



TEXT DISCOURSE ANALYSIS OF TEUN A. VAN DIJK TO ALMS AND DONATION PROGRAM ON THE YOUTUBE CHANNEL BERITA KOTA MAKASSAR

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ABSTRACT

The research in this dissertation focuses on three discussion topics. First, the meaning of lectures on charity and infaq programs on the City News Makassar YouTube Channel. Second is the discourse analysis model, which studies the text content of alms and donation lectures on the Makassar City News YouTube channel. Semantic elements are background, details, intent, and temporary presuppositions. The syntactic elements are pronouns, coherence, conditional coherence, differentiation coherence, denial coherence, and sentence form. Fill in the message in The Alms and Infaq program, which is broadcast on the Makassar City News YouTube Channel. What the resource person conveyed had meaning and educational value for Mad'u. Simple and easy-to-understand language can transform man's horizons in thinking about the benefits and importance of sharing, though the number is insignificant. This can become the basis for the dakwah message conveyed through the social media platform YouTube, which has been received well received by viewers. It is just that there are still weaknesses in the video display. For example, the need to add subtitles to video content increases accessibility. Makassar City News YouTube channels are very much needed for communication and sermons. The YouTube platform is a channel that can spread preaching content or religious studies worldwide.

Keywords: Teun A van Dijk; text discourse analysis; communication

1. INTRODUCTION

The existence of mass media, especially print media, is starting to be eroded along with the rapid development of technology today amidst the incessant onslaught of digitalization. It was felt that his existence for 26 years in newspapers was not enough to appear with one face like the print media. Moreover, looking at the public response regarding technology and people's interest in accessing information instantly makes digital media preferable to print media. Amid fierce competition, management made changes, improving by offering the concept of media convergence. Makassar City News no longer only appears in printed newspapers but is

now more varied.¹ The concept of media convergence was initiated after a board of directors meeting on December 19 2019. Readers and business partners must choose which media they want; Makassar City News has a complete lineup. There are print media (newspapers), online media (beritakotamakassar.com and Edgejari.com), digital media (digital newspapers packaged in PDF format), and social media (YouTube). To maintain its existence by not leaving behind the millennials who are pretty present when surfing social media, management then presented (Facebook Watch, Instagram and TikTok). With so many media available, the tagline One Information, Four Media, Can be Read, Can be Heard and Can be Watched was born. This means that in one interview, the resulting information is immediately accessible in four media at once.

The tagline One Information Four Media is one of the business approaches management takes for partners, especially business partners. They only advertise once, accessed in four media outlets, but only pay once. Compared to other media, one installation and payment are only displayed on one media.² With all the advantages it has, the concept of media convergence is an option for current management. YouTube social media, for company management, is like opening Pandora's box by providing the latest information in serving customers and partners. Standing tall in serving amidst the onslaught of information technology, which is growing rapidly in the face of social media hegemony, which has the influence, domination and power of internet-based technology, which is used as an interactive tool or exchange of information to achieve specific interests. The presence of the YouTube social media platform also adds to the list of media owned by Berita Kota Makassar in running its business. Subscribe to His YouTube channel has now reached 46 thousand and 2.2 thousand videos with various content produced, making it easier for management to market the products they sell and for business partners to promote them.

The term almsgiving, which means spending wealth in the way of god, is obligatory, and some are sunnah. Mandatory alms are zakat, vows, and expiation fines. For example, someone vows to give charity or slaughter a sacrificial animal. If he has made a vow and what he prayed for has been granted by Allah SWT, he must carry it out. Charity is sunnah, such as when you give your property to orphans or build a mosque, fill charity boxes, build a mosque, boarding school or library, or give scholarships. A person can donate any amount of his property as sincerely as he likes. It can be more than zakat, or it can be less. Islam encourages its followers to give charity in various forms. Alms and donations, according to experts. This can be illustrated by the fact that what is meant by alms means taking some portion of the sustenance obtained to give it to people entitled to receive it, based on sincerity to gain the pleasure of Allah SWT.³ In the Big Dictionary of Languages, The Indonesian word alms means "donation".⁴ The word alms is a loan word taken from the Arabic word "sadaqah", which means right.⁵

¹ Mustawa Nur, *Materials for a Board of Directors Meeting, Media Convergence Concept (Makassar, Graha Pena Building: 2019)*.

