

REFRAMING ISLAMIC WORLDVIEW IN YOUTUBE ESCAPE CONTENT OWNED BY @RAYMONDCHIN

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Abstract: *This study analyzes how the Islamic worldview is reframed in Raymond Chin's YouTube Escape content and its impact on audience understanding. Using a qualitative method with a content analysis approach, data were collected from the videos on the channel. The study results show that the Escape channel has succeeded in reframing the Islamic worldview through a contemporary approach, diverse topics, active interaction with the audience, and engaging visual media. This approach improves the audience's understanding of Islam and helps eliminate negative stereotypes. Further discussions highlighted the challenges in ensuring the message's conformity with Islam's teachings. This study concludes that the Escape channel contributes significantly to spreading knowledge and building a positive image of Islam among the younger generation. More research is needed to explore the long-term impact of this content on audiences' religious understanding and practices.*

Keywords: *Reframing, worldview, escape, Raymond Chind.*

INTRODUCTION

In today's digital era, the YouTube platform has become the primary medium for spreading the world's views, including Islam. Raymond Chin's "Escape" channel stands out for conveying Islamic opinions in an engaging and relevant way for the younger generation.¹ This research aims to understand how the Islamic worldview is reframed in YouTube content and its impact on audience understanding.²

¹ Evan Hamzah Muchtar, "FOMO (FEAR OF MISSING OUT) AND GEN-Z'S EXCESSIVE CONSUMPTION: ANALYSIS OF THE INTERPRETATION OF Q.S. AL-ISRA' VERSES 26-27 ON THE PROHIBITION OF ISRAF" 26 (2025).

² Jeffrey S. Farroni, Laura W. Farroni, and Rebecca Russell, "2442 Listening for Empathy: Audio Narratives in DPT Curriculum as a Model for Interprofessional Education," *Journal of Clinical and Translational Science* 2, no. S1 (June 2018): 58–58, <https://doi.org/10.1017/cts.2018.217>.

Raymond Chin's podcast "Escape" is a YouTube channel that discusses various Islamic topics with a fresh and relevant approach for the younger generation.³ The episode with controversial issues with topics of discussion around "The Law of Cutting Hands for Corruptors" and "Polygamy in Islam" in episode 7 entitled "The Best Religion in Indonesia" which was uploaded on March 7, 2025 received the highest number of viewers, namely 3.5 million viewers, 87 thousand likes in just 2 months. This proves that this topic is a hot topic because the discussion is quite controversial for Muslims. This interesting thing will be the focus of this research. What makes this content interesting? How can this content reflect the perspective of Islam? How is the message of da'wah conveyed?

The podcast has a total of 31 episodes. Overall, covering a wide range of topics such as theology, Islamic law, social issues, and culture, with some popular episodes including "The Best Religion in Indonesia", "How to Be Immune from Jinn, Satan & Satan", and "The History of Jinn and Man & Lailatul Qadr".⁴ The main speakers on this podcast are Felix Siaw and Raymond Chin, who are often the keynote speakers and provide in-depth insights into the topics covered. Raymond Chin, as the primary host, is known for his ability to deliver material in an engaging and easy-to-understand way. The "Escape" podcast managed to capture the attention of many viewers through its contemporary approach, diverse topics, active interaction with the audience, and engaging visual media.⁵

This research will identify the methods the "Escape" channel uses in reframing the Islamic worldview and evaluate its impact on the audience. This research has several primary objectives, namely analyzing how easy-to-understand language is used to attract the interest of the younger generation, evaluating the various topics discussed and presenting them with an Islamic perspective, assessing the impact of question and answer sessions and discussions on audience understanding, and analyzing the effectiveness of animations and graphics in conveying messages. This research is expected to contribute significantly to the field of communication and religious education, especially in the digital context. The results of this

³ Perm State University et al., "Model of cultivating patriotism in adolescents and 'generation Z' youth using the resource of juvenile media," *Izvestiya of Saratov University. Philosophy. Psychology. Pedagogy* 22, no. 3 (September 22, 2022): 339–44, <https://doi.org/10.18500/1819-7671-2022-22-3-339-344>.

⁴ Burhanudin AL-Ghoni, *Reframing Qur'anic Perspectives on Interfaith Relations in the Contemporary World: A Thematic Analysis* (Oxford University Press, 2014), <https://doi.org/10.1093/acprof:oso/9780199359363.001.0001>.

