

Get Acquainted With the Komite Nasional Ekonomi dan Keuangan Syariah YouTube Channel

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Abstract

There are still many Indonesians, especially Muslims, who do not know about the National Committee for Sharia Economics and Finance (KNEKS). Therefore, to increase information to the public about KNEKS, KNEKS YouTube media is considered very helpful. The purpose of this research is to describe in general about the profile and columns on the KNEKS YouTube channel. This research is a qualitative type with a descriptive approach. Data was collected by means of documentation studies through YouTube channels with exploratory analysis. The results showed that the KNEKS YouTube channel has around 3400 subscribers and 200 videos. Posts on the KNEKS YouTube channel only consist of video posts, without images. The channel has eight columns, unlike most other YouTube channels, which consist of nine columns: home, videos, live, playlists, community, channel, about, and search. Of these eight columns, only six are explorable, while the playlists and community columns are not.

Keywords: *Get Acquainted, YouTube Channel, KNEKS*

Abstrak

Masih banyak orang Indonesia, khususnya muslim, yang belum mengetahui tentang Komite Nasional Ekonomi dan Keuangan Syariah (KNEKS). Oleh karenanya untuk meningkatkan informasi kepada masyarakat tentang KNEKS, media YouTube KNEKS dirasa sangat dapat membantu. Tujuan penelitian ini untuk menggambarkan secara umum tentang profil dan kolom-kolom yang ada pada channel YouTube KNEKS. Penelitian ini berjenis kualitatif dengan pendekatan deskriptif. Data dikumpulkan dengan cara studi dokumentasi melalui channel YouTube dengan analisis eksploratif. Hasil penelitian menunjukkan bahwa channel YouTube KNEKS memiliki sekitar 3400-an subscriber dan 200-an video. Postingan pada channel YouTube KNEKS hanya terdiri dari postingan video, tanpa gambar. Channel ini memiliki delapan kolom, berbeda dengan kebanyakan

channel YouTube lainnya, yang terdiri dari sembilan kolom: rumah, video, live, playlists, komunitas, channel, tentang, dan penelusuran. Dari delapan kolom ini, hanya enam yang dapat dieksplorasi, sementara playlists dan kolom komunitas tidak dapat dieksplorasi.

Kata kunci: Mengenal, Channel YouTube, KNEKS

1. INTRODUCTION

An economy founded on Islamic ideas is known as Islamic economics. Islamic economics and finance is the term used to refer to the study of Islamic economics (Handoko, 2020). Islamic economics and finance has become a new paradigm for economic research despite the fact that the study of the subjects it covers dates back more than a century. Since 1976, scholars in this field have been continually thoughtful (Iqbal, 2021). Islamic Economics and Finance are unique because of their interdisciplinary nature (Ali, 2008).

Islamic economics and finance in Indonesia is strongly supported by the government. This is evidenced by the existence of the Komite Nasional Ekonomi dan Keuangan Syariah (KNEKS). KNEKS in the past was called KNKS (Komite Nasional Ekonomi dan Keuangan Syariah).

KNEKS aims to improve the development of the Islamic economic and financial ecosystem to support national economic development (KNEKS, 2023). Unfortunately, there are still many Indonesians, especially the Muslim community who do not know about KNEKS. Therefore, one way to get to know KNEKS, can be found through the website (<https://kneks.go.id>.) and YouTube channel KNEKS.

The KNEKS YouTube channel is a YouTube channel that can be categorized as a YouTube Channel in the field of Islamic Economics and Finance. KNEKS is also an independent state institution that focuses on the development of Islamic economics and finance in Indonesia. Based on all these explanations, the author is interested in conducting research "Get acquainted with the Komite Nasional Ekonomi dan Keuangan Syariah YouTube Channel".

The main reason this research was conducted is because according to the author, previous studies on KNEKS, no one has discussed the KNEKS YouTube channel. The focus of this research is to exploratively analyse the KNEKS YouTube channel. The purpose of this research is to describe in general the YouTube profile and columns on the KNEKS YouTube channel.

