



## The Values of Islamic Education in Nasyid Songs on the Indonesian Language Edition of One4kids Youtube Channel by Subhi Alshaik

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### Article History:

Received: Nov 19, 2022

Revised: Dec 23, 2022

Accepted: Dec 26, 2022

Online First: Dec 27, 2022

### Keywords:

The Value of Islamic Education,  
Nasyid Songs,  
Youtube One4kids.

### Kata Kunci:

Nilai-nilai Pendidikan Islam,  
Lagu Nasyid,  
Youtube One4kids.

### How to cite:

Suheri, S., Yansyah, D., Zaenuri, Z., Anshori, I., & Mutmainah, R. (2023). The Values of Islamic Education in Nasyid Songs on the Indonesian Language Edition of One4kids Youtube Channel by Subhi Alshaik. *Edunesia: Jurnal Ilmiah Pendidikan*, 4(1), 40-54.

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**Abstract:** This study aims to discover the values of Islamic education in Subhi Alshaik's One4kids nasyid song. Besides that, this study aims to inform parents that the One4kids nasyid song by Subhi Alshaik can provide a stimulus for understanding and religious guidance for children. This type of research is qualitative research, using the method of literature. The sample used in this study consisted of primary and secondary data. The primary data is the One4kids nasyid song by Subhi Alshaik. Secondary data, namely journals, books, and videos. Data collection techniques in this study through observation and documentation. The data analysis used in this research is the content analysis technique. The results of research on the values of Islamic education contained in the One4kids nasyid song on three selected themes, there are values Islamic education, namely First, Faith Education (aqidah), namely contemplating the signs of Allah's power and being grateful for His blessings. Second, Islamic Education (worship), which worships Allah through the teachings of the Sunnah of the Prophet Muhammad. Third, Moral Education, namely being a good person in life. This research has implications as part of parents' efforts to develop children's Islamic educational values through the use of YouTube social media to follow the development of science and technology in the era of Society 5.0.

**Abstrak:** Tujuan penelitian ini untuk mengetahui nilai-nilai pendidikan Islam yang terdapat dalam lagu nasyid One4kids karya Subhi Alshaik. Disamping itu, penelitian ini bertujuan untuk memberikan informasi kepada orang tua bahwa lagu nasyid One4kids karya Subhi Alshaik dapat memberikan stimulus pemahaman dan tuntunan keagamaan bagi anak. Jenis penelitian ini yaitu penelitian kualitatif, dengan menggunakan metode kepustakaan. Sample yang digunakan dalam penelitian ini terdiri dari data primer dan sekunder. Data primer yaitu lagu nasyid One4kids karya Subhi Alshaik. Data Sekunder yaitu jurnal, buku dan juga video. Teknik pengumpulan data dalam penelitian ini melalui observasi dan dokumentasi. Analisis data yang digunakan dalam penelitian ini yaitu teknik analisis isi (content analysis). Hasil penelitian terhadap nilai-nilai pendidikan Islam yang terkandung dalam lagu nasyid One4kids pada tiga lagu pilihan, terdapat nilai pendidikan Islam yaitu Pertama, Pendidikan Iman (akidah), yaitu merenungkan tanda-tanda kekuasaan Allah dan mensyukuri nikmat-nikmat-Nya. Kedua, Pendidikan Islam (ibadah), yang beribadah kepada Allah sesuai dengan ajaran sunnah Rasulullah SAW. Ketiga, Pendidikan Akhlak, yaitu menjadi pribadi yang baik dalam kehidupan. Penelitian ini memiliki implikasi sebagai bagian dari upaya orang tua dalam menumbuhkembangkan nilai-nilai pendidikan Islam anak melalui pemanfaatan media social youtube, sebagai bentuk mengikuti perkembangan IPTEK di era Society 5.0.

## A. Introduction

One of the priorities of education in Islam is children's education (Anam & Zahroh, 2022). Children are a comparative glass for a nation's future progress (Yananda et al., 2022). Mistakes in educating children will affect the quality of education and the nation. Childhood is the most fertile period (Sofiyah, 2022). In this phase, an educator can instill straight principles and good orientation in the souls and behavior of their students. Research conducted in the United States states that well-educated children are less likely to commit crimes and go to jail. Conversely, the percentage of crime is higher if children do not go to school (Herman & Nurhafidah, 2022) or drop out of school.

