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**SIGNS IN DAUD KIM'S STATEMENTS ON HIS YOUTUBE CHANNEL:  
THE CORRECTIONS OF MISTAKEN ISLAMIC UNDERSTANDING**

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**ABSTRACT**

The study aimed to examine icons, indices, and symbols in Daud's speech connected to misconceptions about Islam through the semiosis method. Semiotics can be used in a variety of contexts. therefore, it is crucial to conduct study in this area to prevent misconceptions about Islam. The study has two issues: (1) the semiotic indicators in Daud Kim's vlog that are connected to misinterpretations of Islamophobic messaging (2) Daud Kim's vlog discusses misinterpreting messages about Islam's semiosis process. In order to reply to and examine the problems, Peirce's theory of triadic relation was used which illustrates the relationship between the represent, object, and interpretation in semiotics. The description of the semiosis process and how it relates to how the indicators should be interpreted were made evident in this study using the qualitative technique. The research's semiosis process: Every statement—verbal or nonverbal—began as a representamen, progressed to an object as the first point at that statement, and—from the relationship between representamen and object—became the interpretant in the end. As a consequence, the study discovered that Daud's statement can be strengthened by the semiosis process in order to avoid and clarify the mistaken message about Islam. It is possible to understand as far as feasible, the essence of the Islamic message through representation, object, and interpreter.

**Keywords:** semiosis, Daud Kim, icon, index, and symbol

**INTRODUCTION**

What people see is what they believe. People think that birds can fly when they observe one doing so. People will perceive someone as kind if they observe them helping one another. Additionally, a lot of individuals will trust a piece of unfavorable information they read, hear, or see in the media. It also affects Islam since a lot of media portrays Islam negatively, whether that portrayal is accurate or not. When the news is inaccurate, people continue to

believe what the media is saying about Islam (CNN Indonesia, 2021). As a result, many individuals have misconceptions about Islam.

Some people are unfamiliar with Islam. In particular, they misinterpret messages from non-Muslims. They only have media representations of Islam since they do not read the Al-Qur'an or the hadith, which form the basis of the Islamic message. As an illustration of this misunderstanding: According to reports, on October 27, 2021, a teacher at Ridgefield Memorial High School in New Jersey, USA, was either suspended or fired for referring to a Muslim Arab-American kid as a "terrorist." When the student asked for an extension on their assignment, the teacher responded, "We don't bargain with terrorists." The teacher received a strong warning from the school when this incident was reported ((Republika), 2021)

Still widespread is the belief that Muslims are terrorists. They are unaware that Islam is a nonviolent religion. In Islam, individuals are loving and considerate of others at all times. Why, therefore, do some people still have misconceptions about Muslims? They continue to believe that Islam is synonymous with terrorism, radicalism, forcing women to wear the headscarf, and any other misinterpretation (CNN Indonesia, 2021).

A previous study on signs has been done using Peirce's semiotic theory by Pauzan (2018). The study described that the Peirce' triadic theory can be used to interpret the indications that appeared in the data. Each sign's meaning was examined, and the significance was mostly deduced from the association between the representamen and the object. Another study by Vardani (2016) examined Al-Quran as the source of the data. The study revealed the symbols employed by supporters of the Al-Quran to symbolize revelation are still present in the modern Quran.

Some Muslims speak out in other media to convey the true Islamic message based on the Al-Qur'an and hadiths in order to avoid this mistake. On Instagram, Facebook, Youtube, Twitter, and other social media, Muslims express their opinions. According to the number of active users (in millions) as of July 2021, one of the most well-known social networks globally is Youtube. One of the world's two most widely used social media sites is YouTube (Tankovska, 2021). The researcher selected YouTube as the data source because it provides a wealth of information about the misconceptions held by Muslims all across the world regarding Islam. We refer to them as Muslim YouTubers.

Daud Kim is a well-known Muslim YouTuber. Daud Kim addresses several misconceptions regarding the Islamic faith. On his YouTube channel, he is disseminating Islamic messages based on his understanding of the Al-Qur'an and hadith. A mualaf named Daud Kim traverses the world to study Islam. He discovered what Islam is through his travels, and he is now working to share the religion's real principles. On his YouTube channel, he talks a lot about the Islamic message. His fluency in English as a Korean mualaf enables him to communicate the message of Islam to his followers around the globe effectively.

