



ORIGINAL CONTRIBUTION

Role of “Dirilis Ertugrul” in Creating Awareness and Understanding of Islam Among Pakistani Youth

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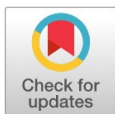
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Abstract— This study investigated the “Role of Dirilis Ertugrul in Creating Awareness and Understanding of Islam Among Pakistani Youth” through both qualitative and quantitative research methods, i.e., Focus Group and Survey Method. The researcher has applied the Play Theory of mass media to support the study. Youngsters of Lahore are selected as a population with the help of the purposive sampling technique. The Chi-square test is applied for hypothesis testing. Hypothesis “Dirilis Ertugrul reinforces Islamic ideologies and Islamic values or norms on the youth of Pakistan” is accepted. The study finding revealed that the majority of the youngsters agreed that Dirilis Ertugrul connects people more with Islam, its history, and culture. The series shows truly Islamic heroes, their history and, culture and also educates masses regarding Islam. Dirilis Ertugrul engaged Muslims, especially youth, into being passionate about their Muslim faith and identity. The study also identifies that Dirilis Ertugrul raised awareness and understanding of Islam in Pakistani youth. They are now more aware of Islam, its teachings, its history, its culture, and its ethics. They are proud of their religion and religious heroes. The majority of the youngsters agreed that this type of drama series should be produced by the Muslim world not only to show their true religion to the world but also to educate their people. Media has always played a crucial role in shaping our society. Nowadays, dramas influence so many people’s behavior. It can influence, manipulate, persuade and pressurize society and even control people negatively or positively, mentally, physically, or emotionally. In Pakistan, most of the Drama narratives revolve around family drama, extramarital affairs, love triangle, second marriage, domestic violence, and so on. But one drama series which storm around the country and broke all records of viewership in Pakistan is the Turkish historical drama series Dirilis Ertugrul.

Index Terms— Dirilis Ertugrul, Awareness, Understanding, Islam, Pakistani Youth

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Introduction

Media has become as fundamental as food and clothing these days. It plays a significant role in reinforcing society. The purpose of media is to tell people about new issues, trends, challenges, fashion, and culture. Media influences society in several ways. Media help people to get information about an issue and capable them to make their opinion on any issue. The role of media is to tell the people what is going in society and in this world (Juni et al., n.d.).

Drama is the most popular and favorite form of art and entertainment all around the world. Drama is a form of art that includes the traditions of theatre, film & radio. Drama is intended for entertainment purposes, but it is also used in third-world countries for

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propaganda, publicity, and awareness of social issues. Many studies exhibited that information and exposure provided by drama influence the behavior and attitude of people.

Drama is not only the tool of entertainment but also used to educate social, religious values to the masses. It not only depicted values but also guarded them in senses (Rehman Ur et al., 2019). Many religions use drama as an important part of religious observation and depiction, and with the help of it, they teach and remind their people about their true religious culture, values, and norms like Hinduism and dramas on their gods and Sanskrit. It is suggested that arts in particularly educational dramas, are the more effective way to teach religion, as the history of the church is rich with art which enhances religious knowledge and celebration.

In society, Islam advocates strict moral and ethical standards. The social function of Islam is to regulate, arrange and control various social relations and manage different discords, which include the person-to-person relationship and person-to-social relationship. The coordination in Islamic social orders limited by the fiqh, law, and self-control is done under the guidelines of social behavior norms. Islam completes, through Muslims, ethical practice and religious perfection of man to understand the perfection of personality (LIU, 2011).

Previously many Pakistani drama serials are made on the subject of spirituality and promoting understanding and awareness of Islam over blind practice and ritual, but the one drama or series which storm the Muslim world is Turkish Drama *Dirilis Ertugrul* which is based on the life of the Muslim Oghuz Turk leader Ertugrul of the 13th century whose son Osman Ghazi is the founder of Ottoman Empire. *Dirilis Ertugrul* is an effort of Turkish President Tayyip Erdogan and his party to promote Islamic values and Ottoman Glory. After Turkey, another country where Ertugrul Gained popularity in Pakistan. PM Imran Khan first recommended this series to their people in 2019. In April 2020, this show is made part of Ramadan special, which was then dubbed in Urdu and broadcast on Pakistan television and their YouTube channel. Promoting Islamic values is first on the agenda of Pakistan and Turkey. To promote Islamic values and to counter Islamophobia was the main concern, and also the trio Pakistan, Turkey, and Malaysia decided to set up a dedicated television channel (Subramanian, 2020).

