Social Media Ethics from the Perspective of the Qur'an through a Study of Qaulan Values in Digital Communication

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Abstrak: Penelitian ini mengkaji Etika Bermedia Sosial Perspektif Al-Qur'an melalui kajian Nilai Qaulan dalam Komunikasi Digital. Tujuan utama dari penelitian ini adalah untuk menjelaskan konsep dasar etika komunikasi serta pandangan Al-Qur'an mengenai etika komunikasi di media sosial. Pokok permasalahan yang dibahas meliputi pemahaman tentang hakikat etika komunikasi dan bagaimana pandangan Al-Qur'an terkait etika komunikasi di media sosial. Penelitian ini menggunakan pendekatan kualitatif dengan metode tematik (Maudhu'i). Hasil penelitian menunjukkan bahwa (1) komunikasi Islam berisi pesan yang mengajarkan bagaimana menyampaikan dan mengamalkan nilai-nilai Islam berdasarkan Al Qur'an dan Hadis dalam kehidupan manusia. Komunikasi Islam berhubungan erat dengan dakwah, karena Al-Qur'an dan Hadis adalah pedoman hidup umat Islam, baik di dunia maupun di akhirat. (2) Berdasarkan enam etika komunikasi di media sosial menurut perspektif Al-Qur'an, dapat disimpulkan bahwa komunikasi dianggap baik dan tidak bertentangan dengan ajaran Islam jika memenuhi enam prinsip, yaitu: Qaulan ma'rufan (ungkapan yang baik dan layak), Qaulan kariman (perkataan yang mulia dan bernilai), Qaulan maysuran (perkataan yang ringan dan mudah dipahami), Qaulan balighan (perkataan yang menyentuh hati dan mudah dimengerti), Qaulan layyinan (perkataan yang lemah lembut), dan Qaulan sadidan (perkataan yang benar, lurus, dan jujur).

Kata Kunci : Al-Qur'an, Etika komunikasi, Media sosial

Abstract: *This study examines Social Media Ethics from the Perspective of the Qur'an through a study of Qaulan Values in Digital Communication. The main objective of this study is to explain the basic concepts of communication ethics and the Qur'an's views on communication ethics in social media. The main issues discussed include an understanding of the nature of communication ethics and how the Qur'an views communication ethics in social media. This study uses a qualitative approach with a thematic method (Maudhu'i). The results show that (1) Islamic communication contains messages that teach how to convey and practice Islamic values based on the Qur'an and Hadith in human life. Islamic communication is closely related to da'wah, because the Qur'an and Hadith are guidelines for Muslims, both in this world and in the hereafter. (2) Based on the six ethics of communication on social media according to the perspective of the Qur'an, it can be concluded that communication is considered good and does not conflict with Islamic teachings if it fulfills six principles, namely: Qaulan ma'rufan (good and appropriate expressions), Qaulan kariman (noble and valuable words), Qaulan maysuran (light and easy to understand words), Qaulan balighan (words that touch the heart and are easy to understand), Qaulan layyinan (gentle words), and Qaulan sadidan (words that are true, straightforward, and honest).*
Keywords: *Al-Qur'an, Communication ethics, Social media*

INTRODUCTION

Humans essentially cannot live alone and always need the presence of others to maintain their existence. One way humans survive is through interaction and communication with others. Communication is a fundamental element in life, because through communication humans can express themselves, build social relationships, establish interactions, and shape and develop their personalities. In recent years, the development of information and communication technology (ICT) has progressed rapidly. These advances have made the internet a popular means of communication for the general public. This phenomenon has been a driving factor in the shift from conventional forms of communication to modern digital-based communication. The internet has become an easily accessible global communication medium, allowing individuals to interact with anyone in various parts of the world through media [1].