Daud constructed a fake gun out of his own hands as an illustration of his claim that "Muslim guys always appear in Hollywood movies with a gun

like they will kill the other" (Kim, 2019). Daud explains certain information by mentioning the tranquility of Islam, supporting one another, and other topics after stating that Hollywood movies have a false impression of Islam. Daud makes numerous remarks that can be examined using the study of signs (semiotic).

Semiotic studies, also known as semiosis, are the study of the sign process. Semiotics is the study of everything, including any signing process or the creation of meaning. According to American philosopher Peirce, a sign is something that stands out to a person (Sobur, 2002). In some way or ability, for whatever. Everything has a sign in this world. Everything in this world—including nature, language, culture, myth, and mythology—has a sign that can be interpreted to indicate one of several things.

Icon, index, and symbol are the three components of signs according to Peirce's semiotic theory. An icon, which is also known as a likeness or semblance, is a symbol that highlights the similarities between two things. Consider the image, which relies on a straightforward quality or image. An index (causalities) is a sign that designates an item by indicating an actual connection that links them; he also refers to this sign as a true relation by virtue of the fact that it is unaffected by interpretation. As in the saying, "Fire where there is smoke." A symbol is a sign that designates an object or is ingrained in culture through socialization. Consider the zebra cross. Icon, index, and symbol were also included by Peirce as components of the triadic relation: representamen, object, and interpretant (Eco, 1979).

Signs can be discovered in a religious text. A study by Pratiwi (2018) conveyed that the biblical story's structural symbol helped to shape in a movie. The movie's symbols were related to one another. A house is used as a symbol of the Earth, a poet is used as a symbol of God, and the poet's wife is used as a metaphor of mother earth. The relationship between one sign and another is that the entire symbol grid constituted a complete narrative. It was impossible to separate the entire symbol from the other symbol.

Signs like an image, index, or symbol might help dispel misconceptions about Islam. People often take what they see at face value when the media portrays Islam in a negative light. Daud struggles to explain this misconception because he is a Muslim. Daud's remark must therefore be able to establish a link between the target audience and the Islamic message through verbal exchange and the semiotic process in order to be effective. The triadic relation by C.S. Peirce is the theory that is appropriate for this investigation. The study examined the Daud Kim YouTube channel using semiosis.

This study differs from the three studies mentioned above in that it discusses the Islamic message on Daud Kim's YouTube channel, which is the perspective that can be obtained from many individuals around the world because Daud Kim traveled to many different nations to learn about. Islam is an icon, index, and symbol according to Charles Sanders Peirce's semiotic theory, which will be used in this study.

## LITERATURE REVIEW

Semiotics is the study of signs or the epistemology pertaining to the reality or existence of signs in social life. Some experts agree with that basic and traditional description, including Ferdinand de Saussure, Charles Sanders Peirce, Roland Barthes, Roman Jakobson, Charles Morris, and Umberto Eco (Eco, 1979). In the history of modern semiotics, Ferdinand de Saussure from Europe and Charles Sanders Peirce from America are two experts who are considered as the pioneers of the famous epistemology.

The word "semiotics" was coined in the 20th century to refer to all sign study fads. Charles Sanders Peirce is renowned for being a forerunner of the pragmatic school of thought. He established the principles of the general theory of signs through his writings, which have been collected into one comprehensive work called *Oeuvres Completes* 25 years after his passing. Peirce introduced the term semiosis (or semeiosis), which he defined as "action, or effect, which is, or involves, a cooperation of three subjects, such as a sign, its object, and its interpretant." According to Peirce, the concept of logic that lays emphasis on comprehending the inner workings of the human mind is related with the term "semiotic," which he invented. The main tenets of Peirce's theory are the three-dimensional system of representamen, object, and interpretant (triadic/trichotomy), the boundaries between the human mind and signs, the relativity of the three typologies or taxonomies of signs (icon, index, and symbol), and the interaction between representamen, object, and interpretant, also known as semiosis.

