

Social Media Ethics in the Context of Islamic Communication Review of the Qur'an and As Sunnah

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Abstract

In the era of globalization, the process of delivering a message and receiving it is so fast and easy. This is evidenced by the existence of social networking applications that are present on smartphones. The use of social media is very diverse, so that many people, ranging from ordinary people to journalists, can spread what they want. However, unfortunately, sometimes there are those who spread information on social media who do not pay attention to communication ethics, causing untrue news such as hoaxes, defamation, denunciation, etc. all of which are out of the realm of ethics. Whereas in Islam really uphold ethics in communication and prioritize ethics. And in principle, it leads people to experience a peaceful and comfortable life. So as media users must apply ethics, one of these ethics is the principle of Islamic communication, in which this Communication has fourmain points, namely; honest, positive message, tabayyun and silm. Which Islamic communication has two main sources, namely the Al-Quran and As-Sunnah.

Keywords

Etichs; islam communication;
 social media



I. Introduction

Social media has now become a place to get and share information. This is evidenced by the existence of social networking applications that are present on smartphones. And the use of social media seems to have become part of society. Along with the ease of conveying information, ideas and attitudes to many people who are classified by using machines or mass media such as the internet, radio, television and magazines. . As said by communication figure Mc Luhan "The medium is the message" (the media is the message). So basically the function of social media is only to make it easier to convey a message to the communicant.

Freedom and ease in disseminating information or messages on social media, where the information provider does not come from journalists, but also from ordinary people. Many misuse this freedom of media, such as spreading information on social media that does not use ethics, and spreading hoax news, criticizing and so on. . So what is important and must be considered in social media is ethics.

Islam highly upholds ethics. As the words of the Prophet Muhammad SAW, verily I was sent to perfect good morals. And in the principle of Islamic communication is to lead people to feel a peaceful and comfortable life (silm). As for demeaning, criticizing and sharing other negative actions, it is not part of the principles of Islamic communication.

So in terms of Islamic ethics, it is hard to pay attention to this fish. The meaning of Islamic communication is communication that is built on Islamic principles that have a spirit of peace, friendliness and safety. Islam's concern in this field is illustrated by many terms related to communication. As the word of God in Surah Al-Hujurat verse 6 (Surat al-Hujurat).

In this surah Allah clearly explains how to communicate, especially in receiving a message and spreading it. So in Islamic communication this is communication that is guided by religion in accordance with the path determined by Allah.

So the use of social media must be accompanied by ethics. Because seeing the freedom and ease of accessing it so many people abuse it, therefore Islam offers Islamic communication, in which Islamic communication is a communication concept based on Islam, which is very ethical in communicating.

II. Review of Literature

2.1 Islamic Communication Media

Al-Quran was revealed to the world as a guide and guide for human life to manage nature and regulate the order of life. And the Qur'an as the revealed word of God, is a guide to the truth and the basis for the Islamic way of life. The book is a guide that leads to the development of the human personality and social regulations on the basis of the oneness of God.

In the Islamic perspective, communication is an inseparable part of human life because all human movements and steps are always accompanied by communication. The communication in question is Islamic communication, namely communication with al-karimah character or ethical communication.

Speaking of Islamic communication, of course, communication that is built according to the Islamic religion. Islamic communication is communication that is built on Islamic principles that have the spirit of peace, friendliness and safety. In Islamic communication, it is an effort to build relationships with oneself, the creator and with others to bring peace and tranquility.

Any action in communication that breaks someone's heart or becomes sick and injured. As often happens on social media about statements that demean a party. So it is contrary to Islamic communication. Islam's concern for this matter is reflected in many terms in the Qur'an, which are related to communication .

As a science, Islamic communication has the main sources, namely the Al-Quran and As-Sunnah. Apart from these main sources there are supporting sciences to understand it, the books of both classical and contemporary scholars can also be used as raw materials that can build Islamic communication science. So it is from these two main sources that the science of Islamic Communication develops (ibid). So in Islamic communication there are not at least four very important points: 1) Honest, 2) Tabayyun, 3) Silm.