Since humans were born, communication has been an integral part of life. A baby's cry, for example, is an early form of communication that signals both physiological and psychological needs. As humans age and times change, the way they communicate also changes. Nowadays, interactions can be carried out without face-to-face contact, such as through the telephone or various other digital communication devices [2]. The presence of social media has brought about major changes in the way humans interact and view the world. This media has merged various levels of communication into one vast virtual space. However, freedom of expression on social media also has consequences that need to be watched out for, because each individual has ample opportunity to express their opinions without clear boundaries. Failure in the communication process can have serious impacts, both on an individual and social level. Personally, communication failure can cause frustration, demoralization, alienation, and even mental disorders. Meanwhile, socially, this can hinder the creation of mutual understanding, cooperation, and tolerance, as well as disrupt the application of social norms. In the view of the Qur'an, the ability to communicate is part of human nature that has been bestowed by Allah as a means to build relationships and harmony among fellow human beings. In the view of the Qur'an, the ability to communicate is part of human nature bestowed by Allah as a means to build relationships and create harmony among fellow human beings. As Muslims, we are gifted with the Qur'an, which was revealed by Allah SWT and serves as a source of spiritual guidance for all of

[1] Fakultas Ushuluddin and Amalia Harani, "ETIKA KOMUNIKASI DI MEDIA SOSIAL DALAM PERSPEKTIF AL- QUR ' AN PROGRAM STUDI ILMU AL- QUR ' AN DAN TAFSIR FAKULTAS USHULUDDIN , ADAB , DAN DAKWAH ETIKA KOMUNIKASI DI MEDIA SOSIAL DALAM PERSPEKTIF AL- QUR ' AN FAKULTAS USHULUDDIN , ADAB , DAN DAKWAH," 2022.

[2] A M Ismatulloh, "A.M. Ismatulloh Etika Berkomunikasi Dalam Al- Qur'an," n.d., 129–46.

humanity[3]. However, humans often tend to view the Qur'an as an ancient text that is detached from the realities and challenges of modern life[4]. Islam has regulated how humans should communicate and interact, including in social life, through the Qur'an as a guide and guideline for the lives of Muslims[5].

As social beings, humans cannot escape interaction with others. Every day, from morning to night, humans constantly communicate through words, either directly or indirectly[6]. No individual can live completely without speaking, because speaking is the primary means of establishing social relationships. The quality of a person's social interactions is largely determined by how they use their words. Therefore, speaking is not just an activity of producing sound, but also reflects a person's way of thinking, personality, and morality. In this context, caution in speaking becomes very important. Every word spoken has the potential to bring good or backfire on oneself, and can even harm others, both in this world and in the hereafter. Therefore, one is required to be careful in choosing words. Careful speaking means understanding that the only words that are appropriate to say are those that contain benefits, knowledge, or advice that calms the heart and clarifies issues. If someone does not fully understand what they want to say, it is best to refrain from speaking and think first. Unfortunately, in practice, many people speak without careful thought. They utter words spontaneously without considering the possible consequences [7].

This can create new problems, cause misunderstandings, and even sour social relationships. Such actions can lead to division and damage the bonds of Islamic brotherhood among fellow Muslims.Advances in communication and information technology have brought about major changes in the way humans interact[8]. Various technological devices, both hardware such as smartphones and software such as social media applications, have made communication incredibly easy. Social media has become one of the most influential innovations in the modern era. Through platforms such as Facebook, Instagram, X (Twitter), TikTok, and so on, people can interact virtually without the limitations of space and time. Social media not only functions as a communication tool, but also as a platform for self-expression, entertainment, opinion sharing, and creativity development. Many people use it to create and share content on various topics. However, behind these great benefits, social media also presents serious

[3] Ummu Bissalam, Sunan Kalijaga Yogyakarta, and Sunan Kalijaga Yogyakarta, "Living Qur ' an : Komunikasi Kepemimpinan Ulama Perempuan Di Organisasi Nahdlatul Wathan Perspektif Pendidikan Islam" 13 (2024): 299–316.

[4] Al-hujurat Ayat and Sunan Kalijaga, "Etika Komunikasi Dalam Hubungan Bertetangga : Perspektif Surah" 14 (2025): 567–82.

[5] Bissalam, Yogyakarta, and Yogyakarta, "Living Qur ' an : Komunikasi Kepemimpinan Ulama Perempuan Di Organisasi Nahdlatul Wathan Perspektif Pendidikan Islam."

[6] Astari Clara Sari et al., "Komunikasi Dan Media Sosial," *Jurnal The Messenger* 3, no. 2 (2018): 69.

[7] Sari et al.

[8] Kharisma Asnasari et al., "Eksplorasi Komunikasi Generasi Alpha : Perubahan Bahasa Pergaulan Dalam Komunikasi Digital" 14 (2025): 235–51.

moral and ethical challenges. Many social media users produce and disseminate negative content that has the potential to damage social order, such as posts containing provocation, slander, fake news (hoaxes), hate speech, or even issues related to ethnicity, religion, race, and intergroup relations. This behavior clearly contradicts Islamic moral values and teachings that emphasize honesty, gentleness, and mutual respect.

