



Explorative Analysis of Bank Syariah Indonesia Youtube Channel

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Abstract

Purpose - This research was conducted to qualitatively analyze the profile and columns on the Bank Syariah Indonesia (BSI) YouTube channel.

Method - This research describes the BSI YouTube channel qualitatively with an exploratory approach.

Result - The results showed that the BSI YouTube channel has a profile with 65.5K subscribers and 420 video posts. Posts on the BSI YouTube channel consist of video and image posts. The BSI YouTube channel has nine columns like most other YouTube channels. All columns (home, videos, shorts, live, playlist, community, channels, about and search) can be analyzed exploratively.

Implication - The population in this study is the Youtube channel of Islamic banks. The sample used is the BSI Youtube channel.

Originality - Research that qualitatively analyzes the YouTube channels of Islamic banks in Indonesia.

Keywords: YouTube, BSI, Exploratory Analysis



Introduction

Islam strongly emphasizes its adherents to seek knowledge. This is evident from the first Qur'anic verse that was revealed containing the command to read. Reading is one way to seek and obtain knowledge and information.

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In addition to reading the Qur'an, books, newspapers or journals, to obtain knowledge and information, it can also be done through listening and listening. For example, listening to the radio to get news or listening to news on television. Along with the development of technology, reading, listening and hearing information can be done anytime and anywhere through cellphones / gadgets.

Gadgets, which are currently connected to the internet, do not only function to communicate, but can be used to do almost all activities of life, ranging from office, personal to religious activities. This is because gadgets have built-in applications or can install new applications easily and quickly. One of the applications on gadgets that is often used to find information is the YouTube application.

YouTube is a social media application that provides information or provides content in the form of videos. According to (Pew Research Center, 2021), YouTube is the most popular social media platform in the US: used by 81% of Americans with 54% of users using it daily and 36% visiting the site multiple times a day. According to (We Are Social and Hootsuite, 2023) in the website katadata.co.id explained that there are 139 million YouTube users in Indonesia and this puts Indonesia as the fourth most YouTube users in the world.

In Indonesia, YouTube channels are not only owned and used by individuals, but also by institutions/organizations. One institution that owns and uses a YouTube channel is Bank Syariah Indonesia or BSI. The name of BSI's YouTube channel is Bank Syariah Indonesia.

The BSI YouTube channel is a YouTube channel that can be categorized as a YouTube channel in the field of Islamic Finance, especially Islamic Banks. BSI is also an Islamic bank with the largest assets in Indonesia. Based on all these



explanations, the authors are interested in conducting research "Exploratory Analysis of Bank Syariah Indonesia YouTube Channels.

The reason this research was conducted included two things. First, because BSI is the largest Islamic bank and has the largest number of customers in Indonesia. Second, because according to the author, previous studies on YouTube with exploratory methods, no one has discussed the YouTube channels of Islamic banks. The focus of this research is to exploratively analyze BSI's YouTube channel. The purpose of this research is to exploratively analyze the YouTube profile and columns on the Bank Syariah Indonesia YouTube channel.

Literature Review

YouTube

YouTube has more than 2 billion monthly users and is accessed by one-third of people using the Internet globally, making it the second largest social networking website (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).

Islamic Bank

Islamic banks operate on different principles compared to the conventional system. Islamic banks operate based on Islamic principles oriented towards profit-loss sharing. In countries where Islamic banks operate, the Central Bank provides legislation to serve regulation and supervision. In Indonesia, Bank Indonesia has launched a blueprint for the development of Islamic banking that describes the vision, mission and target objectives of Islamic banking since 2002 (Abbas and Arizah, 2019).



Bank Syariah Indonesia (BSI)

Bank Syariah Indonesia (BSI) was officially born on February 1, 2021 or 19 Jumadil Akhir 1442 H. BSI is a bank resulting from the merger between Bank BRI Syariah, Bank Syariah Mandiri and Bank BNI Syariah. This merger found the advantages of the three Islamic banks, thus providing more complete services, wider reach, and better capital capacity. Supported by synergy with the company and the government's commitment through the Ministry of SOEs, BSI is encouraged to compete at the global level (Bank Syariah Indonesia, 2023).

