

International Journal of Social Science Exceptional Research

The commercialization of thumbnail update in the Ajwa TV Indonesia Muslim broadcasting on Youtube Canal

Tuti Widiastuti ^{1*}, Reza Praditya Yudha ², Herna ³

¹⁻³ Gunadarma University, Indonesia

* Corresponding Author: Tuti Widiastuti

Article Info

ISSN (online): 2583-8261

Volume: 03

Issue: 01

January-February 2024

Received: 06-12-2023;

Accepted: 08-01-2024

Page No: 39-45

Abstract

Religion is an ideology, not a good or service, but rather an attraction used to draw in the audience. Ajwa TV Indonesia is an illustration of the critical media political economy theory of how religious content has become commodified because of the transformation of religion's initial use value as a way of life and a source of belief into an exchange value. One of the media's mediators for boosting viewership is YouTube update thumbnails. The research included qualitative descriptive techniques. The practice of commodification of religious content emerged as a response to these negative effects and as a rule for Indonesian Muslims' daily life. Additionally, YouTube plays a significant role in enhancing the performance and visibility of devoted Ajwa TV viewers. The purpose of a thumbnail update is to make information about shows on Ajwa TV more widely known by releasing and sharing it. A device's thumbnails serve many functions, one of which is to display a preview of a digital image. A device's thumbnails serve many functions, one of which is to display a preview of a digital image. Ajwa TV Indonesia is anticipated to continue producing current programming including music, lifestyle, news, and Islamic studies to expand the discussion.

DOI: <https://doi.org/10.54660/IJSSER.2024.3.1.39-45>

Keywords: Commercialization, Critical political economy, Ideology, Muslim broadcasting, Thumbnail

Introduction

Intense rivalry between traditional and online media like Internet has become essential in the battle for audience attention. Online media compete with traditional media including newspapers, magazines, and television. Newspapers and magazines were particularly severely hit in this field, with decreased circulation being the biggest effect of publication closures (Hanik *et al.*, 2022; Syahputra *et al.*, 2021) ^[9, 25].

Media can be interpreted to convey messages and information to the public. The role of the media itself is very diverse with the times. In addition, there are various types of media including visual, audio, audio-visual, and multimedia (Genç & Surer, 2023) ^[7]. Among these types, the understanding of media is as a form of intermediary that can affect the senses of vision, hearing, touch, and combination. Mass media is a tool used in delivering messages or information to the general audience or society.

One of the most recent television networks, Ajwa TV Indonesia, offers a wide range of Islamic programming that promotes Islam's calm, tranquil, attractive, and *rahmatan lil aalamin* characteristics. The Vidio.com app, website, and Pay TV Next Parabola network are just a few of the online channels that offer access to the Ajwa TV television station. The Muslim Update program, which delivers the most recent news and an Islamic point of view from the Ustads, is one of the Islamic programs that air on Ajwa TV Indonesia.

The Pay TV Next Parabola network, the Vidio.com app, and the Ajwa TV television station are just a few of the online channels that provide access to them. One of the Islamic programs that airs on Ajwa TV Indonesia is the Muslim Update show, which provides the most recent news and an Islamic perspective from the Ustads.

Three friends, Chad Hurley, Steve Chen, and Jawed Karim created the website YouTube (Koh & Cui, 2022; Prestianta, 2021) ^[16, 20]. This website allows us to post videos for distribution to online audiences. We don't have to wait long to watch videos that have been uploaded (Illiyyun, 2018) ^[13]. YouTube has a live-streaming capability as well, which is equally intriguing (Luo *et al.*, 2020) ^[17]. This makes it different from television in that viewers can immediately comment on the presented column. Because there are so many different types of videos on YouTube, from news updates to entertainment, it is also the most widely used social media platform.

Online information is distributed by Ajwa TV via YouTube. By only posting videos that can be viewed by anyone, wherever they are, if they are connected to the internet, Ajwa TV makes a sensible decision. The fact that many fans watch his news videos and then actively cover and submit them to his YouTube account channel is a contributing aspect (Hanik *et al.*, 2022; Illiyyun, 2018; Setiawan, 2017) ^[9, 13, 22]. Everyone from all over the world can watch the film on YouTube, not just people in specific locations (Bishop, 2020) ^[1]. The footage is shown worldwide, even in America, which is a huge advantage for regional media like Ajwa TV. By using YouTube's subscription feature, which allows users to subscribe to videos without having to pay a fee, one can also be the first person to view newly uploaded videos.