The method of training children is an essential thing. Children are a mandate for both parents (Fitri & Widyastuti, 2017). In training children, of course, there are many ways and strategies. Either guided directly or using other methods, including audio-visual media, to follow the development of science and technology. Audio visual media is a series of electronic images accompanied by audio sound elements, with image elements outlined via videotape (Asmara, 2015). The electronic images are then played with a tool, namely a video cassette recorder or video player. Optical technology impacts life (Kembuan & Irwansyah, 2019) and the education sector (Ajizah & Munawir, 2021). Education is presented by the conditions and developments of the times (Qolb & Hamami, 2021).

Nowadays, many parents pamper their children by providing television and smartphones with an internet network at home so that children can easily access anything via their smartphones. Children are smarter at using the internet than their parents (Lindriany et al., 2022). As a result, children are used to the application menus presented on smartphones, such as Facebook, WhatsApp, Instagram, YouTube, TikTok, online games, and various other applications.

In 2019, there were 170.6 million smartphone users in Indonesia out of 266.6 million Indonesians (AR & Syam, 2022; Linggadjaya et al., 2022). Thus, around 63.3 percent of Indonesia's population makes cell phones their primary device (Monita et al., 2022). In taking the educational value of audio-visual media, television, Youtube, and several smartphone applications, you have to be more careful and pay close attention to what is contained therein. Given that social media is very easily accessible to various groups, some of its products have not been able to provide good education (Suwanto et al., 2021), so that it can erode children in a negative direction (Arsyad, 2022).

The responsibility of broadcasters and their dedication to education is an obligation (Adib, 2022). R.Ng. Ronggowarsito, a great poet of Javanese culture who lives in the Surakarta Kasunanan, in Sara Kalatidha, namely "life must always be vigilant" (Purnomo & Sos, 2012), which is very relevant to the world of broadcasting. In other words, individuals in broadcasting institutions must be vigilant in providing complete and intact information and motivation to the public. The community has the right to choose the broadcast they like (Shella, 2022), harmonizing it with an increase in their welfare. In

addition to this, every broadcasting person must be able to think, act and say whose perlocution effect is above the interests of all groups to maintain and strengthen national unity (Purba et al., 2022).

Ideally, the films presented contain elements of education, culture, ethics, wholesome entertainment, and aesthetic appreciation and encourage curiosity about the environment, as stated in Government Regulation of the Republic of Indonesia Number 18 of 2014 concerning Film Censorship Institutions article 33 point three. Films can reflect how the cultural identity and greatness of civilization belongs to the Indonesian people (Akmal, 2022) because films are part of the products of culture (Shofiyah et al., 2017; Nasution et al., 2022). One of the Indonesian television channels has broadcast Islamic animated films (Rewira, 2019) such as Nussa and Rara, Upin and Ipin, Syammil and Dodo, Adit sopo jarwo, Omar and Hana (Husin & bin Abdul Aziz, 2022; Husna & Dewi, 2021). Many of these animated films are shown during Ramadan (Sayekti, 2019), even though educating children in Islamic education is not just during Ramadan.

In addition, a series of Nickelodeon animated films have been shown in Indonesia (Al Fachry & Alfurqan, 2022), namely Spongebob Squarepants, Dora the Explorer, Avatar: The Legend of Aang, Chalkzone, and others (Aziz, 2019). There are also animated films from Korea that still exist on Indonesian television (Hamzah et al., 2021), namely Tayo the little bus, Larva, Bernard Bear, and so on, which also control Indonesian television. The animated films imported from various countries do not convey Islamic values that should be taught to children (Khodijah et al., 2020). Imported animated films from non-Muslim-majority countries are a significant problem in Indonesian television (Wikayanto et al., 2022).

