



## EXPLORATIVE ANALYSIS OF YOUTUBE CHANNEL OF ZAKAT INSTITUTION IN INDONESIA: A DOCUMENTATION STUDY OF NU CARE'S YOUTUBE CHANNEL

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### ABSTRAK

YouTube adalah salah satu media informasi yang digemari banyak orang saat ini. Informasi terkait kinerja lembaga-lembaga zakat di Indonesia dapat diperoleh dari akun YouTube-nya, misalnya akun YouTube NU Care. Tujuan penelitian untuk menganalisis secara kualitatif profil dan kolom-kolom yang ada pada akun YouTube NU Care. Metode penelitian yaitu deskriptif kualitatif dengan pendekatan eksploratif. Hasil penelitian menunjukkan bahwa akun YouTube NU Care memiliki profil dengan jumlah subscriber sebanyak 3.61K dan 309 postingan video. Akun YouTube NU Care memiliki sembilan kolom seperti kebanyakan akun Youtube yang lain. Dari sembilan kolom, hanya delapan kolom (home, videos, shorts, live, community, channels, about dan search) yang dapat dianalisis secara eksploratif. Sementara kolom playlists tidak dapat dianalisis secara eksploratif.

**Kata Kunci:** Analisis Eksploratif; Channel YouTube; NU Care

### ABSTRACT

YouTube is one of the information media that is favored by many people today. Information related to the performance of zakat institutions in Indonesia can be obtained from the YouTube channel of the zakat institution, for example the NU Care YouTube channel. The purpose of the research is to qualitatively analyze the profile and columns on the NU Care YouTube channel. The research method is descriptive qualitative with an explorative approach. The results showed that the NU Care YouTube channel has a profile with 3.61K subscribers and 309 video posts. The NU Care YouTube channel has nine columns like most other YouTube channels. Of the nine columns, only eight columns (home, videos, shorts, live, community, channels, about and search) can be analyzed exploratively. While the playlists column cannot be analyzed exploratively.

**Keywords:** Explorative Analysis; YouTube Channel; NU Care

### INTRODUCTION

YouTube is a social media application that provides information or provides content in the form of videos. According to (Pew Research Center, 2021), YouTube is the most popular social media platform in the US: used by 81% of Americans with 54% of users using it daily and 36% visiting the site multiple times a day. According to (We Are Social and Hootsuite, 2023) in the website [katadata.co.id](http://katadata.co.id) explained that there are 139 million YouTube users in Indonesia and this puts Indonesia as the fourth most YouTube users in the world.

YouTube has more than 2 billion monthly users and is accessed by one-third of people using the Internet globally, making it the second largest social networking website (Mitchell



et al, 2021). According to (We Are Social and Hootsuite, 2023) in the website katadata.co.id explained that there are 2.51 billion YouTube users in the world as of January 2023. As with any social media, the use of YouTube is also something that individuals often want to limit their use of (Allcott et al, 2022). YouTube can be a major source of information and misinformation, for example, information and misinformation about vaccines (Basch et al, 2017).

In Indonesia, YouTube channels are not only owned and used by individuals, but also by institutions/organizations. One Islamic organization that owns and uses a YouTube channel is the Nahdlatul Ulama or NU organization. YouTube channels affiliated with NU include NU CHANNEL, NU Online, TVNU Televisi Nahdlatul Ulama and NU Care. The NU Care YouTube channel is a YouTube channel that can be categorized as a YouTube channel in the field of Islamic Economics, especially the Zakat Institution.

Zakat is an obligatory contribution or tax which is prescribed by Islam on all Muslim persons having wealth above an exemption limit at a rate fixed by the Shari'ah (BAZNAS and Bank Indonesia, 2016). Zakat could be referred to as an Islamic instrument that distributes the wealth of certain groups (muzakki) to groups that have been determined by the Qur'an (mustahik) and distributed based on certain procedures and jurisprudence considerations (Kasri and Yuniar, 2021). Paying zakat is the third pillar of Islam.

A zakat institution is a body that manages zakat funds received from muzakki, both individuals and business entities. In addition to receiving zakat fitrah and maal, this institution accepts infaq and shadaqah. Zakat institution is also one of the institutions whose role is to receive zakat or distribute funds from those who have excess funds (muzakki) to those who lack funds (mustahik). The formal term for this institution is uniformed as Lembaga Amil Zakat (LAZ) (Holil, 2019).