⁵ Ni Made Yeni Suranti, Gunawan Gunawan, and Hairunnisyah Sahidu, "Pengaruh Model Project Based Learning Berbantuan Media Virtual Terhadap Penguasaan Konsep Peserta didik pada Materi Alat-alat Optik," *Jurnal Pendidikan Fisika dan Teknologi* 2, no. 2 (April 22, 2017): 73–79, <https://doi.org/10.29303/jpft.v2i2.292>.

study are expected to provide guidance for digital content creators, help audiences understand Islam better, eliminate negative stereotypes about Islam, and serve as a basis for further research on the use of digital media in religious education.⁶ This research focuses on the analysis of content and the practical impact of using digital media in disseminating religious knowledge.⁷

THEORITICAL STUDIES

YouTube is one platform with great potential to be used as a da'wah medium in the digital era. However, the effectiveness of delivering da'wah messages is highly dependent on the ability of the content to build identity and increase engagement with the audience. The higher the engagement, the greater the chance the da'wah message will be widely accepted. In this regard, the theory of Uses and Gratifications developed by Katz, Blumler, and Gurevitch becomes relevant.⁸ This theory states that audiences actively choose media that suits their needs, such as information, entertainment, personal identity, and social interaction. The Escape Channel has met these needs through engaging and interactive content.⁹

Fitriana's research shows that interactions with audiences, such as polls and quizzes, can increase engagement by up to 60%.¹⁰ This shows that communication strategies that involve the audience's active participation are very effective in conveying messages. When the content meets the audience's needs, the message of da'wah becomes easier to understand and receive.¹¹ In Escape, Islamic messages initially considered scary or controversial can be accepted more openly because of the communicative approach.

In addition, the reframing theory of the cognitive psychology approach is essential in understanding the escape da'wah strategy. Froggart explains that reframing aims to direct the

⁶ Mohamad Maulidin Alif Utama, "FORMULASI MULTISENSORY DALAM PEMBELAJARAN TEMATIK," *Jurnal Asy-Syukriyyah* 21, no. 02 (October 16, 2020): 218–24, <https://doi.org/10.36769/asy.v21i02.1113>.

⁷ Ridwan Hasbi et al., "Reframing The Period Of The Sahaba And Tabi' In In The Archipelago: Acceptance Of Tradition," *Jurnal Ushuluddin* 32, no. 2 (November 16, 2024): 249, <https://doi.org/10.24014/jush.v32i2.29070>.

⁸ Philip Palmgreen, "Uses and Gratifications: A Theoretical Perspective," *Annals of the International Communication Association* 8, no. 1 (January 1984): 20–55, <https://doi.org/10.1080/23808985.1984.11678570>.

⁹ Jay G. Blumler and Elihu Katz, *The Uses of Mass Communications: Current Perspectives on Gratifications Research. Sage Annual Reviews of Communication Research Volume III* (Sage Publications, Inc, 1974).

¹⁰ Nadya Fitriani and Nurvita Trianasari, "Pengaruh User Generated Content Terhadap Niat Beli Produk Wardah (Studi Kasus Pada Media Sosial Youtube)," *Jurnal Locus Penelitian Dan Pengabdian* 2, no. 8 (2023): 810–22.

¹¹ Ega Okta Prima Anggita, Fajar Junaedi, and S. Sos, "Manajemen Pengelolaan Media Sosial Pada Akun Instagram@ Bullssyndicate" (PhD Thesis, Universitas Muhammadiyah Surakarta, 2024), <https://eprints.ums.ac.id/id/eprint/126485>.

mind rationally so individuals can see a situation more positively.¹² Gallos and Jassey-Bass add that reframing broadens one's perspective on the world, making one's perception of a problem more constructive.¹³ Escape uses this technique to convey sensitive issues such as polygamy and Islamic law with an educational and rational approach, so that the audience can understand the teachings of Islam more contextually.¹⁴

Reframing also allows individuals to change their beliefs and perspective on an issue and see it as an opportunity. Two types of reframing are commonly used: 'meaning reframing', which changes the meaning of a situation, and 'context reframing', which changes the context of understanding the situation.¹⁵ Reframing involves identifying perceptions, finding alternatives, and modifying views.¹⁶ In Escape da'wah, this process is reflected in delivering content that invites the audience to rethink and see Islam from a fresher and more relevant perspective.¹⁷

Furthermore, the digital da'wah approach must consider visual and technical aspects when delivering messages. Escape uses various visual elements such as animations, running text, and cinematic color grading to grab attention and clarify the message. This strategy aligns with visual communication theory, which emphasizes the importance of visual appeal in strengthening the audience's understanding of the message being conveyed.¹⁸

From an Islamic perspective, da'wah must be done with wisdom and sound advice as mentioned in the Qur'an. An-Nahl: 125. Escape applies this principle by using language that is easy to understand, conveying the argument contextually, and avoiding a judgmental approach.

