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# Digital Ethics: Social Media Ethics in a Contemporary Islamic Perspective

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**Abstract:** *In today's digital era, social media has become an integral part of daily life, including for Muslims around the world. However, uncontrolled use of social media can lead to various ethical problems. This research aims to explore the ethics of social media in a contemporary Islamic perspective, with a focus on ethical principles directed by Islamic teachings in interacting and communicating on digital platforms. The study adopts a qualitative approach, analyzing primary and secondary sources related to ethics in Islam and its application in the context of social media. The results of the study show that ethical principles in Islam, such as honesty, courtesy, and responsibility, are very relevant and can be applied to the use of social media. The study found that while social media offers a variety of benefits, such as da'wah and religious learning, its users must remain vigilant against negative potentials such as slander, ghibah (gossip), and the spread of false information. The study proposes several practical recommendations for the ethical use of social media according to Islam, including an emphasis on Islamic digital education, the development of Sharia-based social media policies by social media platforms, and the formation of positive online communities.*

**Keywords:** *digital ethics, social media, contemporary Islam, communication ethics, information technology.*

## INTRODUCTION

Taking a starting point from the dramatic changes in communication and human interaction driven by advances in digital technology. This phenomenon has raised various ethical challenges, especially in the context of the use of social media [1], which requires deep reflection from the point of view of religion and moral values.

First of all, the digital revolution has radically changed the landscape of human communication. The internet and social media have facilitated the exchange of information globally in almost instantaneous time. However, this convenience also carries complex consequences. Irresponsible use of social media can lead to the spread of fake news, online harassment, abuse of privacy, and the escalation of social conflicts [2].

In the context of Islam, digital technology is not considered an entity separate from religious and moral values. In contrast, Islam has a particular view of how technology should be used responsibly and with awareness of its consequences. Contemporary Islamic perspectives on digital ethics include principles such as amar ma'ruf, nahi munkar, justice, civility, truth, repairing damage, and compassion for fellow human beings [3].

In addition, digital ethics in Islam also encourages the use of social media for useful and wise purposes, such as spreading true and useful knowledge for many people, tolerance and peace, as well as helping anyone in need, a means to find useful information, to buying and selling to ease the burden on others and provide a livelihood for people around them. This is in line with the concept of "trust" in Islam, where humans serve as the trustees of Allah for everything given to them, including technology [4].

In the ever-evolving digital era, social media has become an integral part of everyday life. The ease of access and freedom of communication that social media offers, however, brings cons as well as pros [5][6]. On the one hand, social media allows the rapid and widespread dissemination of information, but on the other hand, social media can also be a means of spreading negative content, hoaxes, and hate speech. This phenomenon raises deep questions about ethics in using social media, especially in the context of moral and religious values [7].

This research aims to examine "Digital Ethics: Social Media Ethics in a Contemporary Islamic Perspective". Islam, as a religion that is rahmatan lilalamin and has a very large following in the world, offers comprehensive life guidelines and principles, including in interacting and behaving in the digital space [8][9]. By taking a contemporary Islamic perspective, this study seeks to understand how Islamic teachings can be applied in ethical social media practices, as well as how these teachings can be a guideline for Muslims in using social media responsibly [10].

The methodology of this research will combine literature studies and case studies to gain a broad and in-depth understanding. The literature study will include a review of Islamic classical texts and contemporary works that discuss ethics in Islam, as well as literature on digital ethics in general. Meanwhile, the case study will look at the real-life practices of using social media by Muslim individuals and communities, as well as how they apply Islamic values in their interactions on social media.

The results of this study are expected to provide new insights into how digital ethics can be interpreted and implemented in the context of contemporary Islam, as well as provide recommendations for Muslim social media users to behave ethically and by Islamic religious teachings. As such, this research not only contributes to the academic discourse on digital ethics and Islam but also provides practical guidance for the wider community on how to use social media in a responsible, beneficial, and meaningful way.