This study's theme selection aims to determine how well YouTube works as a platform for conveying information used on the Ajwa TV news channel. Ajwa TV was selected as the study's subject since it is a mainstream media outlet. The news videos are news videos that are up to date. Based on the background description of the problem described above, the researcher is interested in studying it more deeply with the theme of the role of thumbnail updates in Ajwa TV Indonesia Muslim broadcasting.

Literature Review

Studies of media politics are a type of critical analysis due to the analytical model (Golding, 2019, p.503) ^[8, 19]. It's probable that media politics and criticism of economic factors may receive more emphasis (Murdock & Golding, 2016) ^[19]. The development and delivery of media material that audiences need can be mediated by mass media. Politicians can engage in political activity and communicate with the public through the media (Smessaert *et al.*, 2020) ^[24]. On the other hand, the media can mediate public demands, reactions, or opinions of politicians.

Liberal political economy and critical political economy are the two main subcategories that Golding and Murdock (2016) ^[19] use to categorize the study of media political economy. The study's focus on the liberal political economy variant is on the market exchange process, in which consumers have the freedom to choose among competing goods based on the benefits and satisfaction they provide (Golding, 2019; Murdock & Golding, 2016, p.764) ^[8, 19]. The form of critical political economics that emerged after Marx supported the structuring of cultural industry ownership and production.

The political economy of media was examined critically by Golding and Murdock (2002) ^[18], who focused on several key topics. Holistic is first. To prevent the propensity to abstract social realities into economic and political theory, the study of political economy is designed to critically investigate how social, political, and cultural phenomena in society interact

overall. Place the media in the context of the larger system as an essential component of the social, political, and economic processes that take place before starting the analysis (Golding, 2019) ^[8].

Second historical, the goal of critical political economy is to explain how these shifts and dialectics relate to the place and function of the media within the overall capitalist system. Third, praxis during periods of social transition and capitalism, creative and free human activity is of importance to critical political economy. According to the praxis method, knowledge is the result of ongoing dialogue between theory and practice.

The two main subfields of the study of critical political economy, instrumentalists and structuralists, are identified by Golding and Murdock (2002) ^[18]. The focus of instrumentalist analysis is on how capital owners use their economic power in a commercial market system to ensure that the flow of public knowledge is consistent with their objectives (Dwyer, 2016) ^[5, 19]. So, what happens is that the media's role as a tool of class dominance changes. Although capitalists have the authority to direct information flow in accordance with their beliefs, there is also a larger system that places restrictions on capitalists. What matters is that instrumentalist analysis attempts to examine the many characteristics and sources of constraint that businesspeople and political elites have within the greater framework.

By collaborating, exchanging information, or chatting with other users, individuals can identify themselves in the social media ecosystem of the internet and establish virtual social ties. A social network where cyberspace interactions are possible, along with the effects of such interactions. Users create new networks of friends, which is the core characteristic of social networks. Users frequently base their new friendship networks on shared interests like likes or hobbies. Facebook and Instagram are two examples of social media platforms.

Online communities known as social media enable users to upload their daily activities, communicate with one another through comments, and share links. WordPress or blog postings are two examples. Online communities known as social media enable users to upload their daily activities, communicate with one another through comments, and share links. WordPress or blog postings are two examples.

A thumbnail is a tiny version of a bigger picture. However, the average person frequently views thumbnails as preview images that are typically found in a vlog or certain photographs (Genç & Surer, 2023) ^[7]. Thumbnail images have been used since the 1980s; at the time, they served as preview images and frequently included links to the original photos. A larger version of the image will be displayed if the user clicks the thumbnail. Then, specifically in the 17th century in the United States, there was a reference to thumbnail-sized photographs, where the idea relates to objects that are thought of as small (Shimono *et al.*, 2020) ^[23]. Therefore, using thumbnails back then was a simple way to conserve background on a smartphone.

