

THE INFLUENCE OF THE "LOG IN" PODCAST AS A DA'WAH MEDIA IN STRENGTHENING RELIGIOUS TOLERANCE AMONG UINSU STUDENTS

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ABSTRACT

This study aims to analyze the influence of the "Login" Podcast as a da'wah media in strengthening the value of religious tolerance among students of the State Islamic University of North Sumatra (UINSU). The "Login" podcast, which is uploaded on Deddy Corbuzier's YouTube channel and hosted by Habib Ja'far Husein and Onadio Leonardo, presents a casual but weighty discussion related to issues of diversity and tolerance between religious communities. The research method used is quantitative with Simple Random Sampling (SRS) sampling technique of 100 UINSU student respondents. The results showed that UINSU students access YouTube as a means of entertainment as well as learning, with the "Login" Podcast being one of the preferred contents. The simple linear regression test shows a positive and significant influence between the intensity of watching the "Login" Podcast and the level of understanding and strengthening of religious tolerance values. This is evidenced by the t- count value (10.970) which is greater than the t-table (1.664) and the coefficient of determination of 55.6%, which indicates that more than half of the tolerance strengthening variable is influenced by the use of this podcast. So that the use of YouTube podcast login by UINSU students has an influence on strengthening value of tolerance among UIN North Sumatra students.

Kata Kunci: *podcast, preaching media, tolerance.*

A. INTRODUCTION

YouTube has become one of the largest digital platforms in the world . YouTube has also become one of the platforms familiar with the community, especially the younger generation. Many people use YouTube just as a means to find entertainment to as a medium to learn something new. YouTube offers a variety of content in it that is easily accessed by users anytime and anywhere. YouTube not only offers entertainment content but also as a means of education and dissemination of information, including da'wah. Podcasts have become very popular among YouTube users, especially young people, in recent years. Specifically, a podcast is a YouTube show or movie that can be watched or listened to at any time. Phillips says that a podcast is a digital audio file that is created and then uploaded to the internet so that others can listen to it. Podcasting is the act of sending a digital audio file to another person. The audio file can be played directly on a computer or other device, or it can be sent to a handheld media player so that it can be listened to "*on the go*" (Hutabarat, 2020). Currently, podcasts are one of the interesting choices used to convey da'wah messages, especially to the younger generation. Podcasts are recordings of discussions in audio form that

discuss a particular topic, such as personal stories or current issues that are deliberately made to be listened to by a large audience (Qodriyah, 2023).

Etymologically, the word *da'wah* comes from Arabic, namely from the words دعا (*da'a*), يدعو (*yad'u*), دعوة (*da'watan*), which means calling, inviting, calling out, and serving. In addition, it also means inviting, leading, and encouraging (Salam et al., 2020). The definition of *da'wah* in terminology is "inviting" or "calling" other people to follow the *sabil* (path) of Allah SWT. "Da'wah" is defined by Sheikh Ali Mahfudz as anything that tells people to do good, follow the rules, invite to goodness, and stop evil so that they are happy in this world and the hereafter (Luthfie, 2024). Dr. M. Quraish Shihab says that *da'wah* is an appeal or request for knowledge or an effort to make people aware of the mistakes they have made so that they can change for the better and make things better for everyone. The act of proselytizing is not just an attempt to help people understand how to behave and think about life; it has greater goals and objectives. Moreover, today, *da'wah* needs to play a greater role in making Islamic principles more widely applicable in many areas of people's lives (Adi, 2022).

The word "media" comes from the Latin word "medium," which is the plural form of the word "medium." The word "medium" means "a tool, intermediary, bridge, or link between two things that helps us achieve a goal." Media, such as books, movies, videos, CDs, slides, and so on, are real tools that show the content of the message or teaching (Al-Faziri, 2022). The definition of media (*wasilah*) in *da'wah* refers to the way of delivering *da'wah* messages (Islamic lessons) to *mad'u*. Wahidin Saputra said that the media is a way of delivering the words of the *da'wah* message to *mad'u* (Jalaluddin, 2022).

