariyanto & Putra, 2022) on its home page, search results and in its videos. The site allows users to upload, watch and share videos.

YouTube is a new media that is included in the category of user-generated content (UGC) (Ariska et al., 2021), where the content is created by users of the platform. The YouTube site provides digital video that allows users to watch, upload and share music videos, clips from television shows, advertisements, as well as videos created independently by users.

The main function of the YouTube digital platform as a medium for conveying information and clarification (Arofah, 2015), in the form of a means of communication, includes: first, providing a forum for freedom of expression, second, providing general freedom to obtain information, third, providing freedom to take advantage of opportunities, especially in the context of education, fourth, providing freedom for individuals to have a place to create work and fifth, functioning as a clarification medium (tabayyun) where users can clarify the information or content conveyed.

YouTube is a platform that allows users to actively participate in creating, uploading and consuming content. Thus promoting various freedoms in various aspects.

The presence of YouTube has made it easier to promote products through creating content or information that will be conveyed to the public, which really requires creating content that follows guidelines. Content that does not contain sara elements, is neutral and avoids negative words (Kurniawan et al., 2021).

Guidelines for creating YouTube content must have the following provisions: a) use sentences, graphics, images, sounds, or approaches that are simple, easy to understand, without much interpretation, and do not hurt other people. b) the content or information presented must be accurate and have been verified. c) the content created must provide useful information. d) the content or information conveyed can be a means of encouraging goodness and rejecting evil in a broad sense. e) the content or information created must have a positive impact on the recipient and contribute to creating goodness while avoiding damage. f) choose words or terms that are not provocative and do not trigger hatred or hostility. g) the content must not contain hoaxes, slander, namimah, intimidation, gossip, hate speech, and anything prohibited according to religious teachings or applicable laws, h) the content must not encourage or trigger behavior that is contrary to Syari'ah principles, such as pornography, visualization of unjustified violence, insults, and provocations, and i) the content presented must not include personal

matters that are inappropriate for public dissemination. This is very important for YouTubers when uploading content on social media.

Furthermore, on YouTube, there is copyright (Geriya, 2021) and legal protection for data. Users have obligations as stated in Article 27 of the Minister of Communication and Information Technology Regulation concerning Protection of Personal Data on Electronic Systems, namely that users are obliged to maintain the confidentiality of personal data obtained, collected, processed and analyzed. The use of personal data must be in accordance with the user's needs and protect personal data and documents containing such personal data from misuse. Users are also responsible for the personal data they use, both as an authorized organization and as an individual, if misuse occurs.

Law Number 19 of 2018 concerning amendments to Law No. 11 of 2008 concerning Information and Electronic Transactions (UU ITE). Article 27 prohibits distributing, transmitting, making accessible electronic information or electronic documents containing: Immorality (paragraph 1), Gambling (paragraph 2), Defamation (paragraph 3), Blackmail or threats (paragraph 4) In article 28, namely fake news To Consumers (paragraph 1). Regarding ethnicity, religion, race and inter-group (SARA) (paragraph 2) in article 29 there are: first, threats of violence or intimidation. Article 30 is about accessing other people's electronic systems: a) By any means (paragraph 1) and b) accessing and taking (paragraph 2). Second, breaking through (paragraph 3) In article 31, namely carrying out interception or wiretapping: a) Electronic systems belonging to other people (paragraph 1), b) From public to private or vice versa (including changing and/or not changing (paragraph 2) article 32 concerning prohibition of changing electronic information and/or electronic documents, c) Altering, destroying, moving, hiding (paragraph 1), d) Moving to unauthorized places (paragraph 2), e) Opening confidential documents or information (paragraph 3) Article 33 concerning tampering electronic system Article 34 regarding the prohibition on providing or facilitating: First, hardware or software to facilitate violations of articles 27 to article 33, second, computer passwords, access codes or the like to facilitate violations of articles 27 to article 33 and third, article 35 concerning falsification of electronic documents by means of manipulation, creation, alteration, deletion, destruction.

Furthermore, there is Article 32 in Law No. 11 of 2008 which states that every person intentionally and without right or against the law, in any way, changes, adds, transmits, damages, deletes, moves or hides electronic information and/ or electronic documents belonging to other people or public property.

In Article 1 paragraph (1) of the Regulation of the Minister of Communication and Information on the Protection of Personal Data and Information in Electronic Systems, it is

stated that personal data is certain individual data which is stored, maintained and maintained as correct and protected as confidential (Dhewa & Program, 2023).

Then Iwan, EA (2023) also explained that the influence of digital literacy, religiosity and financial literacy had more than 70 percent influence on generation z stock investment decisions from an Islamic economic perspective, then Jamil, NA, Kurnia, AD, & Jalaludin, J. (2020) explains that the mechanism for the practice of buying and selling followers from an Islamic economic perspective on Instagram social media is very common among the public, this makes us as educators in higher education must be ready to analyze its usefulness in Islamic economic law.