NU Care-LAZISNU is a rebranding and/or an entry point for the global community to recognize Lembaga Amil Zakat, Infak, dan Sedekah Nahdlatul Ulama (LAZISNU) as NU's philanthropic institution. NU Care-LAZISNU was established in 2004 as a means to help the community, as mandated by the 31st NU Congress in Donohudan Hajj Dormitory, Boyolali, Central Java. LAZISNU is juridically-formally confirmed by the Decree of the Minister of Religion of the Republic of Indonesia No. 65/2005 to collect Zakat, Infaq, and Sadaqah (ZIS) to the wider community (NU CARE-LAZISNU, 2023).

Based on all these explanations, the authors are interested in conducting research "Exploratory Analysis of YouTube Channels of Zakat Institutions in Indonesia: A Documentation Study of NU Care's YouTube Channel". The reasons for this research are twofold. First, because NU is the most followed Islamic organization by Muslims in Indonesia. Second, because according to the author, previous studies on YouTube with explorative methods, no one has discussed the YouTube channel of the Zakat Institution. The focus of this research is to exploratively analyze NU Care's YouTube channel. The purpose of this research is to exploratively analyze the YouTube profile and columns on the NU Care YouTube channel.



## RESEARCH METHOD

This research is descriptive qualitative research. Qualitative research has the main objective of describing and revealing (Siyoto and Sodik, 2015). This research tries to describe and reveal important information in NU Care's YouTube channel.

This research uses exploratory method analysis. The explorative method aims to deepen knowledge and seek new ideas about a particular symptom, describe social phenomena, and explain how a social phenomenon occurs (Permana, 2021). This explorative method is used to deepen knowledge and explain the NU Care YouTube channel by qualitatively analyzing the columns contained in the NU Care YouTube channel.

## RESULTS AND DISCUSSION

Hal lain dalam penulisan naskah yang hendaknya dicermati. Tata cara penyajian kutipan, tabel, gambar, ilustrasi, statistik, dan daftar pustaka mengacu kepada *Publication Manual of the American Psychological Association* (edisi 6) dan *APA Style Guide to Electronic References*. Manuscript berbahasa Indonesia ditulis dengan mengacu kepada tata tulis dalam Pedoman Umum Ejaan Bahasa Indonesia.

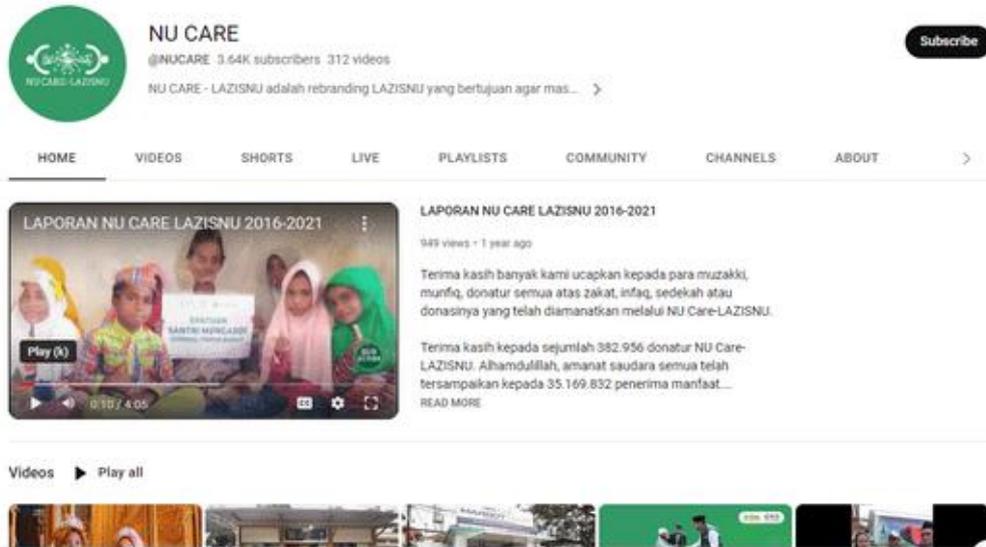
The results and discussion in this study focus on the explorative analysis of the columns in the NU Care YouTube channel. The columns on NU Care's YouTube channel consist of home, videos, shorts, live, playlists, community, channels, about and search columns.