² Mustawa Nur, *Board of Directors Meeting Materials*, 2019

³ Retnowati's, *Beautiful Revelation, Erase Anxiety With Alms (Jakarta, Kulturmedia, 2009)*, h.5

⁴ Trisno Yowono and Pius Abdullah, *Complete Practical Indonesian Dictionary*, (Surabaya: Arkola)

⁵ Mahmud Yunus: *Arabic-Indonesian Dictionary (Jakarta: Mahmud Yunus Wadzurriyah, 1991)*. h. 204

2. METHODS

The approach used in this research is qualitative, using discourse analysis theory and grammar analysis theory. A qualitative approach is an approach that places more emphasis on interpretation and objective, so a qualitative approach is used to interpret objectively the Alms and Infaq Program on the Makassar City News YouTube Channel (Analysis Study A van Dijk's Text Discourse) via the Ramadhan Blessings podcast with a broadcast schedule during Ramadhan month. A discourse approach is used to uncover the discourse on blessings alms and alms; for this reason, the Van Dijk model of discourse analysis text dimensions are used, namely: Macrostructure is the global meaning of a text that can be observed from the topic or theme raised by a text. The superstructure is the framework of a text, such as the introduction, body, conclusion, and conclusion are schematic (how parts and sequences of text are schematized in the whole.

Microstructure is the local meaning of a text that can be observed from the choices of words, sentences and style used by a text. It is semantic (the intended meaning emphasized in the text), syntax (how sentences are formed and structured), stylistics (how the words are used), and rhetorical (how and in what way emphasis is made in the text). Research on the Alms and Infaq lecture program broadcast, blessings of Ramadhan episode will focus on the three text structures above, namely observation of the content shows based on themes about alms and charity and what those themes are supported by text or the arrangement of words and sentences in the broadcast. The researcher uses Van Dijk's discourse analysis model because it looks at the social cognition of the unit of observation and the social context in which that unit of observation appears. From this social cognition, Van Dijk analyzed how a person behaves by hearing and reading the situation and how the event is understood, interpreted and displayed in the mind.

Meanwhile, from a social perspective, observations of the social or economic conditions of the community developing in the region are in place. These two concepts finally make for a critical discourse analysis. Van Dijk's model fulfils the five characteristics of discourse analysis for this research.

In qualitative research, data collection methods can be carried out through settings from various sources. Judging from the setting, data can be collected using primary and secondary sources. Primary sources are data sources that directly provide data to researchers, and secondary sources do not directly provide data to researchers.⁶ Data collection techniques are used to collect primary and secondary data: Setting, observation, documentation, and interview.

Processing research data used in data analysis in this research is Teun A. Van Dijk's discourse analysis model, which elaborates on the elements of discourse so that it can be used practically. Discourse research is based on analysis of the text alone and how a text is produced. Vans Dijk looked at the social structure of domination and power groups and how cognition and consciousness precisely shape and influence the text. By combining the definition of language, at least three views, namely empirical positivism, constructivism and critical views, as well as Van Dijk's discourse model, summarize the discourse analysis model by categorizing it into three

⁶ Djama'an Satori and Aan Komariah, *Qualitative Research Methods*, (Cet, II: Bandung: Alfabeta, 2010).

models or dimensions of discourse into one unit of analysis, namely: 1. Text Teun A. Van Dijk sees a text as consisting of several interlocking structures or parts support. Van Dijk created a discourse.

The analysis model framework saw a discourse at various levels, such as macrostructure. This is the global or general meaning of a text that can be understood by looking at the topic of a text. The theme of this discourse is not only content but also a particular side of an event. The superstructure is the framework of a text for the structure and elements of the discourse arranged in the text as a whole. Microstructure is the meaning of discourse observed by analyzing words, sentences, propositions, clauses, paraphrases used, and so on.⁷

3. RESULTS AND DISCUSSION

Based on the research results, it was found that the platform YouTube social media is a communication and dakwah medium needed for producing content. On the Makassar City News YouTube channel, there is always content that became the main topic of discussion with resource persons during Ramadan, which is all about alms and donations. In communication activities, media significantly influences the effectiveness and success of communication. Because the media is the primary means communicators use to convey messages that preach to communicants, audiences, or made. The use of social media is now also increasing. We are seen from Asosiasi Penyelenggara Jasa Internet Indonesia (APJII) in 2024 as follows. The data source for the 2024 APJII is quoted from the internet.