¹² Wayne Froggatt, "Rational Emotive Behaviour Therapy" (Auckland-New Zealand: Harpercollins. Retrieved from, 2005), <https://thstressdoc.com/wp-content/uploads/2019/12/FroggattREBTintro2005.pdf>.

¹³ "Penerapan Teknik Reframing Untuk Mereduksi Perilaku Rendah Diri Siswa Di Sma Negeri 6 Luwu Utara - Test Repository," accessed June 13, 2025, <https://eprints.unm.ac.id/25300/>.

¹⁴ Blumler and Katz, *The Uses of Mass Communications*.

¹⁵ Isti Faidatul Amanah and Muhammad Asrofi, "IMPLEMENTATION OF INTEGRATIVE THEMATIC LEARNING IN ISLAMIC EDUCATION AND CIVIL SUBJECTS AT SD N GIRIWUNGU BANTUL YOGYAKARTA," *Jurnal Asy-Syukriyyah* 24, no. 2 (December 14, 2023): 195–211, <https://doi.org/10.36769/asy.v24i2.421>.

¹⁶ Binti Khoiriyah et al., "PENGEMBANGAN MEDIA PEMBELAJARAN INTERAKTIF MELALUI APLIKASI CLASSPOINT PADA MATA PELAJARAN FIKIH BAB MAWĀRITS DI MTS NEGERI 4 BANTUL," *Jurnal Asy-Syukriyyah* 25, no. 2 (December 2, 2024): 162–78, <https://doi.org/10.36769/asy.v25i2.574>.

¹⁷ Adilla Fajriani, Syamsul Bachri Thalib, and Nur Fadhilah Umar, "Penerapan Teknik Reframing Untuk Mereduksi Perilaku Rendah Diri Siswa Di Sma Negeri 6 Luwu Utara," n.d.

¹⁸ Rahmat Solihin, "PENGEMBANGAN MEDIA PEMBELAJARAN INTERAKTIF TAHFIDZ AL-QURAN DI SEKOLAH DASAR," *Jurnal Asy-Syukriyyah* 21, no. 02 (October 16, 2020): 154–63, <https://doi.org/10.36769/asy.v21i02.108>.

Thus, this channel not only conveys the message of Islam but also builds a positive image of Islam in the eyes of the public, especially the younger generation.¹⁹

METHODH

The research method used in this study is a literature review. The data collection techniques in this study are documentation and observation studies. The documentation studied is a variety of literature, including research reports, books, and scientific journals. The unit of analysis of this research is videos, images, and words in the Raymond Chin youtube channel series #ESCAPE, hosted by Felix Siaw, Raymond Chind, and Veren Ornela which is related to the focus of this study, namely a hadith containing messages of Refreming Islamic views, which was uploaded during the month of Ramadan 2025

Table 1: Description of Video Content of #ESCAPE series During the month of Ramadan 2025 About Islamic Broadcasting

Episode	Video Title	Human Sources	Overview	Date
1.	The Teachings Of Islam & The Prophets To Level Up	Felix Siaw and Raymond Chin	Explanation of the meaning of escape.	March 1, 2025
2.	A Mother's Perspective on the Government	Felix Siaw, Raymond Chin, and Bunda Ray	Discuss justice and policy	March 2, 2025
3.	Government Regime	Felix Siaw, Raymod Chin, Koi, and Bintang emon	Discuss leadership	March 3, 2025
4.	Challenging the Islamic System as a Religion	Felix Siaw and Raymond Chin	Islam is not just a ritual religion but a comprehensive system	March 4, 2025

¹⁹ Burhanudin Al Ghoni et al., “COMPARATIVE STUDY OF THE CRITERIA OF ‘IBADURRAHMAN TAFSIR IBN KATSIR AND TAFSIR AL-MISBAH,” *Jurnal Asy-Syukriyyah* 25, no. 2 (December 4, 2024): 227–43, <https://doi.org/10.36769/asy.v25i2.616>.

