



Video Virality Models in Constructing Clickbaits as Applied in Muhammad Faizar Islamic Preaching Contents

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Abstract

Video technology serves as one of the most efficient tools for contemporary Islamic preaching. One prominent implementation of virtual preaching tools is the social media platform YouTube. This study aims to identify effective methods for implementing technological preaching through the linguistic features of clickbait, which are used to attract viewers to videos on YouTube. This research follows a qualitative approach with an interpretative analysis. The data source for this study is the Muhammad Faizar Official YouTube channel, while the research data comprise videos featuring clickbait vocabulary in their thumbnails. The study employs an observational method with note-taking and non-participatory observation techniques, followed by classifying videos into different levels of virality based on views, comments, likes, and duration. The findings reveal that word choice, thematic elements, and the aesthetic presentation of fonts in clickbait serve as key models in driving video virality. Ultimately, the vocabulary and sociocultural factors embedded in clickbait are proven to influence the effectiveness of dakwah videos in disseminating religious values through viral video content.

Keywords: *Video; Preaching; Virality; Clickbait*

1. Introduction

Advanced technology has had a significant impact on various aspects of life. This is evidenced by the increasingly apparent need for technology in human activity. Whether in the fields of economics, psychology, politics, or science, all are practically and intricately linked to the existence of technology (Mitcham, 1994:1). One of the most influential technological developments is digital technology, which heavily incorporates visual and auditory elements. Digital technology applications that emphasize the use of visual and auditory media are commonly implemented in the form of videos, particularly in the context of social media content.

Video, as an audiovisual medium, functions as a recorder, copier, playback device, and media display (2017). The intended dimensions or domains targeted by its users are highly varied due to individual differences in utilizing video technology. These differences are evident not only in terms of classification but also in terms of how video is applied. One of the productive uses of video technology is for the purpose of *da'wah*.

Da'wah, as a process of spreading goodness, is a priority for Muslims in practicing the concept of Islam—a religion that invites individuals to follow the path of righteousness. This aligns with Anhar Anshari's explanation in his book *Kuliah Ilmu Dakwah: Pendekatan Tafsir Tematik*, which defines *da'wah* etymologically as a process of inviting

In the context of *da'wah* content, however, the use of clickbait is constrained by the need for honesty and alignment between the clickbait and the substance of the video. The vocabulary employed must remain contextually relevant to the video's content. Thus, the clickbait serves not as a deceptive trap, but as a genuine lure to encourage viewers to click and, ideally, watch the video in its entirety.

Caroline O'Donovan defines clickbait from Facebook's perspective as a method in which publishers share links with titles that entice people to click, revealing more comprehensive content while initially providing limited information—leaving viewers curious and unaware of the full context until they click (O'Donovan, 2014). Beyond journalism, clickbait is also commonly used to promote videos by drawing in viewers, and this technique is widely implemented on YouTube.

In this study, the researcher will examine the use of clickbait elements in the YouTube channel of an Islamic preacher (dā'i) who specializes in *ruqyah* and the supernatural. The focus will be on the YouTube channel of Ustaz Muhammad Faizar Hidayatullah, named *Muhammad Faizar Official* (MFO).

The Muhammad Faizar Official (MFO) YouTube channel is the official platform of Ustaz Muhammad Faizar Hidayatullah. Created on February 8, 2020, the channel has reached 2.41 million subscribers within 4 years and 1 month. As of March 8, 2024, it had published 710 videos and garnered 238,813,807 total views.

This rapid subscriber growth is notable. A comparative analysis with other popular Islamic *da'wah* channels, as of March 8, 2024, highlights MFO's achievements. For instance, Al Bahjah TV, the official channel of Buya Yahya, had 5.51 million subscribers over more than 8 years and 8 months since its launch on May 27, 2015. Ustadz Das'ad Latif's official channel, created on October 11, 2017, had 3.15 million subscribers after 6 years and 4 months. Ustadz Hanan Attaki's channel had 2.71 million subscribers since its launch on May 11, 2017, while Kiai Anwar Zahid's channel had 2.45 million since October 24, 2018. Based on this comparison, MFO stands out as a viral channel with a notably high subscriber count.

The Muhammad Faizar Official channel delivers virtual *da'wah* videos focusing on *ruqyah* and supernatural phenomena involving the unseen world. This mystical dimension is likely a key factor in the channel's virality, given the public's fascination and curiosity with spiritual and supernatural themes. The widespread interest in ghosts and the supernatural appears to be a strong premise attracting many viewers.

