

Factors Influencing YouTube Technology Acceptance as a Dakwah Medium During the Movement Control Order Period: A Small Example in Pahang

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Abstract

The Covid-19 outbreak and the implementation of the Movement Control Order (MCO) have changed the activities and dissemination of dakwah carried out by preachers from a face-to-face medium to an online medium. The preachers use Internet networks and communication technology such as YouTube channels to ensure preaching activities will continue because of the public cannot come to mosques to listen the religious lectures. The objective of the study is to evaluate the level of acceptance of YouTube technology as a preaching medium among Muslims in the state of Pahang during the implementation of the MCO. This study was conducted quantitatively and involved respondents in the state of Pahang. A total of 144 respondents completed the given questionnaire. The results of the study show that all the factors consist of attitude, perceived behavioural control and subjective norm were found significantly related influencing YouTube technology acceptance.

Keywords: YouTube, Dakwah, Movement Control Order (MCO), Covid-19, Pahang

Introduction

According to a study by Manaf (2018) dakwah is an effort to convey, invite, or call people to know, accept, and appreciate Islam through specific methods, ways, and approaches. Nur and

Hasnawati (2020) in a study said that the primary goal of preaching is to increase faith and devotion to Allah SWT through knowledge dissemination and appreciation of righteous practices. Manaf (2018) shows that dakwah also aims to teach, educate, correct, and increase community appreciation for religion.

The new media that emerges and develops nowadays has become a pertinent and useful medium for Da'wah among Malaysians. The use of social media applications such as Facebook, Instagram, Twitter and Youtube demands a high level of readiness and commitment from preachers due to its nature which has widely known as a faster and more effective medium in delivering information. With these characteristics, the new media is undoubtedly seen to be able to have a positive impact on preaching (da'wah) activities (Manaf, 2018).

Towards the end of 2019, the spread of Covid-19 became a global threat. Malaysia was one of the earliest countries to ordain a strict control on the movement of the people. Records show that Malaysia implemented MCO or known as Movement Control Order (MCO) earlier than other Asean countries such as Philippines, Indonesia and Singapore. Having due regards to the interests of the people, the Prime Minister of Malaysia, on the very same day, declared the first phase of the MCO which accounted for 14 days starting from 18th March 2020 to 31st March 2020. The movement control order has been continuously sustained up to the beginning of June 2020 (Ariffin, 2021).

The Movement Control Order 1.0 has succeeded in reducing the rate of infection of Covid-19 to the lowest level with various initiatives implemented which includes the introduction of Enhanced Movement Control Order (EMCO), the designation of Red, Yellow and Green zones, restriction measures at the entrance of the country, control of state borders, hygiene campaigns, social quarantine, treatment procedures, targeted positive patient quarantine and so on (The National Security Council (MKN), 2020)

The implementation of MCO has, as per its nature, restricted the movement of the Malaysians and this situation has had a significant impact on people's usual routine and lifestyle which includes the economic aspect and the delivery of da'wah. All face-to-face activities are prohibited unless with a limited number and in compliance with the strict requirement of social distancing. In connection with that, the delivery of da'wah using new media such as the YouTube application has become one of the options throughout the duration of the COVID-19 pandemic. Preachers are responsible for keeping up with current technological developments, especially during the COVID-19 pandemic. The preachers are required to give a clear, systematic and knowledgeable explanation of the da'wah about the development of information technology and current news so that the information and message delivered can reach the target (Nordin.et.al., 2022)

Previous study by Adam et al (2015); Hidayat & Shafie, (2020) stated that with the widespread use of communication technology, the community is bombarded with information that partially has a negative impact on the values of faith and morals of the community and even encourages a life that is far from the pleasure of Allah SWT. Today's preachers have no other choice but to accept the latest technology as an important preaching medium in today's modern world. Muslims, especially scholars and preachers, are required to use technology more actively to fulfil the command of Allah SWT in order to fulfil the obligation of preaching.

Handayani (2021) reviewed the literature and found that because of the demands of technology, it is clear that social media and preaching communication cannot be separated in this modern age, and it is the preacher's responsibility to change and learn new ways of preaching. In 2019, Wahab pointed that YouTube is one of the most popular social media platforms among the general public. YouTube is a great place to find useful information in a variety of formats, including images, videos, and animations. YouTube is a video-sharing website where users can upload, watch, and share video clips. YouTube is now being used as a preaching medium.

Looking at this change, a study should be conducted to determine the factors influencing the acceptance of YouTube as a dakwah medium among the Muslim community in the State of Pahang during the period of the MCO in 2020. This study focuses on the role of attitudes in influencing YouTube's acceptance as a dakwah medium.