Some examples of ethical violations in social media communication include the dissemination of false information (hoaxes). Many social media users spread news without first checking its accuracy. As a result, hoaxes can cause confusion, panic, and even damage the reputation of a particular person or group. In the view of the Qur'an, this action violates the principle of "Qaulan Sadidan", which is truthful, straightforward, and honest speech. Allah emphasizes that every Muslim must verify the truth of information before spreading it, because spreading lies is a prohibited act[9]. Hate Speech. Another form of violation is the spread of hatred through posts or comments that attack certain groups based on differences in race, religion, or political views. Hate speech can cause conflict and division in society. This behavior contradicts the values of "Qaulan Ma'rufan" (good and appropriate speech) and "Qaulan Layyinan" (gentle and polite speech). The Qur'an teaches humans to speak with compassion and avoid words that hurt others. Insults or Bullying in the Virtual World (Cyberbullying) The phenomenon of digital bullying is now increasingly prevalent, especially among teenagers and public figures. It can take the form of rude comments, memes, or videos that demean a person's dignity. This action is contrary to the principle of "Qaulan Kariman." (noble and valuable words) and "Qaulan Balighan" (words that touch the heart and are easy to understand). The Qur'an emphasizes the importance of maintaining the honor and dignity of others in all forms of communication. Oversharing of Personal Information.

Previous research by Rinwanto, Hidayatus Sholihah, Nurul Hakim, and Mufid Syakhlani in their study entitled "Ethics of Communication in Social Media According to the Requirements of the Qur'an" explains that the ethics of communication in social media must be based on the values of the Qur'an, such as Qaulan Sadidan (truthful speech), Qaulan Balighan (effective and targeted speech), and Qaulan Layyinan (gentle speech). This study emphasizes the importance of maintaining honesty, politeness, and caution in every digital communication activity so as not to cause slander and division in society. However, this study has not discussed in depth the issue of personal data dissemination and visual manipulation that often occurs in cyberspace[10]. Research by

[9] Islam Negeri and Sunan Kalijaga, "Pemikiran Asma Barlas Tentang Gender Dan Komunikasi Dalam Konteks Islam Believing Women in Islam : Unreading Patriarchal Interpretations of the Qur ' an , Barlas Menawarkan Pendekatan Hermeneutika Kritis Yang Mendekonstruksi Pandangan Lama" 14 (2025): 583–99.

[10] Nurul Hakim et al., "Etika Komunikasi Dalam Media Sosial Sesuai Tuntutan Al-Qur An" 1, no. 01 (2021): 49–61.

Abdullah and Dwi Iin Kahina (2022) through a study entitled "Islamic Communication Ethics in Social Media" highlights the importance of applying Islamic communication values as guidelines in social media. This study reveals that the behavior of social media users is often far from Islamic principles such as Qaulan Maysuran (speech that is easy to understand and does not cause difficulty) and Qaulan Kariman (noble and polite speech). The results of the study show that understanding Islamic communication ethics can serve as a moral shield for Muslims to prevent them from falling into hate speech or spreading hoaxes[11]. However, this study has not specifically discussed the phenomenon of oversharing or the misuse of digital technology in shaping one's self-image. The research by Futihatul Janah and Apriyadi Yusuf (2023) in their study "Communication Ethics on Social Media Through the SMART Principles (Salam, Ma'ruf, and Tabayyun) From the Perspective of the Qur'an," argues that communication on social media must be based on the principles of Salam (giving peace), Ma'ruf (conveying goodness), and Tabayyun (verifying the truth of information). This study reinforces the view that the Qur'an provides comprehensive guidance in maintaining the integrity of digital communication, so as not to cause misunderstandings and social damage. However, this study has not touched deeply on ethical issues in the practice of digital manipulation, such as photo editing or fake images, which are increasingly prevalent in the modern social media era[12].