From a regulatory standpoint, the Broadcasting Law stipulates that broadcast content must promote national culture. In addition, the Broadcasting Code of Conduct issued by KPI explicitly defines a maximum limit for foreign broadcast programs of 10% of the total broadcast time per day (Muntadliroh, 2018). In Law No. 32 of 2002 concerning broadcasting, the broadcast duration for foreign programs is a maximum of only 40% of the broadcast time in a day (Susjastiana & Dewi, 2018). In 2016, the Australian company One4Kids launched a cartoon channel for Muslim children. An educational film that gives impressions and moral messages about life wrapped in the values of Islamic Education. An Islamic-themed cartoon with the main character Zaky, a bear who will provide Islamic education that is easy for children to digest. The producer and director of One4Kids, Subhi Alshaik, created the animated film One4Kids as an alternative to the animated movie Peppa Pig.

Peppa Pig is a British preschool animated television series (Yulika et al., 2022) directed and produced by Astley Baker Davies in association with Entertainment One, Nick Jr., Channel 5, and Hasbro's Allspark Animation. The show centers on Peppa, an anthropomorphic sow, and her family and friends. Subhi Alshaik says it contains bad education, including teaching children to be arrogant. The launch of this alternative

cartoon was welcomed by the leaders of the Australian Muslim Community, who are members of the Australian National Imams Council (Whyte, 2021). ANIC President Sheikh Shady Alsuleiman said the cartoon channel was an alternative to the popular Peppa Pig cartoon for children in Australia. Syekh Shady thinks Peppa Pig paints an inaccurate picture of Muslim children (Awan, 2016), depicting a pig and its family.

The One4kids channel broadcasts short films, procedures for worship such as ablution, and Islamic educational values, which are presented with short-duration nasyid songs. All programs are made according to the new physical abilities that children have. One4kids nasyid songs of short duration without music can impart Islamic education values to children quickly. One4Kids is here to answer parents' concerns about the lack of educational shows for their children. Dense religious values wrapped in quality shows through animated films, and Islamic songs can make children interested in watching (Al Khakim & Sofiana, 2019).

In addition, the program broadcast on the One4Kids channel is very educative and able to open Islamic insights presented in a simple but charming, communicative, and educational manner, according to their physical and psychological development. The One4kids channel, which has launched this Indonesian language channel, is expected to be able to fulfill Indonesian television programs, which are usually imported from non-Muslim countries with programs that are not Islamic so that Islamic education for children in Indonesia and Islamic civilization in the world can develop properly.

## **B. Method**

This research uses library research (library research), which collects data by reading, understanding, analyzing, and analyzing the data that has been found or writings (Sari & Asmendri, 2020) both from magazines, newspapers, accessing internet sites as well as with documents relevant to research. This research includes descriptive qualitative research. The subject of this research is the One4kids nasyid song by Subhi Alshaik, the producer and director of One4Kids. The objects in this study include the values of Islamic education contained in the One4kids nasyid songs from selected nasyid songs, namely: 1) The song Allah creates everything, 2) The song going to the mosque with Kazwa, 3) Muslim sleeping songs. Data collection techniques use observation and documentation. Comments were made to observe scenes that could support research in the One4kids channel program series. Documentation is carried out to collect files that can support research from the internet, articles, and other documentation that can support research. Data analysis was carried out using 1). They were playing and recording the song used as the object of study, namely the One4kids nasyid song. 2). Transfer recordings into written form or scenarios. 3). Analyze the song's contents and clarify the moral education in the One4kids nasyid song. 4). Communicate with the theoretical framework used and draw a. This research was conducted from August to November 2022. The following is the flow of study conducted by researchers.