Semiotics is the study of the use of signs with meaning. Signs or the semiosis process are used to create meaning. Here is a version that has images, indices, and symbols that are frequently used in the semiosis process. Charles Sanders Peirce (1839–1914) invented the icon, index, and symbol as an analytical tool for semiotics. Peirce used a variety of methods to discern between signs, while icon, index, and symbol concentrate on how signs relate to their objects: the icon and the object share a particular property, their object has a direct impact on the index, and symbols and objects are related through convention.

### Icon

A symbol that depicts similarities or likeness with its subject; a symbol that resembles its source. relates to the symbols that changed into the shadows. When Pierce claimed that an icon "may convey its target essentially by its resemblance," he meant that it was supposed to be a faithful replica of the thing or idea (Eco, 1979) According to Pierce's quotation of Umberto Eco, an icon is a copy that can depict an object's similarity. By using an icon to show a similarity to an object, we can determine what the object means. Examples include an image, a portrait, a statue, genuine music program sounds, a film soundtrack, and an imitation gesture.

### Index

A symbol that shows three causal connections: one with a perceptual connection, one with an existential connection to its object (Rusmana, 2005).

An index is the connection between the signifier and the signified. The signifier and the signified cannot coexist with an index. Smoke, for instance, can signal a fire. Dark clouds are a sign of rain. The index for a foot is its footprint. Whenever the former is there, the latter must also be there. An index is a symbol that demonstrates the idea or object it is used to represent. An index doesn't look anything like the thing or concept it's supposed to represent. Instead, it resembles anything that calls to mind Bradley's concept or item (Vardani, 2016). An index, in my opinion, can be simply defined as a causal link where one event occurs because another one does, and so on.

For instance, measurements (a thermometer, clock, weathercock), signals (a ringing phone, a knock at the door, the sound of footfall), pointers (a directional signpost, a pointing finger), recordings, and natural signs (thunder, smoke, footprints, echoes, odors, and favours) are all examples of signs. Medical symptoms (pain, pulse rate, rash, wounds, and scars) are an example of signals (photograph, film, video, television shot, recorded audio).

### **Symbol**

Conventional symbols are those that are recognized and have the ability to convey meaning (social agreement). Symbols are at the other end of the spectrum from icons and are an agreement between some people in that region or all people in this world (Pratiwi, 2018). The significance of the link between the signifier and signified in symbols is entirely arbitrary and must be learned through cultural norms. A excellent example is the alphabetic symbols. The sound that each letter expresses has nothing to do with its physical appearance. A symbol's meaning is not logically related to what it stands for.

The relationship must be understood, and through time it typically comes to be linked with the idea it stands for (Rusmana, 2005). As an illustration, consider the following: the English language in general (alphabetic letters, words, punctuation marks, phrases, and sentences), morse, numerals, code, traffic lights, zebra crosses, traditional homes, national flags, uniforms, and so forth.

### **METHOD**

The qualitative approach is the research method used in this study. The qualitative method, according to Bogdam and Taylor in Kaelan's book, is a research technique that is the outcome of descriptive data and the relationship of documentation such as purpose, value, and interpretation. On the other hand, qualitative research, according to Hancock, focuses on creating explanations for social occurrences.

The goal of the qualitative research methodology is to generalize and determine how the data acquired from the research circumstance relates to other situations. A variety of methods are used in qualitative research to pinpoint, define, or characterize a naturally occurring phenomena without the use of experimental manipulation.

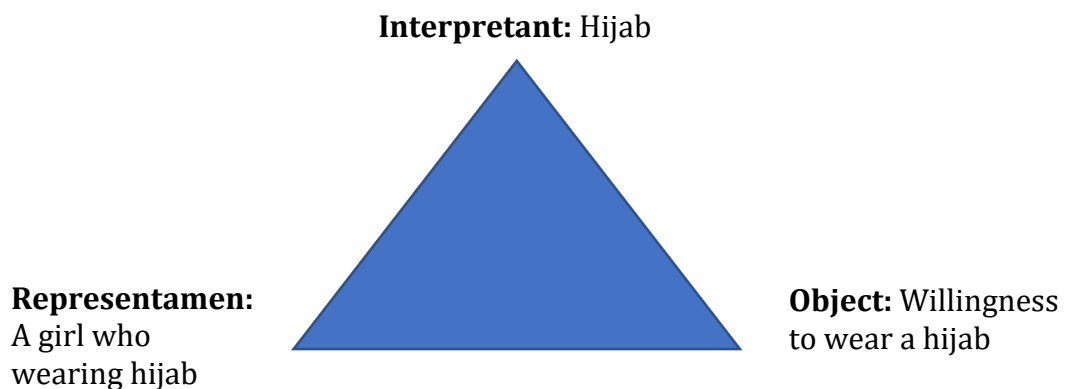
The study intends to identify the interpreter or meaning of the signs in Daud Kim's YouTube channel that are connected to misunderstanding the message about Islam using the semiosis method of icon, index, and symbol analysis. The researcher needs to explain evolving explanations of social phenomena as well as some descriptive explanations to support this research in order to examine the meaning of the indicators correctly. With a few references from another source, the qualitative technique can be quite beneficial to the researcher. From all of the aforementioned justifications, the researcher decided to use the qualitative approach as a tool to examine the research subject in this study.