The Rationale of the Study

Since 2012 massive Turkish dramas hit the screen like *mera sultan*, *Fatima gul*, *ishq-e-mamnu*, captivated the hearts of viewers in Pakistan and overshadowed Pakistani and Indian soap-like "Tulsi Parvati." But Turkish drama *Dirilis Ertugrul* made progress in the TV industry across the world, especially in the Muslim world achieve its greatest milestone as it has been inducted into the Guinness Book of world records as the best dramatic work to date, 3 billion views, and has been translated (dubbed) into 39 different languages reported by global village space. Accordingly, the Guardian *Dirilis Ertugrul* is broadcasted in 72 countries and surpassed 1.5bn viewers on YouTube (Faroqi, 2020).

According to Global Village Space, it also breaks YouTube records in Pakistan as most new subscribers in a month, and the top 50 most viewed TRT Ertugrul by PTV hits 11.2 million subscribers on YouTube. Turkish Drama *Dirilis Ertugrul* is also titled "Muslims Game of Thrones" as it breaks the records not only in Pakistan but also in the world like the middle east, south Africa, South America, and Venezuela's president Nicolas Madura also captured wearing a Turkish Warrior hat during the set visit. The popularity of *Dirilis Ertugrul* can be seen by the love of Pakistanis towards the Series as 2 statues of Turkish leader Ertugrul are erected in a residential area of Lahore (Vargas-Hernández, 2020).

About 25 percent Global audience of Ertugrul is made by Pakistan on YouTube. In November 2020, *Dirilis Ertugrul* garnered over 9.62 million subscribers on YouTube, whereas episodes collectively have 1.7 billion views. The series also became a big hit on netflix in Pakistan, ranked as the top 3 most-watched shows in the country since January 2020 (Koshikawa, 2019; Subramanian, 2020).

The Theoretical Support to this article is Play Theory. The main idea of play theory emphasis how media are used to satisfy the needs of people and how the content of media changes the lives of its viewers. Play is self-contained, and people do it to satisfy themselves. The media influence people in negative or positive ways (Caldwell, 2020).

Objectives of the Study

Objectives of the study are:

- To find out the role of "Dirilis Ertugrul " in reinforcing the ideologies of Islam on the Youth of Pakistan.
- To find the effect of Islamic values and norms depicted in "Dirilis Ertugrul" on the Youth of Pakistan.
- To determine the understanding level of youth regarding the depiction of Islam in "Dirilis Ertugrul.

Literature Review

Mustaffa & Salleh (2014) examined in their research paper entitled "The impact of television drama from an audience perspective". Mass media have an effect on the manners in which individuals see the world; this belief is settled in the cultivation theory of television effect

by Gerbner. The main purpose of this paper was to understand the speedy process by which culture globalization affects the Malaysian culture and industry; it brings many out turn to the industry and culture of Malaysia. It isn't exceptional to see western culture, values, norms, behavior, and social relation models in local programs. In Malaysia, broadcasting in public is not resistant to these trends.

Daier (2015) stated in his article entitled "the influence of drama and its repercussions on the vulnerable community." Drama speaks to an ideal technique for work if dramatists want to put the meaning for people into a sizeable context. Unlike in guided practice, individuals are engaged with genuine correspondence while they initiate language to convey genuine importance instead of simple rehearsing language and in this way build up their open skill in a normal way and develop their communicative competence using body language, making pauses, interpretation or showing emotions and by creating relationships. Drama is used to entertain, educate and inform people and in many societies, drama forms part of the communal rites. Drama has a technique to directly engaging people's emotions or feelings and make them aware of the need to be able to express them rightly.

Guijarro (2018) examined in her research paper entitled "Drama as a social and educational tool in a challenging context: analysis of an experience." The potential of performing arts, especially the potential of theatre or drama as a tool of education it can help in overcoming social, cultural inequalities and develop innovative communication strategies to overcome the tension and cultural barriers generated by violence. Three logic moments are teaching arts, for arts, and by arts by which final synthesis in education arrives by the help of art in which art is used as content, the medium, and purpose. Performing arts like drama have the ability to join three compositional centers of the persona, which are cognition, emotion, and body. Performing art has the potential to empower and recover the voice of people.

Lundby et al. (2018) stated in their book entitled "Religion and the Media: Continuity, Complexity, and Mediatization." The media has a profound impact on the representation of religion which increases the topics and perception of people regarding religion. Media like newspapers, magazines, and films helps people to understand religion more easily. And today, media is more used to represent religion.