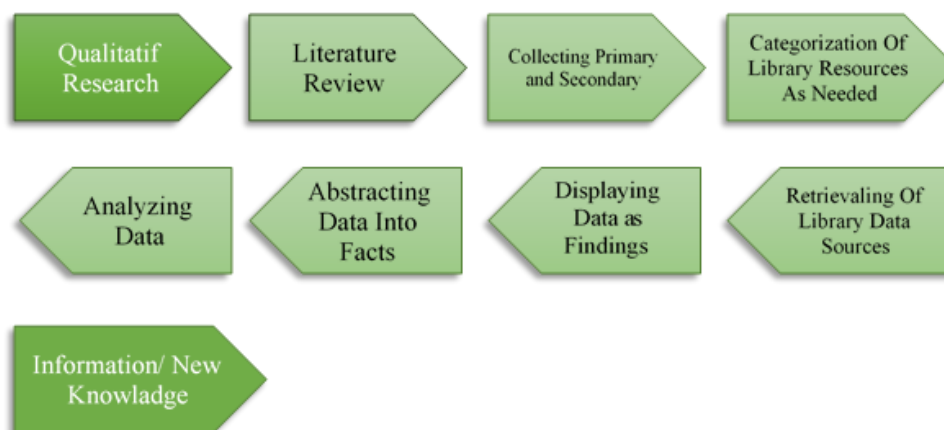


Figure 1. Flow of Research

## C. Result and Discussion

### Result

One4Kids is a children's animation company that produces educational entertainment for children worldwide. One4kids main goal is not just to educate but to provide a halal alternative to the inappropriate content available to children. Since its inception in 2006, the main character Zaky has become a household name in Islamic children's animation. He loves teaching children about Islam, manners, and the beautiful world around us. One4kids is the creation of Subhi Alshaik, a creative artist with many talents, including songwriting and scripting, filmmaking, production, and directing. He is a former musician. Subhi Alshaik initiated a cartoon figure that children could see and learn from. However, no child ever complained about watching too many cartoons or movies. So Zaky and Friends were born, the name for the main character One4kids.



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Figure 2. One4Kids Production House

The president of ANIC (Australian National Imams Council) even encouraged all parents to raise funds for television broadcasts that support Islamic values. The film production company that produces Islamic-themed shows for children is One4Kids. Production company One4Kids has been campaigning to raise money to make the first two episodes of the series for online subscriber-based viewers, called 'Barakah Hills'. The

company launched a funding page on the LaunchGood website, which has raised more than \$5,000 of the \$20,000 needed to start production.



**Figure 3.** Sheikh Shady Alsuleiman, President of ANIC  
(*Australian National Imams Council*)

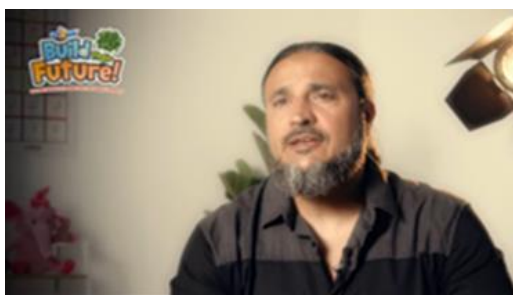
In 2016 One4kids launched an online TV channel featuring hours of cartoons and on-demand entertaining and educational children's programs that can be viewed anytime and anywhere via Smart TV, iPhone, iPad, Apple TV, Android devices, Roku, Amazon Fire devices, Airplay, and Chromecast. It operates very much like Netflix.



**Figure 4.** One4Kids TV Logo

A Sydney-based production company, One4kids hopes to launch a Muslim alternative to cartoons such as the popular children's series Peppa Pig. The company's founder and lead producer, Subhi Alshaik, said the show's theme would be loosely based on the popular Peppa Pig series but "based in a Muslim city". Based in Sydney, currently the One4kids company has a YouTube channel in Arabic and Indonesian. Not only are cartoon series presented, but there are also children's nasyid songs that are easy to hear, but the requirements are Islamic education and several animated films that require Islamic education.

Subhi Alshaik is the company founder and leading producer of One4kids. Alshaik is a former musician who started to get serious about his religion after meeting with Yusuf Islam, a singer better known as Cat Stevens, in London.



**Figure 5.** Subhi Alshaik, Director and Producer of One4kid

One4kids is a Muslim cartoon series production company. A cartoon series that provides life lessons with Islamic educational values. The way of delivery that is easy for children to understand, One4kids is an alternative to planting education or education that is easily accessible anywhere and anytime. The main character in the One4kids animated series is Zaky. Zaky is a goofy-looking purple bear with a propeller on his head, but Zaky is well on achieving cult status among young Muslims in Australia and beyond. Zaky also aims to dispel some harmful stereotypes about Islam among non-Muslims.