One of the numerous services that YouTube offers users is the ability to upload videos, audio files, and animated GIFs for others to view and enjoy. Many people find that using YouTube to promote user content by using the platform's media to draw new subscribers to their accounts is quite beneficial. However, the vast user base of YouTube will undoubtedly result in heated competition, particularly

regarding promotional operations. As a result, media is required as a platform to highlight each YouTube user's individuality (Koh & Cui, 2022) ^[16].

The primary purpose of the online video platform YouTube is to enable global web-based searches for, viewing of, and sharing of original videos (Shimono *et al.*, 2020) ^[23]. The advent of YouTube has significantly altered society, especially for individuals who enjoy producing videos, including everything from short films to documentaries to vlogs. With suitable devices, of course, YouTube is simple to use, inexpensive, and accessible from anywhere. YouTube acts as a distribution network for original content creators and marketers of all sizes and offers a platform for people to interact, educate, and inspire others across the world (Warren, 2018) ^[26].

One of Google's companies is YouTube. Chad Hurley, Steve Chen, and Jawed Karim, three ex-workers of the PayPal business website, founded YouTube. Since its debut, YouTube has gotten positive feedback from the public (Bishop, 2020) ^[1]. People can quickly obtain information in the modern period through social media, such as YouTube. People can easily access and obtain both domestic and foreign information thanks to YouTube.

Additionally, YouTube offers entertaining elements like audio and visual presentations that draw viewers in through thumbnails (Helianthusonfri, 2016) ^[10]. It alludes to the image's diminutive size, which is about the same size as a human thumb. YouTube has a feature called thumbnails. For viewers to click on accessible content on social media, it must grab their attention (Jarboe, 2011) ^[14]. The most crucial component when publishing a vlog, blog, or other content published by creators to gain new subscribers is the thumbnail.

Methodology

The management of the YouTube channel as a video update media on Ajwa TV is the main topic of this study. The discoveries made during the data collection procedure, starting with the Ajwa TV editors, are included in the study's scope. Researchers aim to characterize an object and tie it to the issue being studied using the descriptive qualitative research method (Deacon *et al.*, 2021) ^[3]. In this instance, the research study concentrated on outlining the tactics and volume of YouTube Ajwa TV's video news concerning Islamic content distribution.

Based on the justifications given, this study employs a descriptive approach to analysis, which describes all information gleaned from both interviews and the findings of the researcher's observations. After collecting the data through interviews, the researcher moves on to the following step, where she evaluates the information using pre-existing concepts before processing and entering some of it (Warren, 2018) ^[26].

This information was gathered from Ajwa TV, which runs the channel on YouTube. First, researchers conducted interviews with editors to get information about the accuracy of the needed data regarding the YouTube Ajwa TV thumbnail update policy. Second, researchers conducted interviews with YouTube channel visitors to Ajwa TV. The impressions on the video that Ajwa TV have released are used as the supplementary data source. They are taken by capturing and preserving the movie. People who actively commented on Ajwa TV's YouTube news video posts were contacted by

researchers. Naturally, data on viewers is required to determine the impression of video news thumbnail updates that have propagated through YouTube.

Results and Discussion

Commercialization Religious Ideology on Muslim Broadcasting

PT Elang Mahkota Teknologi Tbk (Indonesia Entertainment Group) is the owner of the satellite television network Ajwa TV Indonesia in Indonesia. Islamic programming is aired on Ajwa TV, a channel that shares a parent corporation with SCTV, Indosiar, O Chanel, and Mentari TV. With the tagline "Mirror of the Beauty of Islam," Ajwa TV made its debut on October 29, 2020, which also happened to be the day that Muslims consider to be the Prophet Muhammad SAW.

For the purpose of business and shareholder value, overdiagnosis, overtreatment, or the provision of ineffective, illogical, and exorbitant treatments has been made possible through commercialization (Hodson & Bewley, 2019) ^[11]. The newest TV channel, Ajwa TV Indonesia, promotes a range of Islamic programs while upholding the Islamic ideals of calmness and harmony. The word "Ajwa" itself derives from the Prophet Muhammad SAW preferred variety of dates. This fruit snack is thought to be healthy and prevents several ailments, as the name would imply ^[22]. As a result, it is anticipated that Ajwa TV Indonesia would offer numerous advantages to the nation's Muslims; the remedy gets rid of the bad effects and serves as a moral code (Syahputra *et al.*, 2021) ^[25].