Indonesia is a country consisting various religions, tribes, and cultures. All of this happens not just like that but by the will of Allah SWT with the aim that we get to know each other, Allah SWT says in the Qur'an.

يَا أَيُّهَا النَّاسُ إِنَّا خَلَقْنَاكُمْ مِنْ ذَكَرٍ وَأُنْثَىٰ وَجَعَلْنَاكُمْ شُعُوبًا وَقَبَائِلَ لِتَعَارَفُوا إِنَّ أَكْرَمَكُمْ عِنْدَ اللَّهِ أَتَقْوَىٰ إِنَّ اللَّهَ عَلِيمٌ خَبِيرٌ ﴿١٠١﴾

Artinya: "Wahai manusia, sesungguhnya Kami telah menciptakan kamu dari seorang laki-laki dan perempuan. Kemudian, Kami menjadikan kamu berbangsa-bangsa dan bersuku-suku agar kamu saling mengenal. Sesungguhnya yang paling mulia di antara kamu di sisi Allah adalah orang yang paling bertakwa. Sesungguhnya Allah Maha Mengetahui lagi Mahateliti."

This diversity is both a wealth and a challenge in maintaining harmony in society, especially in inter-religious harmony. In the midst of the swift flow of information in today's digital era, friction often arises due to a lack of understanding and communication between religious communities. , a creative and relevant approach is needed to strengthen the values of religious tolerance, especially among the younger generation such as students, because they are a group that is vulnerable to being exposed to negative narratives that can affect their mindset on issues of tolerance.

Tolerance comes from the Latin word *tolerare* which means "to let something happen quietly". Tolerance is the way each person acts or thinks to appreciate and accept the differences or behavior of others while still abiding by the rules. When it comes to society and culture, tolerance is a way of thinking or acting that prevents people from being prejudiced against different groups. As said (Febrianto, 2024) the word tolerance in Arabic is "tasamuh" which also means "kind" or "open-hearted". Likewise, religious tolerance means being patient and not doing things that disturb or interfere with the beliefs and worship of other religious adherents in one religious system. Tolerance of different religions and spiritual views also means being open to learning and respecting them, and trying to live together with different people (Istiqomah, 2024).

The "Login" podcast is present as one of the creative initiatives that utilizes the youtube platform to convey da'wah messages. not only as an entertainment media but also as an educational and da'wah platform. The podcast is designed to be a relaxed but weighty discussion space, discussing issues of nationality, religion, and diversity. The login podcast presents da'wah content that focuses on conveying the values of religious tolerance which aims to make people, especially the younger generation, especially among students, understand the values of tolerance in religion so that friction does not arise between religious people. The login podcast in its content invites speakers from various religious streams in Indonesia, in the last special episode they invited 6 religious leaders from different religious streams, namely Islam, Buddhism, Hinduism, Confucianism, Catholic Christianity, and Protestant Christianity. In the episode, the six religious leaders gave their opinions about tolerance according to their respective religious perspectives. Based on what the six religious leaders said, it can be said that all religions value unity and togetherness, there is no such thing as a group or majority, and all religions teach about love to make life safe and pleasant. Tolerance is not just about respect; it is also about tolerance, which leads to peace, well-being and unity. (Anisa et al., 2024).

This "Login" podcast belongs to Deddy Corbuzier which is uploaded on his YouTube channel, in the research of nisa and friends in a journal entitled "Content Analysis of the Delivery of the Da'wah Message of Tolerance Log-in Through Deddy Corbuzier's YouTube Podcast" in 2024 shows that Deddy Corbuzier's YouTube channel has 22.6 million subscribers, and currently the account has 24 million Subscribers now. This shows that many YouTube users are interested in the content uploaded on the YouTube channel. Podcast Login is one of the most interested content for the audience of Deddy Corbuzier's YouTube channel, this program is hosted by Habib Ja'far Husein and Leonardo Arya or often called onad. Basically they come from different religious streams, where Habib Ja'far is a Muslim who is an Islamic religious figure as well as a preacher, he is also a descendant of the Prophet Muhammad SAW, while Onad is basically not Muslim, but he is interested in Islam so he wants to explore more about Islam.