### Home (Profile) Column

NU Care's YouTube channel profile can be seen in the initial display or Home column. The NU Care YouTube channel shows the NU Care logo, the number of subscribers and videos, a description, a selection of columns and some video posts. NU Care's YouTube channel has 3.61K subscribers and 309 videos as of April 1, 2023. The description of NU Care (can be seen in the About column) is:

*“NU CARE - LAZISNU is a rebranding of LAZISNU which aims to make the wider (global) community more familiar with the Amil Zakat Infak and Sadaqah Institution under Nahdlatul Ulama. NU CARE synergizes with institutions within the NU structure to be more effective in providing benefits to Nahdlatul Ulama citizens and the wider community throughout Indonesia.”*





**Figure 1. NU Care YouTube Channel Main View**

Source: NU Care YouTube Channel, 2023

**Videos Column**

The number of video posts in the Videos column on NU Care's YouTube channel amounted to 290 videos as of April 1, 2023. The first video post in the Videos column was uploaded on May 31, 2016, namely a video entitled "NU CARE - LAZISNU Profile". While the last video posting was uploaded on March 31, 2023, a video entitled "LAZISNU PBNU and BPKH Provide Assistance in Procuring Workshop and Steam Hydraulic". This means that 290 videos have been posted by NU Care channels for almost 7 years in the Videos column.



**Figure 2. Main View of Videos Column in NU Care YouTube Channel**

Source: NU Care YouTube Channel, 2023



In 2016, the number of videos in the Videos column of NU Care's YouTube channel was 8 posts. There were 14 posts in 2017, 90 posts in 2018, 75 posts in 2019, 37 posts in 2020, 40 posts in 2021, 15 posts in 2022 and 11 posts in 2023 (as of April 1, 2023).

The video post that has the shortest duration is a video post on April 20, 2021 entitled "Ramadhan Bangkit Bersama" which lasts for 6 seconds. Then the video post that has the longest duration is a video post on January 16, 2018 entitled "Independence and the Sragen NU Coin Movement" which lasts 20 minutes and 59 seconds.



The Shortest



The Longest

**Figure 3. Shortest and Longest Video Posts in the Videos Column**

Source: NU Care YouTube Channel, 2023

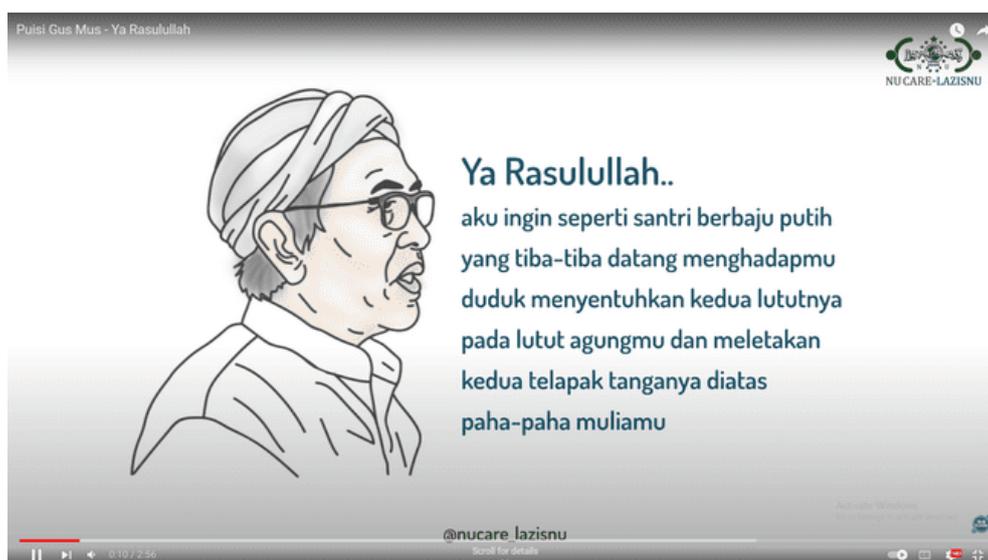
The video post that has the highest number of views is the video post on August 8, 2017, which is 21,170 views (as of April 8, 2023). This video is entitled "Interview with Siti Zubaidah, MA's Wife".





**Figure 4. Video Posts with the Most Views in the Videos Column**  
Source: NU Care YouTube Channel, 2023

The video post that has the highest number of likes is the video post on October 4, 2018, which has 875 likes (as of April 8, 2023). This video is titled "Poetry of Gus Mus - Ya Rasulullah".



