

Construction of Discourse on Islamic Youtube Channel Content

by Benni Setiawan, Gilang Jiwana Adikara, Awanis Akalili

ABSTRACT

This study aims to find out how religious discourse is played out in Youtube content from the five most popular Islamic channels. This study used van Dijk's text discourse analysis method to determine the macrostructure, superstructure, and microstructure of each channel. As a result, each channel makes use of different discourses to structure its narrative. Popular Islamic Channels and YtCrash Islam use a value integration approach that compares religious texts with modern science. Ammar TV uses an approach of worship and recitation of scriptures. Al Bahjah and Lampu Islam use a question and answer approach and proselytizing but with different discourses. Al Bahjah puts forward religious values, while The Lamp of Islam promotes fanaticism and superiority over people of other religions.

Kata Kunci: *Keywords: Discourse, Islam, Youtube Content*