Research related to login podcasts has been researched by many experts. According to researchers' observations, the login podcast has been studied in 2 categories. First, research on the login podcast as a medium for preaching, such as research related to the role of login

podcast content as a medium for preaching (Akram, 2024), (Saroja et al., 2024), and (Haptono et al., 2024). The second category is research on the login podcast related to content analysis. Such as research on content analysis of tolerance preaching content, religious tolerance, and religious moderation in login podcasts (Anisa et al., 2024), (Febrianto, 2024), and (Wardani & Gusmian, 2024). From several categories of login podcast research, there is no research that maps the effect of login podcasts on strengthening the value of religious tolerance among students. So this research was conducted to examine the effect of using the login podcast as a proselytizing media in strengthening religious tolerance among UINSU students.

The results of initial observations show that many of the students of the State Islamic University of North Sumatra often watch YouTube. This is clearly seen from the way they act, students often watch YouTube to fill their empty time, they often use YouTube as a medium of learning and also as a medium of entertainment, it is not uncommon to see students watching YouTube in class, at the campus bus stop, to the mosque. This activity can have both beneficial and detrimental effects. Therefore, da'i, ustadz, ustadzah, kiyai, habaib and other religious figures are interested in entering the world of YouTube by creating interesting da'wah content so that it is easily accessed and accepted by the general public, especially the younger generation among students. Based on the results of interviews with 5 UINSU students about one of the content formats that are currently of great interest to YouTube users, especially the younger generation, namely podcasts. Among the many da'wah podcast content on YouTube, the login podcast is one of the most interested podcasts for students, especially at the State Islamic University of North Sumatra, because the da'wah message on the podcast has its own charm which focuses on conveying the values of tolerance between religious communities. Therefore, researchers are interested and want to conduct research with the following title "The Effect of the "Login" Podcast as a Da'wah Media in Strengthening Religious Tolerance Among UINSU Students".

B. METHODS

This study uses a quantitative approach to understand the influence of the "Login" podcast on strengthening religious tolerance among UINSU students. This method involves collecting data directly in the field, analyzing it with numbers, and drawing conclusions based on those results. The focus is to see the extent to which this podcast can influence students' attitudes and understanding of interfaith tolerance (Ramdhan, 2021). The research population includes students from various study programs enrolled at UIN North Sumatra. The Slovin formula was used to select 100 respondents from the population. The sampling method used was Simple Random Sampling (SRS), which ensures that each student has an equal chance of being randomly selected. (Sumargo, 2020). This study measures several things, such as how often students watch the podcast "Login," changes in their attitudes towards religious tolerance before and after watching, and changes in their understanding of the importance of tolerance. To collect data, a questionnaire was used as the main tool. Furthermore, the collected data was analyzed using the SPSS version 22 program to get accurate and reliable results.

C. RESULTS AND DISCUSSION

1. Questionnaire Quality Test

In testing the quality of the research questionnaire, validity and reliability tests are needed to see the accuracy and reliability of the questionnaire. The Product Moment method was used to test validity and the Cronbach's Alpha method was used to test reliability.

a. Validity Test

A data is considered valid if the value of $r_{count} > r_{table}$. Based on the number of research respondents, it is known that the value of r_{table} is 0.195 with a significance level of 0.05. In this study, spss 22 was used to test the validity of the questionnaire used. The following is the conclusion of the r calculated value of the research questionnaire:

Table 1. Validity Test

Variable	Question	r-count	r-table	P (sig.)	Description
youtube podcast login usage	p-1	0,586	0,195	0	Valid
	p-2	0,657	0,195	0	Valid
	p-3	0,631	0,195	0	Valid
	p-4	0,655	0,195	0	Valid
	p-5	0,709	0,195	0	Valid
	p-6	0,547	0,195	0	Valid
	p-7	0,21	0,195	0	Valid
	p-8	0,199	0,195	0	Valid
	p-9	0,763	0,195	0	Valid
	p-10	0,207	0,195	0	Valid
strengthening tolerance	p-11	0,599	0,195	0	Valid
	p-12	0,821	0,195	0	Valid
	p-13	0,855	0,195	0	Valid
	p-14	0,826	0,195	0	Valid
	p-15	0,788	0,195	0	Valid
	p-16	0,848	0,195	0	Valid
	p-17	0,792	0,195	0	Valid
	p-18	0,855	0,195	0	Valid
	p-19	0,884	0,195	0	Valid
	p-20	0,837	0,195	0	Valid
	p-21	0,821	0,195	0	Valid
	p-22	0,855	0,195	0	Valid
	p-23	0,878	0,195	0	Valid
	p-24	0,821	0,195	0	Valid
	p-25	0,856	0,195	0	Valid
	p-26	0,866	0,195	0	Valid
	p-27	0,834	0,195	0	Valid
	p-28	0,885	0,195	0	Valid
	p-29	0,791	0,195	0	Valid
	p-30	0,793	0,195	0	Valid

Based on the table above, the calculated R value of all data is greater than the r table value (0.195). So that all data is declared valid.

b. Reliability Test

In conducting the reliability test, researchers used spss 22 with the Alpha cronbach consistency measure. Based on the Cronbach alpha scale, the data is considered reliable if the r value is greater than 0.06. The following is the conclusion of the r value of the research questionnaire:

Table 2. Reliability Test

Variables	Cronbach Alpha	Terms	Description
Use of Youtube podcasts	0,802	0,6	Reliable
Strengthening Tolerance	0,978		

Based on the table, it is found that podcast r value of $0.802 > 0.06$. and the tolerance r value is $0.978 > 0.06$. So it can be concluded that this research questionnaire is reliable.

c. Classical Assumption Test

The classical assumption test is used as a prerequisite before conducting parametric testing on the linear regression method.

1. Normality Test

To find out whether the residual number is normally distributed or not, normality test is carried out. A good regression model has a residual value that is normally distributed. To be normally distributed, the significance value must be greater than 0.05.

Table 3. Distribution Test

		Unstandardized Residuals	Standardized Residuals
N		68	68
Normal Parameters ^a	Mean	.5014269	.0545260
	Std. Deviation	2.57927450	.60447994
Most Extreme Z /Statistic	Absolute	.051	.051
	Positive	.051	.051
	Negative	-.053	-.053
Test Statistic		.051	.051
Asymp. Sig. (2-tailed)		.117 ^a	.117 ^a

a. Test the distribution is normal

The table above shows a significance value 0.117, which is greater than 0.05. This means that the data collected is normally distributed.

c. Simple Linear Regression Test

Based on the data analysis used using spss 22:

Table 4. Coefficients Test

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	13.487	9.435		1.429	.159
	podcast	1.772	.181	.739	9.805	.000

a. Dependent Variable: nilai toleransi

Based on the table above, it is known that the constant value (a) is 13.487. While the value of the podcast influence (b / regression coefficient) is 1.772, so the regression equation can be written as follows:

$$Y = a + bX$$

$$Y = 13,487 + 1,772X$$

The equation can be translated as follows:

1. The figure of 13.487 is the value of religious tolerance (Y) will remain the same if the independent variable (podcast usage) in this study is not used or is zero.
2. The regression coefficient X of 1.772 states that every 1% increase in the value of podcast use, the value of tolerance reinforcement increases by 1,772. Because the regression coefficient value of podcast usage (X) is positive, it can be said that the direction of influence of variable X on Y is positive.