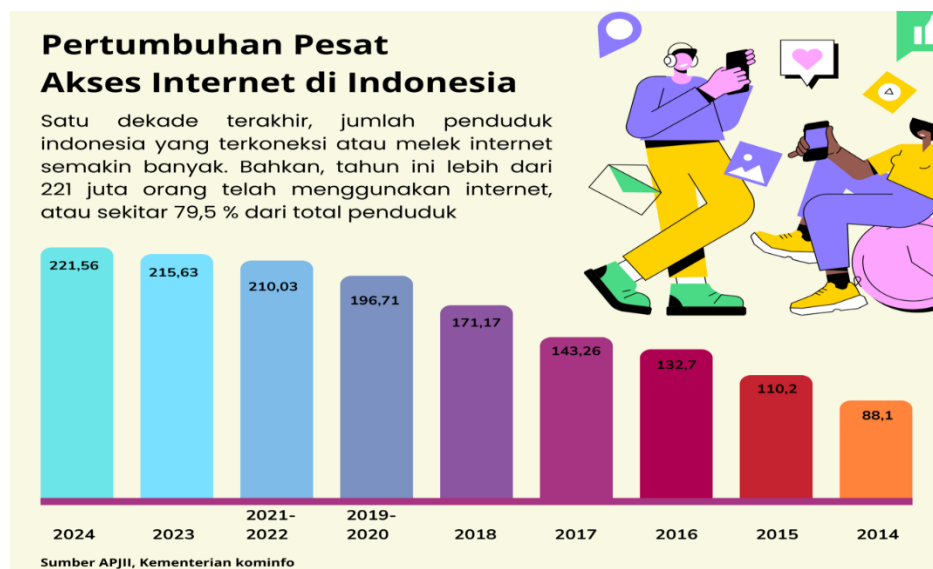


Figure 1. Tren Pertumbuhan Akses Internet di Indonesia (APJII, Ministry of Communication and Information, 2024)

⁷ Alex Sobur, *Media Text Analysis An Introduction to Discourse Analysis, Semiotic Analysis and Framing Analysis*. (2001). p.73-74

From the picture above, 221.56 million people out of 274.9 million use the internet.⁸ This means that 79.5 percent of the Indonesian population has accessed the internet. This data showed an increase of 1,31 per cent or 78,1 percent in 2023 to 79, 5 percent in 2024 internet users in Indonesia from the previous year. Meanwhile, social media users are active. In 2024, there will be 139 million people. There was an increase of 10 million people, or 6.3 percent, from the previous year. Average time using social media: 314 hours every day. Recent research reveals that social media is the most popular of the other platforms, including YouTube.

This is because YouTube has advantages in terms of communication. Apart from being able to share videos, it has a relatively long duration in conveying information. YouTubers display the video with its art to attract other people's interest in watching. The YouTube platform is very popular with various groups, including children and the elderly. Because it displays many options for videos that can be watched. Based on we are social and good Stats on Indonesia in 2024 as follows.⁹