Hassan (2018) stated in her research article entitled "Islam as a way of life: the representation of Islamic teachings in non-Islamic films." After 9/11, drama, films, newspapers, and other media represent a negative image of Islam and also now contribute to representing a new image of Islam and Muslims. The world of Islamic cinema is looking for the Islamic and spiritual element through films. A Religious scholar like Habib ur Rahman produced many Islamic movies that gained popularity and interest among Muslim audiences. A film is a powerful tool in the learning process.

Hureri et al. (2019) stated in their research paper entitled "the role of media in Islamic Dawah in a plural society." Today media has brought a revolution in propagating any message and news. For Islamic teaching, media can be a great necessity in a multiracial society. It plays a vital role in spreading the message of Islam without the restriction of time and space. Media helps in portraying and preaching the message of Islam in multicultural and multiracial societies. Muslims have to deliver the message of Islam, and for that purpose, they have to use all possible means of media and communication by projecting an image of Islam.

Rehman Ur et al. (2019) stated in their article entitled "Framing of Urdu serials: from social, religious values to family catastrophe." The media is considered to be entertained not only the masses but also educate them. Pro development drama serials are doing both entertaining and educating both. The concept of social learning through drama is originated in Mexico. PTV drama educated people right from the start.

Iqbal (2018) examined in her research paper entitled "Effects of Turkish dramas on university students: a survey of Pakistani universities." Today drama plays a vital role in the personality building of viewers, and because of drama, one person can change his/her lifestyle, dressing style or same time affects his or her culture, and people can learn about the norms and values of other nations. The main purpose of this study is to know that how Turkish dramas affect university students. Dramas are changing the social and religious structure of Pakistani society. Dramas are the main source of adopting and not adopting things shown on television.

Tosun (2018) stated in a research paper entitled "Teaching worldview through creative drama for religious education in Turkey." The main purpose of this study is worldview education to help people to have a deeper and more extensive understanding of self-identity, the perspective of others and, the purpose and meaning of life. Individuals need several guidelines from the fields of theology, education, and philosophy for spiritual development. Creative dramas as an educational tool increase creativity, problem-solving, emotional development, and critical thinking. It creates a multidimensional educational environment for meaningful learning on worldview, spirituality, and religion.

Khan & Rohn (2020) stated in their research paper entitled "Trans-nationalization, exportation, and capitalization of Turkish TV and its impact on the audience of Egypt and Pakistan." Expansion of Turkish culture to the world and region through media is remarkable, including form music, art, cinema as well as television with cultural attributes and soft power come with them. The prominence and acknowledgment of Turkish dramas across the world are because of their moderate nature, which conjures parallels of east and west, Islam and secularism, convention, and innovation. Guler (2018) examined in his article entitled "The Symbolic restoration of women's place in Turkey resurrection." *Dirilis Ertugrul* Turkish television series which is based on the Oghuz Turk Ertugrul. Since its first episode aired on TRT in December 2014, it turned out the best Turkish series topped viewer's ratings. It feeds the idea of glorious history. Turkish viewers praised the show online as they think it shows the right and true history.

Subramanian (2020) stated in her research paper entitled "Ertugrul: A Turkish delight for Pakistan." Depiction of Islamic values and words of wisdom included by Ibn Arabi set Dirilis Ertugrul apart from other Turkish dramas. Ibn Arabi is one of the greatest Muslim scholars who appeal the Muslims around the world. TRT producers of Dirilis Ertugrul said that Ertugrul has the ability to connect global audience through shared values.

Yilmaz & Shakil (2021) examined in their research paper entitled "Transnational Islamist Populism between Pakistan and Turkey: the case study of Dirilis Ertugrul. About Dirilis Ertugrul Imran Khan said that the medium of movies, series, or dramas should be used to teach the youngest generation who are inspired by the western media about the Muslim world, glorious culture, past, and heroes to broke western civilization hegemony.

Theoretical Framework

Play theory

In 1964 William Stephenson, in his book "The play theory of mass media," first introduced the Play Theory. The thing that makes this theory more influential is the way he approaches mass communication literature in a subjective and psychological manner.

Play theory related to this work as a researcher wants to see the role of Dirilis Ertugrul in creating awareness and understanding of Islam among Pakistani youth and how the depiction of Islam in Dirilis Ertugrul affects the youth by giving them awareness and understanding of Islam. Many Turkish dramas broadcast in Pakistan these days and became big hits like Ishq e Mamnu or Mera Sultan, but the drama which breaks all records not only in Pakistan but in the world is Dirilis Ertugrul. After a long time, Muslim countries made this type of content which shows Muslim heroes, Islamic history, culture, and true teaching of Islam, which Muslims from around the world have been waiting for many years.