Literature Review

According to the study by Kang & Kim (2023) attitude plays a role in mediating the relationship between YouTube coverage, trust in YouTube material, perceived risk, and intention. Gibson et al (2021) findings imply that measures to improve the intention may be promoted by focusing on people's attitudes, norms, and perceived behavioural control for example social disengagement. Previous studies have reported by Febrero et al (2021) stated Innovative educational such as short film in YouTube initiatives have significant societal effects in addition to having a good impact on adolescent attitudes and understanding about organ donation and transplantation. Recent evidence by Zhou et al (2020) suggests that while the behavioural component YouTube learning experiences affected learning outcome expectations (behaviour person), the important indicator sociability of YouTube influenced the attitude such as environment person.

There is a large volume of published studies describing the using of the Theory of Planned Behaviour (TPB), Persada et al (2020) discovered several statistical results, which were then interpreted by managers. Attitude (AT) was found to have the highest correlation with Generation Z students ($=0.43$); educators can use this information to feel more confident when implementing LGC in their future curriculum. The Perceived Behavioural Control (PBC) was also significant in relation to our respondent's behavioural intention ($=0.34$), indicating that students have little restriction in using LGC as part of their learning activity. Previous studies reported by Rosenthal (2018) stated the seeking-related subjective norm, enjoyment of science, and informational usage of YouTube were all significant predictors of interest. Although these findings do not differentiate YouTube from other informal science learning settings, they do help identify YouTube as such a venue and have implications for designing online video content to encourage science learning in everyday life.

Finally, the research findings by Anh (2018) show that there are six factors that influence youtuber purchase intent, which are as follows: Perceived Utility, Perceived Ease of Use,

Cost, Subjective Norm, Service Variety, and Network Reputation. According to the findings of a descriptive study by Alqarni et al (2019) the participants had a positive attitude on the use of social media technology to aid in English learning. The outcomes of the multiple regression analysis showed that exposure to social media technologies and subjective norms contributed a special factor to attitude prediction in students.

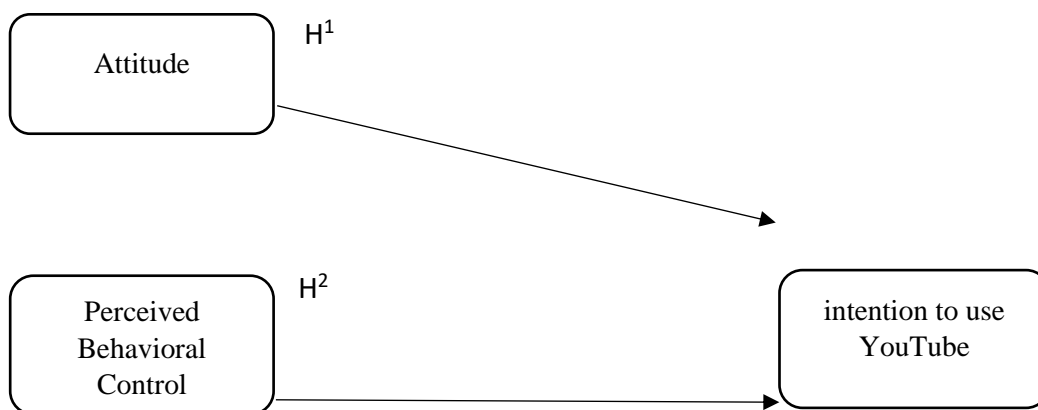
The primary findings by Adwan (2020) demonstrate that attitude and subjective norm have strong positive correlations with the consumer's desire to utilise social media to find out more about a certain company. Alkindi et al (2022) findings demonstrate that attitude, subjective norms, and behavioural purpose are important determinants of mobile applications. The results show that faculty status moderates the relationship between mobile application perceived ease of use ($r = .301$, $p = .000$), behavioural intention ($r = .654$, $p = .000$), and subjective norm ($r = .606$, $p = .000$). Surveys such as that conducted by Ongkrutraksa (2022) have shown that the findings of a poll of 463 Thai respondents reveal that the majority of the samples were exposed to product placement in video game streaming that was weaved into a narrative, had a favourable attitude toward eco-friendly items, and think that product placement rules should be in place. The typical reaction is to subscribe to the game streamers' channel. Generation Z exhibits more behavioural responses than generation Y, according to the results of the t-test analysis. The results of the multiple regression analysis show that the "Feel" component, which includes product preference, dependability, and positive attitudes toward game streamers' product placement, has the greatest influence on behavioural response.