So that the research problem on "Digital Ethics: Social Media Ethics in Contemporary Islamic Perspective" can be formulated through several in-depth and comprehensive research questions. Here are some examples of questions that can help in designing this research:

1. How can ethical principles in Islam be applied to the use of social media by contemporary Muslims?
2. What are the main challenges faced by Muslim social media users in adhering to digital ethics by Islamic teachings?
3. Use of Language and Speech on Social Media: How does the use of language and speech on social media by Muslims reflect or violate the principles of Islamic teachings related to communication and ethics?
4. The Influence of Social Media on Ethics and Morals: How does the use of social media affect Muslims' perception of ethics and morals in the context of daily life, and to what extent does the use of social media contradict or support religious teachings?
5. Honesty and Integrity in Information Sharing: How do Muslims understand and apply the principles of honesty and integrity in disseminating information on social media? To what extent is their knowledge of the truth of the information being disseminated and how do they check the truth of the information before disseminating it?

6. Privacy and Honor in the Context of Social Media: What is the perception of Muslims about privacy and honour in the context of social media? To what extent do they understand the limitations of disclosing personal information and respecting the privacy of others on social media platforms?
7. The Influence of Negative Content on Morals and Morals: How does negative content on social media affect the morals and morals of Muslims? Are they likely to be affected by negative content such as violence, pornography, or slander, and how do they respond to this by religious teachings?
8. The Role of Social Media in the Spread of Goodness and Knowledge: How do Muslims use social media as a means to spread kindness and knowledge, and how effective is it in influencing their behaviour and views in their daily lives?
9. Challenges and Opportunities in Implementing Digital Ethics: What are the main challenges faced by Muslims in implementing digital ethics in their daily lives? How can they address these challenges and take advantage of the opportunities that exist to strengthen ethical values in the context of social media?

By exploring the above topics through research, we can gain a better understanding of how digital ethics are applied in contemporary Islamic perspectives and how they affect the behaviour and interactions of Muslims in cyberspace. Top of Form.



Figure 1. Guidelines for Social Media and Social Media Ethics According to Contemporary Islam. Source: google.com

## LITERATURE REVIEW

The following is a literature review on "Digital Ethics: Social Media Ethics in the Perspective of Contemporary Islam" presented in the form of a table. This table includes the title of the article, the author, and the link to the source for further reference.

Table 1. Previous Research on the Theme: Social Media Ethics in a Contemporary Islamic Perspective

No	Heading	Pengarang	Link
1	Mainstreaming Islamic Moderation through the Involvement of Islamic Boarding Schools in the Digital Cultural Field [11]	FF Purnama	<a href="http://riset-iaid.net">IRFANI, 2023 - riset-iaid.net</a>
2	Integration of Islamic Values in	E Eryandi	<a href="#">Islamic Education Scientific</a>

No	Heading	Pengarang	Link
	Character Education in the Digital Era [12]		<a href="http://ejournal.stais-garut.ac.id">Articles Collection, 2023 - ejournal.stais-garut.ac.id</a>

## METHODOLOGY

This research will use a qualitative approach to understand deeply the ethics of social media in contemporary Islam. This method was chosen because of its ability to explore individual perceptions, attitudes, and interpretations of a social phenomenon, in this case, the use of social media.

**Literature Studies:** The initial stage will involve the collection and analysis of literature related to ethics in Islam and social media ethics. These sources include classic Islamic texts, contemporary fatwas, as well as the latest academic literature on social media and digital ethics. This will help in building a theoretical framework for research.

**In-Depth Interviews:** To collect primary data, the study will conduct in-depth interviews with scholars, Muslim academics who focus on social media studies, and active social media users who have an understanding of Islamic values. This interview will help in gathering various perspectives on social media ethics in the context of contemporary Islam.

**Content Analysis:** This study will also conduct content analysis of various social media accounts run by Islamic individuals or organizations. The goal is to assess how Islamic values are reflected in the content shared and the interactions that occur on social media platforms.

