

The Role of YouTube as a Digital Da'wah Medium in Preventing Drug Abuse Among Teenagers

Wiwin Warliah¹⁾, Yahya Auliya' Abdillah²⁾, Ahmad Mirzaq Miftahul huda³⁾

^{1), 2), 3)} Universitas Nurul Jadid, Probolinggo, Indonesia

e-mail Correspondent: yahyaauliyaabdillah@unuja.ac.id

Received: 27-11-2025

Revised: 02-11-2025

Accepted: 07-11-2025

Info Artikel

Abstract

Keywords:

YouTube, digital da'wah, drug abuse prevention, adolescents, online media

Kata kunci:

YouTube, dakwah digital, pencegahan narkoba, remaja

This study examines the role of YouTube as a medium for digital da'wah in preventing drug abuse among adolescents. It aims to describe the dangers of drugs, identifies effective prevention strategies, and assesses the contribution of digital da'wah content to youth awareness. The research employs a descriptive qualitative approach based on literature review and content analysis of 12 YouTube videos consistently addressing anti-drug themes. Primary data were obtained from observations of video titles, view counts, durations, and audience interactions, while secondary data were drawn from journals, official BNN (National Narcotics Agency) reports, and relevant literature. The analysis reveals that anti-drug da'wah content combining religious and educational approaches is more effective in attracting adolescents' attention and encouraging positive responses including intentions to avoid drugs rather than normative preaching. Three dominant strategies identified are persuasive and educational da'wah, collaborative da'wah (featuring interfaith and institutional dialogues such as with the BNN), and creative da'wah through interesting animations and visuals. However, its effectiveness is limited by competition with entertainment content, issues of credibility, and disparities in digital access and literacy. The study recommends strengthening cross-sector collaboration, improving content quality and validity, involving families and educational institutions in anti-drug campaigns, and innovating content formats to make them more appealing to adolescents. These findings support the use of YouTube as an integral part of a holistic strategy for drug abuse prevention.

Abstrak

Penelitian ini mengkaji peran YouTube sebagai media dakwah digital dalam pencegahan penyalahgunaan narkoba di kalangan remaja dengan tujuan menggambarkan bahaya narkoba, mengidentifikasi strategi pencegahan yang efektif, serta menilai kontribusi konten dakwah digital terhadap kesadaran remaja. Pendekatan penelitian bersifat deskriptif kualitatif berbasis studi literatur dan analisis isi (content analysis) terhadap sampel 12 video YouTube yang konsisten membahas tema anti-narkoba; data primer diperoleh dari observasi judul, jumlah tayangan, durasi, serta interaksi komentar, sedangkan data sekunder bersumber dari jurnal, laporan Badan Narkotika Nasional (BNN), dan literatur terkait. Hasil analisis menunjukkan bahwa konten dakwah anti-narkoba yang menggabungkan pendekatan religius dan edukatif lebih efektif menarik perhatian remaja dan mendorong respons positif termasuk niat untuk menjauhi narkoba ketimbang ceramah yang hanya bersifat normatif. Tiga strategi dominan yang ditemui adalah dakwah persuasif dan edukatif, dakwah kolaboratif (dialog lintas agama dan lembaga seperti BNN), serta dakwah kreatif melalui animasi dan visual menarik. Namun efektivitasnya terbatas oleh persaingan konten hiburan, isu kredibilitas informasi, dan kesenjangan akses serta literasi digital. Rekomendasi penelitian meliputi penguatan kolaborasi lintas sektor, peningkatan kualitas dan validitas konten, pelibatan keluarga dan lembaga pendidikan dalam kampanye, serta inovasi format agar lebih menarik bagi remaja. Temuan ini mendukung pemanfaatan YouTube sebagai bagian dari strategi pencegahan narkoba yang holistik.