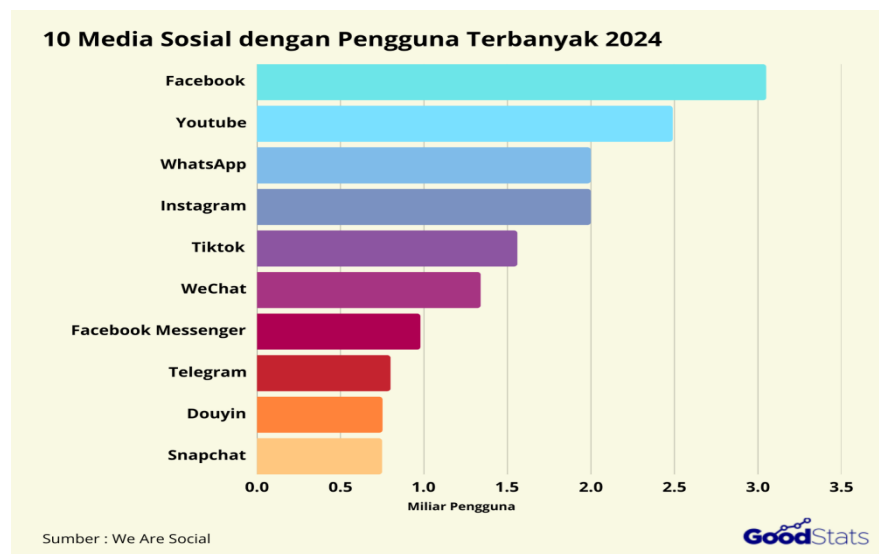


Figure 2. We Are Social and GoodStats 2024

The data source for the 2024 We Are Social and GoodStats report is quoted from the internet. The image above shows the ranking of streaming videos on social media platforms. YouTube is the most frequently accessed. This shows that YouTube is Indonesia's most widely used mobile video streaming application. It is used by 93.8 percent of the total internet users, Indonesians aged 16 to 64 years, based on We Are Social and GoodStats data in 2024. The average duration of use of the YouTube platform is around 25.9 hours per month. Responding to the rapid progress and development of the YouTube platform, Makassar City News is the largest media company in South Sulawesi. West Sulawesi is interested in creating a YouTube channel by producing engaging content. Even now, the YouTube social media platform is very

⁸ <http://smartcity.gunungkidulkab.go.id>

⁹ Ricka Handayani, *YouTube as a Communication Media in Preaching*. 2020. p.4

popular and influential worldwide. The latest data from early 2024 shows that YouTube is one of the most popular social media platforms among internet users worldwide.

Its popularity ranks second on social media with the most users in the world after Facebook, while social media has the most widely used in the world; Facebook occupies the first position with a value of 3,050 million, YouTube 2,490 million, WhatsApp 2,000 and Instagram 2,000. According to the Business of Apps has 2.74 billion YouTube 2024 users worldwide. However, the video-sharing platform's users decreased by 1.9 percent compared to January 2022.

Table 1. List of YouTube Users in the World at the Beginning of 2024

No	Data Name	Mark
1	Facebook	3.050.000.000
2	YouTube	2.490.000.000
3	WhatsApp	2.000.000.000
4	Instagram	2.000.000.000

Source: <https://data.goalstats.id>

Based on the country, Cina will be a YouTube user globally by early 2024. There are 1 million platform users recorded on YouTube from that country. India ranks second with 600 million users. The United States occupies the third position with 467 million users, and Indonesia is ranked fourth with 167 million users.

Table 4. List of the Most Popular Social Media in the World 2024

No	Country Name	Mark
1	Cina	1.000.000.000
2	India	600.000.000
3	United States of America	467.000.000
4	Indonesia	167.000.000

Source: [https:// www.tempo.co](https://www.tempo.co)

It is not just media companies and YouTubers who have YouTube channels; now, it is starting to spread to preachers. The number of preachers is increasing. Many people are turning to cyberspace and trying not to miss out on utilizing the platform YouTube social media. If, all this time, you only see preaching and recitations on television or in assemblies, but with the current development of information technology, YouTube has become a 'new home' for preachers to deliver their preaching. The lecture videos that have been uploaded can be

accessed when and anywhere without the need to provide a place and time for the congregation. Para Congregants can also choose preachers they like with various themes needed. Even in giant companies, state/private agencies, BUMN and/or community associations in several areas, if appropriate, preachers are needed; their taste needs to open a YouTube channel. Click on the name of the ustadz you are interested in, easily and quickly find it and immediately analyze the content of the lecture and his rhetoric on the spot, including assessing whether or not it is appropriate to be invited present to give lectures at their events.

The Makassar City News YouTube channel is currently one of the channels that can spread dakwah or recitation content worldwide. All groups can even access it according to their tastes. Apart from preaching, This channel also produces a variety of content and can provide access to users by downloading or viewing videos offline or online. So, it is unsurprising that Makassar City News YouTube content continues to transform occasionally. This is motivated by several factors, one of which is the need for novelty and information. A high level of public participation in watching on the channel YouTube is One of the reasons why change is always there and continues to be done. Moreover, the orientation of every broadcast content is income. So, if the quality of the content is stagnant, it will significantly impact profit-making. Thus, management performs evaluations at any time so that the quality of the content produced can be directly proportional to operational costs released during the production process. Youtuber is a term for owners of active YouTube accounts who upload videos on their YouTube social media. YouTubers can be private people or individuals, groups or large companies who use YouTube as media to introduce themselves to the goods or services being bought and sold. Few YouTubers call themselves influencer marketing and work on marketing goods or services on social media, especially YouTube. YouTube channels allow users to upload videos; other users worldwide can access them for free.