2.2 Social Media Ethics

The Indonesian word ethics (Arabic akhlaq, Latin ethica, English ethics, French ethique, Dutch ethiek, German ethic) is etymologically derived from the Greek word, ethos, which means 'customs' or 'patterns of behavior'. So basically ethics has a difference in its mention but in terms of meaning all are the same. And in general, social procedures, rules of behavior, human customs in society and determining good and bad values are called ethics.

Social media is one of the products of the emergence of new media. In social media, individuals and groups interact with each other online through the internet network. Since its emergence, the media is not only used by individuals but also by organizations or companies large and small to communicate with the public. Social media is used by utilizing technology in communicating. The technology referred to here is the Internet. It is open and anyone can access it. (Khairifa, F. et al. 2019)

In social life there is a system that regulates the way people get along. The social procedures for mutual respect are commonly known as ethics or manners. The social procedure

aims to maintain the interests of communicators and communicants so that they feel calm, peaceful and protected from other parties who are detrimental and out of ethical norms.

Ethics begins with philosophizing or thinking activities carried out by humans. Therefore, ethics is actually a part of philosophy; Ethics is born of philosophy. Ethics begins when humans reflect the ethical elements in one's spontaneous opinions. The need for reflection will be felt, among other things, because it is not uncommon for a person's ethical opinion to differ from that of others. For that we need ethics, namely to find out what humans should do. Ethics examines why one should follow a certain morality, or how one takes a responsible attitude in dealing with shared morality. So ethics in this case is included in moral philosophy.

In terms of morality, there are ethical differences. Morality means the values and moral norms of a person or a society 'with moral values meant something useful for humans, individuals or groups. Meanwhile, moral norms mean the rules about how humans should live in order to be good as humans. Moral values and norms are gathered in what is called morality. This means that morality is a system of values and norms for how humans should act in order to be called humans. So in terms of the meaning of ethics has a difference, so ethics is as one of the branches of philosophy that talks about values and moral norms that determine human behavior in social life. .

So in social media, it must be accompanied by ethics, as has been explained about ethics above, that ethics is a science that talks about moral values and norms. So if an ethic is applied in social media, it is unlikely that negative things will happen in the media.

The term media can be explained as a means of communication. As explained by communication leader Wilbur Schramm, media is a technology that can carry messages so that it speeds up and facilitates learning. From the explanation above, it can be seen that the media is a communication tool. Several existing definitions have the same tendency that when the word "media" is mentioned, what appears along with it is a means accompanied by technology. Like the internet which is a representation of online media or in a network. So basically the media is a technology that makes it easier to convey information.

Various media can be made to see how the media is. There are those who make the criteria for the media based on the technology. Such as electronic media that is produced with electronic devices, and there are also those who write it based on how the message is spread. For example, broadcast media (broadcast) where the media is the center of the message product, such as television, and the message is disseminated and can be enjoyed by anyone as long as they have a television set.

Mass media has variants of different forms from one another. In this case the mass media is divided into two types, namely print media and electronic media. Print media is media that communicates information using newspapers, magazines and so on. The electronic media of mass communication using electronics such as radio, television and the internet. So from these two types, a mass communication takes place.

After discussing the meaning and forms of mass communication, in this case social media includes mass media. Judging from the nature of social media, from the communication process that takes place to the presence of media that take part in the process, it is clear that social media includes mass communication.

In understanding the mass media, it must also know how the mass media work. Mass media has several ways of working. First; inform, which is to disseminate information to the public, such as news. Second; supervising, such as broadcasting information that shows errors that occur in the community. Third; educating, in the media there are elements of education, such as educating the public so as not to litter. Fourth; entertaining, showing something funny like movies, cartoons and so on. Fifth; influencing, such as editorials written

to influence people's views on an actual problem that usually invites various views. So from these five ways, the mass media has a way of working.

The word "social" in social media should theoretically be close to the realm of sociology. According to Fuchs, there are some basic questions when looking at social, for example related to information and awareness. There are basic questions, such as whether a new individual is a human who is always social in character or an individual, it is only said to be social when he consciously engages in interactions. In fact, in sociological theory it is stated that the media is basically social because the media is part of society and aspects of society that are presented in the form of technological devices used. .

After discussing the meaning of the word media which has a technological and social meaning which means interaction, it can be said that the definition of social media is a channel on the internet that allows users to present themselves and interact, work together, share, communicate with other users, and form bonds. virtual social . As in Facebook, a person can freely inform anything about himself or about others, but it must be accompanied by an Internet network so that social media can be accessed.