## FINDINGS AND DISCUSSIONS

### Datum 1 (Icon)



Datum 1 in the form of a figure presents "a girl wearing a hijab" which becomes an icon and serves as a representation through the semiosis process [R]. Which is the goal: A Muslim woman chooses to wear the hijab because she wants to, and she is proud to do so [O] and the interpreter says, "There are no requirements to wear the hijab; it is a choice, and the girl feels happy to wear it because her hair is like a diamond, highly valuable; she wears the hijab to protect her hair" [I] (Table 1).



**Figure 1 An Icon which Shows a Girl Wearing a Hijab**

**Table 1 Description of Datum 1**

<b>Video</b>	Why did I become a muslim (01:31)
<b>Quotes</b>	"I honestly didn't aware that there were so many Muslims in Indonesia, and two things in particular caught me off guard. First of all, they were far nicer than I had anticipated. Second, I had no idea what a hijab was until I noticed how many girls were veiling their faces. Knowing how hot Indonesia is, I was intrigued and questioned a girl wearing a hijab, "Why are you wearing a scarf on your face; was it forced upon you?" I was completely taken aback because I assumed that this was oppression but they were actually quite proud of it. She continued, "I'm a diamond, extremely, priceless, so I don't want to reveal this to other people, nobody force me, this is my choice and I'm so proud of it." Yes, that was very fascinating."
<b>Description</b>	Daud Kim describes his encounter with a girl wearing a headscarf. Although video appears as though she is being forced to wear a hijab, the child explains that this is not oppression and that she is proud to do so.
<b>Misunderstanding</b>	<p>Daud, a non-Muslim at the time, was perplexed as to why the girl was wearing the hijab given how hot it was outside. Daud reasoned that it was absurd for her to be wearing such tightly closed clothing in such a climate.</p> <p>Daud's diverse background at the time prevented him from comprehending the meaning of wearing a headscarf in every circumstance, which is the fundamental reason why hijab messages are often misunderstood.</p> <p>According to the girl Daud met, Islam does not mandate that women cover their heads. She said, "I'm a diamond, immensely valuable, so I don't want to reveal this to other people. Nobody compel me; this is my choice and I'm really proud of it." Daud didn't know the person he was speaking to, they were from a different background, and Daud didn't know a lot about Islam, which led to this mistake.</p>

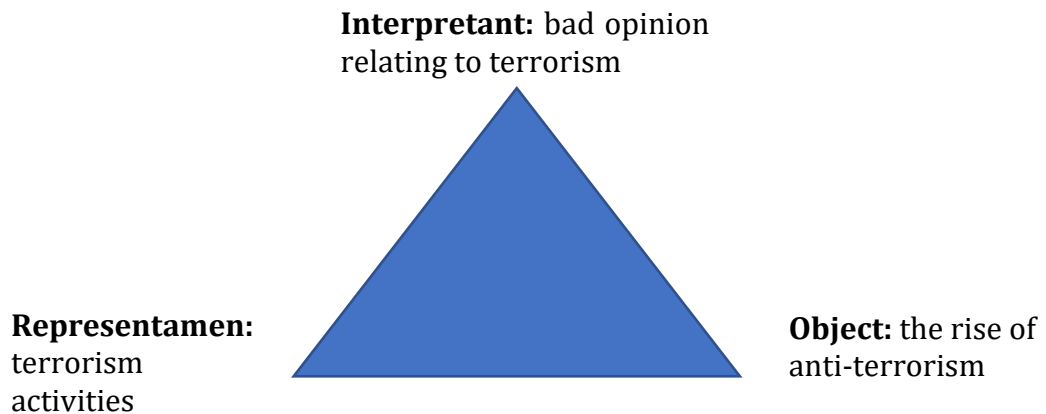
An icon is a symbol that designates an item solely based on its own characteristics. In this sign, the girl's hijab is the icon since it exemplifies how the hijab functions to conceal and safeguard Muslim women's hair. Hijab is a symbol for covering and safeguarding Muslim women's hair. As can be observed from the diagram, this image implies that wearing a hijab is not