From the above background, this research examines the YouTube social media platform which is used to disseminate information according to Islamic law and provide education to the audience by paying attention to this law. Furthermore, Syari'ah economics students apply the law to protect YouTube and Instagram from uploaded content so that it is appropriate and safe from hacking attempts or acts of plagiarism.

2. THEORETICAL STUDY

YouTube is a Google service that facilitates its use to upload videos and can be accessed by other users from all over the world for free. YouTube is a popular video sharing website founded in February 2005 by three former PayPal employees: Chad Hurley, Steven Chen, and Jawed Karim.

YouTube is a popular video sharing website (Evans W, 2016), founded in February 2005 by three former PayPal employees: Chad Hurley, Steven Chen, and Jawed Karim. Its headquarters are located in San Bruno, California. Founded in 2005 by Steve Chen (former CTO) and Chad Hurley (former CEO), YouTube is currently a subsidiary of the internet search giant, Google. In November 2006, YouTube, LLC was acquired by Google for US\$ 1.65 billion and officially operated as a subsidiary of Google (Cahyono & Hassani, 2019). The YouTube company is headquartered in San Bruno, California, and uses Adobe Flash Video and HTML5 technology to display a variety of user-generated video content, including movie clips, TV clips, and music videos.

Copyright is an exclusive right which consists of moral rights and economic rights as follows: Moral rights are rights which are attached personally to the creator to: a) Decide whether his name will be included on copies used by the public in relation to his creative work, b) Using a pseudonym or alias, c) Changing his work in accordance with the norms applicable in society, d) Changing the title and subtitle of his work, e) Protecting his rights in the event of

distortion, mutilation, modification, or other things that could harm his reputation regarding his work he created.

Moral rights cannot be transferred while the author is still alive, but their implementation can be transferred through a will or other reasons in accordance with statutory provisions after the author dies (Entjarau et al., 2021). Therefore, in order to protect moral rights, creators can determine things that are prohibited from being deleted, changed or damaged, including: first, copyright management information, which includes information about methods or systems that can identify the origin of the substance of the copyrighted work and its creator, as well as its information and access codes. Second, electronic copyright information, which protects information about a copyright work that appears electronically related to the announcement of the copyright work, the name of the creator and his/her alias, copyright holder, period and conditions of use of the copyright work, number and information code.

An act can be considered a copyright violation if the act violates the exclusive rights of the creator or copyright holder (Disemadi et al., 2021). Exclusive rights are rights that are exclusively given to the holder, so that no one can take advantage of them without permission from the holder of the right. Violators of copyright may be subject to sanctions. Criminal provisions or sanctions related to copyright infringement are regulated in Articles 112 to 120 of the Copyright Law.

Actions included in copyright infringement along with criminal penalties or sanctions given to perpetrators of violations in accordance with the UUHC, are as follows: first, Violation Actions: People who without the right delete, change, or damage copyright management information, and/or damage, destroy, eliminate, or make non-functional, technological control facilities used to protect works or related rights products, as well as safeguard copyright or related rights. Second, Sanctions: Imprisonment with a maximum sentence of 2 years and/or a maximum fine of Rp. 300,000,000.00 (three hundred million rupiah) (Putu Wahyu Ningrat et al., 2021).

3. RESEARCH METHODS

The type of research carried out this time is included in the qualitative category with descriptive methods. This approach directs researchers to thoroughly explore and document the things to be researched. Qualitative descriptive research aims to describe and illustrate existing phenomena, both natural and related to human engineering (Nana Syaodih Sukmadinata, 2010). This research focuses more on the characteristics, quality and interrelationships between activities.

Researchers also conducted literature studies involving observation, interviews and documentation. The aim is to look for additional data from literature such as books, papers, articles and other journals related to the research problem. Data sources in this research are divided into two types, namely primary data and secondary data. Primary data is information obtained directly by researchers (from the first source), while secondary data is information obtained from pre-existing sources.

This research was conducted in the KEDUNGSAPUR area which has adequate access to the data sources needed for research purposes. This area was chosen because there are many supporting factors that are relevant to this research. The data collection process is a research stage that involves certain techniques to obtain data systematically.

4. RESULTS AND DISCUSSION

In connection with changing times, technology is also developing to become more sophisticated. The same thing happens to learning media. In general, the learning media commonly used are conventional learning media, such as books. The majority of people, especially teenagers today, are less interested in traditional learning media because they are considered boring and difficult to understand (Luhsasi & Sadjarto, 2017).