**Figure 6.** Zaky as the Main Character of One4kids Animation

### **Content on the One4kids Indonesia Channel**

Along with the development of the times and the great need for Islamic Education, the One4kids channel, which is based in Australia, opened an Indonesian edition of its Youtube channel under the name One4kids/Zaky-Indonesia. With a subscriber count of 8,540 as of July 13, 2021, One4kids/Zaky-Indonesia provides Islamic Education values in engaging content. The contents on the One4kids/Zaky-Indonesia channel are Nasyid Program, Al-Qur'an Interpretation Study Program with Moui, Arabic Language Study Program with Tufa, Hadith Study Program with Nadine, World Knowledge Study Program with Kazwa.



**Figure 7.**

Poster of One4kids Film, one of the One4kids channel programs

### **The Values of Islamic Education in the Indonesian Language Edition of Nasyid Songs**

Subhi Alshaik created the character Zaky and founded the company One4kids to provide educational values and change the world's stereotypes about Islam. Various programs are presented on the One4kids platform, including the content of this nasyid song that conveys the importance of Islamic Education and universal values of life. As stated by the researchers about three nasyid songs with Islamic educational values, namely: 1) The song "Allah Created Everything". 2) The song "Going to the Mosque with Kazwa". 3) The song "Muslim Sleep Song".

#### **1. The Value of Islamic Education in the Song "Allah Created Everything."**

The nasyid song "Allah created everything" makes listeners think and meditate about the creation of the universe. This song raises the value of Aqidah Education, which must be instilled in the child's soul.

We must equip children with the correct understanding of Islam in the field of faith. So that they can distinguish which thoughts are right and which are wrong. Also, protect them from schools of thought (opinions) that deviate from Islam, which are aimed at destroying the faith in children and youth. In the song "Allah created everything", Zaky invites us to reflect on the signs of Allah SWT's power. The example raised in this nasyid song is also very relevant to children who ask various questions.

Teachers and parents must teach their children that this universe is a creature of Allah SWT, like other creatures. In addition, teachers and parents must instill reasonable Islamic beliefs in children's souls, minds, and hearts. So that their relationship becomes close with this enormous being and the Lord of all those beings. So that his life does not close him or separate him from society.

In addition, it explains that the universe runs smoothly. But everything goes according to fate. All his affairs go with reckoning (calculation) and (mizan). And the universe is a gift from Allah SWT to humans. Because humans enjoy and benefit from its goodness. When humans contemplate the signs of His power, all these signs point to the Lord who created himself, as stated in the Qur'an Surah Al-A'la verses 2-3. The Aqidah education contained in this One4kids nasyid song is expected to be able to answer

children's questions about the creation of the universe so that they know the nature of the Supreme Being, Allah SWT.

## **2. The Value of Islamic Education in the Song "Going to the Mosque with Kazwa"**

The lyrics of the nasyid song "Going to the Mosque with Kazwa" are straightforward but are conditional on meaning. Kazwa, one of One4kids' treasured characters, invites listeners to pray in congregation at the mosque because the reward is more significant than praying at home.

Prayer is the second pillar of the pillars of Islam after the two sentences of the Creed. Prayer is the first practice to be brought to account on the Day of Judgment. Islam has encouraged congregational prayers in the mosque. Because it is more critical the reward, which is twenty-seven times more than praying alone at home, as confirmed by several authentic hadiths. Educating someone to perform prayers in the mosque must be a habit from childhood. In the song, Kazwa mentions five prayer times, and at each time, the prayers are held in the mosque. The magnitude of the reward of praying at the mosque makes praying at the mosque more critical than praying at home.

## **3. The Value of Islamic Education in the Song "Muslim Sleep Song"**

Islam is a religious doctrine, which Allah SWT. Revealed to His servants through the apostles. Islam contains several teachings, not limited to ritual aspects but also elements of civilization (MZ, 2019; Wiyanto, 2021). Zaky and Family, in "Muslim Sleeping Songs", provide lessons about Muslim etiquette when going to sleep.