Talking about social media, of course, the media has several models. There are at least six big categories to see the share of social media, namely:

1. Social networking media (social networking).
2. Online journal (blog). Simple online journal or microblog (micro blogging).
3. Media sharing (media sharing).
4. Social bookmarking (social bookmarking).
5. Content media with Wiki .

The division of the types of social media into this category is an attempt to see how the types of social media are. This does not mean that it is only limited to this division, let alone seeing the development of platforms on the internet and applications for mobile phone devices, such as applications based on Android and IOS, but on a basic and theoretical basis, there should be an initial basis to see these types of media. .

Social Media is an online media, as explained above. With the aim of making it easier to convey information, whether it be in the form of blogs, social networks, virtual worlds, Wikis and so on, which media are the most commonly used by people around the world.

III. Result and Discussion

3.1. Impact of Accessing Media Freely

As time goes by, technology is also growing rapidly. Currently, almost people can share information with each other through social media, because with the internet it will save more time and money. And its use is fairly free, as long as

If someone has an internet network, social media can be accessed easily.

Social media that have emerged recently are in the form of Facebook, Twitter, Instagram, Whatsapp, Line and other applications. Not a few problems that occur due to the lack of ethics in society. Many have negative impacts because they see freedom in access and ease of access. In an era when information providers do not come from journalists, but also from ordinary people, then one must consider the information. Sometimes there are so many, such as dealing with a tsunami of information, many examples have been encountered where an information just spread without being verified first like what just happened. "The BMKG predicts that there will be a long dry season in 2019-2022: Dajjal's exit is very close" . This information is a hoax that was spread through the media and also recently a news about the arrest of Habib Rizieq Syihab in Saudi Arabia, even though the true news is that the police are interrogating them for investigation. . So from the news it has such a big impact, especially Muslims. And many more

examples caused by the freedom of social media . And like defamation, slander, insults in cyberspace. Therefore, it is important as a media user to prioritize ethics in communicating.

Hoax news currently really fills the internet world, especially social media. There are many hoax news that are disseminated, such as the one recently quoted from the monthly hoax news, which is about a volcano erupting in Manado. And many more hoax news presented by Kominfo in the monthly Hoax news. Seeing the ease of accessing it, there is a great opportunity for hoax news to spread on social media.

Recently, a culture of sharing has emerged. Like a message that ends with a threat to those who don't share it. The phenomenon of share culture. It's getting crazier, especially in 2018, just before the presidential election. Several well-known figures that support certain presidential candidates intentionally or unintentionally twist the news comment on and then bring down their political opponents. Hoax reporting patterns are often scattered on social media by making bombastic news to attract reading interest. Sometimes the title and content are out of sync, unfortunately, many social media users in this country are lazy to read and tend to be easily provoked, by titles that look interesting and immediately share the page.

When communicating on social media, many people tend to forget about ethics in communicating. This is evidenced by the number of harsh words that often appear in conversation, whether intentional or not. An example of a case that often occurs on social media facebook, which is currently the political season approaching the presidential election in 2019, where one party defends pair A and the other side defends pair B. In their defense there are often comments wars on facebook so it doesn't happen. A few unethical words were spoken . Like words that lead to defamation, some even insert hoax news in the comments column. Therefore, social media must be accompanied by ethics in its use.

Social media seems to be a place to spill stories of all activities, emotional outbursts in the form of writing or photos that often override existing ethics, social media seems to no longer be a medium of information but to share sensations. If technological advances are not accompanied by advances in thinking, there are technological advances that are inversely proportional in terms of mindset, especially in communication ethics.

The ease of accessing social media makes many people forget ethics, ethics that should be considered important, but lately there has been a decline in ethics, it can be seen in social media how many users throw words that are out of ethics. So without realizing it, many forget about ethics because of the ease of accessing social media.

3.2. Islamic Communication as Social Media Ethics

In Islamic communication, of course, there are principles related to communication. One of the concepts of Islamic communication is communication that aims to get to know each other between humans to realize the spirit of piety. God created humans with various backgrounds, both language, customs, ethnicity, and religion. The purpose of diversity is so that humans can get to know each other. With a truly beautiful diversity, like colorful flowers in a large garden. This diversity phenomenon is mentioned in the word of Allah SWT in Surah Al-Hujurat: 13. So in Islamic communication, the diversity of fellow human beings is very important in living social life.