People watch Ertugrul satisfy their needs and relate the depiction of Islam in Ertugrul with their real lives. As stated in this research, Dirilis Ertugrul creates awareness or understanding regarding Islam or Islamic Values and norms in Pakistan and the influence of Ertugrul and Ibn Arabi's character on Pakistani youth. Today the most favorite character among Pakistani Youth is Ertugrul; they started relating their life with the life of Ertugrul. In Pakistan, after the Indian drama era now Turkish dramas became more famous and break all the records of popularities. The purpose of the research is to find out the effect of Islamic ideologies or values and norms depicted in Dirilis Ertugrul on Pakistani youth.

Research Methodology

Research design

In this study, the researcher has chosen qualitative and quantitative methods, a survey and Focus group, for data collection because of the study's objectives, research questions, hypothesis, etc.; information can be conveniently gained with the tool of a questionnaire.

Survey method:

A survey is a quantitative research method used to collect information about a research topic from a sample of individuals through their response to the questionnaire (Ponto, 2015). The researcher used the questionnaire as a survey tool and analyzed the opinion of youth through different questions.

Questionnaire:

The researcher has chosen a questionnaire for the survey. The scale selected for the questionnaire is the Likert scale. A set of 20 questions with reference to Dirilis Ertugrul creating awareness and understanding of Islam was added in the questionnaire. The respondent demographics were also obtained in this questionnaire, like their age and gender.

Reliability test:

Cronbach's Alpha was applied to check the reliability of the questionnaire after inserting them in SPSS. The following conclusion has been drawn.

Table I
Percentage distribution of trait emotional intelligence among undergraduates

Case Processing Summary			
		N	%
Cases	Valid	300	100.0
	Excluded ^a	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Table II
Reliability statistics

Reliability Statistics	
Cronbach's Alpha	N of Items
.875	20

The result shows Cronbach alpha value is 0.875, which is a good range. According to the result, the questionnaire is reliable.

Focus Group Discussion (FGD)

Focus group is a qualitative research method in which a researcher conducts collective interviews of 6 to 8 individual or collect data from group interaction on a research topic.

The researcher conducted the focus group to get the in-depth viewpoint in which youth discussed the topic in group form and also filled the questionnaire. The discussion helped the researcher to explore new dimensions or directions and also got insight suggestions of youth on the topic and the questionnaire.

The rationale for selecting focus group:

According to the objectives of the study, the researcher has to find out the role or effect of Islam depicted in Dirilis Ertugrul on Pakistani youth, and they all belong to Lahore, Pakistan. They could describe their views and understanding in detail, which survey respondents could not. And to get their opinion on the questionnaire before starting a survey.

Population

A population is a group of individuals, institutions, or objects having common characteristics that are the interest of the researcher (Rafeedalie, Edmodo). The population of this study is the Youth of Lahore, Pakistan, who is the viewers of the Turkish drama Dirilis Ertugrul between the ages of 15 to 29 (Pakistan youth policy 2009). The main reason behind it is that the youngsters between this age are adults and is passionate about doing something new and quickly influenced by the content of any movies and seasons.

Sampling

Sampling is the process of selecting an accurate representation of a unit group or sample from a population (Rafeedalie, Edmodo). For this study, the researcher has chosen the purposive sampling method as the selected sample should be the youth between the ages of 15 to 29 and viewers of Dirilis Ertugrul to see the role of Turkish drama in creating awareness and understanding regarding Islam on them. Purposive sampling is a type of non-probability sampling technique in which the researcher selects or relay on his/her judgment when choosing a member of the population or survey.

Sample size:

The Sample size is the total number or size of the sample selected for the study by the researcher (Rafeedalia, Edmodo). In this study researcher selected 15 respondents, 8 males and 7 females, for the focus group and 300 respondents' male and female between the age of 15 to 29 for the survey who are the viewers of Dirilis Ertugrul from Lahore, Pakistan.

Hypothesis:

H_1 Dirilis Ertugrul reinforces Islamic ideologies and Islamic values or norms on the Youth of Pakistan.

H_0 Dirilis Ertugrul does not reinforce Islamic ideologies and Islamic values or norms on the Youth of Pakistan.