This improves YouTube's popularity because it adds variety to each appearance. There are no duration restrictions provided by YouTube that create added value for YouTube compared to other social media such as Instagram, which only lasts approximately one minute, so many people prefer YouTube as their medium. Not just information, but YouTube can also be an entertainment medium to access music and film trailers. A slogan from YouTube stating "more than just television" seems very apt. Not much different from the search engine function, searching on YouTube will show several videos according to the keywords included in the search. From the results, searches will appear top-rated, most viewed, and most recent on the main page of YouTube, as well as the number of videos related to the keywords in the search. YouTube communities throughout Indonesia use YouTube not just to establish connections between regions but also as an effort to achieve self-existence. The YouTube platform provides various impact values for users its users. YouTube channels are no longer just a medium for communication; they are also used as a place to seek popularity.

YouTube causes intercultural adaptation, and the transition from the old to the new culture is next. Like the media, the Makassar City News YouTube channel's target is audiences, and up to Now, Makassar City News YouTube has become popular in the community. Even compared to television, people prefer YouTube Makassar City News to find entertainment and information. Moreover, the YouTube social media platform is an effective medium for conveying information because messages or information can reach a vast audience through the YouTube

channel. Media YouTube social is also an audio-visual media, meaning that apart from being able to be heard and seen. Most Indonesians use YouTube as entertainment and the primary source of information. In several regions of Indonesia, people spend much time watching YouTube. Etymologically, according to linguists, dakwah comes from the words da'a-yad'u-da'watan, which means to invite or call. Meanwhile, terminologically, dakwah is defined as inviting or calling people to live life in the way of God SWT.¹⁰ In the surah Al-Qur'an, it is also mentioned: "Call upon you (mankind) to the path of your Lord with wisdom, good advice, and argue with them well." (QS. An-Nahl: 125).¹¹ Every word, thought, or deed that explicitly or implicitly invites people towards goodness, good deeds, righteous deeds, or truth within the Islamic teachings framework can be referred to as dakwah from an Islamic perspective. Dakwah is the obligation of every Muslim. Muslims must be aware of their obligations. That is why every activity Dakwah carried out by Muslims will become part of everyday life. Dakwah communication can be interpreted as conveying Islamic information to influence the object of dakwah so that they always believe, learn, practice, spread and defend the truth of Islamic teachings. Whatever the form, preaching is communication. For this reason, dakwah is always a form of communication, but not all communication can be said to be dakwah.

From a communication perspective, dakwah falls into the communication category persuasive (persuasive communication), meaning communication that persuades, invites, or seduces, in line with the basic meaning of dakwah, namely inviting or calling the purpose of persuasive communication is beliefs and attitudes or behaviour, meaning strengthen beliefs, influence a person's attitudes, opinions and behaviour. Objective This is identical to the primary goal of dakwah, namely instilling belief and changing attitude or behaviour to become better. Alms and Infaq Content on the YouTube Channel Makassar City News The existence of communication and dakwah movements are inseparable because they are in direct contact with the community where the preaching is carried out. Therefore, technically, dakwah involves elements of society and all his problems. Because society is also a problematic dakwah problem, this problem is occasionally quite dynamic in line with social change that never stops. Preaching must be adapted to the society he faces because the message of dakwah will not be able to reach the center of society if the media and its methods are not in synergy with the state of society or men. The preachers must be able to adapt the preaching material to the conditions of the honey. As a problem-solver, dakwah must be able to present itself as something fun. On the other hand, dakwah also has a target, namely the audience or public, as per YouTube targets. If you preach Islam, you can use YouTube media effectively, and the reach of dakwah will automatically be wider.