**Figure 5. Video Posts with the Most Likes in the Videos Column**  
Source: NU Care YouTube Channel, 2023

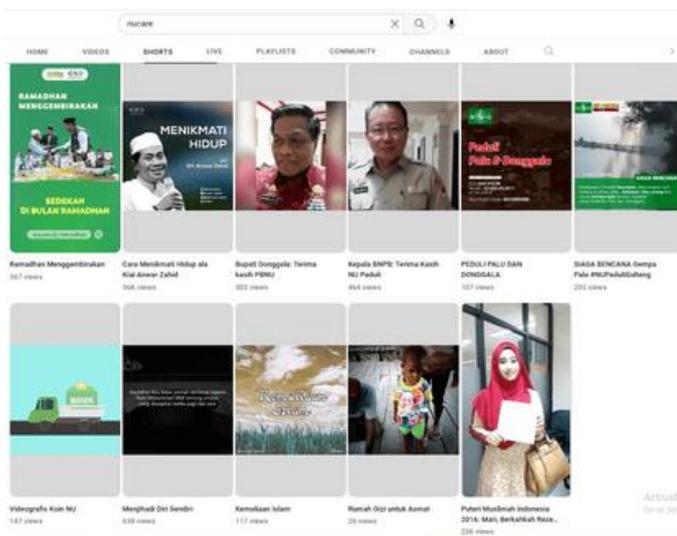
The video post that has the highest number of comments is the video post on August 8, 2017, which has 61 comments (as of April 8, 2023). This video is entitled "Interview with Siti Zubaidah, MA's Wife". This video is also the video with the most views (previous explanation).



**Figure 6. Video Posts with the Most Comments in the Videos Column**  
 Source: NU Care YouTube Channel, 2023

### Shorts Column

The number of video posts in the Shorts column on NU Care's YouTube channel totaled 11 videos as of April 10, 2023. The first video post in the Shorts column was uploaded on July 29, 2016, a video entitled "Putri Muslimah Indonesia 2016: Let's Bless Our Sustenance Through NU Care". While the last video post was uploaded on March 21, 2023, namely a video entitled "Joyful Ramadan". This means that the 11 videos that have been posted by the NU Care channel were done for almost 7 years in the Shorts column.



**Figure 7. Main View of Shorts Column on NU Care YouTube Channel**  
 Source: NU Care YouTube Channel, 2023

In 2016, the number of videos in the Shorts column on NU Care's YouTube channel was 1 post. There were no posts in 2017, 8 posts in 2018, 1 post in 2019. There were no posts in 2020, 2021 and 2022 and 1 post in 2023 (as of April 10, 2023).

The video post that has the highest number of views in the Shorts column on NU Care's YouTube channel is a video post on May 3, 2018, which has 638 views (as of April 10, 2023). This video is titled "Jihadizing Yourself".





**Figure 8. Video Posts with the Most Views in the Shorts Column**

Source: NU Care YouTube Channel, 2023

The video post that has the highest number of likes is the video post on March 18, 2019, which has 422 likes (as of April 10, 2023). This video is entitled "How to Enjoy Life Ala Kiai Anwar Zahid".



**Figure 9. Video Posts with the Most Likes in the Shorts Column**

Source: NU Care YouTube Channel, 2023

The video post that has the highest number of comments is the video post on December 10, 2018, which has 5 comments (as of April 10, 2023). This video is titled "Donggala Regent: Thank You PBNU".