Beyond thematic appeal, other indicators likely contribute to the channel's popularity and high viewership. These include general factors that influence video virality, such as the use of clickbait titles that capture viewers' attention and prompt them to click after a brief glance. Such linguistic strategies are crucial in engaging audiences and increasing visibility.

Numerous studies have been conducted on clickbait, both in online and offline print media. Most of the research focuses on the use of clickbait in news media. For instance, Hadiyat (2019) attempted to elaborate on the functionality of clickbait in Indonesian online media. His study aimed to examine the general functions of clickbait across various Indonesian online news outlets and the principles used as clickbait conventions in the process. The online media in question are specifically news-oriented platforms.

A similar study on the use and function of clickbait was conducted by Kertanegara (2018), who investigated clickbait headlines on the lifestyle and news website *Dream.co.id*. In today's digital era, social media platforms continue to present engaging online news by attracting netizens and achieving Key

Performance Indicators (KPIs). The acquisition of KPIs is influenced by the use of clickbait headlines. Therefore, the researcher sought to assess the extent of clickbait usage on the Muslim lifestyle and news platform *Dream.co.id* and to evaluate its alignment with journalistic codes of ethics.

The techniques of persuasion and triggering narratives were also analyzed by Blom and Hansen (2015), who examined 100,000 headlines from 10 different Danish news sites. Their article contributed to reference theory by introducing a “porosity model.” The study addressed the underlying reasons why users click on headlines, suggesting that these motivations could inform ideal strategies for journalists in writing online news headlines. It also focused on stylistic variants and widely used narrative strategies, which, despite their prevalence, have rarely been the subject of scholarly attention.

An exploratory study on clickbait within the context of the YouTube platform was conducted by Kemm (2022). The research specifically investigated the linguistic features and typology of clickbait in YouTube video titles. This comparative study analyzed titles that used clickbait techniques versus those that did not and measured the intensity of clickbait use in general video production. The study emphasized the application of clickbait language in a non-news context.

In their study titled *Click Bait: You Won't Believe What Happens Next!*, Alves et al. (2016) examined the persuasive power of clickbait in the marketing of information. The linguistic focus of their research included semantic analysis and headline construction formulas. The article sought to analyze the correlation between the use of hyperbolic language in clickbait and the increased ratio of clicks and views.

From the studies outlined above, it is evident that the phenomenon of clickbait can be viewed from multiple applied perspectives. Generally, clickbait serves as a trigger that encourages viewers to further explore video content employing click-inducing linguistic elements. Clickbait can be seen both positively and negatively, depending on the language used and the degree of alignment between the title and the actual video content. Some titles may act as literal traps, featuring content that is entirely unrelated to the language cues presented, while others are simply designed to spark interest and lead to relevant, comprehensive video material.

Ultimately, linguistic influence plays a substantial role in motivating users to click. Moreover, the honesty of the linguistic features becomes a crucial measure in this analysis. The researcher is concerned not only with the effectiveness of clickbait in attracting viewers but also with the consistency of the content itself. Thus, this study differs from previous ones in its emphasis on the efficient dissemination of *da'wah* through video content that uses clickbait ethically—anchored in truthful language use. The value of *da'wah* videos lies not only in their ability to attract viewers but also in their idealistic strategy of truthfulness, which acts as a moral complement.

2. Methodology

The research methodology employed in this study follows a qualitative approach. As described by Denzin and Lincoln (1998), qualitative research methods focus on interpretation and contextual meaning. This aligns with the present study, as its analysis is centered on the implementation of interpretation.

The data sources for this study are video platforms and social media, with a specific focus on YouTube. The primary data consists of videos available on YouTube. More specifically, the data includes the vocabulary used in clickbait contexts that appear before social media users decide to click on a video. The selected videos come from the official channel of Ustaz Muhammad Faizar Hidayatullah, titled *Muhammad Faizar Official*.

Data collection in this study is conducted using the *simak-catat* method (observe and note-taking) with non-participatory observation, followed by classification using purposive sampling. The researcher will select videos with the highest number of views and videos with the lowest number of views from the *Muhammad Faizar Official* channel. By doing so, the researcher aims to compare the impact of clickbait usage on viewer engagement. This process is in line with Bignell's (2013) five-step content analysis process, which includes:

1. Selecting samples,
2. Defining categories for analysis,
3. Reviewing and coding the data,
4. Conducting data analysis, and
5. Drawing conclusions based on the findings.

The data analysis process in this study follows Bignell's content analysis framework, beginning with the classification of samples based on predefined categories, followed by reviewing and coding the classified data. The researcher will sort and select videos based on their performance metrics, including the number of views, likes, and comments, while also considering video duration as an additional factor.