This fruit snack is thought to be healthy and prevents several ailments, as the name would imply. As a result, it is anticipated that Ajwa TV Indonesia would offer numerous advantages to the nation's Muslims; the remedy gets rid of the bad effects and serves as a moral code. After a protracted procedure, Indosiar finally began broadcasting on a national level on January 11, 1995, the same day that Mr. Harmoko, Indonesia's Minister of Information, officially opened the station at its headquarters in West Jakarta's Jl. Damai No. 11 Daan Mogot. Thus, that day is designated as Indosiar's birthday or anniversary.

To show higher image quality from the start of its broadcasting operations, Indosiar was the first television company in Indonesia to adopt a digital technology equipment system. The NICAM (Near Instantaneous Companded Audio Multiplex) system, a television technology that produces extremely clear visuals without hissing thus it is like having Compact Disc quality on television, is being introduced for the first time in Indonesia by Indosiar. In essence, this NICAM technology offers comfort to viewers of Indosiar who watch it at home.

The operation of a business around communication media services in the form of information, education, entertainment, and advertising enterprises as well as to contribute to the country's education, PT Indosiar Visual Mandiri was established. To operate a business around communication media services in the form of information, education, entertainment, and advertising enterprises as well as to contribute to the country's education, PT Indosiar Visual Mandiri was established.

Since officially broadcasting (on air) on October 29, 2020, Ajwa TV's performance has decreased by 92.1% to 95% compared to other religious channels on live broadcasts on the Vidio.com application. Ajwa TV has its own distinctive

features, such as the anniversary celebrations that follow the Hijri calendar, such as the Rindu Rasul Concert to honor the Prophet Muhammad's birthday and the first year of showing Ajwa TV, which was broadcast on October 19, 2021. Ajwa TV collaborated with Kaltim TV station on MUX SCTV Samarinda on June 14, 2022, to launch its maiden terrestrial DVB-T2 transmission.

The Ajwa TV viewers to be able to access all of Indonesia, the channel will change its format in 2022 and become a terrestrial digital TV channel. Muslim Update, Tafsir Al Quran, Indonesia Mengaji, Syair Syiar, Muslim Today, Nawaitu Surga, Mulianya Ramadhan, and Friday Blessings are among the shows you may watch on Ajwa TV. Additionally, live programming is broadcast, including the azan and five times of prayer, the Pride Mosque of Indonesian Muslims, the Tilawah holy verses of the Quran, and live broadcasts from Mecca (Setiawan, 2017) [22].

Ajwa TV Indonesia is anticipated to offer numerous advantages, acting as a buffer against bad effects and a manual for Indonesian Muslims' daily life. People who are curious and wish to learn the viewpoint of Islamic science as an application in daily life are the main objective of the imagination in this design (Illiyyun, 2018; Juliansyahzen, 2023) [13, 15]. The target audience for Ajwa TV Indonesia is people of all ages who want to learn more about Islam and develop their religious knowledge so they can use it as guidance in their daily lives.

Ajwa TV Indonesia's social media division plays a supportive role in marketing and disseminating its original content (Syahputra *et al.*, 2021) [25]. This role can be fulfilled by undertaking publication efforts to distribute Islamic material on social media platforms like Facebook, Instagram TV, and YouTube to viewers that desire to watch these shows again. As a result, this Social Media Division also plays a crucial role in enhancing the performance and visibility of Ajwa TV Indonesia's devoted viewers. The function of social media is to post and share details about Ajwa TV Indonesia shows so that they are more widely known.

Mr. Frans Josua Sitohang will oversee organizing the Social Media Division's Caption Maker job desk, which will post

content from Ajwa TV Indonesia on YouTube, Instagram TV, and the official Facebook page. In that case, the writer's duties as a caption maker are as follows:

1. On Ajwa TV Indonesia's YouTube social media channel, a headline will be created using news extracts recorded by the Ustaz from an Islamic perspective.
2. Republish material that has been shared on YouTube and social media on sites like Facebook and Instagram TV.
3. As the official Instagram and Facebook Admin of Ajwa TV Indonesia.
4. Act as Ajwa TV Indonesia's official Twitter administrator and promote shows there.