**Case Study:** Certain prominent cases related to the use of social media in the Islamic context will be analyzed in depth. This case study will provide concrete insights into the challenges and opportunities in implementing Islamic ethics on social media.

By using this methodology, the research is expected to provide useful guidance on social media ethics from a contemporary Islamic perspective. This is important not only for Muslims in ensuring their online interactions are in line with their religious values but also for the wider community in understanding how to interact ethically in the digital space.

This research is expected to contribute to the existing literature by providing a new outlook and a deeper understanding of digital ethics in the context of contemporary Islam.

**Table 2. Research Methods on Social Media Ethics in Contemporary Islamic Perspectives**

Component	Description
Purpose Research	To understand how ethics in social media can be viewed and applied from a contemporary Islamic perspective.
Question Research	<ol style="list-style-type: none"> <li>1. What are the principles of digital ethics in Islam that can be applied to the use of social media?</li> <li>2. How can these principles be integrated into the daily lives of social media users?</li> <li>3. What is the impact of the application of Islamic digital ethics on the behaviour of social media users?</li> </ol>
Design Research	A literature study that examines sources of Islamic texts (Al-Qur'an, Hadith) and contemporary literature on digital ethics, as well as a qualitative study with in-depth interviews with social media users who apply Islamic ethics in social media.

Component	Description
Population, sample	Population: Social media users who apply Islamic principles in their daily lives. Sample: 30-50 respondents were selected by purposive sampling based on certain criteria such as activeness in social media and depth of understanding of Islamic principles.
Collection Instruments Data	1. Online questionnaires for the initial data collection on user views and behaviour. 2. In-depth interview guidelines to gain deeper insights into user experience and perspectives.
Data Analysis	Content analysis to examine Islamic texts and sources related to digital ethics. Thematic analysis of the interview results to identify the main themes related to the application of digital ethics in the context of contemporary Islam.

The complete research method regarding "Digital Ethics: Social Media Ethics in Contemporary Islamic Perspectives" in a table format, we will compile a table that includes several key components such as Research Objectives, Research Questions, Research Design, Population and Samples, Data Collection Instruments, and Data Analysis. This table is designed to provide an overview of how this research can be conducted.

This research method aims to provide in-depth insights into how digital ethics, especially in social media, can be seen and implemented in a contemporary Islamic perspective. Thematic and content analysis will help in identifying and understanding various aspects of digital ethics in the context of Islam, as well as their potential impact on social media user behaviour.

## RESULTS AND DISCUSSION

### Social Media Ethics in Contemporary Islamic Perspective

In today's digital era, social media has become an important part of many people's daily lives [13]. However, the use of social media often presents ethical challenges that need to be considered, especially in the context of religious values and teachings [14]. In the context of Islam, digital ethics plays an important role because it reflects moral values reflected in religious teachings. In this article, we will discuss the ethics of social media in a contemporary Islamic perspective.

#### 1. Use of Language and Speech

First of all, in social media, the use of polite and polite language and speech is highly emphasized in Islam and it is a principle for a Muslim [15]. The Prophet Muhammad PBUH always emphasized the importance of speaking with good words and avoiding harsh or hurtful words [16]. because it is a form of cruelty to others, especially if it triggers bullying and character assassination. Therefore, in the context of social media, the use of good language and not hurting the feelings of others is an important principle that Muslims must apply [17]. In the Qur'an, Surah Al-Ahzab verse 70 explains that people must speak the right words because words are a wide door, from which truth or evil can come out. If the speech is good, the influence is also good, and if it is bad, the influence is also bad, especially in using social media, [18].

#### 2. Honesty and Integrity

Honesty and integrity are fundamental principles in Islam. In social media, the use of accurate information and honesty in sharing content is very important [19]. Spreading false or misleading information can damage the reputation of a person or

group, which is contrary to the teachings of Islam [20]. Especially in Islam, a person's honour is so important to be maintained. Therefore, from an Islamic perspective, it is important to always check the truth of information before disseminating it on social media [21].