INTRODUCTION

Drug abuse in Indonesia has developed into a complex and urgent national problem. The illegal distribution of narcotics, psychotropic drugs, and addictive substances (NAPZA) threatens almost all aspects of life, from individual health and social stability to national security. (Mardin, Hariana, and Lasalewo 2022), (Wali'ulhaq 2016). Narcotics are substances or drugs derived from plants or synthesized, that can suppress consciousness, impair judgment, and even cause dependence (Syapar and Siregar 2019). Dangerous drugs include various psychotropic and addictive substances which is used improperly can cause physical and mental damage (Darwis, Dalimunthe, and Riadi 2018). The types of drugs commonly available vary widely. Marijuana is known by various names such as cimeng, Mary Jane, or weed. Heroin is often called putau or white smack. Cocaine is known as crack or coca paste, while methamphetamine is popularly known as ice or crystal (Hasan et al. 2024). Ecstasy is synonymous with the terms XTC or ineks. In addition, inhalants such as glue and aica aibon, as well as prescription drugs such as tramadol, BK pills, and Xanax, are also classified as narcotics. The variety of forms and accessibility of these narcotics make these dangerous substances easier to enter the lives of the younger generation (Elisabet et al. 2022).

The factors contributing to drug abuse are multi-layered. From a neurobiological perspective, drugs affect the pleasure center in the brain, causing feelings of euphoria. (Mardin et al. 2022). The greater the influence of the substance, the stronger the potential for dependence. From a psychological and social perspective, adolescence is a vulnerable phase because young people are searching for their identity and facing biological and social changes (Hayati 2019), (Yusuf 2025). The urge to explore, peer pressure, weak family supervision, and a permissive environment increase vulnerability. In addition, external factors such as illegal distribution networks also exacerbate the spread of drugs among teenagers (Tarbiyah et al. 2017). In this era of globalization and digitalization, Indonesia's younger generation should have great opportunities to develop through education, technology, and creativity (Gafallo 2022), (Rahmadona & Agustin, 2014). However, this opportunity is often hampered by the threat of drug abuse. Data from the National Narcotics Agency (BNN, 2023) shows that it is estimated that there are approximately 3.6 million drug users in Indonesia, the majority of whom are in the productive age group of 15–35 years old. This figure shows how vulnerable the younger generation is to the dangers of drugs. (Al Munawwaroh et al. 2025).

The issue of drug abuse among teenagers has become a concern for various researchers (Amanda and Humaedi 2020), emphasizes that substance abuse among teenagers has become increasingly widespread over the past decade. Drug syndicates are becoming more diverse and

massive, targeting younger segments of society. Amanda highlights that teenagers' tendency to disregard social norms and rules is one of the main causes of their involvement in drug abuse. Furthermore, research (Mintawati and Budiman 2021) entitled “The Dangers of Drugs and Strategies for Combating Them” explains that the weak role of parents in supervising their children and the lack of education about the dangers of drugs are dominant factors. They emphasize the need for countermeasures involving public education, strict law enforcement, and the formation of drug-aware communities. Meanwhile, Rosa Yunisa (2023), in her research entitled “The Dangers of Drug Abuse on Public Health”, highlights the medical and social impacts of drug abuse. He explains that drug use, by drinking, inhaling, or injecting, can damage brain function, reduce productivity, and cause dependence. At the community level, this phenomenon contributes to increased crime rates, family breakdown, and a burden on public health.

Although these studies provide a comprehensive understanding of the factors and impacts of drug abuse, studies that specifically examine the role of digital media, especially YouTube, as a means of religious preaching and preventive education based on religious values are still very limited. Unlike previous studies that focused more on conventional approaches involving families, schools, and communities, this study focuses on the use of YouTube as a strategic and relevant digital medium for preaching to young people in order to prevent drug abuse.

In this context, digital media, especially YouTube, has a strategic role as a means of preaching and education. YouTube, as one of the largest video sharing platforms in the world, is a medium that is widely accessed by teenagers. With interesting, communicative, and religious content, YouTube can be used as an effective digital preaching medium in raising awareness among the younger generation about the dangers of drugs. This study aims to describe the dangers of drugs for the younger generation, outline appropriate prevention strategies, and emphasize the role of YouTube as a digital medium for religious outreach in efforts to prevent drug abuse among teenagers.