2. LITERATURE REVIEW

2.1 Youtube

YouTube is the second-largest social networking website with over 2 billion monthly users and is accessed by one-third of all Internet users worldwide. (Mitchell et al, 2021). According to (We Are Social and Hootsuite, 2023) in the website katadata.co.id explained that there are 2.51 billion YouTube users in the world as of January 2023. As with any social media, the use of YouTube is also something that individuals often want to limit their use of (Allcott et al, 2022). YouTube can be a major source of information and misinformation, for

example, information and misinformation about vaccines (Basch et al, 2017).

2.2 KNEKS (Komite Nasional Ekonomi dan Keuangan Syariah)

On November 8, 2016, the government specifically established the KNKS to increase the effectiveness and efficiency of implementing the national development plan in the field of Sharia finance and economy. This was done in order to support national economic development and encourage the accelerated development of the Islamic financial sector. Additionally, the National Sharia Finance Committee was renamed the National Sharia Economics and Finance Committee by the government after it was promulgated on February 10, 2020, with the goal of accelerating the growth of the sharia economic and financial ecosystem to support national economic development. (KNEKS, 2023).

The National Committee for Sharia Economics and Finance (KNEKS) is a change from KNKS to increase the development of the sharia economic and financial ecosystem and make Indonesia the World Halal Center. The declaration of the starting point to position Indonesia as one of the main actors and hubs of the world's sharia economy was carried out along with the launch of the Indonesian Sharia Economic Master Plan in May 2019 (KNEKS, 2023).

3. RESEARCH METHODH

This research is descriptive qualitative research. Qualitative research has the main objective of describing and revealing (Siyoto & Sodik, 2015). This research tries to describe and reveal important information in KNEKS YouTube channel.

This research uses exploratory method analysis. The explorative method aims to deepen knowledge and seek new ideas about a particular symptom, describe social phenomena, and explain how a social phenomenon occurs (Permana, 2021). This explorative method is used to deepen knowledge and explain the KNEKS YouTube channel by qualitatively analyzing the columns contained in the KNEKS YouTube channel.

4. RESULT AND DISCUSSION

The results and discussion in this study focus on the explorative analysis of the columns in the KNEKS YouTube channel. The columns on KNEKS's YouTube Channel consist of home, video, live, playlists, community, channels, about and search column.

Home Column

The KNEKS YouTube Channel profile can be seen in the initial view or Home column. The KNEKS YouTube Channel displays the KNEKS logo, number of subscribers and videos, description, column options and some video posts. The KNEKS YouTube Channel has 3.47K subscribers and 209 videos as of June 27, 2023. The description of KNEKS (found in the About column)

“KNEKS adalah Lembaga Non Struktural yang didirikan berdasarkan Peraturan Presiden Nomor 28 tahun 2020. Dipimpin langsung oleh Presiden selaku Ketua, Wakil Presiden selaku Ketua Harian, Menteri Keuangan selaku Sekretaris dan beranggotakan 3 Menteri Koordinator, 7 Menteri, 3 Ketua lembaga pemerintah, Ketua Umum MUI dan Ketua Umum KADIN. Tugas KNEKS yaitu mempercepat, memperluas dan memajukan pengembangan ekonomi *dan keuangan*

syariah dalam rangka mendukung ketahanan ekonomi nasional.”

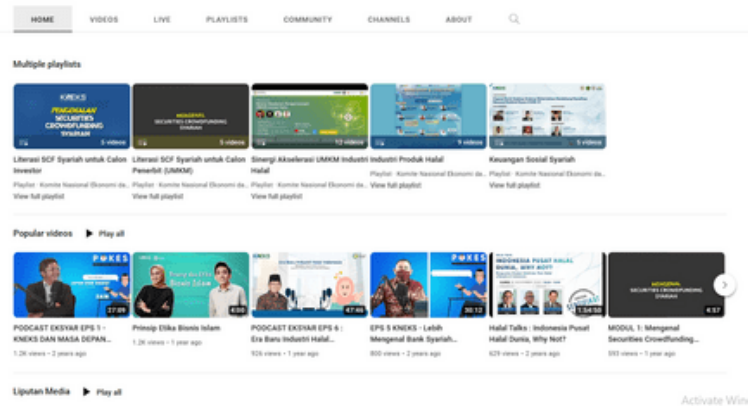


Figure 1. Main View of the KNEKS YouTube Channel
Source: KNEKS Channel on YouTube, 2023

Videos Column

The number of video posts in the Videos column on the KNEKS YouTube channel totaled 209 videos as of June 27, 2023. The first video posting in the Videos column occurred on May 25, 2019, namely a video entitled "Presentation with the Influence of KNEKS". While the last video posting occurred on June 10, 2023, namely a video entitled "Stakeholder Awareness Campaign of The Year Indonesia Halal In Travel Awards 2023". That is, 209 videos that have been posted by the KNEKS channel for more than 4 years in the Videos column.