After the classification and review process, the researcher will observe and analyze the vocabulary used in clickbait, as well as the factors that may entice viewers to click on a video. The selection of clickbait vocabulary will be examined based on its potential correlation with virality, as measured by the number of views within a specified period, with a cut-off date of March 12, 2024. Additionally, the researcher will analyze the data based on case-specific conditions and socio-cultural phenomena that may influence the choice of vocabulary, contributing to a video's viral success.

3. Findings and Discussions

From the 710 videos uploaded on the Muhammad Faizar Official channel, a significant difference in the hierarchy of views was identified. The author classified these videos based on the number of views into four main levels:

1. Above 1,000,000 views (highly viral)
2. Above 100,000 views (moderately viral)
3. Above 10,000 views (somewhat viral)
4. Above 1,000 views (less viral)

Videos with over 1,000,000 views demonstrate an exceptionally high level of virality. Within this category, the author selected a sample of videos based on the highest number of views and those that showed a significant difference when compared to others in the same group.

The analysis results show that only 2 videos have more than 1,000 views, while 152 videos have exceeded 10,000 views. The most dominant category is videos with over 100,000 views, totaling 509 videos. Meanwhile, 47 videos have surpassed 1,000,000 views, indicating an outstanding level of virality.

Compared to other religious and dakwah content channels, achieving over 1,000,000 views is relatively rare and can be considered a remarkable milestone. On the other hand, the significant number of videos with more than 100,000 views highlights a distinct level of audience engagement.

From this observation, it can be concluded that Muhammad Faizar Official is a highly popular channel with strong potential for increased virality in the future. In the 47 videos that have exceeded 1,000,000 views, a notable pattern of word choices in clickbait titles was identified, which effectively attracts viewers to either watch the video in its entirety or at least click on it.

Among these 47 videos, the one with the highest number of views on the Muhammad Faizar Official channel has reached 31,357,741 views as of March 12, 2024. Additionally, there are three other videos with significantly higher view counts compared to the rest in the above 1,000,000 views category.

The four videos with the highest view counts are:

1. CEK ADAKAH JIN DI TUBUHMU? (آيات إخراج الجن من جسد الممسوس) – 31,357,741 views
2. RUQYAH KORBAN TUMBAL | PART 1 – 11,500,534 views
3. RUQYAH PENGHANCUR SIHIR || POWERFUL RUQYA AGAINST BLACK MAGIC – 7,026,170 views
4. BUHUL DI RUMAH LALA – 5,684,845 views

The number of views for these four videos is significantly higher than others in the above 1,000,000 views category. A breakdown of the distribution in this category is as follows:

- 1.4 videos have more than 3,000,000 views
- 2.6 videos have more than 2,000,000 views
- 3.33 videos have more than 1,000,000 views

With an observation cutoff date of March 5, 2024, this data highlights that effective clickbait strategies play a crucial role in driving video views.

3.1 Analysis of Clickbait Vocabulary Features and Their Derivative Indicators

In the analysis of 47 videos with over 1,000,000 views on the Muhammad Faizar Official channel, a pattern of clickbait vocabulary usage was found to play a significant role in attracting viewers. These words and phrases possess specific characteristics that evoke curiosity, create tension, or promise high-value content to the audience.

Analysis of Clickbait Feature on Viral Video

The recitation of Quranic verses (murottal) is widely appreciated through auditory engagement as a means of worship. Murottal videos are frequently played in streaming format to fill a room with Quranic recitations on a continuous loop. In terms of content, factors such as recitation quality and the popularity of the qari (reciter) can influence the number of viewers. However, this study focuses on the impact of vocabulary choices in video thumbnails on the virality of such content.



CEK ADAKAH JIN DI TUBUHMU ? ايات إخراج الجن

من جسد الممسوس

31M views • 3 years ago

Figure 1. Is There Any Jinn in Your Soul? ايات إخراج الجن من جسد الممسوس

In the context of clickbait strategies, the **MFO** channel employs striking phrases such as "*DARE TO LISTEN TO THESE VERSES?*". This choice of words not only enhances visual appeal but also implicitly challenges the audience. The phrase triggers curiosity and a desire to further explore the video's content. Additionally, the video title, which suggests the possibility of detecting jinn (supernatural beings) within a person, reinforces a sense of urgency, prompting viewers to click and learn more.

The use of challenge-oriented vocabulary in thumbnails and titles serves as a psychological catalyst. When individuals encounter wording that presents a challenge, they are naturally inclined to verify the claim. In the case of murottal videos, this phenomenon leads viewers not only to click but also to listen attentively to the Quranic verses purportedly capable of detecting jinn. This indicates that lexical choices in thumbnails significantly impact viewer engagement.