RESEARCH METHOD

This study uses a qualitative descriptive approach based on literature review. The main focus of the study is to describe the phenomenon of drug abuse among adolescents and to formulate prevention strategies relevant to the context of digital development, particularly through the use of YouTube as a medium for religious preaching. Figure 1 shows the research flowchart.

Figure 1. Research flow chart



A. Research Approach

This study uses a descriptive qualitative approach with content analysis. This approach was chosen because the study focuses on exploring the meaning of digital da'wah messages delivered through the YouTube platform and how these messages are understood and influence the audience, especially teenagers in the context of drug abuse prevention. Through this approach, the researcher not only records visible phenomena such as the number of viewers, comments, or likes, but also examines the substance of the message, communication style, and audience response to the religious content being broadcast.

B. Data Sources

The research data sources come from two main categories. First, primary data was obtained directly from observations of YouTube videos with anti-drug themes. Observations were made by searching YouTube channels that consistently produce educational or religious content about the dangers of drugs. From each video, researchers recorded the title, number of views, number of likes, number of comments, video duration, and type of content presented. In addition, audience interactions in the comments section were also analyzed to see how the message was received, understood, or even debated by viewers. Second, secondary data was obtained from supporting literature, such as books, scientific journals, official reports from the National Narcotics Agency (BNN) and the Ministry of Health of the Republic of Indonesia, as well as relevant news articles. This secondary data serves to strengthen the researchers' understanding of the context of drug abuse in Indonesia, strategies for combating it, and the role of social media in drug prevention.

C. Data Collection Techniques

Data collection was carried out using several techniques. Observation was used as the main technique, namely by observing video content on YouTube, documenting relevant data, and recording audience interactions. Documentation was used to collect written or digital materials in the form of reports, articles, and literature related to digital da'wah and drug prevention. Table 1 displays the YouTube content that was collected.

Table 1 Reliability

No	YouTube Channel	Video Titles	Video Link	Duration
1	Ustadz Abdul Somad	Taubatlah Pemakai Narkoba	https://www.youtube.com/watch?v=N6flFbkwIxM	56:33
2	Ustadz Abdullah Taslim, MA	Bincang Santai: Cara Mengobati Pecandu Narkoba - Ustadz Abdullah Taslim, MA.	https://www.youtube.com/watch?v=m1x7QWcVwKc	54:11
3	Distrifarraihan n	Dakwah "bahaya narkoba" !!!	https://www.youtube.com/watch?v=0nIAew4YiCw	5:21
4	Jelasin Singkat	Edukasi Semua Jenis Narkoba	https://www.youtube.com/watch?v=aVGw6koi1AA	11:08
5	Badan Narkotika Nasional	Edukasi Narkoba untuk Dewasa	https://www.youtube.com/watch?v=nwP8Ow2dWIQ	25:08
6	Lembaga Administrasi Negara RI	Milenial Anti Narkoba - BNN	https://www.youtube.com/watch?v=F0j-4qkX6bM	5:54
7	Info BNN RI	Podcast Keliling Bnn Ri Habib Ja'far Al Hadar Dan Pendeta Yerry Pattinasarany	https://www.youtube.com/watch?v=F_vdQuFuzHQ	1:01:51
8	Media Berita / Nasional	Bahaya Narkoba! Ancaman Kesehatan	https://www.youtube.com/watch?v=F_vdQuFuzHQ	12:44
9	Lembaga Edukasi / Animasi	Video Animasi Life Skill Pencegahan NAPZA	https://www.youtube.com/watch?v=F_vdQuFuzHQ	26:22
10	Media Dokumenter	"Bahaya!! Ini Efek Narkoba bagi Tubuh Kita"	https://www.youtube.com/watch?v=F_vdQuFuzHQ	8:17
11	Remaja Anti Narkoba	Bahaya Narkoba	https://www.youtube.com/watch?v=F_vdQuFuzHQ	5:02

			uzHQ	
12	Organisasi Anti Narkoba	Efek Narkoba	https://www.youtube.com/watch?v=F_vdQuF	56:00
			uzHQ	