Many social media users unknowingly share excessive personal information, such as their location, activities, and even personal problems. This action risks being exploited by irresponsible parties. In Islamic communication ethics, this behavior is not in accordance with the principle of "Qaulan Maysuran", which is speech that is light, clear, and not excessive. Muslims are taught to maintain privacy and respect boundaries in communication. Manipulation of Photos or Images (Digital Deception) Digital technology allows individuals to edit photos or videos to deceive the public, for example, by excessively beautifying faces or spreading false images that do not correspond to reality. This practice contradicts the principles of "Qaulan Sadidan" and "Qaulan Balighan," as it contains elements of deception and misrepresentation. Islam emphasizes the importance of honesty and authenticity in conveying information, including in visual form. From the above description, it is clear that communication on social media requires not only technical skills, but also ethical and spiritual intelligence. Every Muslim should adhere to the values of Qur'anic communication so that the use of social media does not become a source of slander, hostility, or social destruction. As a Muslim, the main source in living life is the Qur'an, which serves as a guide and direction in every aspect of life, including how to communicate. A Muslim is not only required to

[11] Dwi Iin, "Etika Komunikasi Islam Dalam Media Sosial" 1, no. 2 (2022): 1–15.

[12] Etika Komunikasi et al., "Apriyadi Yusuf Futihatul Janah & Apriyadi Yusuf Mengikuti Tren Masa Kini , Diantaranya Adalah Menggunakan Media Berdasarkan Riset Wearesosial Hootsuite Yang Dirilis Januari 2019 Menunjukkan Peningkatan Pengguna Media Sosial Yang Sangat" 3, no. 2 (2020): 101–18.

understand the contents of the Qur'an textually, but must also be wise in implementing the values contained therein, especially in daily communication practices. The ethics of communication in Islam are not merely a matter of politeness in speech, but reflect faith, piety, and moral responsibility towards fellow human beings.

In Islamic teachings, good communication must be based on Islamic law and values. This means that all forms of communication must be conveyed in a polite manner, full of wisdom, and demonstrating Islamic identity[13]. Islamic communication encompasses all aspects of Islamic teachings, namely aqidah (faith) which strengthens belief in Allah, sharia (Islam) which regulates behavior and laws in social relationships, and akhlak (ihsan) which guides humans to behave nobly and do good to others. By adhering to these three aspects, communication ethics will run harmoniously, fostering mutual respect and preventing people from conflict and hostility. Islam, as a religion of Rahmatan lil 'Alamin (mercy for all creation), brings universal teachings that cover all dimensions of human life, including communication ethics. The values of the Qur'an teach that every word and act of communication should be based on good intentions, honesty, and moral responsibility. In the modern context, this is particularly relevant in the digital world, where social media is an open space that allows anyone to speak, express opinions, and disseminate information[14]. Thus, Muslims need to understand that communicating on social media must also follow Qur'anic ethical principles. Every post, comment, or opinion expressed should not cause hatred, provocation, or slander that could damage the social order. The main purpose of communication ethics according to the Qur'an is to realize the common good and keep people away from immoral behavior[15].

RESEARCH METHOD

Type of Research

Based on the issues raised and the data collected, it is clear that this type of research is qualitative in nature, using library research (library research)14, namely with data collection techniques derived from written materials, in the form of verses in the Holy Qur'an, books, documents, and literature related to the Qur'an and its interpretations.

[13] M. Zia Al-Ayyubi, "'Etika Bermedia Sosial Dalam Menyikapi Pemberitaan Bohong (Hoax) Perspektif Hadis,'" *Jurnal Studi Ilmu-Ilmu Al-Qur'an Dan Hadis 19, No 2 (Oktober 2019),148*, n.d.

[14] Al-Ayyubi.

[15] Al-Ayyubi.

Research Approach

In this study, the author uses the method of interpreting the Qur'an, namely the thematic method (maudhu'i), an interpretation that discusses verses of the Qur'an that correspond to predetermined themes or titles. Related verses will be compiled and then examined from various related aspects, such as revealing facts, phenomena, and circumstances. In this case, the author uses a method of collecting and understanding verses related to the theme, whether directly or indirectly, and then logically constructing them into a complete and systematic concept from the perspective of the Qur'an[16].

