Disorientation of Religious Sacred Values in Religious Content on Youtube

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Abstract
Religious content on YouTube is increasingly popular and provides an opportunity for individuals and organizations to spread religious teachings and practices to a global audience. However, this platform has the potential risk of disorienting religious sacred values. This article aims to identify the factors that cause disorientation of religious sacred values in religious content on YouTube. A literature study with a qualitative approach was carried out to analyze the content of several religious contents selected purposively from YouTube. The article shows that commercialization, violence and extremism give rise to an attitude of indifference to the social and cultural context, and a lack of knowledge about religion (permissiveness) is the cause of disorientation and desacralization of religious values in religious content on YouTube. The role of producers who produce, consume and publish religious content is central in avoiding the production of religious content that has the potential to trigger conflict and tension between people of different religions.

Keywords: value disorientation, religious sacredness, religious content, Youtube

Abstrak
Konten keagamaan di Youtube semakin populer dan memberikan kesempatan bagi individu dan organisasi untuk menyebarkan ajaran dan praktik keagamaan pada audiens global. Namun, platform itu memiliki potensi risiko terjadinya disorientasi nilai-nilai sakralitas agama. Artikel ini bertujuan mengidentifikasi faktor-faktor yang menjadi penyebab terjadinya disorientasi nilai-nilai sakralitas agama pada konten keagamaan di Youtube. Studi literatur dengan pendekatan kualitatif dilakukan guna menganalisis konten terhadap beberapa konten keagamaan yang dipilih secara purposive dari Youtube. Dalam artikel ditunjukkan bahwa komersialisasi, kekerasan dan ekstremisme menimbulkan sikap tidak peduli terhadap konteks sosial dan budaya, dan kurangnya pengetahuan tentang agama (permisif) menjadi sebab terjadinya disorientasi dan desakralisasi nilai-nilai agama pada konten keagamaan di Youtube. Peran produsen yang memproduksi, mengonsumsi, dan memublikasikan konten-konten agama menjadi sentral posisinya dalam...
Introduction

In recent years, YouTube has become one of the largest social media platforms in the world. YouTube not only offers entertainment, but also provides access to diverse information and knowledge, including about religion. In this case, YouTube can be an important means of spreading positive religious values and encouraging tolerance among people of different religions (Wasik & Philips, 2022).

However, in some cases, religious content on YouTube can cause disorientation with the sacred value of religion. Some YouTubers use religion as a means to gain material gain, thus ignoring the sacred values of religion and causing doubt and uncertainty for viewers who follow the teachings of that religion (Masfupah, 2019). Therefore, this research will analyze the disorientation of religious sacred values in religious content on YouTube.

This research has several research questions; How does religious content that is incompatible with sacred religious values affect YouTube users’ religious understanding and practices? Is the impact of disorientation on religious sacred values reflected in religious content on the YouTube platform?

Research Method

This research uses a qualitative approach with content analysis methods to evaluate videos related to religion from several YouTubers. The research sample was taken using purposive sampling technique. The criteria used to select samples were religious content that had a fairly large number of viewers and subscribers. The samples taken were 20 videos from 10 different YouTubers. Data collected includes video transcripts, video descriptions, and audience comments.

Data analysis was carried out using a content analysis procedure which
consists of three stages: selection of analysis units, data coding, and data interpretation. The selection of units of analysis was carried out by selecting text units related to the research topic, namely disorientation of religious sacred values in religious content on YouTube. Data coding was carried out by comparing the sacred value of religion in videos with actual religious teachings, as well as identifying the goals and motivations of YouTubers in creating religious content. Data interpretation is carried out by analyzing the coded data and drawing conclusions from the analysis results.

Discussion

1. Disorientation in Religious Sacred Values

Disorientation of religious sacred values is an imbalance between understanding, appreciation and respect for sacred values in religion and behavior or actions that demean or do not respect these values (Mustofa, 2017).

