

Research Article

Motives of Audiences Watching Buya Yahya's Islamic Content on Al-Bahjah TV's YouTube Channel: Uses and Gratification Theory Analysis

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ABSTRACT

This study aims to identify and understand the audience's motives by watching Buya Yahya's Islamic content on the Al-Bahjah TV YouTube channel using the Uses and Gratification Theory as an analytical framework. This theory explains that audiences actively choose media to fulfill specific needs. In this research, viewers' motives are categorized based on five types of needs that media can satisfy, as proposed by Katz, Gurevitch, and Haas: cognitive needs, affective needs, personal integrative needs, social integrative needs, and tension release. This study employs a descriptive qualitative method with data collection techniques including observation and in-depth interviews with three informants from diverse backgrounds to those who watches Buya Yahya's Islamic content on the Al-Bahjah TV YouTube channel. Data were analyzed using the interactive model by Miles and Huberman, regarding data reduction, data display, and conclusion drawing. Thus, shows that the motives for watching Buya Yahya's Islamic content are based on the five types of needs: cognitive, affective, personal integrative, social integrative, and tension release. However, the main motives are fulfilling cognitive needs, affective needs, social integrative needs, and tension release. Although the motive to fulfill personal integrative needs was present, it was not dominant nor considered a primary motive. The study also shows that Buya Yahya's Islamic content on Al-Bahjah TV's YouTube channel provides audiences with an in depth understanding of Islam, delivers a positive emotional impact, and offers inspiration and spiritual motivation.

Keywords: Gratification Theory, Motives; Social Media; YouTube; Contents;

1. INTRODUCTION

Social media is a platform that enables its users to express various forms of expressions and opinions by also connecting and participating with one another. In general, individuals will be actively seeking and use social media to fulfill their needs for certain gratifications, such as gaining knowledge and information, improving practical skills, entertainment, enhancing professionalism in their field of interest, social interaction, or meeting new people (Dolan et al., 2016). One of the most example of social media platforms is YouTube. As of January 2025, YouTube becomes the second most popular social media platform in the world after Facebook, with over 2.5 billion active users. In Indonesia alone, YouTube has reached 147 million users, making the country the fourth-largest YouTube user on globally scope (Nabilah Muhamad, 2025).

The high number of YouTube users in Indonesia is closely related to the large number of content creators who provide information and entertainment content suited to their target markets. For example, content on sports, fashion, lifestyle, and Islamic preaching (*dakwah*) or Islamic content. *Dakwah* itself refers to the process of delivering Islamic messages through a preacher (*da'i*) to the audience (*mad'u*) in order to encourage behavioral change based on knowledge and proper attitudes (Adisaputro & Sutamaji, 2021). From time to time, Islamic *dakwah* has gotten significant transformation along modern developments. Various methods and mediums of *dakwah* also evolved beyond traditional lectures or discussions. In delivering *dakwah* messages, the chosen method plays a crucial role; if it is not appropriate, chances that the messages are to be rejected by the audience (Sukardi, 2014: 23). By seeing the rise of internet use and social media, spreading Islamic messages by these channels are to be effective, as they allow for more massive and significantly impactful. (Rustandi, 2020).

Social media has characteristics that ensures *dakwah* messages to reach wider audiences, especially by the ever-increasing number of social media users. Moreover, the interactivity offered by social media enables direct interaction

between preachers (*da'i*) or *dakwah* organizations and their audiences, also facilitating dialogue and easier Question and Answer sessions. Social media's sharing ability also plays an important role in a more easy way to spread *dakwah* content with their networks. (Rohman, 2019).

The presence of Islamic content on social media especially YouTube attracts public attention to their media consumption. Islamic content is various types of content that carries Islamic values, teachings, and aspects of life, such as religious lectures, advice, also inspirational stories in line with Islamic teachings. Islamic content that has been uploaded on websites and social media has attracted a large audience (Achmad Muhibin Zuhri, 2022). The audience's motives for seeking and consuming Islamic content, related to fulfilling their spiritual or religious needs, becoming an interest to explore through the perspective of the Uses and Gratification Theory. Among the many Islamic *dakwah* content on YouTube, the researcher is particularly interested in examining Buya Yahya's Islamic content on the Al Bahjah-TV YouTube channel. Although some studies have addressed Buya Yahya's *dakwah* content, no research has yet explored the audience's motives for watching Buya Yahya's Islamic content on the Al Bahjah-TV YouTube channel using the Uses and Gratification Theory. Buya Yahya is a nickname given by a prominent preacher in Indonesia, Yahya Zainul Ma'arif. He is known for his firm yet gentle preaching style and eloquent way of speaking. He is the head of the *Lembaga Pengembangan Da'wah dan Pondok Pesantren Al-Bahjah*, based in Cirebon, West Java (Maresta & Al Farisi, 2024).