Managing Thumbnails Update on YouTube Canal

YouTube video producers utilize thumbnails to entice users to watch the uploaded video (Prestianta, 2021) [20]. The nail on the thumb is what the word "thumbnail" originally meant (Deuter *et al.*, 2015, p.1636) [14]. The following definition was derived from it and is now widely used: "a very small picture on a computer screen that shows you what a larger picture looks like, or what a page of a document will look like when you print it like how thumbnails used to represent some larger photos, such as document management software, can be relatively small because the focus is primarily on looking at images, the size of thumbnails can vary depending on the purpose (Shimono *et al.*, 2020) [23]. A device's thumbnails serve many functions, one of which is to display a preview of a digital image. A YouTube thumbnail is a scaled-down version of a video preview image (Koh & Cui, 2022) [16]. These thumbnails serve as representations of your YouTube channel's and search engine's video material. Additionally, YouTube enables users to make unique video thumbnails (Helianthusonfri, 2016) [10].

A management tool called Creator Studio brings together all the resources required to efficiently post, manage, monetize, and monitor the effectiveness of a specific piece of content across all Facebook and Instagram sites. The desktop website and the App Store and Play Store both offer download options for Creator Studio.

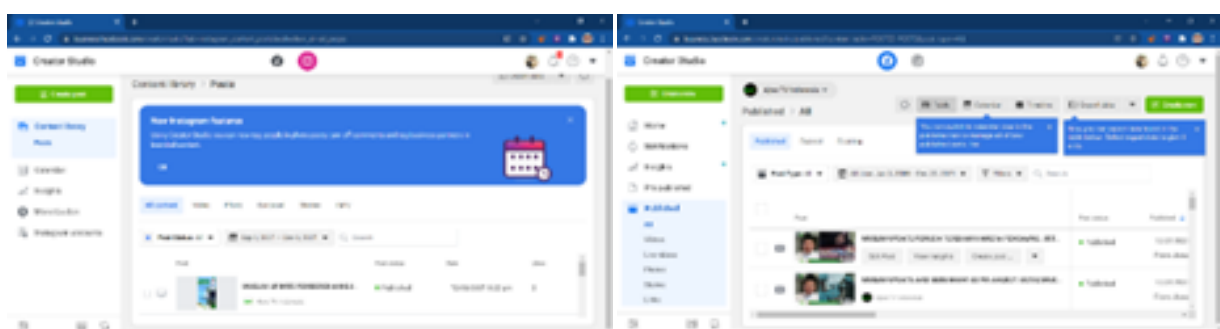


Fig 1: Creator Studio at Ajwa TV

The organization of radio and television broadcasts by broadcasting or television organizations is referred to as broadcasting. The term "broadcasting" refers to a method of communicating from one point to an audience, which is a

method of disseminating information from a person or producer including professionals to the public by means of the emission of electromagnetic radiation waves or higher (Saraswati, 2018, p.53) [21].