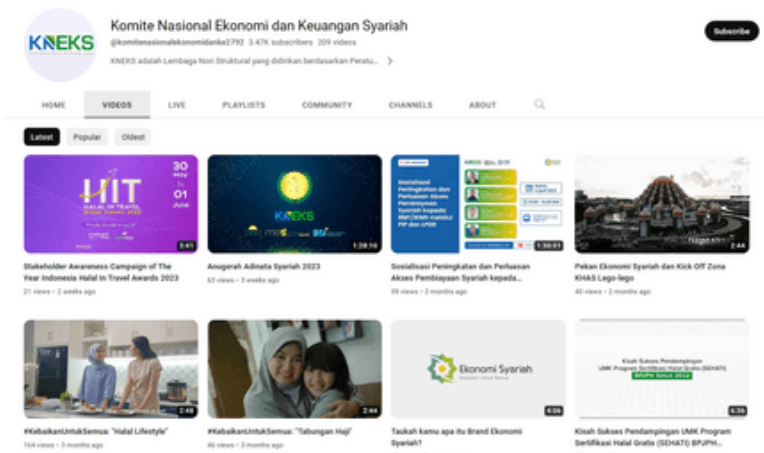


Figure 2. Main View of KNEKS YouTube Channel's Video Column
Source: KNEKS Channel on YouTube, 2023

In 2020, the number of videos in the Videos column on the KNEKS YouTube channel was 9 posts. 64 posts in 2021, 104 posts in 2022, 32 posts in 2023 (as of June 27, 2023).

The video post that has the shortest duration is a video post on July 16, 2019 entitled "Muslim Fashion, Creative Economy" which lasts for 1 minute 1 second. Then the video post that has the Longest duration is a video post on October 11, 2021 entitled "Workshop Series 6" which lasts 4 hours 32 minutes 10 seconds.



The Shortest



The Lengthest

Figure 3. The Video Column's Shortest and Lengthest Video Posts
Source: KNEKS Channel on YouTube, 2023

The video post that has the highest number of views is the video post on January 24, 2021, which is 1,225 views (as of April 8, 2023). This video is entitled "Podcast eksyar eps 1 – KNEKS dan Masa Depan Literasi Ekonomi Syariah Indonesia". This video has the highest number of views because it discusses the development of Islamic economics and finance from 2019 to 2021.



Figure 4. The Videos Column's Most Viewed Video Posts
Source: KNEKS Channel on YouTube, 2023

The video post that has the highest number of likes is the video post on May 3, 2021, which has 269 likes (as of April 12, 2023). This video is entitled " Lebih Mengenal Bank Syariah Indonesia ". The video has the most likes because in the video Pokes KNEKS Together with KNEKS answers questions from Eksyar friends who ask about Islamic banks which are the result of mergers of BUMN subsidiaries.



Figure 5. The Videos Column's Most Liked Video Posts

Source: KNEKS Channel on YouTube, 2023

The video post that has the highest number of comments is the video post on April 6, 2022, which is 9 comments (as of May 8, 2023) this video is entitled " Shariah Inspirative Talk Edisi Khusus Episode 4 : Menjaga Harga Diri Ala Nabi ".

The video has the most comments, because the video is presented by Dr. Azmi Ismail, Lc, MA. The 6-minute video explains the importance of maintaining self-esteem in the style of the Prophet Muhammad because he is considered a good example of maintaining self-esteem in Islam. A podcast on this topic may offer a new perspective and understanding of how to maintain self-esteem in an Islamic manner, and may discuss practical strategies for implementing this concept in daily life. This may help listeners to understand the Islamic values that encourage one to be a good and ethical person, and provide insight into how Islam can be applied in everyday life.