The success of this strategy is further supported by the alignment between the video's content and its promotional text. While the approach incorporates elements of clickbait, the **MFO** channel ensures that the video delivers content consistent with audience expectations. There is no deceptive entrapment, where the actual content contradicts the promotional narrative. As a result, the channel effectively attracts viewers ethically and efficiently, substantially increasing the number of viewers.



RUQYAH KORBAN TUMBAL | PART 1

11M views • 2 years ago

Figure 2. Ruqyah to Heal Satanic Sacrifice

The second most-viewed video on the Muhammad Faizar Official channel is titled *RUQYAH KORBAN TUMBAL / PART 1*, which was first uploaded on March 20, 2021. As of March 20, 2024, the video has accumulated 11,500,534 views, with 115,000 likes and 9,588 comments. The video itself is relatively short, with a duration of only 19 minutes and 35 seconds. This is also related to the specific nature of the content, as it is the first part of a two-part series.

The use of vocabulary in the thumbnail as a clickbait strategy significantly influences the number of views the video receives. The synchronization between the title and the phrase *KURUS KERING Karena DITUMBALKAN (Emaciated Due to Sacrifice)*, combined with an image of a ruqyah patient suffering from extreme weight loss, generates substantial viewer interest.

The causal context of this video revolves around the phenomenon of severe emaciation allegedly caused by ritual sacrifice. The vocabulary used in the video conveys a mystical impression, typically associated with paranormal and supernatural phenomena. The general public's fascination with the mystical world is a key factor contributing to the high viewership of this MFO video. This is because the content provides a tangible visualization of an individual claimed to be suffering from a condition caused by ritual sacrifice. The channel's ruqyah and Islamic healing context reinforces the idea that these events are real occurrences. The connection between the patient's extreme physical condition and the alleged supernatural cause piques public curiosity. As with previous videos, curiosity remains a primary driving factor. Additionally, the formulation of key questions—such as the indicators of ritual sacrifice and the systematic process behind it—serves as a catalyst for viewers to click on the video and form their own interpretations of the phenomenon.



Figure 3. Powerful Ruqyah To Attack Black Magic

The third most-viewed video on the Muhammad Faizar Official channel is titled *RUQYAH PENGHANCUR SIHIR || POWERFUL RUQYA AGAINST BLACK MAGIC*. As of March 12, 2024, this video has garnered 7,026,170 views. It was uploaded on November 17, 2022, making it relatively recent compared to the two previously mentioned videos. The video has also received significant engagement, with 77,000 likes and 10,008 comments—nearly the same number of comments as the second most-viewed video.

The wording in the thumbnail closely mirrors the title, featuring phrases such as *POWERFUL RUQYA AGAINST BLACK MAGIC - AYAT RUQYAH PENGHANCUR SIHIR - USTADZ MUHAMMAD FAIZAR*. The inclusion of the speaker's name, Ustaz Muhammad Faizar Hidayatullah, significantly enhances the video's appeal, encouraging viewers to at least click on it. This is largely due to his established reputation as an Islamic scholar specializing in supernatural matters and ruqyah syar'iyah practices. The video itself focuses on Quranic verses and supplications commonly used in Islamic exorcism.

A key trigger in the vocabulary of this video is the phrase *POWERFUL RUQYA AGAINST BLACK MAGIC*, which emphasizes the strength of the ruqyah in combating dark sorcery. Additionally, *AYAT RUQYAH PENGHANCUR SIHIR* (*Verses of Ruqyah to Destroy Magic*) acts as a compelling attractor, as it implies a powerful set of prayers to nullify black magic.

The fourth most-viewed video, with significantly higher viewership than other videos, is titled *BUHUL DIRUMAH LALA* (*Amulet in Lala's House*). This video has garnered over 5 million views, specifically reaching 5,684,845 views. Although it does not surpass the three previously mentioned videos, this number still marks a significant difference compared to other content on the channel. The video has also received 166,000 likes and 9,411 comments, with the latest data recorded on March 12, 2024.



Figure 4. Buhul (Black Magic Amulet) Found in Lala's Home

This video is notably long, exceeding 1 hour and 10 minutes. However, *BUHUL DIRUMAH LALA* possesses a distinctive appeal compared to the previous three videos. While the earlier videos focus on recitations of Quranic verses and prayers for protection against black magic or jinn disturbances, this video revolves around the search for an amulet (*buhul*), an object believed to serve as a medium for channeling black magic towards a victim.