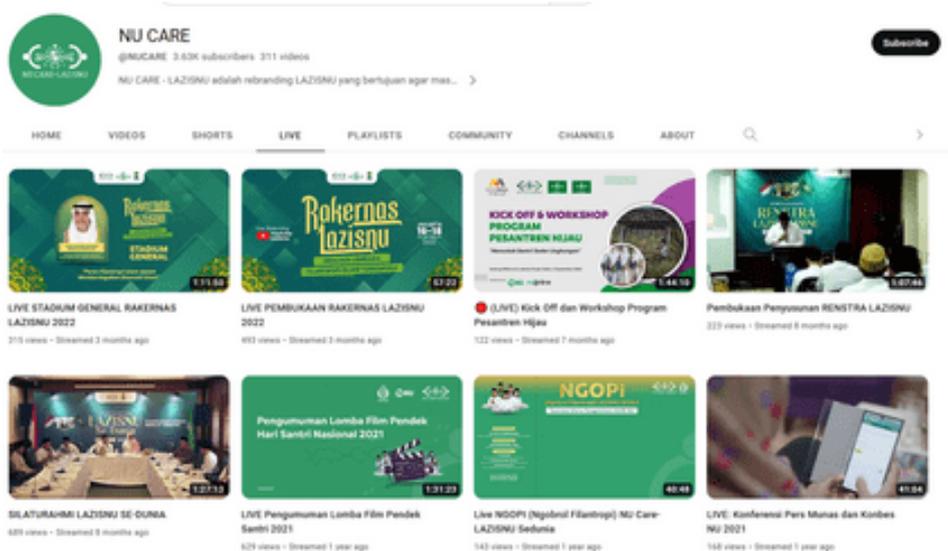




**Figure 10. Video Posts with the Most Comments in the Shorts Column**  
 Source: NU Care YouTube Channel, 2023

### Live Column

The number of video posts in the Live column on the NU care YouTube channel amounted to 8 videos as of April 11, 2023. The first video post in the Live column was uploaded on September 23, 2021, namely a video entitled "Live: Press Conference of National Conference and Conbes 2021". While the last video post was uploaded on December 16, 2022, namely a video entitled "Live Stadium General Rakernas LAZISNU 2022". This means that the 8 videos that have been posted by the NU Care channel were done for almost 2 years in the Live column.



**Figure 11. Main View of Live Column in NU Care YouTube Channel**  
 Source: NU Care YouTube Channel, 2023

In 2021, the number of videos in the Live column on NU Care's YouTube channel was 3 posts. While in 2022 there were 5 posts (as of April 11, 2023). The video post that has the shortest duration in the Live column is a video post on October 15, 2021 entitled "Live



NGOPI (Ngobrol Filantropi) NUCARE-LAZISNU Sedunia" which lasts 40 minutes 47 seconds. Then the video post that has the longest duration is a video post on September 3, 2022 entitled "(LIVE) Kick Off and Workshop of the Green Pesantren Program" which lasts 1 hour 44 minutes 10 seconds.



The Shortest



The Longest

**Figure 12. Shortest and Longest Video Posts in the Live Column**

Source: NU Care YouTube Channel, 2023

The video post that has the highest number of views, likes and comments on the Live column is a video post on July 28, 2022 entitled "SILATURAHMI LAZISNU WORLDWIDE". This post has 690 views (as of April 12, 2023), 64 likes (as of April 12, 2023) and 9 comments (as of April 11, 2023).



**Figure 13: Video Posts with the Most Views, Likes and Comments in the Live Columns**

Source: NU Care YouTube Channel, 2023

### Playlists Column

The Playlists column in NU Care's YouTube channel has no playlists items (as of May 09, 2023).



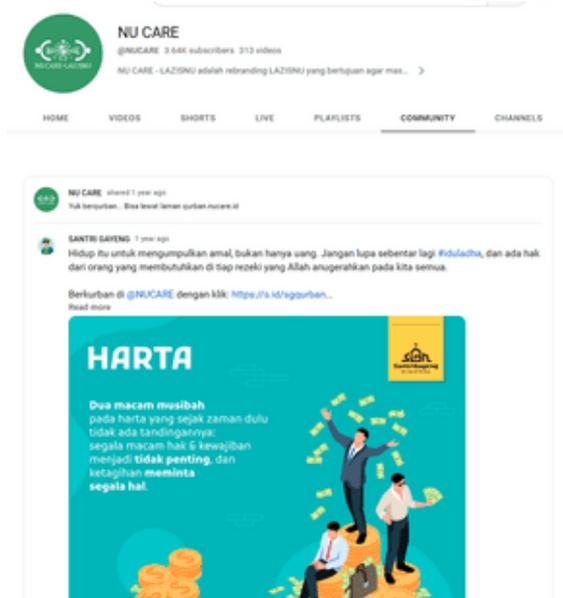
**Figure 14. Playlist Column Main View**

Source: NU Care YouTube Channel, 2023

### Community Column

In the Community column of NU Care's YouTube channel, there are 2 image posts. The first image post is related to the theme "Treasure" which has 39 likes. While the second image post is related to the theme of "Santri Day" which has 6 likes (as of May 09, 2023).