The editorial staff of the City News YouTube Channel Makassar carries out the video production process based on audience segmentation or what people are interested in in public. Usually, the videos produced have their segmentation and

It can be watched over and over again. For example, videos related to political debates, economics, religion, etc. Dakwah can also choose its segmentation by Paying attention to Mad'u's condition as the target. For example, millennial men are approached with strategies that

¹⁰ Ricka Handayani, *YouTube as a Communication Media in Preaching*. 2020. p.4

¹¹ Ministry of Religion of the Republic of Indonesia., *Al Quran and its Translation*, (Jakarta: Cordoba, 2017). h. 281

suit them, such as soap operas, music, etc. With various audience segmentations, Dakwah can use YouTube as a means of media to enter and influence them. The similarity of goals between YouTube and dakwah gives them the exact needs. Platforms YouTube needs viewers in quantity and quality. More and more, the better the audience for YouTube and if some viewers can become viewers fanatical. Fanatical viewers can usually be obtained from the videos offered. Opportunity These can be used by dakwah if they are managed creatively. Before the platform, YouTube was global and sought after by all groups, and there was more internet accessible only to workers. After the emergence of the YouTube platform, people from all walks of life have been doing many activities on YouTube. The internet and YouTube have become fast, efficient, and effective communication tools. They have even become the primary communication tool in such a big way that they cannot be ignored. Internet media is a medium that can contain any wider group but is still limited to certain circles.

However, along with the development of time and human civilization, the YouTube platform has become the most sought-after social media because it is a network of complete information and not limited by space and time. Social media platforms, such as YouTube, are the most popular internet media choices among all groups. The Makassar City News YouTube channel is needed because it has several functions and characteristics that make users feel at home using YouTube. There are no limits to the duration of uploading videos. This differentiates YouTube from other social media with a minimum duration limit. For example, Instagram, Snapchat, and so on. Accurate security system. YouTube's platform limits its security by not allowing videos that contain Sara, which is illegal. Creating several questions that must be answered as confirmation before uploading the video.

The paid YouTube platform provides offers to anyone who uploads their videos to YouTube, and if you get a minimum of 1,000 viewers, you will receive an honorarium from YouTube. Watch offline (at no cost). YouTube has a new feature that allows users to watch videos offline. This system makes it easier for users to watch videos offline, even if they have just watched and downloaded the video. A simple editor is available. When uploading a video in the start menu, the user will be offered to edit the video first. The menus offered include video cutting, colour filtering, or Adding video transition effects. Watch offline (free of charge). The YouTube platform has a new feature that allows users to watch videos offline. This system makes it easy for users to watch videos offline even if they were previously videos. What you want to watch is downloaded first. A simple editor is available. When uploading a video in the start menu, the user will be offered to edit the video first. The menu offers video cutting, colour filtering, or video addition.

Transition effects. Dakwah media can convey dakwah material to the object of dakwah (congregation). During the time of Rasulullah SAW and his companions, the preaching media was minimal, revolving around Aaliyah bi al-listen dakwah and jahiliyyah bi al-uswah dakwah added with the use of mail media. A century later, preaching began using media such as qashah or storytellers and Ballarat or written essays. This media developed quite rapidly and still survives today.¹²

¹² Ricka Handayani, *YouTube as a Communication Media in Preaching*. 2020. p. 8

Along with advances in technology such as today, which is supported by the development of the sophistication of information technology, various dakwah media have emerged, such as internet media. Internet media can be accessed anywhere and anytime, and we have an internet data package. As previously explained, YouTube is one internet medium that can be accessed offline; this is an advantage because YouTube is so popular with many users. In the YouTube application, we can watch various videos about dakwah. The preachers have created preaching channels and uploaded their preaching videos to YouTube so other social media users can watch them. Previously, the dakwah channel was only accessed by those who were busy working but still wanted spiritual well-being or those who wanted to get into Islamic studies instantly. The trend has been increasing until now, preaching on social media, especially on the YouTube social media platform. Not even that a few groups create their channels specifically for study activities. This is because there is still low public interest in coming to mosques or other Islamic organizations that usually hold various studies of Islam. In determining the content program to be produced, the newsroom channel YouTube Makassar City News carries out in-depth studies so that each content's results can be interesting to watch. To produce engaging content, management uses the services of competent and experienced preachers to define communication in dakwah, especially messages on charity and charity programs.

Communication theory is a social process in which individuals use symbols to create and interpret meaning in their environment. There are five key terms in the method of defining communication in dakwah. The meaning of a word depends on the conventions (agreements) of the language community concerned. Without language, communication will not go well. Besides processes and symbols, meaning also plays an important role in the definition of communication. Meaning is what people take away from a message. In communication, messages can have more than one meaning and even multiple layers of meaning. The final key term in communication's definition is environment), which is the situation or context in which communication occurs. The environment consists of several elements such as time, place, historical period, relationships and background speaker and listener culture. According to Harold D Laswell, communication is a symbolic process that requires people to regulate their environment.¹³ Building relationships through exchanging information strengthens the attitude and behaviour of others. It tries to change that attitude and behaviour.