oppressive in Islam; rather, women utilize it as a fashion decision to cover their hair, which they value as precious and valuable as a diamond (Figure 1).

**Data 2 (Index)**



Datum 2 in the form of a figure determined semiosis process that "one Muslim terrorist kill an innocent civilian like they often do" is both an index and a representation [R]. Which factor is contributing to the rise in anti-Islamic sentiment [O] And the interpretation is that because the statement says "killed innocent citizen and Muslim killing people like they always do," people accuse Muslims of murder rather than the criminal [I].



**Figure 2 An Index which Portrays Terrorism Sentiment**

The link between signifier and signified is called an index. An index does not resemble the thing or idea it is meant to represent. Instead, it is similar to anything that suggests the thing or idea (Bradley & Harvey, 2019) Index is similar to a causal relationship where one thing happens because another one does, and so on. The index's object has a direct impact on it. The goal is to spread unfavorable perceptions of Islam, and this is directly influenced by the indicator (Index), which reads "one Muslim terrorist kill an innocent citizen like they always do." Unfavorable perceptions of Islam can be brought about by news stories because people may assume that Muslims are cruel.



**Table 2 Description of Datum 2**

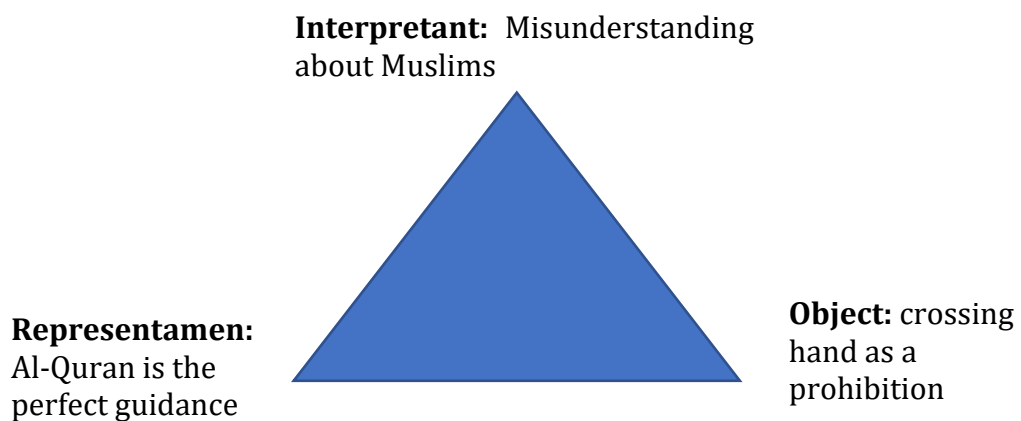
<b>Video</b>	Are muslims terrorists? No!! (01:46)
<b>Quotes</b>	"I should discuss media, and I'll give you an illustration. If a murder occurs, the television news will report, "Hey reporter, there is a murder in somewhere, he is really bad and dangerous guy," and people will blame the perpetrator. However, if a Muslim kills someone, things may be different: "One Muslim terrorist kill an innocent citizen like they always do," and people will blame Muslims rather than the criminal guy.
<b>Description</b>	Unfair news reported by the media can affect public opinion, particularly regarding Muslims.
<b>Misunderstanding</b>	<p>In this instance, the media is employing terminology that could cause misunderstandings.</p> <p>"Oh there is a murder in there, he is a really wicked and dangerous guy," the reporter would say when there was a homicide.</p> <p>Reporter: "One Muslim terrorist killed an innocent civilian like they always do" after a Muslim killed someone.</p> <p>Not the man, but rather a Muslim was killed, according to the media, as is customary. Due to the poor use of words, this statement can give the public a bad impression and increase islamophobia.</p> <p>The target audience and the potential outcomes are not taken into account while the message is being conveyed by the media. Because people would believe the story whether it is genuine or not, Muslims are thereby damaged by the use of careless language.</p>