Research Questions

RQ1 Does Dirilis Ertugrul reinforcing the ideologies of Islam on the Youth of Pakistan?

RQ2 What are the effects of Islamic values and norms depicted in Dirilis Ertugrul on the Youth of Pakistan?

RQ3 What is the understanding level of the youth regarding the depiction of Islam in Dirilis Ertugrul?

Analysis

According to the findings, 100% of respondents are from the ages of 15 to 29 and are viewers of Dirilis Ertugrul. 48.33% of youth finished the whole series, 26.33% are watching again, and 25.33% are still watching the series. The data shows that more than half of the population 50.33%, a favorite character of Dirilis Ertugrul in the light of Islam is Ibn I Arabi, whereas 41.67% liked Ertugrul.

According to this research, the findings tell that a large number of youngsters strongly agreed that Ibn I Arabi is the most powerful character regarding Islamic teaching in Dirilis Ertugrul and only fewer people like 0.33% disagree with it. Ibn I Arabi's character inspires youth by inciting many verses from Holy Quran and Sunnah. Ibn Arabi influences youth with his words and spiritual advice.

This study shows that majority is agreed that Dirilis Ertugrul is an answer to Islamophobia (hatred and dislike against Islam and Muslims) to the world. Some of them responded are neither agreed nor disagreed, while very few disagree with this statement. But majority think that Dirilis Ertugrul is an answer to Islamophobia.

According to the survey findings, the majority is agreed that Dirilis Ertugrul presents Islam with the true picture maintaining its values and norms. A very small number of them are neutral towards it, while a few of them are disagree with this statement. Just 0.33% is strongly disagreed with it.

The survey findings show that almost half of the youth agree with the statement that Dirilis Ertugrul is different from many other series as narrative seen from the lens of Islam and bring forward Islamic Character of history. While very few are neither agreed nor disagreed, and just 2% disagreed with this statement.

The collected data showed that big size of youth agree that the constant display of gratefulness, glorification and reliance on Allah by the characters in Dirilis Ertugrul attract the viewers the most. Few of them have neither negative nor positive responses in favor or against the statement. At the same time, just a small number of people disagreed with this statement.

The finding of the study shows that almost half of the youth agreed that Dirilis Ertugrul makes Pakistan's an ideal Islamic society by promoting true Islamic values and norms, and some of them are neither agreed nor disagreed with it. While very few disagreed with this statement and the rest of the 0.33%, people strongly disagreed with it.

In the light of the collected data, more than half of the population agreed that Dirilis Ertugrul shows rightly glorifies Muslim heroes, ethics, and culture. Very few are neither agreed nor disagreed with this statement. While few people disagreed with this statement. The study also reveals that half of the youth think that Dirilis Ertugrul educated them and other people regarding Islamic culture and history, while 34.67% strongly agreed with this statement. Few of them are neither agreed nor disagreed. Very little disagreed and didn't think that Dirilis Ertugrul educates the masses.

In the light of collected data, most of the young population agreed that this serial connects us with the religion Islam, history, teaching, and spirit. Very few responses are neutral. Just a small number of youngsters disagreed with this statement.

The research findings elaborated that majority of the youth agree that Dirilis Ertugrul speaks to the heart of the Muslims who carry the sentiment, identity, and concept of belonging to the Muslim ummah. Very few neither agree nor disagree with this statement. At the same time, 2.33% disagree with the above statement. The gathered data explored that most of the youth agreed with the Western media's Dirilis Ertugrul entitled "Muslim Games of Thrones". While some of them disagree with this statement and the rest of the 19.67%, neither agreed nor disagreed.

The graphical representation of the data shows that more than half of the population thinks that Dirilis Ertugrul engaged the Muslim Youth into being passionate about their Muslim faith and identity. While some of them neither agreed nor disagreed. Very few don't agree with this statement.

Half of the people are agreed with the statement that Dirilis Ertugrul raised awareness and understanding regarding Islam in the Youth of Pakistan. While some of the responses are neutral and few of them disagreed with the statement. According to the collected data, a large number of people agreed that they are more aware or understand Islam after watching Dirilis Ertugrul. While very few disagree with this statement. A bit of them neither agree nor disagree.

The collected data for this statement shows that the majority of the population strongly agreed and agreed with the statement, and after watching Dirilis Ertugrul, they are prouder of Islamic values, norms, and culture. Very few of them disagreed, while some of them neither agree nor disagree with this statement.