D. Data Analysis Techniques

The collected data was analyzed using the Miles and Huberman (1994) model, which consists of three stages: data reduction, data presentation, and conclusion drawing. In the data reduction stage, researchers filtered raw data from various sources to retain only relevant information, such as selecting videos with the specific theme of “anti-drugs” or audience comments that showed a significant response to the message. In the data presentation stage, the filtered information was presented in the form of descriptive narratives, tables, and graphs to facilitate the reading of patterns and relationships between data. Finally, conclusions are drawn by interpreting the meaning of the presented data, thereby illustrating how YouTube serves as a digital preaching medium in preventing drug abuse among teenagers.

E. Data Validation

To maintain data validity, this study uses triangulation techniques. Source triangulation is carried out by comparing data from YouTube videos, literature, and interview or survey results. Technique triangulation is carried out by combining observation, documentation, and interviews or surveys, so that the data obtained is more comprehensive. Meanwhile, time triangulation is done by conducting observations in different periods, for example, observing audience responses several weeks after the video is released, so that researchers can see the consistency of the interactions that arise.

RESULTS AND DISCUSSION

A. Overview of Digital Da'wah Content on Drug Prevention

Observations of various YouTube channels show that digital preaching on the theme of anti-drugs is increasingly popular among the public, especially teenagers. Based on data collected from 12 YouTube channels, the majority of content features educational and religious approaches. Channels such as Ustadz Abdul Somad shown in Figure 2, Ustadz Abdullah Taslim shown in Figure 3, MA and Habib Ja'far Al Hadar shown in Figure 4 consistently raise the theme of the dangers of drugs from religious, moral, and social perspectives. Religious preaching content tends to emphasize repentance and

strengthening faith as a defense against the temptation of drugs. Meanwhile, channels with an educational approach, such as the National Narcotics Agency (BNN RI) and various educational institutions or animation channels, focus more on scientific explanations about the types of drugs, their effects on the body, and how to prevent them. The combination of moral messages and scientific education has proven as effective way in attracting the attention of teenagers, as they gain a comprehensive understanding that covers both spiritual and rational aspects.

Figure 2. Ustadz Abdul Somad Repent, Drug Users



Sumber: <https://www.youtube.com/watch?v=N6fIFbkwIxM>

Figure. 3



Sumber: <https://www.youtube.com/watch?v=m1x7QWcVwKc>

Figure 4. Habib Ja'far Al Hadar: The Dangers of Drugs



Sumber: https://www.youtube.com/watch?v=F_vdQuFuzHQ

B. Digital Da'wah Strategy in Preventing Drug Abuse

The digital da'wah strategies found in this study are divided into three main forms:

a. Persuasive and Educational Da'wah

Preachers use light, casual, and communicative language so that their message is easily accepted by teenagers. The style of delivery in the video “Taubatlah Pemakai Narkoba” (Repent, Drug Users) (Ustadz Abdul Somad) displays an empathetic approach by avoiding a judgmental tone, thereby encouraging the audience to realize their mistakes and be willing to change.

b. Collaborative Da'wah

Some content features collaborations between preachers, public figures, and institutions such as the Indonesian National Narcotics Agency (BNN RI). An example is the video “BNN RI Podcast Tour | Habib Ja'far and Pastor Yerry Pattinasarany,” which features an interfaith dialogue on the dangers of drugs. That collaborations reinforce the message that drug prevention is a shared responsibility across religions and cultures.

c. Creative Da'wah through Visual Media and Animation

Animated videos such as “Life Skills for Drug Prevention” show that the use of graphic technology and visual narratives are more effective in reaching young people. Animation helps convey moral messages in an engaging way without sounding patronizing.