Based on the significance value: the Coefficient table gives a significance value of 0.000, which is smaller than 0.05. We can say that the variable the use of podcasts (X) has an influence on the tolerance reinforcement variable (Y).

d. Coefficient of determination

One way to find out how well the model can explain changes in the dependent variable is to use the coefficient of determination. The test values from SPSS 22 are shown below:

Table 5. Coefficient of determination tabel

Model Summary ^a				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.740 ^b	.548	.592	8.958

a. Predictors: (Constant), podcast

b. Dependent Variable: nilai toleransi

Based on the table above, the Adjusted R Square value (coefficient of determination) is 0.556, which means that the effect of the independent variable X (the use of YouTube podcasts) on the dependent variable Y (strengthening the value of tolerance) is 55.6%.

Hypothesis Testing Results

The t test requirement is if the t calculated value $>$ t table so that the alternative hypothesis (H_a) is correct and the null hypothesis (H_o) is rejected. Meanwhile, if the value of t (calculate) $<$ t table then the alternative hypothesis (H_a) is rejected and the null hypothesis (H_o) is correct. Through the t test, this study aims to determine how the effect of using YouTube podcast login on strengthening the value of tolerance among UIN North Sumatra students. results showed that the t count obtained was 10.970. While the value of t table based on the value of the distribution table for 100 respondents with a significance level of 0.05 is 1.664. Because the value of t (count) (10.970) $>$ t (table) (1.664), the alternative hypothesis (H_a) is correct and the null hypothesis (H_o) is rejected. So it can be concluded that the use of YouTube podcast login has a significant effect on strengthening the value of tolerance among UINSU students, and the hypothesis stating that the use of YouTube podcast login has an impact strengthening the value of tolerance among UINSU students can be said to be valid.

Research that has been conducted using *SPSS for windows 22* to analyze simple linear regression shows that the use of YouTube podcast login among UINSU students has an impact on increasing their tolerance value. Based on the results of the t statistical test, the calculated t value (10.970) is greater than the t table value (1, 664) with a significance level of 0.05 and the significance value obtained is 0.000 in the coefficient table. This means that the difference between 0.000 and 0.05 shows that the variable use of YouTube podcast login (X) has an effect on the variable strengthening the value of student tolerance (Y). The amount of influence can be seen from the determination test result of 0.556. This means that variable X has an influence on variable Y by 55.6% or 0.556. Based on these statistical results, it clearly shows that the use of YouTube podcast login affects the strengthening of the tolerance value of UINSU students. Through the questionnaire results, as many as 47.5% of students strongly agree to respect all beliefs after watching the login podcast, 61.4% of students agree not to impose beliefs after watching the login podcast, and 56.6% of students strongly agree that Islam teaches tolerance towards other religions after watching the login podcast. These results show that the use of the login podcast has an important role in strengthening the value of tolerance among students. The delivery of tolerance values in the login podcast is packaged in fresh and interesting videos so that it is easily understood by all groups, especially UINSU students.

D. CONCLUSSIONS

Statistical data processed using the *SPSS for windows 22* program shows that the statistical test result of t count (10.970) is greater than t table (1.664). Researchers also found a significance value of 0.000 in the *coefficients* table with a significance level of .05, which means that the significance value of 0.000 is less than 0.05 so that the variable strengthening the value of tolerance (Y) is much influenced by the variable use of youtube podcast login (X). The findings of the coefficient of determination test show that there is a correlation between the use

of YouTube podcast login and strengthening the value of tolerance of 0.556 or 55.6%. This means that 55.6% of variable X (the use of YouTube podcast login) affects variable Y (strengthening the value of tolerance). So this result shows that strengthening the value of tolerance among UINSU students is highly dependent on the use of YouTube podcast login.

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