Figure 6. The Videos Column's Most Commented-Upon Videos

Source: KNEKS Channel on YouTube, 2023

Live Column

The number of video posts in the Live column on the KNEKS YouTube Channel amounted to 87 videos as of May 11, 2023. The first video posting in the Live column occurred on May 14, 2019, namely a video entitled "Live Streaming Komite Nasional Keuangan Syariah: Peluncuran Masterplan Ekonomi Syariah Indonesia". While the last video posting occurred on April 13, 2023, namely a video entitled "Peluang dan Tantangan RUU Perkoperasian bagi Koperasi Syariah". This means that the 87 videos that have been posted by the KNEKS Channel were done for almost 3 years in the Live column.



Figure 7. Main View of KNEKS's Live Column on YouTube

Source: KNEKS Channel on YouTube, 2023

In 2021, the number of videos in the Live column on the KNEKS youtube Channel was 22 posts. While in 2022 there were 14 posts (as of May 10, 2023). The video post that has the shortest duration in the Live column is a video post on April 6, 2023 entitled "Sosialisasi Peningkatan dan Perluasan Akses Pembiayaan Syariah kepada BMT/IKMS melalui PIP dan LPDB" which lasts 41 seconds. Then the video post that has the Longest duration is a video post on July 15, 2021 entitled "The Future of Islamic Capital Market: Opportunities, Challenges, and Way Forward" which lasts 6 hours 37 minutes 11 seconds.



The Shortest



The Longest

Figure 8. The Live Column's Shortest and Longest Video Posts

Source: KNEKS Channel on YouTube, 2023

The video post that has the highest number of views in the Live column is a video post on January 25, 2021, which has 6,417 views (as of May 11, 2023). This video is entitled "Peluncuran Gerakan Nasional Wakaf Uang dan Peresmian Brand Ekonomi Syariah". The video has the most views because the title is very interesting to discuss, in which there are pros and cons from the audience (the people), most viewers do not agree that the waqf is given to the government or similar bodies and according to the people the program is more appropriate for officials.



Figure 9. Videos in the Live Column with the Most Views

Source: KNEKS Channel on YouTube, 2023

The video post that has the highest number of likes in the Live column is a video post on January 25, 2021, which has 219 likes (as of May 10, 2023). This video is titled "Launching of the National Movement for Cash Waqf and the Inauguration of the Sharia Economy Brand". The video has the most likes probably due to the presence of the President and Vice President of the

video.



Figure 10. Videos in the Live Column with the Most Likes
Source: KNEKS Channel on YouTube, 2023

The video post that has the highest number of comments in the Live column is the video post on January 25, 2021, which has 81 comments (as of May 11, 2023). This video is titled "The Launch of the National Movement for Cash Waqf and the Inauguration of the Sharia Economy Brand".



Figure 11. Videos in the Live Column with the Most Comments
Source: KNEKS Channel on YouTube, 2023

Playlists Column

KNEKS YouTube channel has 15 Playlist items namely:

1. Sharia Inspirational Talk Special Edition.
2. International Research Workshop in Islamic Economic and Finance.

3. SCF Syariah Literacy for Prospective Investors.
4. Sharia SCF Literacy for Prospective Issuers (MSMEs).
5. Podcast with Halal Examining Organisation.
6. Synergy to Accelerate MSMEs in Halal Industry.
7. Supporting Ecosystem.
8. Islamic Social Finance.
9. Islamic Financial Services.
10. Halal Products Industry.
11. Event Islamic Economy.
12. Literacy and Education.
13. Indonesia's Sharia Economy.
14. Media Coverage.
15. KNKS Activities.