The semiosis procedure clarifies Daud's assertion. It is clear from the diagram that this picture implies that some media outlets use news angles that can cause people to have poor perceptions of Islam (Figure 2). Because of the phrases "killed innocent citizen" and "Muslim killing people like they always do," people tend to blame Muslims for the crime rather than the offender.

**Datum 3 (Symbol)**



Datum 3 in the form of a figure illustrated a symbol in Daud's vlog where he crosses his hands and says, "There are regulations in the Qur'an for situations where there is battle. You cannot kill children, adults who refuse to fight you, sick or elderly people, or women, obviously. You also cannot ruin the environment or religious structures that serve as both an indicator of your actions and a symbol of your beliefs [R]. Crossing hand becomes a prohibition [O] and the translator is Crossing the hands as a representation of the prohibition that Muslims will not kill innocent people, children, individuals who don't wish to fight, sick people, old people, or women, and that Muslims cannot destroy natural resources or religious structures in times of war [I] (Table 3).



**Figure 3 A Symbol which Refuse the Conception of Terrorists**

A symbol is a made-up representation of its real thing that is accepted or understood primarily due to its use. It includes common signs that represent ideas, and any signifier can be employed metaphorically (Pratiwi, 2018). It also becomes a mark that, according to the law, designates a connection of abstract ideas. It is common knowledge that crossing your hands signifies forbiddance. Similar to how this sign implies that Daud is forbidding something, it was conveyed to him about the Islamic laws of war

(Obviously, it is forbidden to kill children, adults, individuals who don't want to fight you, the sick, the elderly, and to destroy religious and natural institutions) (Figure 3).

**Table 3 Description of Datum 3**

<b>Video</b>	Are muslims terrorists? No!! (01:46)
<b>Quotes</b>	"I should discuss media, and I'll give you an illustration. If a murder occurs, the television news will report, "Hey reporter, there is a murder in somewhere, he is really bad and dangerous guy," and people will blame the perpetrator. However, if a Muslim kills someone, things may be different: "One Muslim terrorist kill an innocent citizen like they always do," and people will blame Muslims rather than the criminal guy.
<b>Description</b>	Unfair news reported by the media can affect public opinion, particularly regarding Muslims.
<b>Misunderstanding</b>	<p>In this instance, the media is employing terminology that could cause misunderstandings.</p> <p>"Oh there is a murder in there, he is a really wicked and dangerous guy," the reporter would say when there was a homicide.</p> <p>Reporter: "One Muslim terrorist killed an innocent civilian like they always do" after a Muslim killed someone.</p> <p>Not the man, but rather a Muslim was killed, according to the media, as is customary. Due to the poor use of words, this statement can give the public a bad impression and increase islamophobia.</p> <p>The target audience and the potential outcomes are not taken into account while the message is being conveyed by the media. Because people would believe the story whether it is genuine or not, Muslims are thereby damaged by the use of careless language.</p>

**CONCLUSIONS**

The first issue in this study was that it misinterpreted Daud Kim's youtube channel's message on Islam. The study employed semiotic emblems, indices, and symbols to clear up this misconception. It discovered that the semiosis technique can be used to assess message misinterpretation after examining icons, indexes, and symbols from the Daud Kim youtube channel that are related to misunderstood statements about Islam. The semiosis process is as follows through representamen, object, and interpretant: Every

statement—verbal or nonverbal—began as a representamen, progressed to an object as the first point at that statement, and—from the relationship between representamen and object—became the interpretant in the end. The sign that can represent the sign itself is an icon, the sign that can represent the causal relationships between the sign and the object is an index, and the sign that may represent the agreed-upon object is a symbol, which can be found in Daud's vlog. The study's conclusion is illustrated by the icon, index, and symbol that Daud uses to convey his point so that any misunderstandings about Islam he may have introduced on his YouTube channel can be cleared up as much as possible.

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