However, on the other hand, teenagers need knowledge that can be applied in learning and everyday life. The media in question is a physical device to convey or enrich learning content as one component of a delivery system (Samsinar, 2019).

Meanwhile, learning media can be interpreted as tools, methods and techniques used in the teaching and learning process so that interactions between teachers and students become more effective (Nugrahani & Rupa, 2017). Learning media is divided into two categories, namely conventional and innovative learning methods (Ahnaf et al., 2021).

One of the biggest video platforms is YouTube. Apart from being a video media platform, YouTube is also a very efficient and innovative learning tool that is of interest to teenagers. YouTube is a video sharing site that allows users to share videos online (Sianipar, 2013). This media is considered capable of presenting wider information (Rohmah, 2021).

Even though YouTube provides extensive information, there are negative impacts that it can have. One way to minimize the negative impact of YouTube is to provide information that contains learning materials (Sutarti & Astuti, 2021).

Using YouTube as a learning medium can help users expand their knowledge. Interesting learning content will encourage users to understand more deeply the material being studied (Azizan et al., 2020).

YouTube, as the largest video platform in the world, is a service from Google owned by the United States that allows users to upload videos and provide access to other users around the world for free. YouTube is a popular video sharing website, founded in February 2005 by three former PayPal employees: Chad Hurley, Steven Chen, and Jawed Karim.

YouTube gives full rights to users or what are known as YouTubers. However, being a YouTuber is not just about recording and uploading videos.

Therefore, YouTube grants copyright to YouTubers. Thus, uploaded content must comply with copyright rules and advertising guidelines. Copyright is a type of intellectual property that is not the same as trademark copyright which protects brand names, logos and slogans.

Islamic Views About Social Media YouTube and Instagram

YouTube has become a social media platform for disseminating information about Islam and providing education to viewers by paying attention to the Syari'ah. Islamic content on YouTube must not contain insults, slander, namimah, and the spread of hate speech such as bullying based on race, ethnicity, religion, or class.

In the practical realm of technology, conveying information is required to have knowledge and ethical abilities as guided in the Al-Quran. This is reflected in various contextual forms of *akhlakul karimah* in using social media, including:

1. Conveying information correctly, also not fabricating or manipulating facts (QS Al-Hajj: 30): "Such are (Allah's instructions and commands). Whoever glorifies what is honorable in the sight of Allah (*ḥurumāt*) is better for him in the sight of his Lord. All livestock have been made lawful for you, except those which have been made clear to you (their prohibition). So, stay away from (the worship of) unclean idols and stay away from (also) lying words."

2. Wise, gives good advice, as well as clear, structured and good arguments (QS An Nahl: 125). "Call (people) 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."

3. Researching facts/checking. To achieve accuracy in data and facts as raw material for the information to be conveyed, a Muslim should check and research the truth of the facts with the initial information he obtains to avoid *kidzb*, backbiting, slander and *namimah* (QS. AlHujarat: 6). "O you who believe! If someone who is wicked comes to you with news, then research the truth, so that you do not harm a people because of stupidity (carelessness), and in the end you regret your actions."

4. Hoax, cyber-hate and cyber-bullying Cyber-hate has been present in online communication in various contexts since the internet became popular in society. A study from Oksanen (2014) stated that 67% of teenagers aged 15-18 years had been exposed to hateful messages, and 21% of this number later became victims. This study also concluded that the increase in social media use was also accompanied by an increase in cyber-hate (Anwar, 2017).

5. Cyber-bullying is a form of bullying that occurs online (Rahdianni, 2023), through social media, gaming or chat rooms. This is different from traditional bullying, because Cyber-bullying occurs 24 hours/day, 7 days/week, and reaches the victim wherever he is, including at home. Cyber-bullying has many forms, including:

- a) Harassment/emotional provocation (harassment/trolling), is sending threatening or offensive messages, sharing disgraceful/vulgar photos or videos, or posting messages that threaten or provoke anger on social networking sites.
- b) Slander (denigration) is false, incorrect information in the form of gossip that is spread.
- c) Flaming, using extreme language to provoke a fight.
- d) Stealing someone's identity or hijacking someone's site (hacking).
- e) Exclusion, intentionally leaving someone behind.
- f) Sending images or forcing someone to send sexual images.

In Ibn Kathir's Tafsir, it is explained that Surah al-Hujurat verse 6 is related to Allah SWT's command to be careful in receiving information or news from wicked people. When there is news from wicked people, you should be careful.

In this case, Muslims are ordered not to simply accept the news, but must be accompanied by a skeptical and critical attitude towards the existing information. Such a Muslim attitude will prevent him from slipping into corruption.