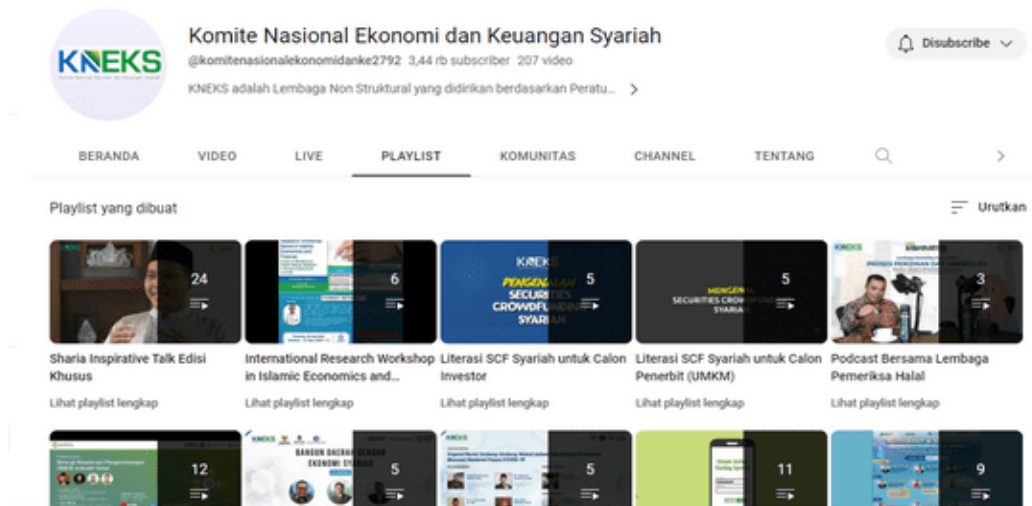


Figure 12. The Playlist Column's Main View on The KNEKS YouTube channel
Source: KNEKS Channel on YouTube, 2023

Komunitas Column

There are no posts in the community column of the KNEKS YouTube channel.

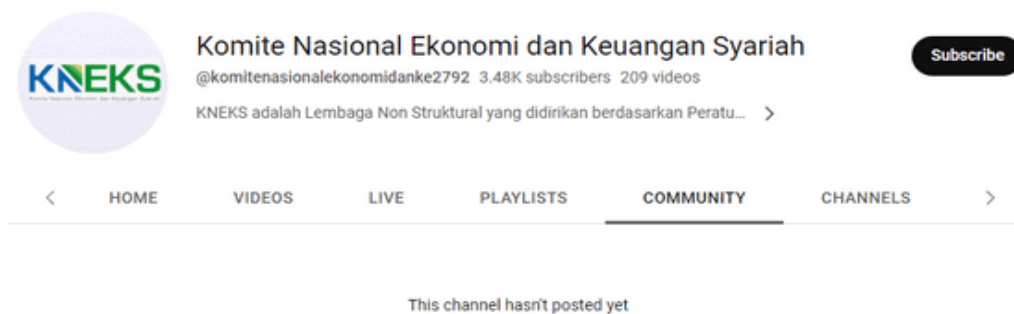


Figure 13. Main View of KNEKS's YouTube Channel's Community Column
Source: KNEKS Channel on YouTube, 2023

Channels Column

There are no posts in the community column of the KNEKS YouTube channel.

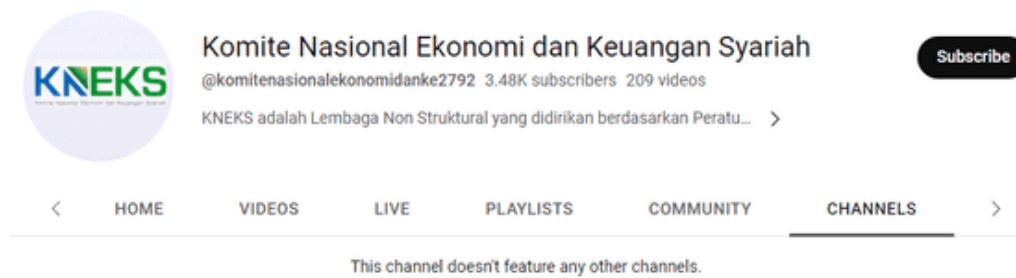


Figure 14. Main View of KNEKS's YouTube Channel's Channels Column

Source: KNEKS Channel on YouTube, 2023

About Column

The About column contains Description, Details, Statistics and Links. Description explains a brief description of Bank Syariah Indonesia (see Home). Details contains the location of the KNEKS YouTube channel in Indonesia. Statistics contains when the KNEKS YouTube channel was first created and the total number of views of the videos on the BSI YouTube channel. Links contain links to Instagram, Facebook, Twitter and websites owned by BSI. The KNEKS YouTube channel was first created on January 22, 2018. While the total number of video views on the KNEKS Youtube channel is 82,377 views (as of July 09, 2023).