Disorientation of religious sacred values can be interpreted as a condition where sacred values in religion are ignored or eliminated in a certain context or situation. In the religious context on YouTube, disorientation towards religious sacred values occurs when religious content does not pay attention to sacred values in religion or even belittles or insults these sacred values.

Theories related to the disorientation of religious sacred values are the theory of profanation and the theory of secularization. Profanization theory states that in modern society, sacred religious values are experiencing decline and decline (Pachoer, 2016). This happens because of society's tendency to see everything in a secular, materialistic and consumeristic view.

Meanwhile, secularization theory states that with increasing advances in science and technology, belief in religion tends to decline and be replaced by secular views (Jatmiko, 2017).
The disorientation of religious sacred values on YouTube creates tension between freedom of expression and respect for beliefs. Content that denigrates or deviates from religious teachings often gives rise to conflict and disagreement. There needs to be a balance between freedom of speech and respect for religious values so that this platform remains a space that is inclusive and respectful of diversity of beliefs. Education and open dialogue can be the key to understanding differences and preventing disorientation of religious sacred values in the digital world.

2. Factors that Cause Disorientation of Religious Sacred Values in Religious Content on YouTube

Several factors that can cause disorientation to religious sacred values in religious content on YouTube include:

a. Lack of understanding of sacred values in religion

A lack of understanding of the meaning and importance of sacred values in religion can cause someone to create content that belittles or does not respect the sacred values of that religion. Someone who does not understand the sacred values in religion may also not be able to differentiate between actions that are respectful and actions that are degrading or insulting.

YouTube can lead to a lack of understanding of sacred values in religion due to derogatory or deviant content. Content creators often focus on sensationalism and controversy, ignoring respect for religious beliefs. Viewers, especially Generation Z, may be exposed to inaccurate or even detrimental interpretations, worsening their understanding of sacred values. This impact highlights the importance of an educational approach and strict regulation to ensure YouTube plays a positive role in respecting the diversity of religious beliefs.

A lack of understanding of sacred values in religion, resulting from
YouTube, can create an imbalance in religious interpretation. Derogatory or distorted content can fuel indifference towards diversity of beliefs, undermining respect for the beliefs of others. Viewers who are not exposed to official religious information sources can experience disorientation towards sacred values. Therefore, it is important to increase awareness of the importance of religious tolerance and targeted education in the digital world. In this way, YouTube can be a positive tool for deepening understanding between religious communities and promoting dialogue that respects diversity of beliefs.

b. There is a goal of commercialization/commodification of content

YouTube has become a very popular medium for earning income. Therefore, some YouTube users may prefer to produce content that attracts attention and is controversial in order to get more views and subscribers. However, often this content belittles or does not respect sacred values in religion.

One of the main impacts of YouTube is the aim of commercializing or commodifying content. As these platforms grow, more and more content creators are directing their creativity in directions that can generate financial returns. This monetary motivation can shift the focus of content from substance to commercial appeal, especially through advertising and sponsorship.

The growing popularity of influencers and content creators has an economic impact, but often shifts the focus from substantial value to entertainment or content that can “sell.” This can create tension between creative integrity and the drive to maximize revenue. Some content creators may feel compelled to produce controversial or sensational content to attract audiences and advertisers.

The impact can also be seen in the commodification of audience attention. Fierce competition for impressions and likes can drive content that
is more clickbait, lacks depth, or is even detrimental. This creates an environment where popularity is measured by the number of views or likes, not by substance or educational value.

It is important to understand that while commercialization goals can provide incentives for content creators, this also needs to be balanced with integrity and positive values. Stricter regulations and public awareness of the consequences of content that is solely oriented towards financial gain can help maintain a healthy balance on the YouTube platform and ensure that quality content remains a priority.

c. Differences in views or beliefs

Differences in views or beliefs can also be a factor causing disorientation towards religious sacred values in religious content on YouTube. A person who has views or beliefs that are different from another religion may not understand or respect the sacred values of that religion.