According to the collected data, a large number of the youth strongly agreed that more films or series like Dirilis Ertugrul would be produced about Muslim history to educate our own people and the world about Islam. Some of the responses are neutral, while very few

disagreed with the statement.

Hypothesis testing:

Chi-square was applied to assess the results of the survey after inserting them in SPSS. The following conclusions have been drawn.

H_1 Dirilis Ertugrul reinforces Islamic ideologies and Islamic values or norms on the Youth of Pakistan.

H_0 Dirilis Ertugrul does not reinforce Islamic ideologies and Islamic values or norms on the Youth of Pakistan.

Table III
Chi-Square tests

		Age of Respondents			
		15 to 20	21 to 25	26 to 29	Total
Dirilis Ertugrul raised awareness and understanding of Islam in Youth of Pakistan.	strongly agree	28	47	35	110
	Agree	59	62	29	150
	Neutral	6	11	12	29
	Disagree	4	4	1	9
	Strongly disagree	0	2	0	2
Total		97	126	77	300

Table IV
Chi-Square tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.924a	8	.043
Likelihood Ratio	16.619	8	.034
Linear-by-Linear Association	1.109	1	.292
N of Valid Cases	300		

a. 6 cells (40.0%) have an expected count less than 5. The minimum expected count is 0.51

By applying the chi-square test, it has been proved that the Dirilis Ertugrul raised and created awareness and understanding of Islam in Pakistani youth. The p -value found is 0.043, which is less than 0.05. Therefore, hypothesis H_1 is accepted, and the null hypothesis is rejected.

Focus Group Discussion

During the FGD, all participants believed that Muslims worldwide grip to the show because of the emotional connection that the show is based around a true Muslim hero, a kind man who lives by the words of the Quran and Sunnah. And not a jerk or terrorist, as shown in Hollywood or Bollywood. Muslim countries cannot afford to make such epics like Bollywood or Hollywood or filmmakers are not focused on history, which makes western perspective dominant. According to participants, the use of alims or scholars like Ibne Arabi giving advice or explaining to Ertugrul how to deal with the situation from the example of Quran and Sunnah taught them the true meaning of Islam and Muslim. The notable learning from this series for youth is truest in Allah, establish justice for all, protect innocent, and never give up. Most importantly, Dirilis Ertugrul educates our Youth about Jihad, as per the most popular quote of the series, "The victory is not yours, it belongs to Allah." The depiction of namaz and dua teaches youth that every test or chaos can be calm through nearness to Allah. The most vital element of Dirilis Ertugrul was powerful and willful women in series like Hayma and Halima are totally different from what we see and hear in our societies now.

Dirilis Ertugrul shows what real success and honor is. True success is being known by the angels in heaven and honor being loved to Allah. It shows that if a person is on the right path, Allah will help him/her. This serial has a profound impact on the spiritual lives of its viewers. Tv series play an important role in shaping cultures and teaching religion. But Dirilis Ertugrul is the first Muslim series with true Muslim culture and history. Pakistani youth picked up many good qualities from this show. It portrays true Islamic society following Islamic values or norms like doing everything for the sake of Allah, Prophet (SAW), truth, justice, Jihad, and also cultural aspects like parenting, respecting parents, elders, treatment of spouses, honored guests, and many more. According to participants, the way Dirilis Ertugrul represents Islam makes them understanding religion better as today's Ulma or scholars taught Islam as a very difficult or hard religion. The way Dirilis Ertugrul depicts Islam glorifying Islamic history culture makes Pakistani youth understand religion more easily, and they feel proud of their religion and identity. More TV series or movies like Dirilis Ertugrul on Muslim heroes, history, and culture should be made to show the world about true Islam and Muslims. And to educate Muslim Youth about their own religion as they idealize their heroes like Ertugrul or Osman, not friction heroes like batman and spiderman.

It was a very fruitful discussion, and in the end, it was proved that the H_1 hypothesis of the researcher, which is Dirilis Ertugrul reinforces Islamic ideologies and has an effect on the Youth of Pakistan was accepted. This discussion was also supported by the selected theoretical framework i.e., Play theory. This FFGD also helped the researcher in answering all the researcher questions and having views on the survey questionnaire.

Data Analysis and Discussion

The purpose of the present study is to see the role of Dirilis Ertugrul in creating awareness and understanding of Islam among Pakistani youth through both quantitative and qualitative research methods which is focus group and survey. The FFGD included 15 participants, 8 males and 7 females from the age 15 to 29, and all are viewers of Dirilis Ertugrul. A survey was conducted through a questionnaire comprised of 20 questions. The sample of 300 questionnaires was filled by the Youth of Lahore, Pakistan. By applying the chi-square test it is proved that H_1 is accepted, which is Dirilis Ertugrul reinforces Islamic ideologies and Islamic values or norms on the Youth of Pakistan, and the null hypothesis is rejected.