Do not make fun of, curse at, or carry out insulting actions that foster hatred (QS. AlHujarat: 11). "Believers, don't let a group of men look down on another group, perhaps the person being laughed at is better than them. and don't let a group of women look down on another group, maybe the one who gets humiliated is better. and don't like to criticize yourself and don't call yourself names that contain ridicule. The worst call is a bad (call) after faith and whoever does not repent, then those are the people."

Avoiding prejudice/ su'udzon (Al Hujarat: 12). "O you who believe! Stay away from many prejudices, in fact some prejudices are sins and do not find fault with others and do not let any of you gossip about others. Does any of you like to eat the flesh of his dead brother? Of

course you feel disgusted. And fear Allah, indeed Allah is the Most Accepting of Repentance, the Most Merciful."

Avoid excessive storytelling, complaining, praying on social media. Rasulullah SAW said: "My people are forgiven except for those who tell (their own disgrace). "Indeed, one of the acts of telling one's own disgrace is a person who commits an act (sin) at night and has been covered by Allah SWT, then in the morning he himself reveals what Allah has covered" (HR. Bukhori and Muslim). Then Retno, S.(2021) explains that the influence of celebrity endorsements on purchase interest in online shops via Instagram social media from an Islamic economic perspective is very large. If the celebrity program is attractive and Islamic, then more than 90 percent of Muslims will be interested in seeing the product and 50 percent will be interested in buying it. Then Sari, DN, & Fasa, MI (2023). Having analyzed Instagram content as a digital marketing strategy for Indonesian Syari'ah banks, it is very in line with current developments and is also permissible according to Islamic law.

Application of the law to protect students' YouTube and Instagram in learning Syari'ah Economic Law

YouTube learning media produces a positive impact and becomes a platform used by students. In interviews, researchers asked students as resource persons or participants in Syari'ah economic law students.

The following is the answer from the Ihwan group participants that students have known about YouTube since 2017. The content that is often opened or watched is entertainment content. For campus organizations, information was obtained that several campus organizations have YouTube content, namely Himmh and Progress, where the content contains activities from the student organizations themselves.

As for YouTube content, if at a certain time it is hacked, the impact on the students who own the content will be changed by the person who hacked YouTube. However, students do not understand the reasons for this hacking case clearly.

Then, regarding the question of Islamic solutions in doing business or providing information through YouTube content, participants stated that the content did not contain elements of insults towards one party and conveyed information honestly.

The results of the interview with the Ahwat group are as follows: Female students have known YouTube since they had cellphones. The content that is often opened or watched is quite a lot, blog content, motivation, music and studies. For campus organizations, according to Ahwat, information was obtained that several campus organizations do not yet have YouTube content.

As for YouTube content, if at a certain time it is hacked, the students will be sad, look for years and take care of the cause and the reason for this hacking case, the students don't know. Then, regarding the question of Islamic solutions in doing business or providing information through YouTube content, participants stated that they were obliged to follow the Prophet's trade. by using sidiq, amanah, tabligh, and fatanah.

Participants have YouTube social media to create business content, both for organizational purposes and lecture assignments. If your business content experiences problems such as being hit by a cyber attack, then this will have an impact on the number of customers and the business content's educational videos may be lost. This business educational content has a positive impact on business people or entrepreneurs.

The conclusion of the research interview, it was revealed that the application of YouTube protection laws by Syari'ah economic law students was appropriate. Uploaded content is safe from hacking attempts or plagiarism. Students who are members of Syari'ah economic law student organizations have several YouTube channels such as Himmah and Progress. If the channel is hacked, not only the channel is affected, but also the educational videos that have been created will be lost.

5. CONCLUSIONS AND RECOMMENDATIONS

YouTube and Instagram are platforms that are in demand by various groups, all over the world, not only in Indonesia. Using a smartphone or camera as a recording device makes it easy for users of all ages to express their thoughts, ideas and inspirations in video form. YouTube is a company that compiles a collection of user-generated content, including thousands of short films, television episodes, and hundreds of feature films.

In doing business or conveying information through YouTube business content, Islamic solutions emphasize the importance of not containing insulting elements and conveying information honestly. Islam also emphasizes the prohibition against the practice of usury, backbiting, slander, namimah, and spreading hostility based on race, religion, or class. Bullying, hate speech, and hostility between groups are also not recommended. Everyone who obtains content or information via social media, whether positive or negative, should not immediately share it before carrying out an accurate verification and checking process. Therefore, it is important for Syari'ah economic law students to be wise in using social media YouTube and Instagram.

In conveying information correctly without manipulating the facts, it is also emphasized (QS Al-Hajj: 30): 'As (Allah's instructions and commands). Whoever respects the honor established by Allah, it is better for him in the sight of his Lord. All livestock have been made

lawful for you, except those that you have been told (about the prohibition). So avoid unclean idols and avoid lying.'

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