The vocabulary used as clickbait in this video aligns with its title, employing all capital letters, with the word *buhul* highlighted in bold red. Additionally, images of the amulet, the burning process, and the ruqyah session for the victim enhance the video's attractiveness. Featuring a young child named Lala and her family adds to the video's virality potential.

Lala is a well-known child influencer who shares content related to her family's daily life. Her YouTube channel, *Queen Lala*, had reached 2,130,000 subscribers as of March 12, 2024.

Approximately five months ago, Lala and her family reportedly experienced supernatural disturbances, which were documented on various channels associated with *Queen Lala*. Due to the intensity of their experiences, they were invited to a podcast hosted by Denny Sumargo, uploaded on the *CURHAT BANG Denny Sumargo* channel on September 14, 2023. During the podcast, Lala's mother underwent a ruqyah session by Ustaz Faizar and exhibited physical reactions attributed to supernatural interference. This particular episode, on a channel boasting 5,670,000 subscribers, attracted 11,562,787 viewers. The widespread attention surrounding Lala and her family's ordeal significantly influenced the viewership of follow-up content documenting their healing process.

The *BUHUL DIRUMAH LALA* video on the MFO channel serves as the second ruqyah session following the one featured on *CURHAT BANG Denny Sumargo*. The inclusion of Lala's name in the title acts as a strong incentive for viewers to click on the video. While it did not reach the same viewership as

the podcast episode, accumulating 5,684,845 views still represents a highly effective use of clickbait strategies.

Emphasizing the word *buhul* in bold red further enhances the intrigue, reinforcing the perception that Lala's supernatural affliction was real. Since an amulet (*buhul*) is believed to be a conduit for black magic, the video strongly conveys a mystical atmosphere. The resolution of the case, marked by the discovery of the amulet in Lala's home, becomes a compelling element that captures viewers' interest. These various indicators collectively contribute to strengthening the urge for viewers to click and watch the video.

By analyzing highly viewed videos such as the four discussed above, it becomes evident that clickbait is an effective method for generating substantial viewership. Beyond that, the sociocultural context also plays a crucial role in driving audience engagement. The combination of these two aspects presents an ideal strategy for individuals focused on media-based religious outreach, particularly on the YouTube platform.

3.2 Analysis of Clickbait on Non-Viral Video

On the other hand, the author also identifies an intriguing issue. Based on the data findings mentioned above, it is evident that in addition to the 47 videos with over 1,000,000 views, there are also videos with over 100,000 and 10,000 views, which significantly outnumber the other two variables. A single variable representing videos with over 1,000 views consists of only two videos, indicating their lack of virality. Aside from these two videos with the lowest viewership on the MFO channel, the author also reclassified videos within the 10,000+ views category, particularly those with minimal differences from the set threshold. The author identified the lowest-performing videos in this category, with 10,106 and 10,640 views, respectively. These two videos indicate a lower level of virality.

These four videos provide an antithesis to the general content of the MFO channel, which typically generates a high number of views. This raises a new question regarding what premise led to such conditions. A detailed examination of each video is necessary to establish a comparative conclusion that will be used to contrast the four viral videos with the four non-viral ones on the MFO channel, particularly in terms of clickbait—one of the key focuses of this research.

The details of these four videos are as follows: (1) *MENYAMBUT BULAN RAMADHAN DENGAN AL-QUR'AN* (Welcoming Ramadan with the Quran), which has 10,640 views; (2) *Aksi Sosial Pemuda Muhammadiyah dan KOKAM Banyumas* (Social Action of Muhammadiyah Youth and KOKAM Banyumas), which has only 10,106 views; (3) *PENDAFTARAN WEBINAR / GERBANG 2 DIMENSI* (Webinar Registration / Gateway to the Second Dimension), which has 7,002 views; and finally, (4) *CLASSROOM AMAZING RUQYAH*, which has the lowest number of views at only 5,782. The total viewership figures above were recorded as of March 12, 2024.

The first video with the lowest number of viewers is titled *MENYAMBUT BULAN RAMADHAN DENGAN AL-QUR'AN* (Welcoming Ramadan with the Quran). As of March 12, 2024, this video had accumulated 10,640 views, with a relatively low engagement compared to other videos—only 662 likes and 63 comments.

The video's duration is also short, meaning that watch time is not a determining factor in its lack of virality. The efficiency of viewing time does not significantly influence the general tendency of people to watch the video. Additionally, this video is categorized as older content, as it was uploaded on April 2, 2022. This proves that the video has been available on the MFO channel longer than the viral videos discussed earlier, such as *RUQYAH PENGHANCUR SIHIR // POWERFUL RUQYA AGAINST BLACK MAGIC*, which was uploaded on November 17, 2022.