As of now, the Al-Bahjah TV YouTube channel containing Buya Yahya's Islamic content has been active since May 27, 2015, and has produced over 17,800 videos, have a nearly six million subscribers and has garnered over one billion views (Buya Yahya albahjah-tv, 2025). Through this YouTube channel, Buya Yahya discusses and examine various issues facing the *ummah*, including *aqidah*, *sharia*, *muamalah*, *akhlaq*, and *ibadah*, both from contemporary studies and from *fiqh* perspectives.

In today's information society, audiences have become more active and freer to choose media and content that suits their preferences. This aligns with the statement by Katz, Blumler, and Gurevitch in the Uses and Gratification Theory, which asserts that ones actively seek specific media and content to fulfill particular needs and achieve certain satisfaction (Richard West and Lynn H. Turner, 2008). Elihu Katz, Jay G. Blumler, and Michael Gurevitch introduced the Uses and Gratification Theory in 1974 in their book *The Uses of Mass Communication: Current Perspectives on Gratification Research*. Audiences who consume Buya Yahya's Islamic content on the Al-Bahjah TV YouTube channel surely have specific motives and reasons for choosing and watching those contents. The motives are categorized based on the five types of needs fulfilled by media, as outlined by Katz, Gurevitch, and Haas in the Uses and Gratification Theory: cognitive, affective, personal integration, social integration, and tension release (Richard West and Lynn H. Turner, 2008). Based on the explanation above, these five types of needs from the Uses and Gratification Theory form the basis of this research to investigate the motives of the audience for watching Buya Yahya's Islamic content on the Al-Bahjah TV YouTube channel.

2. RESEARCH METHOD

This study applies qualitative method with the Uses and Gratification theory as its approach. Qualitative research able to show individuals' experiences in dealing with society in their daily lives and learning to understand groups and experiences that may previously have been unknown (Bogdan & Taylor, 1975:4). In qualitative research, data analysis must be executed cautiously so that the collected data can be properly narrated and transformed into proper research finding (Yulianty & Jufri, 2020). The goal of qualitative research is to understand the condition of a context by directing to a detail descriptive and comprehend the real portrait of a situation in its natural setting, based on the raw observation from the field (Rijal Fadli, 2021). The theory used in this study is the Uses and Gratification theory. This theory states that audiences actively seek, use, and respond to media content based on the differing social and psychological factors of ones being. The Uses and Gratification theory also assumes that media users have alternative choices to satisfy their needs, and able to pick which media best that able to fulfill those needs (Nurudin, 2013). It further assumes that media users are aware of their needs, motivations, and expectations of media, which then influence their media choices and satisfaction. (Hossain, Kim, & Jahan, 2019).

The object of this study is the Islamic study content of Buya Yahya on the Al-Bahjah TV YouTube channel. The researcher is interested to take this content to study because its popularity regarding Islamic channels on YouTube with a high viewership. Additionally, the researcher is intrigued by Buya Yahya's communication style who is calm and clear, yet firm and sharp which able to captures the attention of the audience. The research subjects include three informants from diverse backgrounds who have been regular viewers of Buya Yahya's Islamic study content. For data collection, this research uses in depth interviews and observation (Azis et al., 2024). In-depth interviews are used to provide informants with ample space to express their answers according to their frame of reference. Furthermore, in depth interviews are done to explore

and investigate specific topics or issues related to the media content (Rachmah, 2014). Observational data also play a crucial role in understanding how individuals consume Buya Yahya's Islamic study content on the Al-Bahjah TV YouTube channel. Observations of the content include analyzing Buya Yahya's communication style in discussing various Islamic themes. Observations of the informants involve inspecting how they consume the content and analyzing their emotional responses to it. The data analysis technique used in this study refers to the model proposed by Miles and Huberman (Pujileksono, 2015). This model includes three main stages: data reduction, data display, and conclusion drawing. The Data reduction that was conducted by the researcher is from creating interview guidelines to ensure focused and still-in-relevant discussions. Next step, the accumulated or categorized interview data were presented in a narrative format based on relevant themes that aligned with the reduced data. The final stage was drawing conclusions from the research findings.

