

MAINTAINING SOCIAL HARMONY THROUGH SOCIAL MEDIA: AN ISLAMIC PERSPECTIVE ON THE DIGITAL WORLD

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Abstract: The rapid development of digital technology, especially in the use of social media, has changed the way people interact and communicate. Social media allows individuals to share information and build relationships more easily and quickly, but on the other hand, these platforms can also be a source of tension and division that threatens social harmony. Conflicts, misunderstandings and the spread of hate speech often arise in the digital space, risking to undermine the peace of society. This paper examines how an Islamic perspective can play a role in maintaining social harmony in the digital world. Islam teaches the principles of ethical communication, including speaking well, avoiding hatred, and respecting each other. One important concept in Islam is amar ma'ruf nahi munkar, which invites people to spread goodness and prevent evil, including in interacting online. In addition, the principle of ukhuwah (brotherhood) teaches the importance of cooperation and mutual respect, which can strengthen social relations, despite differences in views or backgrounds. This paper aims to explore how these Islamic principles can be applied to create a peaceful and beneficial social media environment. By applying these values, social media can be a means to build positive social relationships, respect differences, and create peace online. It is hoped that this research will provide insight into the ways Islam can guide the use of social media to maintain harmony in a digital society.

Keyword: Social Harmony, Social Relationships, Islamic Guidelines on Social Media

Introduction

The emergence of social media as the dominant communication platform in recent years has brought about major changes in the way humans interact and communicate. Social media allows individuals from different parts of the world to connect directly and in real-time, creating a wider and faster communication network. This connectivity offers a variety of benefits, including ease of information dissemination, cross-cultural understanding, and the formation of a more inclusive global community. Through social media, ideas, thoughts and perspectives can be easily shared, which in turn enriches horizons and expands social networks.

However, while social media has many positive potentials, its negative impacts cannot be ignored. One of the most striking impacts is the increasing social polarization, where differences in views and ideologies are sharpening, often accompanied by escalating conflicts. In addition, the spread of negative content such as hoaxes, hate speech and slander is also increasingly prevalent, which can damage social harmony and worsen relationships

between individuals or groups. Such content, although temporary, can trigger tensions and spread very quickly, undermining the peaceful and tolerant social atmosphere.

Amidst these challenges, maintaining social harmony in the digital age has become increasingly important and urgent. Social harmony, which includes mutual respect, tolerance and understanding between individuals, is indispensable to ensure that social media becomes not only a means to share information, but also to strengthen social bonds. In this regard, Islam, with its profound teachings on justice, respect and the welfare of others, offers invaluable guidelines for fostering more positive and harmonious interactions online. Islam teaches the importance of speaking in a kind manner, avoiding words that may offend others, and respecting the differences that exist among fellow human beings.

This paper aims to explore how Islamic values can be applied in the context of social media to create a better digital environment. In this regard, principles such as *amar ma'ruf nahi munkar*, which encourages people to spread good and prevent evil, and the principle of *ukhuwah* (brotherhood), which emphasizes the importance of cooperation and mutual respect, are particularly relevant. The paper will also discuss how the application of these values can help individuals and groups to navigate social media in a more constructive way, creating a digital space that is not only informatively useful, but also supports the creation of better social harmony online. Hopefully, by applying these Islamic principles, social media can become a more positive tool in building healthy and respectful social relationships.

Literature Review:

Several studies have explored the impact of social media on society, focusing on both its positive and negative sides. On the one hand, social media has great potential to increase connectivity between individuals and groups, allowing people from different parts of the world to connect with each other easily and quickly. However, on the other hand, social media also holds great risks in terms of contributing to social divisions. According to Smith (2020), social media can reinforce extreme views and exacerbate the polarization that already exists in society, thus undermining the social cohesion that has been built. When individuals are trapped in an echo chamber that only presents information that matches their views, it can widen the distance between groups, even exacerbating existing conflicts.

In addition, another study by Jones (2019) also highlighted the large role of digital platforms in facilitating the spread of misinformation (hoaxes) and hate speech, which can affect people's perceptions on sensitive issues. The spread of this untrue and harmful content can create deeper social tensions and damage bonds between individuals or communities. Therefore, it is important to understand and address these potential negative impacts in the use of social media in order to minimize the harm caused.