Therefore, we propose the following hypothesis

H1: There is positive relationship between attitude and intention to use YouTube.

H2: There is positive relationship between perceived behavioural control and intention to use YouTube.

H3: There is positive relationship between subjective norm and intention to use YouTube.



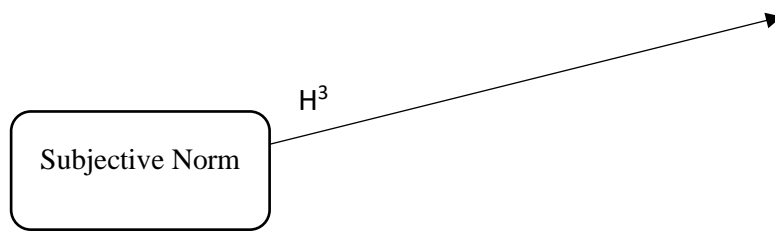


Figure 1: Research model

Methodology

This study is quantitative and was carried out using the survey methodology among the Pahang Muslim community. 144 respondents participated in answering the questionnaire using the non-probability sampling which also known as convenience sampling. The questionnaire created by Venkatesh et al (2003) served as the basis for all the study items. The questionnaire is divided into two (2) parts, A and B. Demographic data in Part A includes information on gender, age, race, region, education, and occupation. Six constructs are included in Part B which are perceived convenience, perceived utility, subjective norm, behavioural control, attitude, and intention. The scale is a five-point Likert scale, with 1 denoting (Strongly Disagree), 2 (Disagree), 3 (Neutral), 4 (Agree), and 5 (Strongly Agree). Data analysis was performed using IBM's Statistical Packages for Social Science (SPSS) 26 software. An investigation in the state of Pahang used inferential statistical analysis with multiple linear regression to pinpoint the elements that contributed to the Muslim community's acceptance of the YouTube application as a dakwah channel during the MCO period.

Data Analysis

The research model account for 50.5 % of variance in intention to use YouTube. The findings of the hypothesis testing were displayed in Table 1. H1 was examining the positive relationship between attitude and intention to use YouTube. H1 was found significant with $\beta = .281$, $p < 0.01$. H2 was examining the positive relationship between perceived behavioural control and intention to use YouTube and also found significant with the $\beta = .197$, $p < 0.01$. On the other hand, H3, which investigated the positive relationship between subjective norms and intention to use YouTube, was found to be significant ($\beta = -0.384$, $p < 0.01$). According to this, hypotheses H1, H2, and H3 are supported.

Table 1

Hypothesis testing

Variable	hypothesis	Beta value	T Statistics	P Values	R ²	Remark
Attitude	There is a positive relationship between attitude and the intention to use YouTube.	.281	2.917	.004	50.5%	Supported

Perceived Behavioural Control	There is a positive relationship between perceived behavioural control and the intention to use YouTube.	.197	2.321	.022	Supported
Subjective Norm	There is a positive relationship between subjective norm and the intention to use YouTube.	.384	5.300	.000	Supported

Discussion

As explained in the literature review section, there are several previous studies used theory of planned behavior toward intention to use YouTube. In this research from all three variable are valid. For future research need to explore another factor related to intention to use YouTube. This finding has proven that attitude, perceived behavioural control and subjective norm are influence the intention to use YouTube.

Moreover finding is consistent with the findings of Rahmadanti & Abelia (2022) which state information exposure, persuasive communication, feminism, knowledge level, and the Theory of Planned Behavior are some of the theories and concepts that they were utilised in their study. Their study employs a quantitative methodology and distributes questionnaires to 100 participants who related to video content uploaded by Karin Novilda about She For Her and follow Karin Novilda's YouTube account. The findings of this study demonstrate that the variable information exposure (X) influences or has a relationship with knowledge level (Y), which is 0.816 and is characterised as a strong or positive relationship. However study by Tzeng et al (2022) discovered that using self-evaluation as an intermediary variable improved the predictability of college students' adoption of technology for self-directed learning as well as the influence of intentions on behaviour. Subjective norms were not significant in this regard, but students' attitudes and perceived behavioural control had a significant impact on how they adopted technology for self-directed learning through their effects on intention.

Therefore, these results need to be carefully reviewed because there are several things that could be done better, particularly in terms of sampling. The results of this study cannot be applied to the full population because this sampling was conducted using non-probability

sampling. Furthermore, this study focusing only to the Muslim community in Pahang by the year 2020.

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