Another contradictory aspect of this video is that its clickbait strategy is not as effective as those of the previously analyzed viral videos. The clickbait design of this video is relatively appealing, and the wording used aligns with a strong promotional strategy. The word *SPESIAL* in *KAJIAN SPESIAL RAMADHAN* (*Special Ramadan Study*) creates a sense of exclusivity for the content. Similarly, the theme *MENYAMBUT BULAN RAMADHAN DENGAN AL-QUR'AN* (*Welcoming Ramadan with the Quran*) offers contextual reinforcement that should ideally enhance audience interest in clicking on the video. The inclusion of Ustaz Muhammad Faizar H.'s name is also expected to have a similar effect based on the logic of popularity commonly used by the MFO channel to attract viewers.



Figure 5. Let's Welcome Ramadhan With Qur'an

This lack of virality, however, can be attributed to the absence of mystical elements in both the title and the clickbait. The channel, which is predominantly known for presenting supernatural topics and *ruqyah syar'iyah* content, experiences a significant decline in popularity when it shifts its thematic focus.

Another video featuring a different theme is also evident in its clickbait and title. The video titled *Aksi Sosial Pemuda Muhammadiyah dan KOKAM Banyumas* (*Social Action of Muhammadiyah Youth and KOKAM Banyumas*) follows the same pattern in utilizing vocabulary for clickbait. The main difference lies in the use of capital letters to emphasize key phrases meant to attract viewers. However, this thematic shift in content once again proves to reduce audience enthusiasm for clicking on the video. This is demonstrated by its relatively low engagement, with only 10,106 views, 816 likes, and fewer than 90 comments.



Figure 6 Social Service by Muhammadiyah Young Squad and KOKAM Banyumas

The video's short duration further contradicts the assumption that shorter videos might have an advantage in attracting viewers who prefer brief content. Based on the two non-viral videos analyzed, both have relatively short durations. In contrast, the four viral videos discussed earlier tend to have longer durations, all exceeding 19 minutes, with one video lasting over an hour. This suggests that while video length can be a contributing factor, it does not necessarily play a decisive role in determining virality.

Overall, the most significant influencing factor appears to be the thematic shift within the channel. This particular video highlights the social initiatives carried out by Muhammadiyah Youth and KOKAM (Komando Kesiapsiagaan Angkatan Muda Muhammadiyah) Banyumas, focusing on distributing meals for breaking the fast. Although the social action took place during Ramadan and during the pandemic—aiming to support the community's fasting needs and pandemic relief efforts—the content did not contribute to the channel's virality. Despite the channel being active for over three years since its launch on May 3, 2020, engagement with this type of content remained significantly lower.

A video with a very low number of views can also be found in the content titled *PENDAFTARAN WEBINAR / GERBANG 2 DIMENSI (WEBINAR REGISTRATION / TWO-DIMENSIONAL GATE)*, which was uploaded on March 25, 2021. This video is one of only two on the channel that have received fewer than 10,000 views. As of March 12, 2024, the video has accumulated just 7,002 views, making it the second least-viewed video on the MFO channel. Viewer engagement is also relatively low, with only 74 comments and 533 likes. Additionally, the video's duration is very short, lasting only 3 minutes and 35 seconds. This further reinforces the notion that video length does not necessarily have a direct impact on view count, as shorter content does not always translate to higher viewership.



Figure 7. Supranatural Webinar Registration

The short duration of this video is also influenced by the theme presented by MFO. The video serves as a promotional announcement for the registration of a special study session in the form of a webinar organized by Muhammad Faizar's team. This webinar is led by Ustadz Muhammad Faizar himself and is intended to be more specialized than the general study sessions usually offered on the channel. The details of the webinar are conveyed through the video's clickbait. The thumbnail features Ustadz Muhammad Faizar Hidayatullah alongside the text *PENDAFTARAN WEBINAR KE-2 – GERBANG 2 DIMENSI (SECOND WEBINAR REGISTRATION – TWO-DIMENSIONAL GATE)*. This wording indicates that the event is the second webinar and that the main topic of discussion will be *Gerbang 2 Dimensi (Two-Dimensional Gate)*.

In terms of vocabulary, the theme *Gerbang 2 Dimensi* does not explicitly indicate its intended subject, which should ideally spark curiosity about what "gate" and "dimension" refer to as part of the clickbait strategy. However, given the low number of views, it is evident that promotional content for study sessions is not highly appealing to YouTube audiences. Despite the possibility that promotional posters had already been distributed to participants—making them easier to access and more efficient as an information source—this reality further reinforces the hypothesis that using YouTube videos as a medium for promoting exclusive study sessions is not highly effective. As a result, such content does not attract a significant number of viewers.