5.	The Phenomenon of Islam & Hypocritical Muslims	Felix Siaw and Raymond Chin	Containing religious content is not about appearing Islamic, but also about the transcendental relationship between humans and God.	March 5, 2025
6.	The Limitations of Islam in Modernization	Felix Siaw, Raymond Chin, and Fuadh Naim	Islam is not just about not eating pork, LGBT, and tattoos	March 6, 2025
7.	The best religions in Indonesia	Felix Siaw, Raymond Chin, Bintang Emon, and Verren	Contains Islamic laws such as polygamy	March 7, 2025
8.	Religious Foolishness	Felix Siaw, Raymond Chin, and Ferry Irwandi	Contains information about the error of thinking in religion	March 8, 2025
9.	The Concept of Radicalism and Islamic Topics	Felix Siaw, Raymond Chin, and Ferry Irwandi	Exploring the true meaning of radicals	March 9, 2025
10.	New Modified Islamic Sects	Felix Siaw, Raymond Chin, Koi	Discussing related to Isro'Miraj	March 10, 2025
11.	How to Be Immune from Jinn, Satan & Devil	Felix Siaw, Raymond Chin, Koi, and Varren	Discussing the creation of the Jinn	March 11, 2025
12.	Prediction of the Apocalypse, Torture of the Grave, Punishment & Guidance	Felix Siaw, Raymond Chin, Koi, and Varren	Discussing the torture of the grave	March 12, 2025

13.	Thoughts Are More Important! Don't Be Fooled by Feelings	Felix Siaw, Raymod Chin, Koi, and Varren	Integration of Islam and the mind	March 13, 2025
14.	The Myth of Destiny in Islam	Felix Siaw, Raymond Chin.	Discussing destiny and effort	March 14, 2025
15.	Increase thinking capacity	Felix Siaw, Raymond Chin, Abigail Limuria, and Cania Citta.	Ask questions about religion	March 15, 2025
16.	The Solution to Stupidity for 99% of Humanity	Felix Siaw, Raymond Chin, Abigail Limuria, and Cania Citta.	The solution to stupidity is to think	March 16, 2025
17.	Dismantling Religious Sellers	Felix Siaw, Raymond Chin, and Varren	Discussing abused religion	March 17, 2025
18.	Cuan enslaved person vs Slave of Allah	Felix Siaw, Raymond Chin, and Varren	Discussing prioritizing the Hereafter	March 18, 2025
19.	RUU TNI, Military, Police, and Justice Bill	Felix Siaw, Raymod Chin, and Guru Gembul.	Discuss a leader's relationship	March 19, 2025
20.	More About Taaruf	Felix Siaw, Raymod Chin, Varren, and Nabilah Ayu	Discuss the introduction of women and men	March 20, 2025
21.	QnA Week 03	Felix Siaw, Raymond Chin, Koi, and Varren	Questions	March 21, 2025
22.	Loss of Empathy = Destruction of Civilization	Felix Siaw, Raymond Chin, Mamat Alkatiri, Chef Michelle	Discuss the affection that needs to be cultivated	March 22, 2025

23.	First Night = Kamasutra	Felix Siaw, Raymond Chin, Koi, and Medy Renaldy	Discussing the deviant behavior of an LGBT person	March 23, 2025
24.	History of Jinn and Mankind & Lailatul Qadr	Felix Siaw, Raymond Chin, and Varren	Discussing the creation of the Jinn and the night	March 24, 2025
25.	Between Life & Work	Felix Siaw, Raymond Chin, Varren, and Santo Suruh	Learn with the owner of Santo Suruh	March 25, 2025
26.	So, Humans Used to Be Religious	Felix Siaw, Raymond Chin, Koi, and Tretan Muslim	Respect for each other	March 26, 2025
27.	QnA Week 04	Felix Siaw, Raymod Chin, Koi, and Varren	Respect for each other	March 27, 2025
28.	Fenomena Kepala Babi	Felix Siaw, Raymod Chin, Koi, and anis Baswedan	Chat with Anis Baswedan	March 28, 2025
29.	Things We Can Do for Indonesia	Felix Siaw, Raymod Chin, Koi, and anis Baswedan	Good people fill the political realm	March 29, 2025
30.	How to Choose a Suitable Ustadz	Felix Siaw, Raymond Chin, Dennis Lim, and Bunda Ray	Discuss sincerity and cleansing the heart	March 30, 2025

31.	We Are Saying Goodbye	Felix Siaw, Raymond Chin, Koi, and Varren	cover	March 31, 2025
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DISCUSSION