RESULTS AND DISCUSSION

The essence of communication ethics

The essence of communication ethics basically lies in how moral principles are applied in every process of conveying messages. Communication ethics is the foundation for human interactions to be conducted with respect, honesty, responsibility, and moral awareness. Its essence lies not only in the ability to speak, but also in the sensitivity to listen, understand other people's points of view with empathy, and use polite and courteous language. This ethics guides a person to avoid behavior that harms others, such as spreading false news, hurting feelings through words, or engaging in hate speech that causes division. In the context of social media, communication ethics has a deeper meaning. Social media is a digital public space where the line between privacy and openness is increasingly blurred. Therefore, the application of moral principles in online communication is very important. Communication ethics in the digital world teaches every user to be careful in conveying messages, to maintain politeness in interactions, and to ensure that the information shared does not have a negative impact. Ethical communication on social media means maintaining healthy interactions, respecting differences, and avoiding the spread of false information[17].

Furthermore, digital communication ethics emphasize moral responsibility in every online activity. Every user has an obligation to convey accurate and useful information, reject the spread of hoaxes, and avoid hate speech against individuals or certain groups. In addition, it is also important to pay attention to the social and cultural context when communicating, so that the message conveyed does not offend others[18]. This principle aims to create a conducive, peaceful, and productive communication atmosphere in the digital space. Communication ethics on social media also includes

[16] Nasharuddin Baidan, "Metodologi Penafsiran Al-Qur'an, (Yogyakarta: Pustaka Pelajar, 2012). 151," n.d.

[17] Baidan.

[18] Nusantara, "Pengertian Etika Komunikasi: Menggali Makna Di Balik Interaksi Manusia," 2023, https://telusurinusantara.com/pengertian-etika-komunikasi/.

respecting the privacy of others. Disseminating personal information without permission, taking other people's personal data, or humiliating someone in the virtual world are serious ethical violations. In the fast-paced and vast digital world, one small action can have a big impact on a person's reputation and life [19]. Therefore, communication ethics serve as moral guidelines that help build trust between users, maintain self-image, and create a safe, inclusive, and positive digital environment.

From an Islamic perspective, communication cannot be separated from the values of faith and piety towards Allah SWT. All forms of communication must be guided by the Qur'an and Sunnah, because Islam teaches that every word and action will be accounted for, both in this world and in the hereafter. Thus, communication in Islam is not only about conveying messages, but also a form of practicing moral and spiritual values that have a dimension of worship. The Qur'an mentions the ability to communicate as one of human nature. In this holy book, Allah uses the term al-bayan to describe the human ability to convey messages, and the term al-qaul to indicate various ways of speaking ethically. Scholars such as Al-Syaukani explain that al-bayan means the ability to express thoughts clearly, while Jalaluddin Rahmat interprets the concept of qaulan sadidan as a form of communication that is correct, honest, and straightforward. Furthermore, the Qur'an introduces six main principles in communication ethics, known as Qaulan[20]. Qaulan Sadidan refers to words that are true, honest, and straightforward. Qaulan Ma'rufan refers to words that are kind, polite, and appropriate. Qaulan Kariman refers to words that are noble and respectful of others. Qaulan Maysuran refers to words that are light, easy to understand, and soothing. Qaulan Layyinan is speech that is gentle and not harsh. Qaulan Balighan is speech that touches the heart and is effective in conveying a message.

These six principles are not only moral guidelines for speaking, but also serve as standards of Islamic communication ethics that teach politeness, truthfulness, and responsibility in every interaction, including in the virtual world. Several Muslim scholars, such as Mahyuddin Abdul Halim, explain that Islamic communication is the process of continuously conveying the teachings of Islam to society, both through direct and indirect media, with the aim of forming a worldview that is in harmony with the values of the Qur'an. Thus, Islamic communication is not only informative but also transformative, as it serves to shape character, strengthen faith, and improve human behavior. Meanwhile, Islamic communication can be understood as a form of communication that is in harmony with Islamic teachings, a practical application of the theory of Islamic communication itself. In other words, Islamic communication is the implementation of Qur'anic and Sunnah values in practical actions, whether through speech, writing, or digital media[21].

[19] Wikedia, "Etika Komunikasi," n.d., https://id.wikipedia.org/wiki/Etika_komunikasi.

[20] Awaludin Pimay and Fania Mutiara Savitri, "Dinamika Dakwah Islam Di Era Modern," *Jurnal Aspikom 2.2* 41, no. 1 (2021): 43–55.