Methods

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

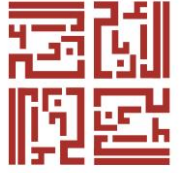
This research uses exploratory method analysis. The explorative method aims to deepen knowledge and seek new ideas about a particular symptom, describe social phenomena, and explain how a social phenomenon occurs (Permana, 2021). This explorative method is used to deepen knowledge and explain the BSI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

Results and Discussion

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

Home (Profile) Column

BSI's YouTube channel profile can be seen in the initial display or Home/Beranda column. The BSI YouTube channel shows the BSI logo, the number of subscribers and videos, a description, a selection of columns and



some video posts. BSI's YouTube channel has 65.6K subscribers and 420 videos as of May 8, 2023. The description of BSI (can be seen in the About column) is: "Bank Syariah Indonesia memiliki 5 (lima) Value Proposition yakni: Modern, Inklusif, Universal, Cerdas Teknologi, dan Millennial"

Video Column

The number of video posts in the Video column on the BSI YouTube channel totaled 266 videos as of May 1, 2023. The first video posting in the Video column occurred on February 4, 2021, namely a video entitled "Salam Perkenalan dari Bank Syariah Indonesia". While the last video post occurred on April 21, 2023, namely a video entitled "Seluruh Jajaran Direksi PT Bank Syariah Indonesia Tbk Mengucapkan Selamat Idul Fitri 1444 H". This means that 266 videos have been posted by the BSI channel over 2 years in the Video column.

In 2021, the number of videos in the Video column on the BSI youtube channel was 39 posts. 127 posts in 2022, and 100 posts in 2023 (as of May 1, 2023). The video post that has the shortest duration is a video post on October 25, 2021 entitled "BSI Gadai Emas - Solusi Kebutuhan Dana" which has a duration of 6 seconds. Then the video post that has the longest duration is a video post on October 7, 2021 entitled "Keseruan Live Riko The Series Bersama BSI" which lasts 2 hours 12 minutes 30 seconds.

The video post that has the highest number of views is a video post on July 7, 2022, which has 4,114,317 views (as of May 1, 2023) with the title "BSI PROMO HUJAN EMAS". This video reviews the "Promo Hujan Emas" which is a promo giving various attractive prizes in the form of 1 unit of car, 10 units of motorbike, 50 pieces of precious metal, and 40 units of smartphone that will be given by BSI to customers/non-customers who make gold pawn and installment transactions in the period July 1 to December 31, 2022. In addition to the interesting video, the duration is also short at 30 seconds. This video is an advertising video (ads) that often appears on YouTube timelines. Therefore, this is the reason why this video has the highest number of viewers.



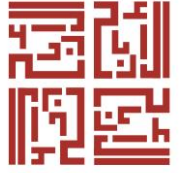
The video post that has the highest number of likes is a video post on April 5, 2021, which has 2.6 thousand likes (as of May 1, 2023). This video is titled “Harmoni Cinta Episode 1-Mini Series”. In our opinion, the reason why the video got the most likes is because it is very relatable in real life. Many people who have reached the age of marriage are urged to get married by their families, especially their parents, while they are still busy working to organize a future life. This makes the audience who is experiencing this interested, because the characters who play a role in the video are very professional in acting. In addition, the video contains information about Islamic banks.

The video post that has the highest number of comments is the video post on February 1, 2021, which has 566 comments (as of May 1, 2023). This video is titled “Salam Perkenalan dari Bank Syariah Indonesia”. This video reviews the background of Bank Syariah Indonesia and some of its components. Other reviews include the purpose of Islamic banks and what is offered if we join as customers or employees at BSI. Because many viewers want to understand more about Islamic banks, there are many questions asked in the comments section of this video. In addition, due to its old upload date, namely 2021, this video has the most comments of any other video.

Shorts Column

The number of video posts in the Shorts column on the BSI YouTube channel amounted to 30 videos as of May 8, 2023. The first video post in the Shorts column occurred on February 21, 2021, namely a video entitled “Hari Peduli Sampah Nasional”. While the last video post occurred on April 8, 2023, namely a video entitled “BSI Hasanah Card | Ramadhan Cardnival | Serbu beragam Promo Kartu Kebaikan sekarang”. This means that 30 videos have been posted by the BSI YouTube channel for more than 2 years in the Shorts column.

In 2021, the number of videos in the Shorts column on the BSI YouTube channel was 1 post. 20 posts in 2022, and 9 posts in 2023 (as of May 8, 2023). The video post that has the highest number of views in the Shorts column on the BSI YouTube channel is a video post on February 6, 2023, which



has 123,418 views (as of April 10, 2023). This video is titled “Spesial Serba Duo Promo OTO Hanya di Milad Ke-2 Bank Syariah Indonesia”. The video has the highest number of views because the video is interesting and uses cute ultraman and dinosaur animations so that it gets more attention.

The video post that has the highest number of likes is the video post on December 30, 2023, which has 161 likes (as of May 8, 2023). This video is titled “Simak Gampangnya Dapetin Mobil Idaman atau Motor Impian di Video Ini #BankSyariahIndonesia”. The video post had the most likes because it made viewers curious about the offer. The video post that has the highest number of comments is the video post on January 3, 2023, which has 33 comments (as of May 8, 2023). This video is titled “Ajarkan Si Kecil menabung di BSI Tabungan Junior, yuk! Simak caranya di sini #BankSyariahIndonesia”.