CLASSROOM AMAZING RUQYAH

5.7K views • 1 year ago

Figure 8. Amazing Ruqyah Training

The video with the lowest number of views on the MFO channel as of March 12, 2024, is titled *CLASSROOM AMAZING RUQYAH*. The low viewership of this video is attributed to the same factors as the previous videos, as analyzed from the categorized levels set by the author—both falling under the 10,000 views category. However, this particular video ranks even lower, with only 5,782 views, 247 likes, and just 22 comments.

The content primarily focuses on promoting a training program organized by Ustaz Muhammad Faizar Hidayatullah's team. This particular training session is a ruqyah workshop, which follows a recurring format.

The clickbait wording is carefully designed to attract viewers' attention. The use of a foreign word like *amazing* adds a sense of excitement and grandeur to the ruqyah training promotion, giving it a contemporary appeal while incorporating a casual, modern touch that avoids the typical scholarly religious training impression. Additionally, the letter 'A' in *Amazing* has been modified to resemble the logo of Marvel's *Avengers* movie franchise.

The logo design takes inspiration from the letter 'A,' which is shaped similarly to the *Avengers* logo. The attempt to create a "cool" impression for attracting attention is maximized here. However, it still does not translate into a significant increase in viewers.

The extremely short duration of the content has been proven to have no effect on the number of views. The video is under one-minute-long, with a runtime of only 50 seconds. This further reinforces the conclusion that video length does not influence the number of views generated, even when it is the shortest content ever created on the channel.



Figure 9. Avanger Logo

From another perspective, the thematic specifications of this video align with the pattern observed in previous promotional content. For the same reasons, it can be concluded that using video content on YouTube as a medium to promote exclusive webinars is not highly effective, particularly in terms of attracting viewers to click.**

Table 1. Indicators Influencing Virality

No.	Title	Clickbait Feature	Indicators
1.	CEK ADAKAH JIN DI TUBUHMU ? آيات إخراج الجن من جسد الممسوس Check If There Is A Jinn In Your Body?	BERANI MENDENGARKAN AYAT-AYAT INI?	The Wording Style
			Supranatural Theme
			Types of Font
			Challange Tone
		Dare To Hear These Vereses?	The connection between clickbait and title
			Questions Triggers
			Knowledge Enhancement
			Clickbait relevance to the contents
2.	RUQYAH	KURUS KERING	The wording style

	KORBAN TUMBAL PART 1	Karena DITUMBALKAN	Supranatural Theme
			Types of Font
			The connection of image, clickbait style wording style, and content
			Curiosity triggerer
			Real case
3.	POWERFUL RUQYA AGAINST BLACK MAGIC	POWERFUL RUQYA AGAINST BLACK MAGIC –	The relevance of clickbait with the content
			Wording style of clickbait
			Supranatural theme
			Types of font
			The connection between clickbait and title
4.	BUHUL DIRUMAH LALA	BUHUL DI RUMAH LALA	Participant in the content
			Curiosity triggerer
			Clickbait wording style
			Supranatural theme
			Types of font
	<i>Buhul</i> (Black Magic Item) In Lala's Home	<i>Buhul</i> (Black Magic Item) In Lala's Home	Thumbnail
			Figure in the content
			Background of the content

Table 2. Indicators Influencing Least Virality

No.	Title	Clickbait	Feature
1.	MENYAMBUT BULAN RAMADHAN DENAN AL QUR'AN	KAJIAN SPESIAL RAMADHAN - MENYAMBUT BULAN RAMADHAN DENGAN AL- QUR'AN	The theme switch (Ramadhan)
			The wording style of clickbait
			Types of font
2.	Welcoming Ramadhan with Al Qur'an	Special Preach To Welcome Ramadhan With Qur'an	
	Aksi Sosial Pemuda Muham-madiyah dan KOKAM	AKSI SOSIAL PEMUDA MUHAM- MADIAH &	Theme switch (Social Action)
			The wording style of

	Banyumas	KOKAM BANYUMAS	clickbait
	Social Service by KOKAM Banyumase Muhammadiyah Youngster	Social Service By Muhammadiyah Young Squad And Bayumas Kokam	Types of font
3.	WEBINAR REGISTRATION SUPRANATURAL GATE	BATCH II WEBINAR REGISTRATION- SUPRANATURAL GATE- By Ustaz Muhammad Faizar H.	Theme Swicth (Promotion to special class)
4.	CLASSROOM AMAZING RUQYAH AMAZING RUQYAH TRAINING	Comingsoon Ruqyah Training Series - FEBRUARY 2023 - AMAZING RUQYAH - USTADZ MUHAMMAD FAIZAR H.	Theme switch (Promotion for Ruqyah training webinar) Clickbait wording style

Based on the table above, several indicators influence the number of viewers and contribute to a video's virality. In the general context of YouTube and specifically within the scope of media-based Islamic preaching, these indicators can serve as references based on the formulated analysis and premises.