3. RESULTS AND DISCUSSION

Motives become a driving factor that influences an individual's actions in choosing and consuming media. Audience who consumes Buya Yahya's Islamic content on the Al-Bahjah TV YouTube channel certainly has specific motives and reasonings for choosing and watching such content. Based on interview results, informant Prabowo stated that his main reason for watching Buya Yahya's Islamic content on Al-Bahjah TV is due to the content that able to serve as a valuable reference, because the themes and discussions are presented in a specific and detailed manner. Prabowo is an online motorcycle taxi driver who is also an enthusiast of Islamic preaching. According to him, Buya Yahya is a chosen Da'i (Islamic preacher) whose content is well-liked by many people.

"He is among the Da'i selected by the audience. The themes he delivers are specific, and the discussions are not only keep being sourced from stories in the Qur'an but also include narratives from the Salafussalih, which are proven by the books he brings to every study session, unlike other religious teachers." (Sidik Prabowo, interview 6/3/25)

The main reason for informant Chezzar, a media worker who frequently watches content regarding Islamic-related, in choosing to watch Buya Yahya's Islamic content on YouTube is because the channel discusses fundamental teachings of Islam. For Chezzar, Buya Yahya's content accommodates the needs of various groups seeking Islamic teachings, while also offering solutions to problems commonly faced by each people.

"Buya Yahya's content discusses fundamental Islamic teachings, such as how we should respond to events around us and how to deal with them when they occur. This content also successfully accommodates the need for Islamic knowledge across various audiences." (Chezzar Irawan, interview 8/3/25)

Meanwhile, consuming Buya Yahya's Islamic content and achieving big benefit is the main reason for informant Nurlailah. Nurlailah, an Islamic school teacher, believes that Buya Yahya possesses excellent communication skills in delivering religious messages, making them easy to understand.

"Because of his ability to deliver religious messages in a relaxed, enjoyable, and easy-to-understand manner, which is also very useful for my daily life." (Nurlailah, interview 5/3/25)

Motives are internal forces within an individual that drive them to take action due to the presence of needs that must be fulfilled (Humaizi, 2018). These motives give rise to behaviors that are goal-directed to achieve satisfaction (Ghufron, 2012). In this study, the Uses and Gratification theory is used as an analytical tool to examine and understand the motives behind watching Buya Yahya's Islamic content on the Al-Bahjah TV YouTube channel. According to Katz, Gurevitch, and Haas, the concept used to explain audience motives involves the types of needs that are fulfilled by media. The five main types of needs or motives include: cognitive needs, affective needs, personal integrative needs, social integrative needs, and tension release (Richard West & Lynn H. Turner, 2008).

Cognitive Needs

Cognitive needs refer to an individual's desire to obtain information and knowledge, understand something more in depth, and broaden their insight. In relation to cognitive needs, interview results with informant Nurlailah revealed that watching Buya Yahya's Islamic content helped her in understanding Islamic teachings better, as Buya Yahya could explain religious concepts in a simple and effective way in understanding making them applicable to everyday life.

“Buya Yahya’s lectures really helped me understand Islamic teachings because he could explain religious concepts in a simple and easy-to-understand method. His content provides deeper information and understanding about Islam, especially on how to apply religious values in daily life.” (Nurlailah, interview 5/3/25)

“The most interesting topic in Buya Yahya’s lectures is the importance of understanding moral values in daily life. I find this topic important because values like honesty, patience, and compassion are crucial.” (Nurlailah, interview 5/3/25)

Meanwhile, based on the interview with informant Prabowo, when asked about cognitive motivations regarding Buya Yahya’s content, he stated that the content gives information about Islamic teachings in a simple, yet easy to understand. The way he delivered the teachings is always accompanied by supporting evidence from religious texts and includes amusing case studies that are applicable.

“It’s simple, with carefully selected case studies and exemplary stories. In addition, the explanations are always supported by dalil, whether using weak dalil (da’if) or strong hadiths (sahih).” (Sidik Prabowo, interview 6/3/25)

Informant Chezzar also claimed that watching Buya Yahya’s Islamic content provides him with a huge amount of information about Islamic values. To him, Buya Yahya’s teachings are deep and broad, which helps people understand Islam better.

