

ABSTRACT

The advancement of technology is increasing the technical capabilities of its applications. In the context of communication, which began with an image, it evolved into writing, and now images are available alongside words. As technology advances, new social media platforms emerge and spread throughout society. YouTube is a popular site among people of all ages and demographics. Users are not deterred by the appearance of other competitors since brand recognition gives optimum enjoyment. Building a good relationship with people is one of the keys to success when presenting a brand through the use of media designs and promotional activities. Promotional efforts are one of the responsibilities of a company's public relations department. One of them is PT Kamtumi Inovasi Negeri (Puru Piru), which has a YouTube channel at @jalandakwah.tv. This is a project aimed at developing a platform for promoting good, tolerant, and respectful Islamic life in Indonesia. This study will use a qualitative research paradigm to establish the Analysis of Forming Da'wah Brand Recognition Through YouTube Social Media. This study discovered that the Jalan Dakwah channel does not focus on commercializing the videos that have been posted, but rather on distributing content about tolerance through data collection through observation, interviews, and documentation. As a result, brand recognition suffers as a result of not posting videos.

Keywords: *YouTube channel, JalanDakwah Tv, brand recognition, dakwah messages.*