C. Audience's Response to Anti-Drug Preaching on YouTube

Analysis of comments and audience interaction shows positive audience engagement with anti-drug preaching content. Many comments express gratitude, prayers, and

determination to stay away from drugs after watching the video. This shows that YouTube is not only a medium of entertainment, but can also serve as a means of moral transformation. In addition, participation levels such as the number of views and comments show that the public is being more open to digital preaching approaches. Content that combines religious values and scientific education has a higher level of interaction than content that only features lectures without interesting visuals.

D. The Challenges of Digital Da'wah in Drug Prevention

Although YouTube offers wide reach and flexibility in spreading messages, there are several key challenges.:

a. Competition with Entertainment Content

Many adolescents are more attracted to entertainment content such as vlogs, music, or gaming videos than to religious preaching videos. This condition requires preachers and religious institutions to continuously innovate so that religious messages remain relevant and interesting for young audiences.

b. Credibility and Validity of Information

Not all religious or anti-drug content on YouTube is supported by strong scientific and religious foundations. Some content may even be misleading if it is not accompanied by credible and verifiable sources.

c. Limited Access and Digital Literacy

Some communities in remote areas still face limited internet access and low levels of digital literacy, which prevents digital preaching messages from reaching all segments of society.

E. Implications of Digital Da'wah for Drug Abuse Prevention

Based on the analysis results, it can be concluded that YouTube has great potential as an effective digital da'wah medium in preventing drug abuse among adolescents. Da'wah messages that are packaged creatively, informatively, and emotionally have proven to foster moral and spiritual awareness among young people. In addition, digital da'wah also serves as a collaborative platform for religious leaders, government institutions, and the wider community in building a sustainable anti-drug education ecosystem.

CONCLUSION

Based on the results of the study, it can be concluded that YouTube plays a strategic role as a digital da'wah medium in efforts to prevent drug abuse among adolescents. As one of the most widely accessed digital platforms by young people, YouTube provides an effective space for preachers, institutions, and the wider community to convey moral, spiritual, and educational

messages broadly, rapidly, and communicatively. In the context of drug abuse prevention, digital da'wah delivered through YouTube does not only function as a religious appeal but also serves as a form of social education that is relevant to the realities of adolescents' lives. The findings indicate that anti-drug da'wah content on YouTube appears in various forms, such as religious sermons, educational videos, inspirational podcasts, and creative visual presentations, which generally succeed in attracting attention and raising adolescents' awareness of the dangers of drug abuse. A persuasive and contextual da'wah approach, delivered using accessible and relatable language, is more readily accepted by young audiences. As a result, the messages conveyed are not perceived as preachy but instead encourage reflection and positive behavioral change. These findings suggest that digital da'wah via YouTube can serve as an effective medium for instilling religious values while simultaneously strengthening the moral resilience of young people against drug abuse. Furthermore, the study finds that YouTube also functions as a collaborative space in drug abuse prevention efforts. Collaboration among preachers, public figures, and related institutions such as the National Narcotics Agency (BNN), as represented through digital content, strengthens da'wah messages and broadens the reach of educational initiatives, particularly among adolescents. The positive responses from young audiences reflected in comments, testimonials, and expressed intentions to avoid drugs indicate that YouTube serves not only as an information medium but also as a platform for moral and spiritual transformation. Overall, this study affirms that the utilization of YouTube as a digital da'wah medium holds significant potential in supporting drug abuse prevention efforts among adolescents. Therefore, strengthening synergy among preachers, educational institutions, government bodies, and the wider community is a crucial step to optimize the role of digital da'wah in shaping religious character and moral awareness among Indonesia's younger generation.

REFERENCES

- AMANDA, MAUDY PRITHA, and SAHADI HUMAEDI. 2020. "Penyalahgunaan Narkoba Di Kalangan Remaja (Adolescent Substance Abuse)." *Primary Care - Clinics in Office Practice* 47(2):383–94.
- Darwis, Ahmad, Gabena Indrayani Dalimunthe, and Sulaiman Riadi. 2018. "Narkoba, Bahaya Dan Cara Mengantisipasinya." *Amaliyah: Jurnal Pengabdian Kepada Masyarakat* 1(1):36–45. doi:10.32696/ajpkm.v1i1.14.
- Elisabet, Aelfi, Agryani Rosmaida, Agung Pratama, Josua Jonatan, Salve Teresia, and Sri Yunita. 2022. "Jurnal Multidisiplin Indonesia PENYALAHGUNAAN NARKOBA DIKALANGAN REMAJA: BAHAYA, PENYEBAB, DAN PENCEGAHANNYA." *Jurnal Multidisiplin Indonesia* 1(3):877–86. <https://jmi.rivierapublishing.id/>.