YouTube has a major impact on differences in views or beliefs in the Islamic context. While these platforms provide unlimited access to religious information and understanding, they also amplify differences in interpretations and viewpoints. Religious content on YouTube varies from interpretations of the Koran to controversial discussions on religious issues. Users can easily find various opinions, fatwas and views from various sects in Islam.

However, along with freedom of information, YouTube can also be a source of controversy and disagreement. Diverse interpretations can create differences in views between Muslims, and even strengthen divisions between them. Extreme or derogatory perspectives can fuel dissent and conflict between Muslim communities.

It is important to understand that YouTube, as an open medium, reflects diversity in Islamic beliefs. While providing a platform for the exchange of ideas and insights, there needs to be an awareness of
responsibility in presenting religious information to prevent potential conflict and promote deeper and tolerant understanding within the framework of Islamic diversity.

Factors that cause disorientation of religious sacred values in YouTube religious content involve lack of regulation, misinterpretation, and commercial motives. Some content may seek attention with sensationalism, while others may get caught up in controversy in order to gain an audience. The openness of this platform to various points of view can give rise to variations in religious interpretations that do not always correspond to official teachings. Therefore, there is a need for joint efforts between platforms, content creators and users to educate and promote dialogue that respects religious sacred values.

Disorientation of religious sacred values in religious content on YouTube can be caused by a number of complex factors. First, the lack of regulation and strict control over content allows the emergence of material that denigrates or deviates from religious teachings. Some content may simply seek sensation or controversy to increase the number of viewers.

Second, misinterpretation of religious teachings can arise due to various interpretations that exist among users and content creators. This platform provides open space for various points of view, but inaccurate or erroneous interpretations can lead to disorientation in sacred values.

Apart from that, commercial motives are also an important factor. Some content creators may seek financial gain by producing provocative or controversial content, even if it goes against religious values. Financial motivations can cause content creators to sacrifice respect for religious beliefs for the sake of popularity and income.

Stricter regulatory efforts, an educational approach, and open dialogue between interested parties, including platforms, content creators, and users, are the keys to overcoming the disorientation of religious sacred values on YouTube.
YouTube. The need to be aware of the impact of content on society and religious beliefs can help create an online environment that is more respectful and supportive of diverse beliefs.

3. The Impact of Disorientation on Religious Sacred Values in Religious Content on YouTube

Disorientation of religious sacred values in religious content on YouTube can cause negative impacts, including:

a. Increased distrust of religion

   Content that belittles or does not respect sacred values in a religion can cause distrust or even hatred towards that religion. This can damage the image of the religion in society and trigger conflict between religious communities.

   YouTube plays a role in increasing distrust of religion by presenting a variety of views, interpretations and content that question the validity of religious values. This platform provides an open space for various opinions, including those that are skeptical or critical of religious teachings. Viewers may be exposed to content that questions religious dogma, presenting arguments that challenge traditional beliefs.

   In addition, content that denigrates or deviates from religious values can trigger feelings of distrust and doubt about the validity of religious beliefs. When viewers are exposed to viewpoints that criticize or question religious values, this can stimulate thought processes that lead to distrust of religion in general.

   This increasing distrust may also be influenced by the inability to differentiate between informative and manipulative content on YouTube. Viewers, especially inexperienced or uncritical ones, may find it difficult to sort accurate and in-depth information from content aimed at doubting or denigrating religion.
It is important to recognize that YouTube is not the only factor contributing to the rise in religious distrust, however, the platform may be one of the drivers. Awareness of this potential impact emphasizes the importance of religious education, open dialogue, and deep understanding to overcome distrust and promote interfaith tolerance.

b. Decreased quality of religious content

Religious content that belittles or does not respect sacred values in religion not only damages the image of the religion, but can also reduce the quality of religious content in general. Content that is not in accordance with sacred values in religion can lead to neglect of true religious values, so that religious content on YouTube becomes increasingly meaningless and shallow.