According to the results of the FGD, Muslims around the world had an emotional connection towards the series as it is based around a true Muslim hero, a kind man who lives by the words of the Quran and Sunnah. Using Alims and scholars like Ibn I Arabi taught people the true meaning of Islam and Muslim. The series educates Youth about True Islam, Muslims, heroes, women empowerment, culture, history, values, and norms. Dirilis Ertugrul makes them more aware and prouder of their religion Islam, heroes, and history. It shows the youth what real success and honor is. The real success is being loved by Allah and angels in heaven. The series has a profound impact on the spiritual as well as cultural lives of not only Muslims but people all around the world. According to the participants, Dirilis Ertugrul represents Islam in a true way which makes it easy for them to understand Islam what Quran and Sunnah teach us.

The research was carried out by keeping in view the main objectives and research questions. The first research question of the study is to find out reinforcement of Islamic ideologies on the Youth of Pakistan by Dirilis Ertugrul. The finding reveals that Dirilis Ertugrul depicting gratefulness and glorification of Allah attract the viewers the most. It connects people more with Islam; it is proved by the result that Dirilis Ertugrul makes Pakistan an ideal Islamic society by promoting true Islamic values and norms. It not only educates youth but all the Muslims around the world regarding Islamic history and culture. Dirilis Ertugrul connects people more with Islamic history, culture, and teaching.

The second research question of the study is the effects of Islamic values and norms depicted in Dirilis Ertugrul on the Youth of Pakistan. According to the result, Dirilis Ertugrul engaged the Muslim Youth into being passionate about their Muslim faith and identity. Dirilis Ertugrul raised awareness and understanding of Islam in the Youth of Pakistan by showing them what is true Islam according to the teaching of the Quran and Sunnah. Now youth feel more proud of their Islamic history, heroes, values, and norms after watching Ertugrul.

The third research question of the study is what is the understanding level of youth regarding the depiction of Islam in Dirilis Ertugrul. The young generation hooked to marvel and DC heroes Ertugrul is the first heroic figure with whom Muslims could relate to. According to the Youth, this show is a complete manifestation of faith, dignity, courage, and bravery. The inciting of verses of Quran and Sunnah by Ibn Arabi and how Ertugrul lead his life according to that teaching influenced them most. It educates them about peace, justice, mercy on the poor, women representation, and sacrifices their life jihad for Allah and Prophet (SAW). More series and movies based on Islamic history, heroes, and culture like Dirilis Ertugrul should be made to show the world what is true Islam and Muslims and not what is shown in Hollywood or Bollywood movies. Series like Ertugrul also help in combating Islamophobia from the world.

Conclusion

The study explored the role of Dirilis Ertugrul in creating awareness and understanding of Islam among Pakistani youth. The purpose of the present research is to see the effect of Dirilis Ertugrul on the youth and how it created awareness and understanding of Islam among them. In this study, the researcher applied both qualitative and quantitative methods which is focus group and survey method. Focus group is a frequently used method in research to gain an in-depth view or understanding of individuals, whereas survey assumed great importance in mass media research. Both methods were helpful in getting the results. The study applied the Play Theory of mass media.

The present study has hypothesis

H_1 : Dirilis Ertugrul reinforces Islamic ideologies and Islamic values or norms on the Youth of Pakistan

H_0 : Dirilis Ertugrul not reinforces Islamic ideologies and Islamic values or norms on the Youth of Pakistan.

After conducting a focus group of 15 people and a survey of 300 Pakistani youth respondents, it has been proved that Dirilis Ertugrul reinforces Islamic ideologies and values or norms on the youth of Pakistan as a majority of the youth agreed on it.

Today media influence's so many people's behavior. The media can influence, persuade, manipulate and pressurize society both in positive and negative ways, mentally, physically, and emotionally. Even cinema is called "seventh art" is surely the most influential art form. Movies and dramas are everywhere it helps the economy grow, inspire individual and expand knowledge about the world. The youth is

the one who mostly effect by the cinema they try to imitate what they see, encourage ideas and help them know what is going around in the world. Movies and dramas are not just for entertainment play a role in changing society. But drama series which storm around the world and especially Pakistan is Turkish drama series Dirilis Ertugrul. It breaks all the viewership records in Pakistan. PM of Pakistan Imran Khan encourages the nation to watch Ertugrul, especially the youth, to learn about Islamic values, norms, history, and culture. This study enlightens on the "Role of Dirilis Ertugrul in creating awareness and understanding of Islam among Pakistani Youth."