Al-Qurtubi mentions the reason for the revelation of the above verse. This was because of the attitude of Atab bin Usaid who could not accept the fact that Bilal, who was black from among slaves, could ascend to the Kaaba. Even though the Kaaba during the period of ignorance was the privilege of the nobles of Makkah. It is from this reason that the verse came down, so in this case the way of thinking is getting more mature and this is in line with the communication principle mentioned above. That is mutual respect for differences.

Communication between humans is an activity to convey and receive messages from communicators to communicants. During communication, the process of influence and influence occurs. In addition, communication aims to get to know each other, share information, entertain, and solve problems and so on. Besides good goals, communication can also be used to slander each other, weaken, fight each other, and undermine status and so on. Because the estuary of all communication goals is the exchange of messages, then building communication that aims to create a healthy atmosphere is an inseparable part of Islam.

Communication has the power to lead public opinion. This is as explained in the hadith of the Prophet "From Abdullah bin Umar RA, two people from Masyrik came, then both gave speeches. People were amazed by his explanation. Then the Messenger of Allah (PBUH) said: "Indeed, among the messages that are spoken are anesthetics." From this the argument that communication has the power to lead opinion.

According to Ibn Hajar, 'bayan' is divided into two. First, the explanation of the real meaning; second, beautify the rhetoric so that the hearts of the listeners are mesmerized to hear it. The art of conveying a message is called by the Prophet as magic because it can divert the listener's attention to the meaning desired by the speaker.

Communication ethics according to the Islamic view is quite broad, but four main points in Islamic communication are very important. Honest, tabayyun, and silm (ie spreading peace and tranquility). From these three points a communication and message will take place in an Islamic and ethical manner, which is based on the Al-Quran and As-Sunnah. The magnitude of the influence of communication on the delivery of opinion. So it needs to be weighed before, before communicating a message. Especially in this era of globalization where information spreads everywhere without being accounted for, then these points are the most important in the frame of communication science in Islam.

a. Honest

Islamic communication is subject to the main source of Islamic teachings. Namely Al-Quran and As-Sunnah. It is from these two sources that the basic principles of Islamic communication are drawn. By understanding the basic principles of communication in Islam, then someone will understand the signs that help him in communicating in accordance with the general rules of Islamic teachings. This Islamic principle applies generally to all forms of communication with fellow human beings.

One of the principles of Islamic communication is honesty. Oral can kill a person's character and can even cause bloodshed. Therefore honesty in conveying messages is a fundamental principle in Islamic communication. Not upholding this principle will be fatal for human life.

In socializing, people who have different morals from ordinary people. It is not easy to twist the facts. Because, twisting the facts is a slander that creates an atmosphere and causes disharmony in relationships. Not only that, there will be a time, good people are transformed into traitors, and traitors are polished in such a way as to become heroes. In addition, relations with relatives are increasingly tenuous and communication with neighbors is not harmonious.

In the hadith it is clear that distorting the facts is an act which is strictly prohibited in Islam. Therefore, honesty is very important in communication ethics, especially in this millennial era where there are so many communicators who distort facts that are spread through social media.

نع أيب قريره نع ايب نل ىلص الله هيلع و ملس لاق؟ :
 (نوردتأ ام قبيغل) اولاق الله ملوسرو ملعأ لاق: (نأ لاق) هيف امب لكأخ ركذت:
 أرايت إن كان في أخي ما ذكرت؟ قال: (إن كان في يه ما ذكرت
 مل نإو متبت غا دقف متتب دقف تركذ ام هيف نكي)

Not lying is something that is highly emphasized in Islam, lying means manipulating information so that the message does not arrive properly. As emphasized in the hadith:

رسول قال هيرة بي أ عن
 لله صلى الله عليه وسلم: لا يؤمن إلا بعد الأيمان من ك له حتى
 صادقاً كان وإن المرء ويترك ترك الكذب في المزاح

"From Abu Hurairah said, the Messenger of Allah (SAW) said: a person's faith will not be perfect so that he abandons lies even when he is joking, and leaves quarrels even if he is on the right side."