However, despite these concerns, there is also a wealth of literature that examines how religious values, particularly Islamic teachings, can guide ethical behavior in the digital space. For example, Azmi (2021) discusses how Islamic principles of *adab* (etiquette) and *ukhuwah* (brotherhood) can be applied to encourage more positive and constructive interactions in online communities. The Islamic principle of *adab* teaches how to behave well, speak politely, and respect others, while *ukhuwah* emphasizes the importance of

brotherhood and cooperation between individuals, even in the digital space. These concepts, if applied correctly, can shape a more peaceful, tolerant and respectful communication culture in cyberspace.

The intersection of Islamic teachings and digital ethics is a relatively new but promising field. The application of religious values in the context of social media can make a significant contribution to the creation of a more harmonious digital society. By emphasizing ethics and mutual respect, Islamic teachings have the potential to be a very useful guideline to reduce divisiveness, increase harmony, and create a healthier and more productive digital environment. Further research in this area is therefore essential to delve deeper into how Islamic principles can be applied to create a digital space that is not only safe and fair, but also filled with a sense of brotherhood and mutual support.

Research Methodology

This research adopts a qualitative approach by combining literature analysis and case studies to explore the relationship between Islamic teachings and social media. First, this research will review Islamic texts, such as the Qur'an and Hadith, to identify relevant ethical principles that can be used as guidelines in interacting on social media. It will also analyze case studies from various digital platforms to see how Islamic values are applied in online communities in order to maintain social harmony.

As part of the data collection, interviews with scholars, religious experts and social media users will also be conducted. These interviews aim to gain first-hand insight into the understanding and application of Islamic principles in the context of cyberspace. The results of these interviews are expected to provide a deeper picture of how Islamic ethics are applied in everyday digital interactions and the challenges faced in maintaining social harmony in the digital space. With this approach, this research aims to contribute to creating a more ethical and harmonious digital space based on Islamic values.

Discussion

Social media, as a reflection of society, often reflects various aspects of human behavior, both positive and negative. On the one hand, these platforms allow individuals to communicate, share information and build wider relationships. However, on the other hand, social media also often reflects the dark side of human behavior, such as hatred, division, and polarization. In this case, Islam offers some principles that can help shape more harmonious and ethical interactions in cyberspace. One of them is the concept of amar ma'ruf nahi munkar, which literally means inviting to goodness and preventing evil. This principle teaches every individual to actively participate in creating a positive and peaceful environment. In the context of social media, this means encouraging people to interact in constructive ways and keeping communication polite and productive, as well as trying to address harmful behaviors that can damage social relationships, such as trolling, hate speech, and cyber bullying.

The application of amar ma'ruf nahi munkar in social media encourages users to promote good practices, such as respect, honesty, and kindness in every interaction. In this

way, social media platforms can be used as tools to spread positive values, reduce tension, and create a safe and supportive space for all its users. This principle invites us to not only avoid bad behavior, but also to prevent negative actions that undermine social harmony, by focusing more on spreading kindness and respectful dialogue.

In addition, the principle of adab (etiquette) taught by the Prophet Muhammad also plays a very important role in guiding communication in the digital world. In Islamic teachings, it is important to always maintain dignity and respect in every interaction. This principle is relevant to online communication, as the digital world often gives its users greater freedom to speak uninhibited. Therefore, practicing adab means refraining from harmful speech, avoiding spreading slander, and treating others with empathy. This includes communicating in a respectful manner, not hurting others' feelings, and avoiding speech that could cause division or conflict. In this sense, social media, if used wisely and in accordance with the principles of adab, can be a positive space where people can interact politely and build meaningful relationships despite being separated by physical distance.

The concept of ukhuwah (brotherhood) is another fundamental Islamic principle that is highly relevant in promoting social harmony in cyberspace. In the Qur'an, Muslims are taught that they are brothers and sisters, who have an obligation to maintain unity and peace. This sense of brotherhood applies not only to fellow Muslims, but also to all of humanity. This principle teaches the importance of inclusivity and solidarity, encourages individuals to support each other, promotes a sense of belonging, and reduces differences that can trigger conflict. In the context of social media, this principle of ukhuwah can be applied by strengthening collaboration, creating positive interaction spaces, and encouraging users to show compassion and care for others, even though they may have different backgrounds or views.