Theoretical Contribution

This study is linked to the play theory of mass communication. The study relates to the theory as Muslims watch Ertugrul, satisfy their needs and relate his way of life with their real lives. The characters of Dirilis Ertugrul, like Ertugrul, Ibn Arabi, influence youth and aware them regarding Islamic values or norms. Today Ertugrul is the most popular and followed character, which has an impact not only on Muslims but also on all the viewers around the world. Muslim Youth start relating their lives with the Ertugrul life by following his character a kind, brave hero who lives his life according to the teaching of the Quran and Sunnah.

Previous Study Contribution

As related to the literature reviewed by the researcher performing art, especially drama or movies, have the potential to become a tool for education or overcome social, cultural barriers. It is used as content, the medium, and purpose. Drama directly engages people's emotions or feelings and makes them aware of their need to express them rightly. Today media like movies and dramas helps people to understand religion more easily. It is used by many religions, like churches to use a creative approach to educating their youth and children about religion. It plays a vital role in spreading the message of Islam without the restriction of time and space. The world of Islamic cinema is looking for the Islamic and spiritual element through films. Media unable people to connect with the whole world, and now people can use media to spread the true message of Islam, peace, love, and promote Quran and Sunnah.

Drama plays a vital role in the personality building of viewers and changes his/ her lifestyle. In Pakistan, different country content is played, including their own dramas but the most viewed is Turkish dramas. The Turkish culture and religion are close to Pakistan as both are Islamic counties. Today the most popular Turkish drama not only in Pakistan but all around the world is Dirilis Ertugrul. It feeds the idea of glorious Islamic history, culture, and values. It teaches youth who are inspired by the western media about Muslim heroes, history and broke western civilization hegemony.

The study concluded that 100% of the respondents watched Dirilis Ertugrul. The majority most favorite character of Dirilis Ertugrul in the light of Islam is Ibn I Arabi, the spiritual advisor and scholar who is seen quoting in the light of Islam. He is the most powerful character regarding Islamic teaching which inspires youth by inciting verses from Holy Quran and Sunnah.

According to the Youth, Dirilis Ertugrul is an answer to Islamophobia in the world, and it glorifies the idea of the Muslim world to mitigate Islamophobia from the world. They also think that Dirilis Ertugrul is different from many series in the narrative seen from the lens of Islam and presents Islam with the true picture maintaining its values and norms. This series helps to make Pakistan's ideal Islamic society by promoting true Islam, values, norms, and constantly displaying gratefulness, glorification, and reliance on Allah by the characters attract the viewers the most.

They also agreed that Dirilis Ertugrul connect people more with Islam, history, and culture by using small words like Bismillah, Hay di Allah and Hak di Allah at the beginning of every important thing or event. This series shows rightly Islamic heroes like Ertugrul, culture, history, ethics and also educates the masses regarding Islam. According to the result of the study, Dirilis Ertugrul speaks to the heart of many Muslims, carrying sentiments, identity, and belonging to the Muslim Ummah. It also engaged Muslims, especially Pakistani youth, into being passionate about their Muslim faith and identities like reliance on Allah, Jihad, and many more. They also agreed on the title "Muslims Game of Thrones" given by the western media like The Guardian to Dirilis Ertugrul because of its popularity not only in the Muslim countries but all around the world, the records it breaks and showing the real meaning and heroes of Islam not just friction.

The study shows that Dirilis Ertugrul raised awareness and understanding of Islam in the Pakistani youth, and Pakistani youth are now more aware and understand Islam. They are proud of their religion, history, heroes, culture, values, and norms. According to the youth, more films or series like Dirilis Ertugrul should be produced by the Muslim world to show their history, heroes, and culture to the world but also educate their own generation about the real Muslim heroes, Islam and not how Islam or Muslims showed in Hollywood and Bollywood.

Limitations of the Study

Covid is the main limitation in this study, although more Focus Groups could be conducted and the sample size of the survey could be increased. Conducting Survey and Focus Group online was another limitation of this study.

Recommendations

Interviews of media experts, Drama Directors, and Religious Scholars can be included. Research can also be done on the Sequel of Dirilis Ertugrul

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