In this case, lying can cause information that enters someone to be flawed. The result of misinformation is an incorrect perception. From an incorrect perception that will cause a person's actions to be negative.

b. Tabayyun

Islam also places great emphasis on Tabayyun in the communication process. Definition of tabayyun in surah al-Hujurat (6):

يَا أَيُّهَا الَّذِينَ آمَنُوا إِن جَاءَكُمْ فَاسِقٌ بِنَبَأٍ فَتَبَيَّنُوا أَن تُصِيبُوا قَوْمًا
 بِمَهْلِكِهِمْ فَيُضَيِّعُوا عَلَى مَا فَعَلْتُمْ تَدْمِيمٌ ﴿٦﴾

"O you who believe, if a wicked person comes to you with news, then examine it carefully, so that you do not inflict a disaster on a people without knowing the situation that causes you to regret what you did."

If you look at the interpretation of the Koran, the Religion department, the word is fiil amr for plural, from the verb tabayyana. Masdarnya at-tabayyun, whose meaning is to seek clarity on the nature of something or the truth of a fact carefully, thoroughly and carefully. The command for tabayyun is an important command. Especially in recent times where the media has become a place for spreading invalid information. Therefore, Allah commands us to be careful in receiving and disseminating information.

In Ibn Kathir's interpretation, humans are ordered to study information. Humans are ordered to seek the truth of a message, whether the message includes information that is not true or information that contains negative things. So clearly in this verse Allah emphasizes tabayyun in terms of spreading a message. This is confirmed in the hadith narrated by Sahih Muslim:

ك في بالمرء كذباً أن ي حدث به كل ما سمع

"Suffice it to say a liar is a man who speaks everything he hears"

So in the communication process, tabayyun is very concerned. In providing information and communicating, Islam places great emphasis on communicators to stay within the ethical framework. Especially in the use of media. This is in line with the fatwa of the Indonesian Ulema Council number 24 of 2017 concerning laws and guidelines for muamalah through social media, it is forbidden to spread hoax news, or fake news even though the purpose is

good, such as information about the death of people who are still alive. . Like a complete and perfect religion, Islam has set signs when someone will provide information

c. Silm

And also in the Islamic perspective, the end of the communication process is to lead people to feel a peaceful and comfortable life (silm). And not the other way around as in the misuse of media which is spread with the aim of frightening like; news of an impending disaster, and insulting by making social media statuses. With the intention of offending someone and so on. Among the evidences of the unification of the principle of silm in communication is the rebuke of Allah SWT against everyone who likes to curse and criticize both with words and with deeds. In sura al-humazah verse 1. Although the scholars of interpretation differ in interpreting the words humazah and lumazah, in general, the meaning of this word is insulting and demeaning. And on the other hand the prophet also gave a signal that spreading peace and tranquility is very emphasized. In this case the Prophet hinted that it is not a believer whose neighbor is not comfortable with his disturbance, as in the hadith:

عنه الا يدخل الجنة من لا يامن جاره به و

"He will not enter Paradise whose neighbors are not safe from his disturbances."

Here, the neighbors are very guarded for the peace of their life, especially more than that, such as the spread of hoax news which usually contains something that makes those who receive the message afraid and anxious, which is spread on social media. The number of users is very large, as data from Kominfo, which according to the Communications and Information Technology reaches 63 million people.

It is this spirit of silm that leads to Islam being able to realize its ideals to become rahmatan lilalamin. As for degrading each other, slandering people, fighting each other and sharing other negative actions that are not in line with the basic spirit of Islamic communication.

IV. Conclusion

Talking about the media certainly cannot be separated from the communication process. Communication is a process of conveying a message and receiving it, in the millennial era now the media is increasingly sophisticated in its development, this is proven by the existence of smartphones which are the means by the media. So with this development, it really makes the communication process easier.

Today's social media is really a community need. Judging from the ease of accessing it. As data from Kominfo, internet media users reach 63 million people. Apart from that, there are many things that happen on social media that come out of the realm of ethics. Such as spreading hoax news, defamation, denouncing and so on. All of this is out of the realm of ethics.

So as media users must apply ethics, one of these ethics is the principle of Islamic communication, in which this communication has three main points, namely; honest, tabayyun and silm, all of which are sourced from the Al-Quran and As-Sunnah.

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