Studying the alms and infaq content program on the YouTube channel is an attempt to answer the question of what, who, through what channel, on who and what impact it will have. Humans, as necessary social creatures, interact. In interacting, humans communicate, so communication has an important role in human life as a means of obtaining information to achieve other goals.¹⁴ Charity has become a lifestyle, especially with the proliferation of several institutions and communities; sharing has become a sign of how generosity continues to grow, especially in Muslim countries. There are various motives for generosity, ranging from religion and concern for others to economic and political motives. However, there is something that we, as Muslims, do not know much about.¹⁵ In the culture of Indonesians, generosity is primarily

¹³ Richard West dan Lynn H Turner. *Introduction to Communication Theory Analysis and Applications 3rd Edition*, (Jakarta: Salemba Humanika, 2008). h. 5-6

¹⁴ Hafied Cangara. *Political Communication Concepts Theory and Strategy*, (Jakarta: Raja Grafindo Persada, 2011). h. 14.

¹⁵ Aziz Ahmad, *Islamic.Co. PT Islamic Digital Indonesia*, (East Ciputat; South Tangerang. Banten, 2019)

driven by motives of religion. Where around 87 per cent of Indonesia's population is Muslim, and it has become The country with the largest Muslim population in the world. How does Islam modify it? What are the practices and attitudes of generosity? What is the difference between giving alms in the era of ignorance and after the arrival of Islam? As a Muslim, of course, you are no stranger to the terms alms and infaq. The word alms in Arabic is absorbed from Hebrew, namely zedaka, which is interpreted as justice and virtue. Practice this almsgiving before the arrival of heavenly religions such as Islam, Judaism, and Christianity, which are usually referred to as offerings to the gods to get a commensurate reward for the sacrifices that have been made. The Arab community in Mecca, before the arrival of Islam, was known as a society that liked to carry out various acts of generosity.

The Quraysh were known for their constant hospitality, especially during the hajj seasons. They are a standardized society that glorifies guests from various corners of the Arabian peninsula who came to Mecca to visit the Kaaba or on trade trips. Among the tribal leaders, they competed with each other to show hospitality. Camels, apart from functioning as vehicles or means of transportation, also become a symbol of wealth and prosperity, and this animal is often the main menu for entertainment.

The guests. A clan leader, for example, gathers the clan to feast on a feast of camel meat. Seeing this, the tribe's leader and others will compete by slaughtering camels and distributing the meat to them, his race. This kind of competition continues until there are many camels slaughtered only to show the generosity and greatness of the leader; even though the available camel meat exceeds the consumption capacity of the population, there are Tribal leaders who run out of camels or give up in this competition will bear shame. This practice is often referred to by various terms mentioned in the poetry competitions of the people of Mecca, such as tafakhur and muffakhara. One of the tribal leaders who was legendary for his generosity at that time, jahiliyah, was Hatim Al-Tha'i. In several countries such as India and Iran, Hatim, the benefactor's fame, is almost equal to Aladdin, Sinbad or Abu Nuwas. His name is also written in one part of the story, One Thousand and One Nights. One day, Al-Hakam bin Abi al-Ash led a trade caravan from Hijaz headed for Hira, passing through the Tha'i village and asking for protection from Hatim. Hatim agreed and gave a feast as a form of hospitality by slaughtering some camels.

4. CONCLUSION

Based on the results of the research conducted, the researcher found that the YouTube social media platform is a communication and preaching media needed to produce content. On the Berita Kota Makassar YouTube channel, the content that is the main topic of discussion with the resource person is alms and donation content. In communication activities, media greatly influences the effectiveness and success of communication.

Through the YouTube platform, you can interact directly with viewers through comments, as well as analyze content performance through YouTube analytics. Some of the benefits of producing content on YouTube are being able to increase awareness of the importance of

charity, inspire viewers to share, build a caring community, spread the values of goodness and care, and increase the opportunity to gain great rewards.

In producing charity and infak content, several strategies are needed so that the results can provide benefits for the mad'u or viewers. Some strategies that need to be done are determining the target audience and the purpose of da'wah, producing interesting and inspiring content, using simple and easy-to-understand language, and adding interesting visual and audio elements.

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