An analysis of the Muhammad Faizar Official (MFO) channel was conducted by comparing four of the most viral videos with four of the least viral videos. From this analysis, 15 key indicators influencing video virality were identified, 1) clickbait wording, 2) supernatural themes, 3) clickbait font, 4) challenge elements, 5) correlation between title and clickbait, 6) question triggers, 7) additional insights, 8) consistency between clickbait and content, 9) correlation between image, title, and clickbait wording, 10) curiosity triggers, 11) real-life cases, 12) content contributors, 13) clickbait images, 14) figures related to the content, 15) content background.

Among these indicators, three primary factors consistently appeared in every video: supernatural themes, clickbait wording, and clickbait font. This consistency suggests that these three indicators have a constant influence on the number of viewers and serve as the primary determinants of video virality.

Additionally, the correlation between title and clickbait significantly impacts viewership. Different wording in clickbait can offer varying perspectives on the title while maintaining content consistency. However, the effectiveness of this indicator is not always consistent, as some videos with similar elements did not achieve high viewership.

Other indicators are situational and contextual, such as the background of content that is part of a series. For instance, the video *Buhul di Rumah Lala* garnered high viewership because it was a continuation of a previous video about Lala being affected by witchcraft, reinforced by the use of an engaging thumbnail image. However, this factor does not necessarily apply to other videos.

The analysis also reveals a stark contrast between viral and non-viral videos. The four videos with the lowest viewership exhibited indicators that contradicted the key factors identified in viral videos. The two main factors contributing to low viewership were:

1. Theme changes
2. Clickbait wording that does not align with the main theme

Theme changes contradict the consistent use of supernatural themes, which characterize the MFO channel. Additionally, clickbait wording that is too generic or unrelated to the main theme tends to reduce a video's appeal, even if the clickbait is visually attractive or uses bold fonts.

An initial hypothesis suggested that video duration might influence viewership and virality. However, the analysis found that duration was not a significant factor.

1. The four least viral videos had durations of less than four minutes, with the shortest video lasting only 50 seconds.
2. In contrast, the four most viral videos had durations exceeding 15 minutes. One video even reached 1 hour and 10 minutes.

Similarly, video age (how long a video has been on YouTube) did not significantly impact viewership. For example, the video *Aksi Sosial Pemuda Muhammadiyah dan KOKAM Banyumas*, uploaded on May 3, 2020, had low viewership despite being one of the earliest videos on the MFO channel. Conversely, *BUHUL DI RUMAH LALA*, uploaded on September 16, 2023, quickly gained 5,645,582 views. Viral and non-viral videos alike showed a balanced distribution across different years (2020–2023).

These findings suggest that video duration and age do not directly influence virality or viewership numbers. Ultimately, the vocabulary and viral-triggering models of clickbait have been proven to influence the effectiveness of religious preaching videos in achieving the target dissemination of religious values through viral video media.

Conclusion

Data analysis suggests that there is a model affecting video virality. The study of the 4 most and least viral video from Muhammad Faizar Official Channel suggests four factors affecting video virality. These factors are the strongest element in the virality triggerant model, they are:

1. Theme (e.g supranatural)
2. Wording style of clickbait
3. Type of font

These three factors consistently appear in every viral video, making them primary indicators of virality. Meanwhile, other factors function as secondary indicators, supporting virality contextually and introducing innovations tailored to the specific characteristics of the videos. These findings suggest that the consistent presence of primary factors establishes a recurring pattern of virality, whereas their absence tends to result in lower viewership.

Analysis of the four least viral videos also reveals a paradoxical indicator model that contributes to low audience engagement. The main factors leading to non-virality include (1) thematic shifts and (2) clickbait phrasing that reflects changes in thematic focus.

With compelling content management that applies the three primary models, supplemented by other contextual factors, video clicks and overall viewership can be significantly increased. Ultimately, this strategy enhances the efficiency of media-based religious outreach on YouTube, making the dissemination of religious values more effective and impactful.

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