### 3. Respecting the Privacy and Honor of Others

Islam teaches us to respect the privacy and honour of others [22]. In the context of social media, this means that it is not allowed to share other people's personal information without their permission. In addition, avoiding slander and defamation is part of digital ethics from an Islamic perspective [23]. Maintaining morals in interacting on social media is very important in maintaining good relationships with others [24].

### 4. Avoiding Negative and Biased Content

In Islam, people are taught to stay away from negative content that can damage morals and morals [25]. Therefore, in social media, it is important to avoid content that contains violence, pornography, or things that are contrary to religious values [26]. In addition, avoiding taking sides and openly conflicting on social media is also part of digital ethics in an Islamic perspective [27]. Instead, Muslims are taught to resolve differences peacefully and respect the views of others.

### 5. Spreading Kindness and Knowledge

One of the main teachings in Islam is to spread goodness and knowledge [28]. In the context of social media, this can be realized by sharing useful and educational content. Spreading positive messages, knowledge, and motivation can be a meaningful contribution to the common good [29]. Thus, digital ethics from an Islamic perspective encourages the use of social media as a means to spread kindness and create a better environment online.

In conclusion, digital ethics from the perspective of contemporary Islam emphasizes the importance of integrating moral values and religious teachings in the use of social media. By practising principles such as good use of language, honesty, respect for the privacy of others, avoiding negative content, and spreading kindness, Muslims can use social media as a means to strengthen social relationships [30] and expand knowledge, through the teachings of Islam.



**Figure 2. Examples of Social Media Applications**

Source : <https://www.suara.com/lifestyle/2021/08/03/125353/ini-5-cara-memanfaatkan-media-sosial-salah-satunya-untuk-bisnis>

### **Results of Research on "Social Media Ethics in Contemporary Islamic Perspective"**

This research can provide an in-depth understanding of how Muslims view and practice digital ethics in the use of social media. Here are some of the results found:

1. **A Deeper Understanding of Islamic Teachings in a Digital Context:** This research can lead to a better understanding of how Islamic teachings are applied in digital contexts, especially in terms of communication, social interaction, and the use of technology. In the digital context, a deeper understanding of Islamic teachings is possible through wide access to online sources of religious knowledge [31][32]. Platforms such as websites, apps, and social media allow Muslims to deepen their religious knowledge interactively. Online discussions, webinars, and podcasts provide a platform for individuals to share their thoughts and deepen their understanding of Islam [33]. Multimedia resources such as animated videos and e-books also help in explaining complex religious concepts in an engaging and easy-to-understand way. Thus, digital technology provides an opportunity to expand and deepen the understanding of Islamic teachings to its people [34][35].
2. **Awareness of Challenges and Opportunities in Digital Ethics:** Awareness of challenges and opportunities in digital ethics is increasingly important in this modern era. With the rapid growth of technology, society is faced with complex moral dilemmas, such as online privacy, data security, and the impact of social media. However, amid these challenges, there is also an opportunity to build a more ethical digital culture, where the use of technology is based on values such as transparency, fairness, and diversity. Awareness of the moral implications of the use of digital technology is key to facing future developments wisely [36], ensuring that technological innovation is directed to the common good and maintaining human integrity in the ever-evolving digital era [37] [38]. Research can reveal the specific challenges Muslims face in implementing digital ethics, such as the use of polite language, the dissemination of accurate information, and maintaining privacy, as well as maintaining the honour of others. On the other hand, research can also identify opportunities to use social media as a means to spread goodness and support religious values.
3. **The Influence of Social Media on Morals and Morals.** The influence of social media on morals and morality has become an increasingly relevant topic in today's digital era. Although social media provides a platform to interact and share information widely, we often witness its negative impact on human morals and behaviour. From the spread of harmful content to heated debates, social media can reinforce unethical behaviours such as online bullying, the spread of hoaxes, and self-exploitation [39]. However, social media can also be a forum for spreading positive messages, building supportive communities, and promoting moral values such as empathy, tolerance, and social awareness [40][41]. Therefore, social media users need to maintain awareness of the moral impact of their online activities and be responsible for utilizing them for good purposes. The results of the study highlight the influence of social media on the morals and morality of Muslims. This could include research into the extent to which negative content on social media influences their behaviour and views, as well as efforts to reinforce good morals through social media.
4. **Strategies for Raising Awareness and Education:** Based on the results of the research, educational strategies and programs can be developed that aim to increase awareness of digital ethics in the Muslim community. This could include training on the responsible use of social media, counselling on online safety and privacy, and campaigns to promote a positive online culture. Strategies for raising awareness and education are essential in a modern, ever-changing, and complex society. One of them is through the development of educational programs that include critical aspects such as digital literacy, critical thinking skills, and an understanding of online ethics. In addition, utilizing social media and digital technology as a tool to convey educational information and promote awareness of important issues, such as human rights, the environment, and mental health, is also an effective strategy. In addition, cooperation between governments, educational institutions, civil society organizations, and the private sector is needed to create an