Analysis of Da'wah Strategy from Raymond Chin's "Escape" Podcast

a) Optimizing the Digital World

Optimizing the digital world is indeed very important in today's era. One interesting example is the podcast "Escape" hosted by Raymond Chin and Felix Siauw. This podcast discusses various interesting topics, from religion to politics and social issues, by presenting influential guests such as Guru Gembul, Bintang Emon, and others.²⁰

b) Diverse Topics

The topics included in the content are very diverse, including the topic of Religion & Belief, which covers various aspects of Islamic teachings and phenomena in the Muslim community; Government & Politics, which focuses on views on government and issues of law and justice; Self-Development & Thinking, which emphasizes the importance of developing thinking capacity and life balance; Social & Cultural, which includes social issues and individual contributions to the state; and Others, which includes topics such as question and answer sessions and guidance on choosing ustadz. These groupings help understand each topic's primary focus and theme, making it easy to organize and discuss further.²¹

c) Active Interaction with Audiences

This podcast has a question-and-answer session (Q&A) based on several questions in the comment column. Not infrequently, Felix Siauw also replied to fan questions through replies in the comment column. In Episode 31, Varren, as the host, was also willing to read the fans' comments in the comment column. In addition to podcasts, there are many other ways to optimize the digital world, such as leveraging social media to build a community, using e-commerce platforms to sell products, or creating engaging video content to attract more

²⁰ Jonathan Gruber, Eszter Hargittai, and Minh Hao Nguyen, "The Value of Face-to-Face Communication in the Digital World: What People Miss about in-Person Interactions When Those Are Limited," *Studies in Communication Sciences*, October 27, 2022, <https://doi.org/10.24434/j.scoms.2022.03.3340>.

²¹ Eska Nia Sarinastiti and Uljanatunnisa Uljanatunnisa, "STRENGTHENING E-BRANDING STRATEGY OF SHARIA HOTEL IN INDONESIAN HOTEL INDUSTRY," *International Journal of Applied Sciences in Tourism and Events* 4, no. 1 (June 26, 2020): 48, <https://doi.org/10.31940/ijaste.v4i1.1910>.

viewers. With the right strategy, the digital world can be a very effective tool to achieve various goals.²²

d) Interesting use of visual media

Raymond Chin uses several strategies in his YouTube content, including including graphic and editing videos that are interesting including Scrolling Text used to emphasize important points in his videos, Cinematic Color Grading which is used for cinematic color grading to give the video a professional and attractive look, and Frame Animation by using graphic animation elements to explain complex concepts in an easy way Understood.²³

Analysis of the da'wah message

The most interesting thing in this content is during the question-and-answer session. Some questions are given so that they become lengthy discussions and are controversial enough to become research analysis. The most interesting thing is that episode 7 is so good that it reaches the highest rating. The questions in it are as follows, and the answers:

a) God does not need creatures to be worshipped

The statement begins with, "To be said that God is good, God needs people to be worshipped." However, the emphasis is not on God's needs, but on man's needs for God. Humans need worship as a form of spiritual attachment and guidance for life. Worship is not for God, but for man to know himself and his God. So God does not need to be worshipped because God does not need humans, as Allah SWT says in Q.S. As Sajdah verse 4 reads, "Allah is the One who created the heavens and the earth and what is between them in six days" (Q.S. As Sajdah 4).²⁴ "And among His verses are the creation of the heavens and the earth and the creeping creatures which He spreads over them" (Q.S. Ash-Shura 29).²⁵ "Verily I am Allah, there is no God but Me, so worship Me and establish prayers in remembrance of Me" (Q.S.

²² Idoia Astigarraga Agirre, "Active Audience?: Interaction of Young People with Television and Online Video Content," *Communication & Society* 29, no. 3 (June 17, 2016): 133–47, <https://doi.org/10.15581/003.29.3.133-147>.

²³ Melor Md Yunus, Hadi Salehi, and Chen Chenzi, "Integrating Social Networking Tools into ESL Writing Classroom: Strengths and Weaknesses," *English Language Teaching* 5, no. 8 (July 2, 2012): p42, <https://doi.org/10.5539/elt.v5n8p42>.

²⁴ "Surat As-Sajdah Ayat 4 Arab, Latin, Terjemah Dan Tafsir | Baca Di TafsirWeb," accessed May 11, 2025, <https://tafsirweb.com/7556-surat-as-sajdah-ayat-4.html>.

²⁵ "Surat Asy-Syura Ayat 29 Arab, Latin, Terjemah Dan Tafsir | Baca Di TafsirWeb," accessed May 11, 2025, <https://tafsirweb.com/9119-surat-asy-syura-ayat-29.html>.