[21] and Asep Dudi Suhardini Cahya Agung Nugraha, Ikin Asikin, ""Etika Komunikasi Siswa Kepada Guru Dalam Perspektif Aktivitas Kelompok Remaja Islam Di SMA PGII 2 Bandung.," *Jurnal Riset Pendidikan Agama Islam 1.1 (2021): 27-35.*, n.d.

The Qur'an's View on Communication Ethics in Social Media

In today's era of globalization, advances in communication technology have brought tremendous convenience in interacting, one of which is through social media. Platforms such as WhatsApp, Instagram, and various online forums allow humans to communicate without the limitations of space and time. However, behind this convenience, it is important to instill ethical values in communicating in the digital world. Social media users are expected to maintain polite behavior, interact positively, and disseminate useful information so that their presence has a positive influence on others.

As Muslims, all forms of communication, including on social media, should be based on the values taught in the Qur'an. Islamic teachings guide its followers to speak politely and wisely, and to refrain from words that offend or demean others. Social media, which has become the most popular space for interaction, especially among teenagers, is often used as a place to express oneself. Therefore, every comment, post, and response should reflect noble character, contain positive messages, and not contain elements of provocation or hatred. Every word spoken will be accounted for in the afterlife, so caution in communication is very important.

The use of social media has two opposing sides—it can bring great benefits, but it can also have negative effects if misused. On the one hand, social media makes it easier for people to stay in touch with family and friends despite being separated by distance, and it is a means of disseminating information and education widely. On the other hand, unwise use can lead to the spread of hoaxes, hate speech, and addiction that is detrimental to productivity and mental health. Many social media users are trapped in emotional behavior, easily provoked into arguments, and lose control when expressing their opinions. Therefore, Muslims must make the Qur'an and Sunnah of the Prophet their main guidelines when using social media. The Qur'an emphasizes that communication is part of human nature and has an important function in building social relationships. In this holy book, the term al-qaul is used to describe the concept of proper communication. This word and its derivatives appear thousands of times, indicating the importance of good and proper speech in everyday life. According to Ibn Mandzur, al-qaul means a word or sentence that also reflects the activity of communication.

From an Islamic perspective, communication is not only a tool for exchanging messages, but also a means of fostering good character in a person. Communication based on morality and politeness will strengthen bonds of friendship, strengthen brotherhood among people, and prevent division. The Prophet Muhammad emphasized the importance of speaking gently and wisely, because kind words can be a bridge to harmonious brotherhood. By applying the principles of Islamic communication in the use of social media, Muslims can create a civilized and harmonious digital environment that brings benefits to worldly life and is a form of obedience to Allah SWT.

Unethical communication can have a negative impact on social relationships, especially in maintaining brotherhood and friendship among fellow human beings. Therefore, to establish good and harmonious communication patterns on social media, the Qur'an provides guidelines in the form of communication principles that are rich in moral values. These principles are known as qaulan, each of which has a profound meaning and relevance in the context of modern communication.

1. Qaulan ma'rufan means good, appropriate, and beneficial speech. This value is reflected in QS. Al-Ahzab verse 32, where Muslims are taught to be careful in their speech[22]. M. Quraish Shihab explains that a person's words reflect their personality and can have a big impact on others. In the context of social media, this principle requires users to choose their words wisely, convey useful messages, and avoid statements that offend or demean others. Communication based on qaulan ma'rufan will help create a healthy, polite, and virtuous dialogue[23].
2. Qaulan kariman means noble and respectful speech. This principle is based on QS. Al-Isra verse 23, which teaches the importance of speaking respectfully to everyone regardless of their status or position. According to Al-Maraghi's interpretation, qaulan kariman indicates that every Muslim should always use gentle, polite, and respectful words. In the realm of social media, this principle can be realized by avoiding rude comments, hate speech, and sarcasm that can demean others. Instead, every post and response should contain positive values and be able to spread inspiration and a spirit of kindness[24].
3. Qaulan maysuran means words that are light and easy to understand. This teaching comes from QS. Al-Isra verse 28, which emphasizes the importance of speaking in a clear, simple language that is pleasing to the listener. In the context of digital communication, social media users need to understand that their audience is diverse. Therefore, messages must be conveyed in a communicative and straightforward manner so that they are easily understood[25]. By applying this principle, communication will be more effective, inclusive, and capable of building understanding among various segments of society.
4. Qaulan balighan means straightforward, targeted speech that touches the heart. This principle is found in QS. An-Nisa verse 63, which explains that words should be conveyed clearly, directly, and effectively. Jalaluddin Rahmat interprets qaulan balighan as an efficient and meaningful way of speaking. In the context of

[22] Ismatulloh, "A.M. Ismatulloh Etika Berkomunikasi Dalam Al- Qur'an."