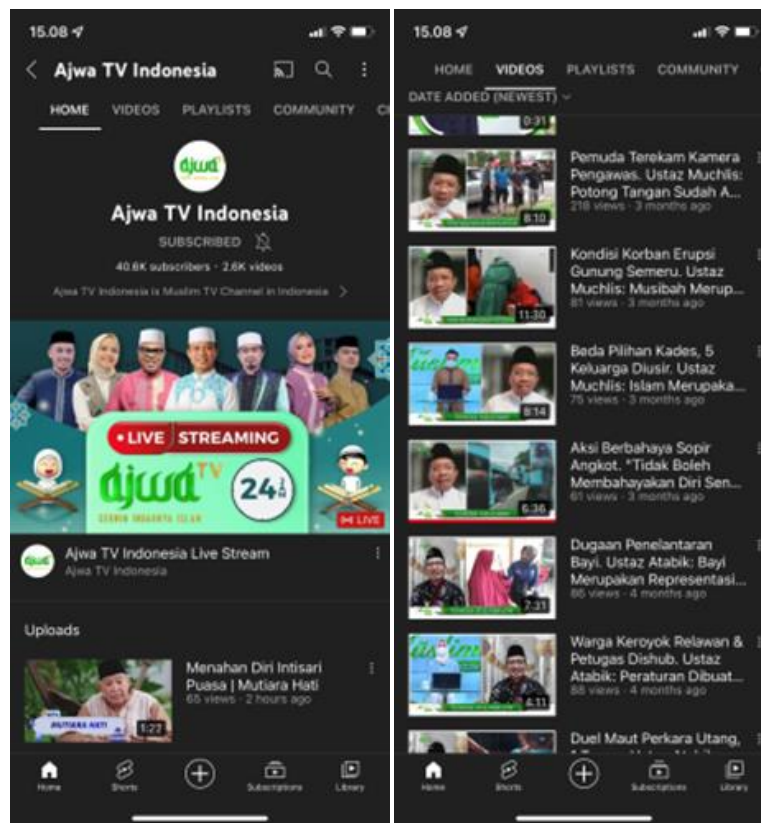


Fig 2: Display of YouTube Ajwa TV Indonesia (<http://www.ajwatvindonesia.com/>)

All actions that enable radio and television transmission, including the usage of perfect displays, hardware, and software, are equated with broadcasting. It is necessary for any electromagnetic wave or higher wave transmission methods used on Earth and in space to be widely dispersed and accessible to the general population via radio or television receivers, both with and without assistance (Saraswati, 2018) ^[21].

Ajwa TV Indonesia's Instagram account is one of those in the social media category of the Social Networking area that can grow into a new friend network because Ajwa TV Indonesia's programming can attract new friends. Ajwa TV Indonesia is in line with the Social Media category's Media Sharing section because it uses YouTube to share videos with its subscribers.

One of the applications is the social media of Ajwa TV Indonesia. Vidio.com talks about the most recent news, lifestyle, research from an Islamic perspective and information about music. Ajwa TV Indonesia disseminates information to the public and to its online followers via Instagram, Twitter, Facebook, and YouTube. Regardless of how particular a person is. Twitter is a social media platform that Ajwa TV uses to notify the general audience about current programming. For its subscribers to rewatch content that has already been broadcast on Vidio.com, Ajwa TV Indonesia uses the social media platform YouTube.

Television and Its Relation to Social Media

The online media onslaught won't destroy the Indonesian television sector (Juliansyahzen, 2023) ^[15]. Television continues to dominate the advertising business even when it is split. The share of television commercials in all advertisements in 2023 could yet exceed 60%, according to

Nielsen research data. followed by periodicals, radio, and print media. Online media's advertising revenue is still only a small portion of total revenue, although it is rapidly increasing (Luo *et al.*, 2020) ^[17]. The demographics of television audiences have changed, even though it continues to generate advertising money (Farlina *et al.*, 2022; Hudders *et al.*, 2021) ^[6, 12].

Television frequently loses the attention of young audiences, just like newspapers do. According to the findings of a 2023 study by Nielsen Media Consumer, those under the age of 34, or the so-called millennial generation (20–34), and generation Z (10–19 years old, rarely watch television. For knowledge and enjoyment, both generations now use the internet increasingly frequently.

People can easily get knowledge and amusement thanks to the existence of the internet. The internet offers a variety of content that may be quickly and cost-free downloaded. The popularity of the internet and social media, such as Facebook, Instagram, and Twitter, has drawn the attention of traditional media audiences such as TV, newspapers, and radio more and more (Prestantia, 2021) ^[20]. Redirecting online information, particularly that produced through social networking platforms, is the only way for television media to get around this problem (Saraswati, 2018) ^[21].

In addition to enabling two-way interaction and communication with viewers, using social networks will give television media advantages and benefits in the speed at which information is provided real-time, expanding distribution virality, as well as improving the quality of broadcast content. The Internet and social networks can be used to listen, engage, generate, integrate, and share news (Blom & Hansen, 2015; Warren, 2018) ^[2, 26].

In addition to being able to mobilize and engage users, the

internet and social networks may be used to spread messages, advertise products, and mention specific product brands. The widespread use of social networks by the public is known to TV producers (Saraswati, 2018) ^[21]. When content is created for television and then distributed on social networks, a straightforward convergence pattern is applied. Social media platforms are not only utilized as a second screen to reach consumers after viewing TV, but also to promote TV programming.