“Buya Yahya is a well-known Islamic scholar and intellectual in Indonesia. His lectures on Islamic teachings are deep and broad, which really help people understand Islam better. His explanations are easy to understand because he uses relevant real-life examples based on the Qur'an and Hadith.” (Chezzar Irawan, interview 8/3/25)

The results of the researcher’s observations of Buya Yahya’s Islamic content on the Al- Bahjah TV YouTube channel also show that his content provides deep Islamic insight based in Qur'an and Hadith references, using wordings that are easy to understand. In addition, the themes discussed are highly relevant to everyday life. Comments section on the channel reveals that many viewers claimed to be gaining information and better understanding of Islam.

Affective Needs

Affective needs are related to aesthetic, enjoyable, and emotional experiences felt by the audience when using media to fulfill their needs. Regarding affective needs, interviews with the three informants revealed that all of them felt inspired and motivated after watching Buya Yahya’s Islamic content. While emotionally, the informants also felt gladder and more connected to Buya Yahya.

“Buya Yahya’s lecture can provide inspiration and motivation, as well as enhancing faith and piety, especially in relation to fundamental social relationships. His delivery is known for being filled with compassion and empathy, which makes people feel closer and more connected to him.” (Chezzar Irawan, interview 8/3/25)

“I now have a stronger foundation when choosing a religious practice. Listening to Buya Yahya’s lecture makes me feel more at peace, because he doesn’t always condemn practices with weak foundations, instead, he encourages us to have good intentions based on the consensus of Ijtima’ Ulama.” (Sidik Prabowo, interview 6/3/25)

“I feel calmer and more motivated to understand Islamic teachings better. Buya Yahya’s style of delivery has an emotional impact, by delivering religious messages in a relaxed, pleasant, and easy-to-understand way. This makes me feel more at ease. For example, when he explained about death, I found his explanation very touching, and it made me want to become a better person.” (Nurlailah, interview 5/3/25)

In line with the interviews, the results of the researcher’s observations also showed that many viewers of Buya Yahya’s content claimed in the comment sections that they felt motivated and inspired. The comment sections in each video are quite active, with many viewers expressing appreciation for Buya Yahya’s lectures. Most comments contain positive testimonials, words of gratitude, and requests for specific discussion topics.

Moreover, Buya Yahya’s Islamic content videos on the Al Bahjah-TV YouTube channel generally receive a high number of likes, which indicates strong audience appreciation. Viewers believe that Buya Yahya’s calm, polite, and gentle manner of communication helps foster inner peace. In his lectures, he also includes inspiring stories that touch the heart. These fulfilled emotional experiences serve as a strong motivation for viewers to continuously watch Buya Yahya’s videos that are uploaded on the Al-Bahjah TV YouTube channel.

Personal Integration Needs

Personal integration needs are related to enhancing credibility, self confidence, stability, and individual status. This aspect is connected to an individual's desire to build or strengthen their personal identity through media consumption (Richard West and Lynn H. Turner, 2008). Regarding this personal integration needs, all three interviewees claimed that one of their motives for watching Buya Yahya's Islamic content is to help enhance their confidence in practicing Islamic teachings. Although they mentioned gaining increased patience and self awareness, all three stated that they do not watch Buya Yahya's content for the purpose of enhancing their credibility or individual status.

"There has been a change in the way I think and behave; I feel more patient, more grateful, and more caring toward others." (Nurlailah, interview 5/3/25)

"I feel wiser and more mature in thinking and making decisions. As for improving credibility, I honestly never thought about it." (Chezzar Irawan, interview 8/3/25)

"It gives me options in making decisions about worship practices and makes me more confident after watching Buya Yahya's lectures. Of course, there's been a change in my behavior. But in terms of boosting credibility or individual status, I don't think that applies to me." (Sidik Prabowo, interview 6/3/25)

Observational results also show that Buya Yahya's Islamic content helps audiences understand and apply Islamic values in daily life. In addition, it motivates them to fix themselves and enhance the quality of their *ibadah*. This is reflected in audience responses in the comments section of the Al-Bahjah TV YouTube channel. Viewers claimed that watching Buya Yahya's content able to help them in increasing their confidence in practicing Islam more consistently in everyday life.

Social Integration Needs

Katz, Gurevitch, and Haas explain that social integration needs aim to enhance relationships with family, friends, and others. Social integration refers to the desire to interact with others and be part of a certain community. From the interview results, all three informants also identified social integration as a motive for watching Buya Yahya's Islamic content. Although the level of engagement varied, they shared the content with others and occasionally discussed it. Informant Nurlailah and Prabowo often shared Buya Yahya's Islamic content with others, while Chezzar admitted he did not share it as frequently.