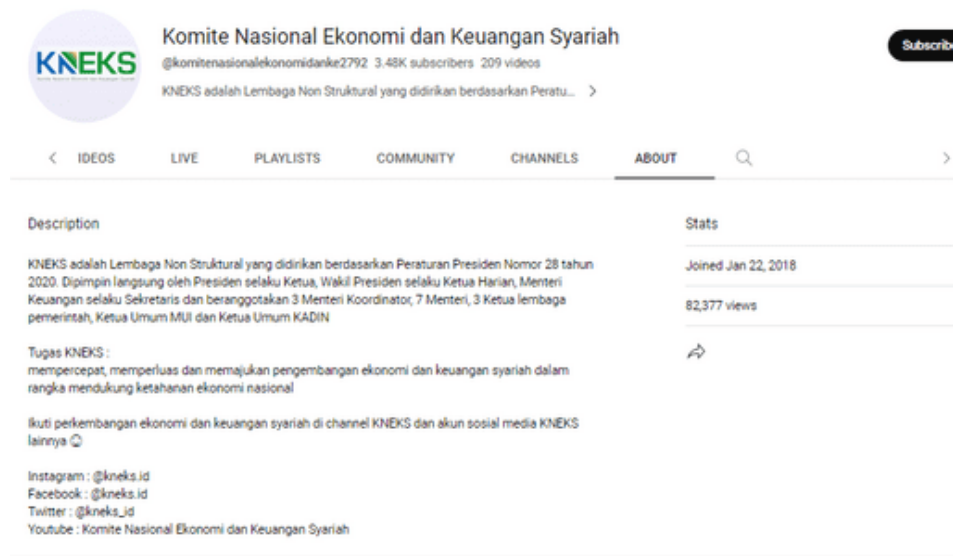


Figure 15. Main Page of KNEKS's About Column on YouTube

Source: KNEKS Channel on YouTube, 2023

Search Column

The Search column serves to search for posts by typing keywords in the lup symbol. When the researcher tested whether the column was functioning properly or not, the researcher tried to type the keyword "Ekonomi Syariah". After this was done, video posts appeared whose titles contained the word "Ekonomi Syariah". This means that the search function on the BSI YouTube channel is functioning normally. The proof can be seen in the picture below.

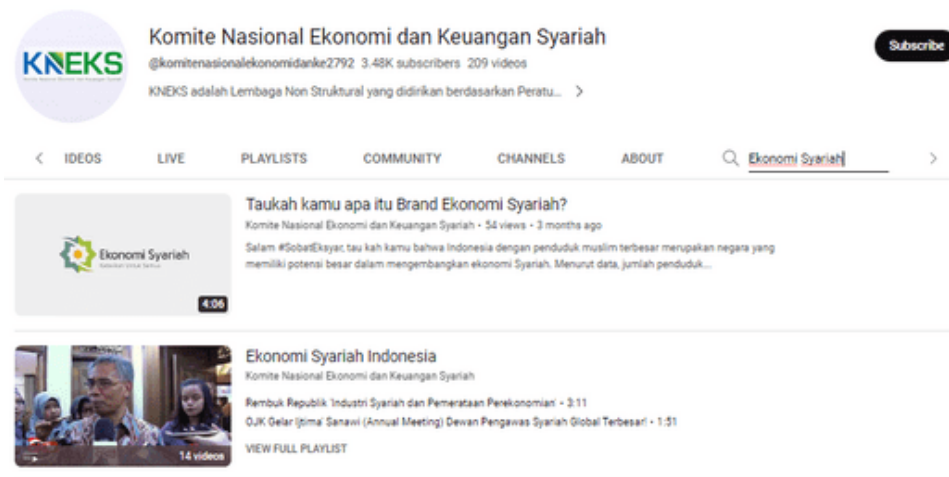


Figure 16. Main View of KNEKS's YouTube Channel's Search Column

Source: KNEKS Channel on YouTube, 2023

5. CONCLUSION AND RECOMMENDATION

Based on the description of the research discussion, it can be concluded that the YouTube channel of the National Committee for Sharia Economics and Finance (KNEKS) has a profile with 3.47 thousand subscribers and 209 video posts. The KNEKS YouTube channel only has posts in the form of videos. The KNEKS YouTube channel only has eight columns, unlike most other YouTube channels which have nine columns. Of these eight columns, only six columns can be analyzed exploratively.

This research only explores the YouTube channel of the national committee for sharia economics and finance in Indonesia. Future research is expected to add and compare YouTube channels of the national committee for Islamic economics and finance in ASEAN countries or the Middle East.

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