Social media is one type of online content in cyberspace that serves a variety of purposes, including engagement, communication, organization, cooperation, and even serving as a resource for information. Social media is currently where most people go to get information or enjoyment. Social media platforms like Instagram, WhatsApp, Twitter, YouTube, and others offer a wide variety of uses. The social media is concentrated on media platforms with people that help them with events and cooperation (Blom & Hansen, 2015) ^[2]. As a result, social media can be seen as a facilitator of user relationships and social relationships as well as a reinforcement of online media. The social media program allows users to connect to internet networks for a comprehensive perspective. Social media can be a great way to connect with others and share information, but it can also have a detrimental effect on those who use it excessively. Addiction is a common negative effect that is felt.

Conclusion

A form of social media known as media sharing gives users the ability to share a variety of information, including documents, movies, audio, photos, and more. YouTube is a prime example of this medium. Is a social media that uses an online information management system for organizing, storing, managing, and searching for information. Is a social media site whose content encourages user cooperation. Content that has been published on a website can be edited by any web user. Social media refers to a range of programs that enable both individuals and certain groups to get together, exchange information, interact, work together, or have fun. User-generated content (UGC), which is created by users as opposed to editors as it is in traditional mass media institutions, is powerful in social media.

This website is a compilation of several types of posted videos; YouTube has a huge selection. By entering keywords in the search field, visitors can find a wide range of videos on the website. After the user finds the desired video, the audience can play it instantly by clicking on it. Of course, a smooth internet connection is essential for a smooth viewing experience when watching. YouTube audience accounts that have signed up can upload videos to their accounts. The size of the video has a significant impact on how long it takes to upload if it has been registered.

Viewers can download YouTube videos for nothing at all. There are several options, such as taking the video's URL and pasting it onto a website like www.savefrom.net. Users can download videos from it in a variety of ways, including by searching for them on Google.

Users can subscribe to the newest videos from accounts by clicking the subscribe button using this free feature. Users can instantly access notifications through their email inboxes. For content creators or users who already have a YouTube account, the live streaming feature is a feature owned by the internet and is undoubtedly very helpful. People can

broadcast live videos of events if they have access to the internet or sufficient data allocation.

Ajwa TV Indonesia is anticipated to continue producing current programming including music, lifestyle, news, and Islamic studies to expand on its discussion. A webpage detailing the founding of Ajwa TV Indonesia should be available as Ajwa TV Indonesia serves as an educational platform on Twitter and Instagram.

Ethical considerations

The article followed all ethical standards appropriate for this kind of research.

Funding information

No specific grant received from any funding agency in the public, commercial or not-for-profit sectors.

Data availability

Disclaimer

References

1. Bishop S. Algorithmic Experts: Selling Algorithmic Lore on YouTube. *Social Media and Society*. 2020; 6(1):1-11. <https://doi.org/10.1177/2056305119897323>.
2. Blom JN, Hansen KR. Click bait: Forward-reference as lure in online news headlines. *Journal of Pragmatics*. 2015; 76:87-100. <https://doi.org/10.1016/j.pragma.2014.11.010>.
3. Deacon D, Pickering M, Golding P, Murdock G. *Researching Communications: A Practical Guide to Methods in Media and Cultural Analysis*. Bloomsbury Publishing, 2021.
4. Deuter M, Bradbery J, Turnbull J. *Advanced Learner's Dictionary*. Oxford University Press, 2015.
5. Dwyer P. Understanding media production: a rejoinder to Murdock and Golding. *Media, Culture and Society*. 2016; 38(8):1272-1275. <https://doi.org/10.1177/0163443716671495>.
6. Farlina N, Pratiwi YE, Salsabila Q, Khasanah SU. The Beauty Commodification on Instagram Community Account of University Student in Indonesia. *International Journal of Media and Information Literacy*. 2022; 7(2):345-354. <https://doi.org/10.13187/ijmil.2022.2.345>.
7. Genç Ş, Surer E. ClickbaitTR: Dataset for clickbait detection from Turkish news sites and social media with a comparative analysis via machine learning algorithms. *Journal of Information Science*. 2023; 49(2):480-499. <https://doi.org/10.1177/01655515211007746>.
8. Golding P. Media studies in the UK. *Publizistik*. 2019; 64(4):503-515. <https://doi.org/10.1007/s11616-019-00518-x>.
9. Hanik U, Zahid A, Sholikhah RA. Commodification of Religious Symbols Through the Practice of Islamic Lifestyle on Hijabers in Kediri. *SANGKÉP: Jurnal Kajian Sosial Keagamaan*. 2022; 5(1):1-16. <https://doi.org/10.20414/sangkep.v5i1.5531>.
10. Helianthusonfri J. *YouTube Marketing*. Elex Media Komputindo, 2016.
11. Hodson N, Bewley S. Abuse in assisted reproductive technology: A systematic qualitative review and typology. *European Journal of Obstetrics and Gynecology and Reproductive Biology*. 2019; 238:170-