inclusive and inclusive educational environment, ensuring that everyone has equal access to knowledge and opportunities to thrive fully. By implementing these strategies, it is hoped that the public can become more aware and educated about relevant issues, and be able to take positive actions to create meaningful change.

5. Development of Codes of Conduct or Guidelines: The results of the research can be the basis for the development of a code of ethics or guidelines specific to the use of social media by Muslims. This code of ethics can help provide direction and standards for Muslims to behave online according to their religious values. The development of a code of ethics or guidelines is an important step in maintaining integrity and morality in a variety of contexts, including professional, academic, and social. By having clear and comprehensive guidelines, individuals and organizations can clarify expectations, values, and expected standards of behaviour. In addition, the development of a code of ethics can also help in encouraging awareness of the responsibilities and consequences of actions taken. An inclusive and participatory code of conduct development process, involving a wide range of stakeholders, will ensure that the resulting guidelines reflect values that are respected and widely accepted. By consistently implementing this code of conduct, individuals and organizations can strengthen integrity, build trust, and create an environment that supports mutual growth and success [42-48].

Through the results of this research, it is hoped that a better understanding can be achieved of how Muslims can carry out procedures and ethics by Islamic religious teachings in a digital context, as well as overcome challenges and take advantage of opportunities that arise in the use of social media.

## CONCLUSION

The theme "Digital Ethics: Social Media Ethics in a Contemporary Islamic Perspective" is very relevant in today's digital era, where the use of social media has become an integral part of daily life. In the context of contemporary Islam, digital ethics does not only dwell on the level of use of technology in general but more specifically on how Muslims use social media according to Islamic values and principles. This means that Muslims must always be careful in posting, commenting, or interacting on social media, so as not to hurt, slander, or spread hoaxes and slander. Second, Islam emphasizes the importance of maintaining privacy and not disgracing personal or others. In the context of social media, this means that Muslims must be wise in sharing personal or other people's information, as well as ensuring that the content shared is not harmful or defamatory. Third, Islam teaches the importance of science and truth. Therefore, Muslims are expected to use social media as a platform to disseminate useful information, educate, and enrich the knowledge of others, as well as avoid spreading fake or unverified news. Fourth, contemporary Islamic perspectives on social media ethics also underline the importance of tolerance and mutual respect for differences. Muslims are reminded to use social media as a means to promote peace, brotherhood, and mutual respect between religions and beliefs. In conclusion, social media ethics in the perspective of contemporary Islam emphasizes the importance of maintaining good manners and behaviour, maintaining privacy, disseminating correct and useful information, and fostering tolerance and harmony among others. The use of social media by Islamic values not only contributes to the welfare of individuals but also harmony and tranquillity in society.

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### Author Contribution

The author contributes by developing a theoretical framework and carefully collecting and analyzing data to the main contributors of this paper, the author reads and approves the final paper, and the author declares that there is no conflict of interest.

### Conflicts of Interest

All authors declare no conflict of interest.

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