"I do share Buya Yahya's Islamic content with others, although not too often, mostly with close friends or family. I think the content is very crucial to know. But as for discussing the content with others, I rarely do that." (Chezzar Irawan, interview 8/3/25)

"I definitely share it with my family. I'm not too active in WhatsApp groups or on social media, but if I think the topic is good, I'll immediately share or send Buya Yahya's content via social media or WhatsApp." (Sidik Prabowo, interview 6/3/25)

Meanwhile, from the interview with informant Nurlailah, it was known that she frequently shares Buya Yahya's content with friends and family because she wants to share the knowledge and inspiration that she gains from it. She is also part of a study group or majelis taklim community.

"I want to share the knowledge I gain from his lectures with others. I often discuss Buya Yahya's lectures with others, such as friends and family. I've even joined a majelis taklim because it helps deepen my understanding of Islamic teachings." (Nurlailah, interview 5/3/25)

Observations of Buya Yahya's Islamic content on the Al-Bahjah TV YouTube channel support the interview findings, particularly those from informant Nurlailah. From reading the comments on several videos, it shows that many viewers interact with one another. They engage in discussions and conversations within the comments section. The comments reflect active interactions both among viewers and with the channel's admin. Additionally, Buya Yahya's content is often mentioned on other social media accounts as a topic for group studies, leading to further discussion and conversation.

Escapist Needs

Escapist needs relate to the motive of seeking enjoyment and satisfaction from media. These needs reflect an individual's desire for emotional release, stress relief, a dire need for entertainment, and an escape from routine or life's problems. Interview results with informant Chezzar show that he intentionally watches Buya Yahya's Islamic content as a way to seek spiritual motivation, releasing stress, and finding inner peace.

"Watching Buya Yahya's lectures helps to improve my quality of life because they provide guidance on time management, problem solving, and improving ones relationships. I seek out this content when I feel the need for spiritual motivation." (Chezzar Irawan, interview 8/3/25)

Similarly, informant Nurlailah stated that watching Buya Yahya's Islamic content becomes one of the examples for her to reduce anxiety in life. The content also inspires and motivates her to improve the quality of her life.

"I usually look for and watch Buya Yahya's lectures when I'm feeling stressed and need motivation in life. I find that his teachings help me achieve serenity." (Nurlailah, interview 5/3/25)

Meanwhile, informant Prabowo sees Buya Yahya's content as a source of reference and guidance for problem solving, especially related to *ibadah*. He finds a sense of satisfaction when he can find solutions to problems through the content.

"It can be a source of reference when there's uncertainty about something. I often turn to his lectures when faced with differing religious opinions, such as prohibitions that invalidate fasting. I usually rely on one to three trusted scholars with strong religious knowledge who not only is good at delivering their teachings, nor from their big followers, but from their good character in practice, which Buya Yahya endeavours." (Sidik Prabowo, interview 6/3/25)

In terms of escapist needs, the researcher's observations of Buya Yahya's Islamic content on Al-Bahjah TV YouTube Channel finds that these videos are often used as a means to gain peace of mind, especially when viewers faced with stress or life challenges. Buya Yahya's lectures occasionally include light humor, helping create a relaxed atmosphere. Many viewers have made his content a part of their spiritual routine to ease anxiety. The following table shows the motives of audiences watching Buya Yahya's Islamic content on the Al-Bahjah TV YouTube channel.

Table 1. Motives of Audiences Watching Buya Yahya's Islamic Content on Al-Bahjah TV's YouTube Channel