Ethics is the science that investigates good and bad by paying attention to human actions as far as the mind knows. A Muslim always maintains ethics. Likewise, there are good ethics to do before going to sleep. The following are Muslim ethics when going to bed listed in One4kids' "Muslim Sleep Song" nasyid, namely; 1) Reading the Qur'an before going to bed; 2) Pray (asking for forgiveness) to Allah SWT; 3) Sleep on your right side.

## **Discussions**

The nasyid songs on the one4kids YouTube channel are a visual form that displays meaningful images. The meaning contained therein calls on children to always do good. Doing good to others is noble (Iskandar & Sobarna, 2021). Like the many audiovisuals that are loaded on the one4kids YouTube channel. Cartoons showing videos about good behavior and obedience to Islamic teachings. Videos showing good things are part of teaching morals and manners (Van Zoonen et al., 2013). Apart from displaying visual records about the pursuit of morals and methods, the one4kids YouTube channel also shows various videos about procedures and patterns of educational activities, especially for students. Therefore, the one4kids youtube video channel contains a lot of Islamic educational values. This is evidenced by the many videos showing aspects of Islamic education. Visuals that reflect Islamic elements are a form of spreading Islam in the current digital era (Rikarno, 2019).

Subhi Alshaik's one4kids youtube channel contains many videos packed with nasyid songs. Among the nasyid songs on the one4kids YouTube channel by Subhi Alshaik is the song "Allah Created Everything". In this song, we are taught to remain aware that this universe is proof of the power of Allah SWT. The creation of this universe manifests that Allah SWT is omnipotent (Qomari, 2022). It can also be explained to children that this universe is proof of Allah's power. The next nasyid song is "Going to the Mosque with Kazwa". This song contains many Islamic educational values, especially for children. This nasyid song looks simple but rich with meaning. This nasyid song calls for us to pray together in the mosque. The mosque is the house of Allah SWT (Iskandar, 2019; Yusri et al., 2021), which was built so that people remember, give thanks and worship Him properly. The essential worship performed at the mosque is prayer (Akrim, 2020), which is the pillar of the Islamic religion (Hassan et al., 2019) and its daily ritual obligations, which allow a Muslim to meet his god five times in a day and night (Septadina et al., 2020). The next nasyid song is "Muslim Sleep Song". Islam is a perfect religion. In the Shari'a, all actions must always be preceded by prayer. Therefore Islam is also known as the religion of rahmatan lilalamin (Ilyas, 2018; Rahmatika & Khoirullina, 2020). Included in small things, Islam always teaches its people to pray in starting and ending their activities. Included the aspect of sleep, in which reasonable provisions have been regulated by Islamic law.

The nasyid songs on the Indonesian edition of the One4kids youtube channel provide Islamic education values that educators must instill in early childhood. The sya'ir of each nasyid song has Islamic educational value and can have a good impact on the audience. One4kids exists not only as an entertainment medium but as an educational medium needed by Muslims, especially educators. According to the author, if educators use learning media such as One4kids, the inculcation of Islamic Education values will be very easy and fun.

#### **D. Conclusion**

The Islamic educational values in the Indonesian-language edition of the One4kids nasyid song by Subhi Alshaik, in this case, the Song Allah Creates Everything, the Song Going to the Mosque with Kazwa, and the Muslim Sleep Song contains many meanings. One of them is that it includes the value of faith education (aqidah), Islamic education (worship), and moral education. Faith education (aqeedah) believes in Allah SWT by constantly meditating and contemplating the signs of His power, being grateful for His blessings, asking for protection only from Him, and surrendering to Him. Islamic education (worship) includes being aware of the obligation of every creature to worship Allah by what he wants or wants and carrying out worship as well as possible as a form of obedience to Allah SWT. And moral education includes getting used to good behavior, committing to the commands and laws of His shari'ah, and being a person who has character whenever and wherever you are.

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