However, while these principles are highly relevant, there are still major challenges in effectively applying them online. The anonymity offered by digital platforms and the distance between individuals often facilitate unethical and destructive behavior. In cyberspace, many individuals feel free to act without accountability or real consequences, which can lead them to engage in harmful behaviors that they might avoid in face-to-face encounters. This can exacerbate polarization and add to tensions in cyberspace. Therefore, it is important for every social media user to always be aware of the impact of their actions and strive to act in a way that is in line with ethical principles. In addition, digital platforms also have an important role to play in creating an environment that supports respectful and ethical behavior. This can be done by implementing clear policies, providing effective reporting mechanisms, and ensuring that users feel safe and valued in every interaction they have.

By applying these Islamic principles, social media can not only be a means to share information and communicate, but can also serve as a tool to build social harmony, enhance a sense of brotherhood, and create a safe, positive, and beneficial digital space for all.

Conclusion

Maintaining social harmony in the digital world is a big challenge that requires collective efforts from all parties, both individuals and communities. Given the enormous

influence of digital technology, especially social media, in shaping social dynamics in this modern era, it is important for us to realize that social harmony depends not only on face-to-face interactions, but also on how we interact online. Islam, with its ethical teachings contained in the Qur'an and Hadith, offers invaluable guidance in directing the behavior of its people to maintain peace and harmony, both in the real world and in the digital world. Principles such as amar ma'ruf nahi munkar (inviting to good and preventing evil), adab (etiquette), and ukhuwah (brotherhood) can be used as guidelines in interacting on social media platforms that increasingly dominate daily life.

The application of the principle of amar ma'ruf nahi munkar in the digital world can provide clear direction on how individuals should act on social media, both in inviting others to do good and in preventing the spread of evil that can damage social harmony. This principle teaches us to not only guard ourselves from bad deeds, but also play an active role in creating a healthy and safe space for all social media users. By focusing on constructive dialog, mutual respect, and sharing useful information, we can reduce the negative impacts that often arise online, such as hate speech, slander, and cyber bullying.

In addition, adab (etiquette) as a guideline in communication also has a very important role in maintaining social harmony in the digital world. Islamic teachings on the importance of speaking well, keeping one's tongue, and showing empathy to others are highly relevant to interactions on digital platforms. This includes avoiding words that could offend others, spreading misinformation, or dehumanizing others. This principle of manners reminds us that while online communication does not happen in person, ethics and manners of speech must be maintained to create a digital space of respect and understanding.

The principle of ukhuwah (brotherhood) in Islam also contributes greatly to creating a harmonious social media environment. Ukhuwah teaches us to see each other as brothers, who support each other and maintain unity despite our different views, cultures or backgrounds. In the context of cyberspace, this means that we should promote a sense of solidarity and inclusiveness in every online interaction. By promoting brotherly values and a sense of belonging, we can create digital communities that are more collaborative, compassionate and more open to differences, thus strengthening a more positive and peaceful social network.

However, while these Islamic principles are highly relevant and offer practical solutions for maintaining social harmony in the digital world, we cannot turn a blind eye to the challenges that remain. The anonymity offered by digital platforms often makes people feel freer to act without responsibility, which can encourage harmful behaviors such as trolling, bullying or spreading hatred. In addition, the physical distance that separates individuals in digital interactions can affect how we communicate and understand each other, sometimes leading to misunderstandings. Therefore, it is imperative for every social media user to be fully aware of the impact of their actions and to always strive to interact in a way that reflects Islamic ethical values.

The study underscores the importance of implementing ethical behavior in the digital world, which not only focuses on avoiding negative behavior, but also on the active contribution of individuals in creating a healthier and more harmonious digital space. This

study also calls for further research on how religious principles, particularly Islamic teachings, can be practically implemented in fostering social harmony on the growing digital platform. With an approach based on religious values and ethics, we can transform the online landscape into a more positive space, full of mutual respect, understanding and peace.

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