The video post has the most comments because in addition to the interesting delivery of the video, all comments get responses and answers that are appropriate, friendly and easily understood by the person who has submitted the question.

Live Column

The number of video posts in the Live column on the BSI YouTube channel amounted to 120 videos as of April 14, 2023. The first video posting in the Live column occurred on February 1, 2021, namely a video entitled “Peresmian PT. Bank Syariah Indonesia Tbk”. While the last video post occurred on April 14, 2023, namely a video entitled “Santunan Anak Yatim 2.222 & Peringatan Nuzulul Quran PT Bank Syariah Indonesia Tbk”. This means that 120 videos have been posted by the BSI channel for over 2 years in the Live column.

In 2021, the number of videos in the Live column on the BSI YouTube channel is 40 posts. In 2022, there were 52 posts. While in 2023 there were 28 posts (as of April 28, 2023). The video post that has the shortest duration in the Live column is a video post on May 13, 2022 entitled “BSI Grand Launching Representative Office Dubai” which lasts 7 minutes 44 seconds. Then the video post that has the longest duration is a video post on February 15, 2023 entitled



"Bank Syariah Indonesia Global Islamic Finance Summit 2023 | Day 1" which lasts 7 hours 07 minutes 25 seconds.

The video post that has the highest number of views in the Live column is the video post on April 1, 2022, which has 304,383 views (as of May 10, 2023). This video is titled "HarMoney Life Season 3 - Mengejar Kebaikan di Bulan Ramadan". Through the video we get an easy way to give charity nowadays through m-banking or the like, especially through BSI mobile. With interesting hosts and guest stars, the atmosphere becomes more exciting to watch this video.

The post that has the highest number of likes in the Live column is a video post on February 1, 2021, which has 2,400 likes (as of May 2, 2023). This video is titled "Peresmian PT. Bank Syariah Indonesia Tbk". This video has the most likes probably because the video is the first live video on the BSI YouTube channel and the video informs about Bank Syariah Indonesia which has been inaugurated by the President of the Republic of Indonesia so that many Indonesians watch the video. The video post that has the highest number of comments in the Live column is the video post on February 28, 2023, which has 340 comments (as of April 14, 2023). This video is titled "Bank Syariah Indonesia Charity Concert 2023".

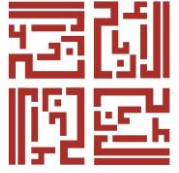
Judging from the contents of the comments contained in the video, on average, they contain comments from Farel fans who are waiting for his performance, because in the video there is Farel's performance singing several songs created by Didi Kempot.

Playlists Column

In the Playlists column on the BSI YouTube channel, there are 77 playlist items as of June 22, 2023. The playlist item that has the most videos is the playlist item entitled "TVC Produk".

Community Column

In the Community column on the BSI YouTube channel, there are 128 image posts as of June 22, 2023. The image posts are about quizzes organized



by BSI. This quiz post is very interesting for the audience. This can be proven by the number of likes and comments on quiz posts. For example, the post in 2022 entitled "#RezekiDadakanBSI" with 143 comments or the post on June 19, 2023 entitled "#RezekiDadakanBSI" with 72 likes.

Channels Column

The Channels column contains channels that are subscribed to by the BSI YouTube channel. There is 1 channel that is subscribed to by the BSI YouTube channel as of June 22, 2023, namely the Makkah Live channel.

About Column

The About column contains Description, Details, Statistics and Links. Description explains a brief description of Bank Syariah Indonesia (see Profile). Details contain the location of the BSI YouTube channel which is located in Indonesia. Statistics contain when the BSI 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 sites owned by BSI. The first BSI Youtube channel was created on May 1, 2013. While the total number of views of videos on the BSI Youtube channel is 34,777,891 views (as of June 22, 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 "BSI". After this was done, video posts appeared whose titles contained the word "BSI". This means that the search function on the BSI YouTube channel is functioning normally. The proof can be seen in the picture below.

Conclusion

Based on the description of the research discussion, it can be concluded that the Bank Syariah Indonesia (BSI) YouTube channel has a profile with 65.6K subscribers and 420 video posts. The BSI YouTube channel also has



posts in the form of images posted in the Community column. The BSI YouTube channel has nine columns like most other YouTube channels. Of the nine columns, all of them can be analyzed exploratively. This research only explores the YouTube channel of one Islamic bank. Future research is expected to add and compare YouTube channels of Islamic banks in Indonesia. For example, exploratively comparing the YouTube channels of BSI and Bank Muamalat.

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