YouTube has a negative impact on the quality of religious content as competition for views and likes drives content creators to prioritize sensationalism over substance. More popular content often lacks depth and focuses on entertainment rather than education. The pressure to attract attention also produces clickbait content, reducing the quality of religious material. The impact is a decrease in understanding and accuracy of religious information among the audience. Media and critical literacy is needed so that viewers can sort out accurate and in-depth content in a YouTube environment that is full of competition and pressure of popularity.

c. Increasing intolerance and conflict between religious communities

Content that belittles or does not respect sacred values in religion can trigger intolerance and conflict between religious communities. This happens when the content offends or insults other people's beliefs or religion, thereby triggering debate or even violence.

The findings from this research show that there is a disorientation towards religious sacred values in religious content on YouTube. Some YouTubers have used religion as a means to gain material gain. Some
YouTubers seem to only include religious elements to increase their number of viewers and subscribers. Apart from that, there are also YouTubers who interpret religious teachings in the wrong way or misinterpret religious teachings which causes disorientation in the sacred value of religion.

One example of disorientation in the value of religious sacredness found in this research is a video that promotes beauty products that claim to make viewers "closer to God". The YouTuber who made the video took advantage of the popularity of religion to promote his product. This video raises doubts and uncertainty for viewers who follow the teachings of this religion, because it is not in accordance with religious values of sacredness.

This research also found that YouTubers often choose to create controversial and provocative religious content in order to get attention and increase the number of viewers and subscribers. This shows that some YouTubers prefer to make profits from their religious content rather than promoting the positive values contained in religion.

Apart from that, this research also found that many YouTubers do not fully understand the sacred values of religion. Some YouTubers interpret religious teachings in the wrong way or interpret religious teachings in a different way from what is actually intended. This causes disorientation in the value of religious sacredness among viewers who do not understand the teachings of the religion properly.

Disorientation of religious sacred values in religious content on YouTube can have a significant impact on various levels, both individually and socially. Some possible impacts include:

1. Interreligious Conflict

Disorientation of religious sacred values can trigger conflict between religious believers. Content that denigrates or deviates from religious teachings can cause tension and confrontation between different religious groups, complicating relations between religious believers in society.
2. Polarization of Society

Controversial religious content can cause polarization among society. Content creators may deliberately choose extreme viewpoints to attract attention, but this can deepen gaps between religious groups and create social divisions.

3. Loss of Respect

Disorientation with religious sacred values can damage respect for religious beliefs. Society becomes vulnerable to intolerant attitudes and indifference to religious values, which in turn can destroy the foundations of tolerance and harmony in religious diversity.

4. Influence on the Younger Generation

Content that deviates from religious values can have a negative impact on the younger generation who are widely exposed to the YouTube platform. They may be influenced by content that goes against religious teachings, doubt religious values, or even lose faith in religious institutions.

5. The Importance of Education and Awareness

Disorientation of religious sacred values emphasizes the importance of education and public awareness about religious diversity. Appropriate educational efforts can help people understand differences in beliefs and promote more open and respectful dialogue.

6. Platform Role and Regulation

Platforms like YouTube have a responsibility to implement stricter regulations regarding religious content. This involves active monitoring, content filters, and restrictions on material that denigrates or undermines religious values.
7. Varied Search for Spiritual Meaning

The impact can also be reflected in the varied search for spiritual meaning among society. Disorientation of religious values can trigger individuals to search for their own spiritual meaning outside the framework of traditional religion.

In addressing this impact, it is important to involve all relevant parties, including platforms, content creators, religious institutions, and the general public, to promote open dialogue, education, and the development of awareness about the importance of respecting and understanding the diversity of religious beliefs.