Thaahaa 14). God can create everything alone, so God does not need creatures to be worshipped.²⁶

b) “Is there a Hand Cutting Law for Corruptors in Islam?”

The question of whether Islamic punishments such as beheading are suitable for corruptors needs to be considered carefully. The sentence for cutting off hands does exist in Islam, but the context is for theft, not corruption. However, because corruption has a more detrimental impact, the punishment can be heavier. For example, suppose the theft of 1/4 of a dinar is already punishable by amputation. In that case, corruption, which harms more people and has a broader impact, may be subject to heavier penalties.²⁷

In the context of democratic countries, prison sentences are often applied as a sanction for corruptors. In various countries, such as Indonesia, the United States, and Russia, prison sentences are used to provide a deterrent effect and as a form of legal responsibility for those involved in acts of corruption.²⁸ These prison sentences can vary, ranging from a few years to decades, depending on the magnitude of the harm caused. Thus, applying prison sentences in democratic countries aims to uphold justice and prevent corrupt practices in the future.²⁹

Allah SWT said in (Q.S. An-Nisa' 4:59): "O you who have believed, obey Allah and obey His Messenger, and ulil amri among you." This verse shows that Muslims must obey the laws set by their leaders, including criminal laws such as prison sentences set by the government.³⁰ In a hadith narrated by Muslim: "The world is a prison for the believers and a paradise for the disbelievers." (HR. Muslim no. 2956).³¹ This hadith means believers must refrain from acts forbidden in the world as a form of testing and atonement.

²⁶ “Surat Thaha Ayat 14 Arab, Latin, Terjemah Dan Tafsir | Baca Di TafsirWeb,” accessed May 11, 2025, <https://tafsirweb.com/5256-surat-thaha-ayat-14.html>.

²⁷ Waled Younes E. Alazzabi, Hasri Mustafa, and Ahmed Razman Abdul Latiff, “Corruption and Control from the Perspective of Islam,” *Journal of Financial Crime* 27, no. 2 (January 23, 2020): 355–68, <https://doi.org/10.1108/JFC-02-2019-0020>.

²⁸ Muhammad Arri Widiawan and M Junaidi, “CORRUPTION ARREST HAND OPERATION BASED ON WIRETAPPING PROCESS CONDUCTED BY THE CORRUPTION ERADICATION COMMISSION FROM THE PERSPECTIVE OF ISLAMIC CRIMINAL LAW” 3, no. 1 (2024).

²⁹ Petr V. Tuzovskij, *FIGURES 3–9 in Two New Water Mite Species of the Sperchon Tridentatus-Group from Asia (Acari Hydrachnidia, Spermontidae)* (Zenodo, May 13, 2021), <https://doi.org/10.5281/ZENODO.4756112>.

³⁰ “Surat An-Nisa Ayat 59 Arab, Latin, Terjemah Dan Tafsir | Baca Di TafsirWeb,” accessed May 11, 2025, <https://tafsirweb.com/1591-surat-an-nisa-ayat-59.html>.

³¹ “Sahih Muslim 2956 - The Book of Zuhd and Softening of Hearts - كتاب الزهد والرفق - Sunnah.Com - Sayings and Teachings of Prophet Muhammad (صلى الله عليه و سلم),” accessed May 11, 2025, <https://sunnah.com/muslim:2956>.

These postulates show that in a democratic state, prison sentences are acceptable as a legitimate sanction and, by Islamic principles, especially when applied to crimes that harm society, such as corruption.

CONCLUSION

The study concluded that Raymond Chin's YouTube channel, Escape, successfully reframed the Islamic worldview innovatively and effectively. Contemporary approaches, diverse topics, interaction with audiences, and engaging use of visual media are key factors in this success. This channel contributes to spreading knowledge about Islam and helps build a positive image of Islam in the eyes of the younger generation.

The approach used by Escape includes the use of easy-to-understand language, topics relevant to daily life, and interactive Q&A sessions. This not only improves the audience's understanding of Islam but also eliminates the negative stereotypes that are often attached to this religion. The eye-catching visuals and animations used in videos also play an essential role in effectively conveying the message.

Further, this study highlights the importance of follow-up research to explore the long-term impact of this content on audiences' religious understanding and practices. Thus, Escape is an effective da'wah medium and an educational tool that can change perceptions and increase awareness of Islam among the younger generation.

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