177. <https://doi.org/10.1016/j.ejogrb.2019.05.027>.
12. Hudders L, De Jans S, De Veirman M. The commercialization of social media stars: a literature review and conceptual framework on the strategic use of social media influencers. *International Journal of Advertising*. 2021; 40(3):327-375. <https://doi.org/10.1080/02650487.2020.1836925>.
13. Illiyyun NN. Commodification of Religion and Pop Culture on Social Media: Netnographic Studies. *Jurnal Penelitian*, 2018, 89. <https://doi.org/10.28918/jupe.v15i2.1643>.
14. Jarboe G. *YouTube and Video Marketing: An Hour a Day*. John Wiley & Sons, 2011.
15. Juliansyahzen MI. Ideologization of Hijrah in Social Media: Digital Activism, Religious Commodification, and Conservative Domination. *Millah*. 2023; 22(1):155-180. <https://doi.org/10.20885/millah.vol22.iss1.art6>.
16. Koh B, Cui F. An exploration of the relation between the visual attributes of thumbnails and the view-through of videos: The case of branded video content. *Decision Support Systems*. 2022; 160:1-45. <https://doi.org/10.1016/j.dss.2022.113820>.
17. Luo Z, Zayts O, Shipman H. "His story is truly vivid...": The role of narratives of vicarious experience in commodification and marketisation of genetic testing in Chinese social media. *Journal of Pragmatics*. 2020; 155:111-122. <https://doi.org/10.1016/j.pragma.2019.10.009>.
18. Murdock G, Golding P. Digital Possibilities, Market Realities: The Contradictions of Communications Convergence. *Socialist Register*. 2002; 38:111-129. <https://socialistregister.com/index.php/srv/article/view/5779>.
19. Murdock G, Golding P. Political economy and media production: a reply to Dwyer. *Media, Culture and Society*. 2016; 38(5):763-769. <https://doi.org/10.1177/0163443716655094>.
20. Prestianta AM. Mapping the ASEAN YouTube Uploaders. *Jurnal ASPIKOM*. 2021; 6(1):1. <https://doi.org/10.24329/aspikom.v6i1.761>.
21. Saraswati MS. Social Media and the Political Campaign Industry in Indonesia. *Jurnal Komunikasi Ikatan Sarjana Komunikasi Indonesia*, 2018, 3(1). <https://doi.org/10.25008/jkiski.v3i1.124>.
22. Setiawan MF. Commodification of Religious Tradition: Critical Study on Religious Tradition Tourism Haul at Pasar Kliwon Surakarta. *QIJIS (Qudus International Journal of Islamic Studies)*. 2017; 5(1):61. <https://doi.org/10.21043/qijis.v5i1.1979>.
23. Shimono A, Kakui Y, Yamasaki T. Automatic YouTube-Thumbnail Generation. *Proceedings Of the 2020 Joint Workshop on Multimedia Artworks Analysis and Attractiveness Computing in Multimedia (MMArt-ACM '20)*. 2020, 25-30.
24. Smessaert J, Missemer A, Levrel H. The commodification of nature, a review in social sciences. *Ecological Economics*. 2020; 172:106624. <https://doi.org/10.1016/j.ecolecon.2020.106624>.
25. Syahputra MA, Aisyah, Mailin. Commodification of Political and Religious Values in The Media Contest in Indonesia. *Al-Mufida: Jurnal Ilmu-Ilmu Keislaman*. 2021, 97-106.
26. Warren S. Placing faith in creative labour: Muslim

women and digital media work in Britain. *Geoforum*. 2018; 97:1-9. <https://doi.org/10.1016/j.geoforum.2018.10.003>.