No	Motive	Sidik Prabowo	Nurlailah	Chezzar Irawan
1	Cognitive Needs	It's simple, with carefully selected case studies and exemplary stories. In addition, the explanations are always supported by dalil, whether using weak dalil (da'if) or strong hadiths (sahih).	Buya Yahya's lectures really helped me understand Islamic teachings because he could explain religious concepts in a simple and easy-to-understand method. His content provides deeper information and understanding about Islam, especially on how to apply religious values in daily life	Buya Yahya is a well-known Islamic scholar and intellectual in Indonesia. His lectures on Islamic teachings are deep and broad, which really help people understand Islam better. His explanations are easy to understand because he uses relevant real-life examples based on the Qur'an and Hadith
2	Affective Needs	I now have a stronger foundation when choosing a religious practice. Listening to Buya Yahya's lecture makes me feel more at peace, because he doesn't always condemn practices with weak foundations, instead, he encourages us to have good intentions based on the consensus of Ijtimai' Ulama	I feel calmer and more motivated to understand Islamic teachings better. Buya Yahya's style of delivery has an emotional impact, by delivering religious messages in a relaxed, pleasant, and easy-to-understand way. This makes me feel more at ease. For example, when he explained about death, I found his explanation very touching, and it made me want to become a better person	Buya Yahya's lecture can provide inspiration and motivation, as well as enhancing faith and piety, especially in relation to fundamental social relationships. His delivery is known for being filled with compassion and empathy, which makes people feel closer and more connected to him
3	Personal Integration Needs	It gives me options in making decisions about worship practices and makes me more confident after watching Buya Yahya's lectures. Of course, there's been a change in my behavior. But in terms of	There has been a change in the way I think and behave; I feel more patient, more grateful, and more caring toward others	I feel wiser and more mature in thinking and making decisions. As for improving credibility, I honestly never thought about it

		boosting credibility or individual status, I don't think that applies to me.		
4	Social Integration Needs	I definitely share it with my family. I'm not too active in WhatsApp groups or on social media, but if I think the topic is good, I'll immediately share or send Buya Yahya's content via social media or WhatsApp	I want to share the knowledge I gain from his lectures with others. I often discuss Buya Yahya's lectures with others, such as friends and family. I've even joined a majelis taklim because it helps deepen my understanding of Islamic teachings	
5	Escapist Needs	It can be a source of reference when there's uncertainty about something. I often turn to his lectures when faced with differing religious opinions, such as prohibitions that invalidate fasting. I usually rely on one to three trusted scholars with strong religious knowledge that not only is good at delivering their teachings, nor from their big followers, but from their good character in practice, which Buya Yahya endeavours	I usually look for and watch Buya Yahya's lectures when I'm feeling stressed and need motivation in life. I find that his teachings help me achieve serenity	Watching Buya Yahya's lectures helps to improve my quality of life because they provide guidance on time management, problem solving, and improving ones relationships. I seek out this content when I feel the need for spiritual motivation

4. CONCLUSION

Based on the research on the motives for watching Buya Yahya's Islamic content on the Al-Bahjah TV YouTube Channel using the five types of needs fulfilled by media according to Katz, Gurevitch, and Haas in the *Uses and Gratification Theory*, it can be concluded that the main motives of the audience are to fulfill their cognitive, affective, social integration, and escapist needs. Although the motive to fulfill personal integrative needs is also present, it appears to be less dominant.

- Cognitive Needs.** The motive for watching Buya Yahya's Islamic content to fulfill cognitive needs lies in gaining many information and insight about Islamic values. Other than that, the content helps the audience gain a deeper understanding of Islamic teachings due to Buya Yahya's ability to explain religious concepts in a simple and easy-to-understand manner. Observations of Buya Yahya's content on the Al-Bahjah TV YouTube Channel also show that the content provides in-depth Islamic knowledge. It also views from the viewers' comments section that it is often claimed that they gain a better understanding of Islamic teachings after watching the content.
- Affective Needs.** Researcher's interview and observation results related to affective needs show that the audience feels inspired and motivated after watching Buya Yahya's content. Emotionally, audiences report feeling more at ease, happier, and more connected or spiritually bonded with Buya Yahya. The comment sections of his videos are more less active, with many positive testimonials, expressions of gratitude, and requests for specific topics. The videos generally receive a high number of likes, reflecting the audience's appreciation.
- Personal Integration Needs.** Needs Regarding personal integrative needs, interviews and observations show that watching Buya Yahya's content helps increase self-confidence in practicing Islamic teachings. However, audiences admitted that they do not watch Buya Yahya's content to improve their credibility or social status.
- Social Integration Needs.** The motive to fulfill social integrative needs stems from the desire to interact and share knowledge with others. Viewers also share the content with others and discuss it, some even join study groups or Islamic communities (*majelis taklim*). Observations support this, shows that the comment sections also reveal active interaction and discussion among viewers the same as the interviewees stated. Buya Yahya's content is also frequently mentioned on social media as material for group discussions.
- Escapist Needs.** Based on the interview and observation results regarding the motive of watching Buya Yahya's Islamic content to fulfill escapist needs, it was found that audiences watch his content as a way to relieve themselves from life's pressures and to seek inner peace. Furthermore, viewers consider Buya Yahya's content as part of their spiritual routine to reduce anxiety and emotional tension.

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