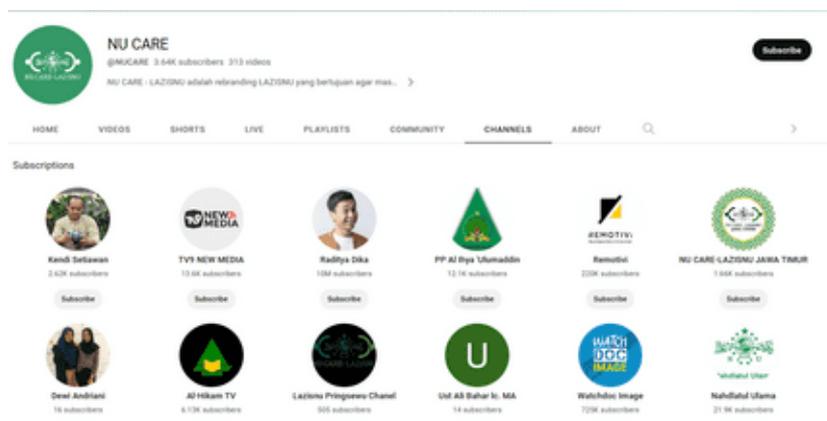




**Figure 15. Community Column Main View**  
Source: NU Care YouTube Channel, 2023

### Channels Column

The Channels column contains the channels subscribed to by NU Care. There are 42 channels subscribed by NU Care (as of May 09, 2023).



**Figure 16. Main View of Channels Column**  
Source: NU Care YouTube Channel, 2023

### About Column

The About column contains Description, Details and Stats. Description provides a brief description of NU Care (see Profile). Details contains the location of NU Care's YouTube channel, which is located in Indonesia. Stats contains when the NU Care YouTube channel was first created and the total number of views of videos on the NU Care YouTube channel. NU Care's YouTube channel was first created on May 19, 2016. While the total number of views of videos on NU Care's Youtube channel is 400,761 views (as of May 29, 2023).





**Figure 17. Main View of About Column**

Source: NU Care YouTube Channel, 2023

### Search Column

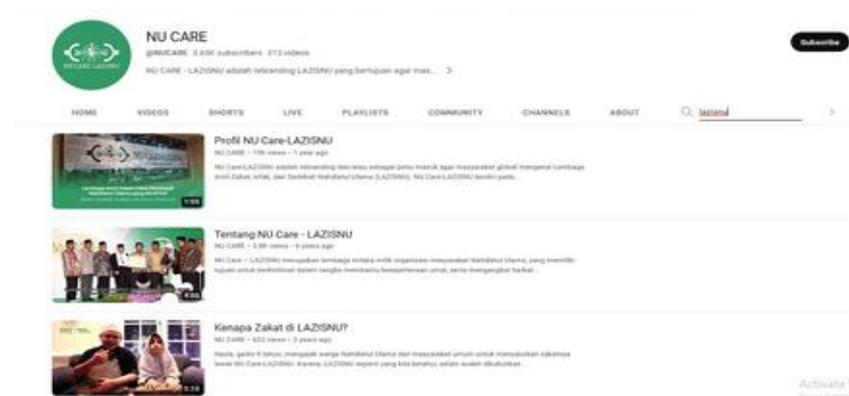
The Search column serves to search for posts by typing keywords in the lup symbol.



**Figure 18. Main View of Search Column**

Source: NU Care YouTube Channel, 2023

When we tested whether the column was functioning properly or not, we tried typing the keyword "lazisnu". After this was done, videos were posted whose titles contained the word "lazisnu". The proof can be seen in the picture below.



**Figure 19. Evidence that the Search Column is Functioning Normally**

Source: NU Care YouTube Channel, 2023



## CONCLUSION

Based on the description of the research discussion, it can be concluded that the NU Care YouTube channel has a profile with 3.61K subscribers and 309 video posts. The NU Care YouTube channel has nine columns like most other YouTube channels. Of the nine columns, only eight columns (home, videos, shorts, live, community, channels, about and search) can be analyzed exploratively. While the playlists column cannot be analyzed exploratively.

This research only explores the YouTube channel of the zakat institution of the Nahdlatul Ulama Islamic organization. Future research is expected to add and compare YouTube channels of zakat institutions of Islamic organizations in Indonesia. For example, comparing exploratively between the YouTube channels of zakat institutions of Nahdlatul Ulama, Muhammadiyah dan Persatuan Islam.

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