[23] and Apriyadi Yusuf Futihatul Janah, "'Etika Komunikasi Di Media Sosial Melalui Prisip SMART (Salam, Ma'ruf, Dan Tabayyun) Perspektif Al-Quran.' JAWI 3.2 (2020). 14," n.d.

[24] Qomar Abdurrahman and Dudi Badruzaman, "Tantangan Dan Peluang Dakwah Islam Di Era Digital," *KOMUNIKASIA: Journal of Islamic Communication and Broadcasting* 3, no. 2 (2023): 152–62, https://doi.org/10.32923/kpi.v3i2.3877.

[25] Najhan Dzulhusna, Nunung Nurhasanah, and Yuda Nur Suherman, "Qaulan Sadida, Qaulan Ma'rufa, Qaulan Baligha, Qaulan Maysura, Qaulan Layyina Dan Qaulan Karima Itu Sebagai Landasan Etika Komunikasi Dalam Dakwah," *Journal Of Islamic Social Science And Communication (JISSC) DIKSI* 1, no. 02 (2022): 76–84.

social media, messages should contain positive values, be written in polite language, and have a clear purpose. Choosing the right diction and sentence structure will make the message more memorable and have a positive impact on the recipient.

5. Qaulan layyinan means gentle and loving words. This principle is mentioned in QS. Thaha verse 44, when Allah commanded Prophet Musa and Prophet Harun to speak gently to Fir'aun. This message shows that gentleness in speech can open the hearts of the listener and encourage better acceptance of the message. In the digital world, social media users need to maintain polite language, avoid harsh words, and prioritize soothing speech. Gentle words will foster a peaceful atmosphere for dialogue and prevent conflicts in the digital public sphere.
6. Qaulan sadidan means truthful and honest speech. This principle is found in QS. An-Nisa verse 9 and QS. Al-Ahzab verse 70, which emphasize the importance of speaking truthfully, responsibly, and without misleading others. Wahbah az-Zuhaili explains that qaulan sadidan contains an element of piety, whereby every word must be based on truth. In the context of social media, this principle is very relevant given the rapid spread of information in the digital world. Every user should check the accuracy of information before sharing it to avoid spreading hoaxes and slander[26].

From these six principles of communication, it can be concluded that communication ethics in the perspective of the Qur'an emphasizes a balance between truth, gentleness, and wisdom. Every word spoken or written must be considered for its impact on social and moral relationships in society. On social media, users play a dual role as both senders and receivers of messages, so they are required to be more careful and responsible in their interactions. This ethics not only maintains harmony in communication but also reflects Islamic values that guide humans to always spread kindness, peace, and honesty in every form of communication.

CONCLUSION

Communication ethics according to the perspective of the Qur'an covers all forms of interaction, both direct and indirect, including communication between individuals, groups, the public, and even communication through social media. The Qur'an emphasizes the importance of maintaining moral and ethical principles in all forms of communication to create harmony and respect for the dignity of fellow human beings. In the context of social media, every user has a dual role, namely as a recipient and disseminator of information. Therefore, each individual is required to think wisely before sharing messages or posts. It is important to first assess whether the content conveyed will provide benefits and positive influences, or whether it will have a negative impact on others. Interactive features such as comment columns should also be used for constructive purposes such as polite discussions and knowledge sharing

[26] Dzulhusna, Nurhasanah, and Suherman.

rather than for attacking, insulting, or spreading hatred. Negative communication in the digital space not only has the potential to hurt others, but can also tarnish one's reputation and have consequences for oneself. In today's digital age, the ethical values of communication taught in the Qur'an remain highly relevant. Social media has made everyone both a communicator and an audience, so Islamic principles such as honesty, politeness, and responsibility must be the main guidelines. Good communication in the view of the Qur'an stems from sincere intentions, respect for the rights of others, and a commitment to avoiding slander, provocation, and hate speech. By instilling these values, the use of social media can be directed towards productive things—spreading kindness, strengthening social relationships, and creating a harmonious, educational, and beneficial digital environment.

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