Negative and Positive Impact of YouTube for Gen Z

YouTube, as the largest online video platform in the world, has a significant impact on generation Z (Gen Z), a group born around 1997 to 2012. Although YouTube provides access to various educational and entertainment content, there are also negative impacts that can affect development and Gen Z well-being.

One of the striking negative impacts is an increased risk of digital addiction. Gen Z is often glued to screens, spending hours every day watching YouTube videos. This can disrupt sleep patterns, productivity and mental health. This addiction can also affect social interactions and their ability to participate in real-world activities.

Additionally, YouTube also provides unlimited access to content that is not always suitable for consumption by younger audiences. Inappropriate or potentially harmful content can be easily accessed, and without adequate supervision, Gen Z may be exposed to material that does not conform to social values or norms.

The next impact is the potential negative influence on body image and self-confidence. Gen Z is often exposed to content that promotes unrealistic
body images or unhealthy beauty standards. This can lead to body dissatisfaction and increased social pressure regarding physical appearance.

Social aspects can also be affected by YouTube, with the risk of cyberbullying. Gen Z can be the target of online harassment or pressure, given that these platforms allow anonymous comments and interactions without direct supervision. This can have a serious impact on their mental and emotional well-being.

While YouTube offers many benefits, it is important for parents, educators, and policymakers to understand and address these negative impacts. Wise monitoring of screen time, limiting access to inappropriate content, and education regarding digital etiquette can help minimize YouTube's negative impact on generation Z, ensuring that the platform makes a positive contribution to their development.

YouTube, as one of the largest platforms in the world, has had a number of significant positive impacts on Generation Z (Gen Z). One of its main advantages is unlimited access to information sources and educational content. Gen Z can easily find tutorials, online lectures, and other educational content that supports learning in various fields. This stimulates their curiosity and provides opportunities for the development of new skills.

Apart from that, YouTube also provides a platform for Gen Z to express their creativity and talents. Many individuals use YouTube as a platform to share works of art, music, dance, and other forms of self-expression. This provides a unique opportunity for Gen Z to build their creative identity, develop creative skills, and gain support from online communities.

YouTube also plays an important role in facilitating social engagement. Through comments, collaboration between YouTubers, and the creation of communities based on specific interests, Gen Z can connect with their peers from all over the world. This opens the door to the exchange of diverse ideas,
cultures and views, increasing global understanding and tolerance.

In a career context, YouTube gives Gen Z the opportunity to build a personal brand and develop self-marketing skills. Many Gen Z have successfully used this platform to start businesses, become influencers, or pursue careers in media and entertainment.

Apart from that, YouTube can also be a source of positive entertainment. Gen Z can find content that suits their interests and preferences, from music to motivational vlogs. This can help them relax, reduce stress, and create an entertainment environment that suits their needs and values.

Overall, YouTube provides Gen Z with unlimited access to information, opportunities for self-expression, social engagement, and positive entertainment. With a wise understanding of how to use this platform, Gen Z can utilize YouTube as a positive tool for their personal and professional development.

Conclusion

Disorientation of sacred religious values in religious content on YouTube can occur due to several factors, such as a lack of understanding of sacred values in religion, commercialization goals, and differences in views or beliefs. The impact of disorientation in religious sacred values can lead to increased distrust of religion, decreasing the quality of religious content.

This research concludes that there is a disorientation of religious sacred values in religious content on YouTube. Some YouTubers use religion as a means to gain material gain, thus ignoring the sacred values of religion and causing doubt and uncertainty for viewers who follow the teachings of that religion. YouTube must consider increasing supervision of religious content on their platform, and there is a need for education about the sacred values of religion for YouTubers.

YouTube, as a large and influential platform, has a responsibility to
promote positive values and tolerance among people of different religions. Therefore, it is important for YouTube to consider the public interest and religious sacred values when evaluating religious content on their platform. YouTubers must also fully understand the sacred values of religion and promote the positive values contained in religion, not just use religion as a means to gain material gain.

References