- Gafallo, M. Fadhi. Yarda. 2022. "Relasi Aktor Dan Digitalisasi Pencegahan Penyulhan Narkoba." *Mawa Iqbal Jurnal Dakwah Dan Pengembangan Sosial Kemanusiaan* 13(02):127–46. doi:10.32923/maw.v13i02.2594.
- Hasan, Zaihanudin, Dheny Rusdiyanto, Dwi Raka Siwi, Ayo Vide Siratama, and Daffa Renaldy. 2024. "Penyalahgunaan Narkoba Pada Remaja." *Innovative: Journal Of Social Science Research* 4(1):4245–58. <https://j-innovative.org/index.php/Innovative/article/view/7852>.
- Hayati, Fatihatul. 2019. "Penyulhan Tentang Bahaya Narkoba Pada Remaja." *Jurnal Abdimas Kesehatan (JAK)* 1(3):190. doi:10.36565/jak.v1i3.52.
- Mardin, Herinda, Hariana Hariana, and Trifandi Lasalewo. 2022. "Sosialisasi Bahaya Penyalahgunaan Narkoba Bagi Peserta Didik SMP Negeri 4 Kwandang Kabupaten Gorontalo Utara." *LAMAHU: Jurnal Pengabdian Masyarakat Terintegrasi* 1(1):9–15. doi:10.34312/lamahu.v1i1.13438.
- Mintawati, Hesri, and Dana Budiman. 2021. "Bahaya Narkoba Dan Strategi Penanggulangannya." *Jurnal Pengabdian Kepada Masyarakat Abdi Putra* 1(2):27–33. doi:10.52005/abdiputra.v1i2.95.
- Al Munawwaroh, Rodhia, Jl Zainal Abidin Pagar Alam No, Labuhan Ratu, and Kota Bandar Lampung. 2025. "Pencegahan Dan Penanganan Penyalahgunaan Narkoba Terhadap Kesehatan Mental Remaja Di Era Digital." *Jurnal Multidisiplin Ilmu Akademik* 2(4):300–311. <https://doi.org/10.61722/jmia.v2i4.5248>.
- Rosa Yunisa, Dwi. 2023. "Bahaya Penyalahgunaan Narkoba Terhadap Kesehatan Masyarakat." *Jurnal Pengabdian Kepada Masyarakat Abdi Putra* 3(1):1–6.
- Syapar, Oleh, and Alim Siregar. 2019. "1721-3959-1-Sm." *Al-Maqasid (Jurnal Kesyarifan Dan Keperdataan)* 5(1):111–24.
- Tarbiyah, Fakultas, Dan Keguruan, Uin ". Smh, " Serang, and Abd Aziz Hasibuan. 2017. "Narkoba Dan Penanggulangannya." *Narkoba Dan Penanggulangannya* 11(1):31–41. <http://www.komisikepolisianindonesia.com>.
- Wali'ulhaq, Adwin Hakim. 2016. "Pendekatan Dakwah Dalam Mencegah Kenakalan Remaja Di Kota Yogyakarta." *Jurnal Al-Qolamuna: Jurnal Komunikasi Dan Penyiaran Islam* 1(3):103–28. <https://journal.salahuddinal-ayyubi.com/index.php/AQJKPI/article/view/156/169>.
- Yusuf, Yoseph Salmon. 2025. "Pendidikan Di Era Media Sosial Sinergi Pendidikan Dan Pembinaan Moral Pada Remaja." *Journal of Education Behavior and Religious Ethics* 1(2):125–34.