



The Role of Media in Awareness of the Importance of Islamic Economics

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Abstract

The media contributes to social, political, and economic stability, and it may be the opposite depending on the way the media is used. Since economic media is considered the most important branch of the media, as it transmits, analyzes and interprets the economic changes that occur in society, and since the economic problem is considered one of the most important dimensions of the development problem in society, it has become necessary to train specialized cadres in economic media and formulate legislation that protects this crew from distortion and contamination, and their training must include studying the objectives of Islamic Da'wah and knowing the aspirations of the Islamic community and the Islamic nation in general. This paper aims to explain the role of the media in spreading awareness about the importance of the Islamic economy. The researcher used the descriptive analysis approach to explain the role of the media and the importance of the Islamic economy for the Islamic community.

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The research has proven that there is a strong relationship between the media and the economy, and that the media is important for developing the economy in general and disseminating information about the Islamic economy in particular.

Keywords: Role of media; Awareness; Islamic communication.

1. Introduction

In community living that is always progressing towards the wave of development, the mass media plays an important role in realising the dreams of the community towards modern living, regarding the relation between media, people and community, [2] mentioned that “The importance of media in public and private life leads to the concern about what the media and media professionals and audiences are doing in the society, and what the outcome and consequences of their acts may resort to.” There is no doubt that the people and society need media professionals to provide them with new information and contemporary developments in various fields.

The mass media is said to be capable of educating the people, solving economic problems and being able to determine the direction of society's life. As already known, the mass media is the main channel of information in society. Its importance as a superior information channel is proven by the existence of 'Information Technology [9]. The Internet is widely used today because of its ability to provide fast and compact information, even if the information has not yet been confirmed to be valid [12]. In addition, information can also be obtained through other branches of the mass media such as television, radio, newspapers, magazines and so on. Starting from there, the mass media can improve the social status of an individual through receiving the latest information and the use of modern and up-to-date equipment. Therefore, the mass media can determine the direction of society's life to a higher level, even able to increase Awareness of the Importance of Islamic Economy.

Media and Communication experienced a revolution from the use of smoke to the telephone and so on. In this era of globalisation, this matter has once again experienced a revolution with the presence of various activities based on communication. One of those activities is the existence of several forms of media which is a process of national development. On this occasion, Muslims need to see the media as a good thing and should take advantage of the opportunity to use the media as a vehicle for conveying Islam [4].

There is no doubt that the media has a major role in the lives of individuals and societies, and the role of the media in moving and directing markets is no secret, as it stimulates the wheel of economic development and attracts investment opportunities and investors to it.

2. Limitation of the Study

This study focuses on analyzing and discussing the role of contemporary Islamic media in spreading awareness of the importance of the Islamic economy in Muslim society in any part of the world, whether in the West or the East.

Recent economic studies have appeared that praise the Islamic economy and that it is the only economy suitable

for leading human societies because it is a balanced and fair economic system that combines respect for the individual and the group, while the capitalist system is biased toward aggrandizing the individual at the expense of the group.

According to [7] “The Islamic economic system is the collection of rules, values and standards of conduct that organize economic life and establish relations of production in an Islamic society. These rules and standards are based on the Islamic order as recognized in the Qur’ān and Sunnah and the corpus of jurisprudence opus which was developed over the last 1400 years by thousands of jurist, responding to the changing circumstances and evolving life of Muslims all over the globe.”

3. The Role of Media in Islam

Humans were created by Allah SWT with the ability to think. With the gift of reason, humans try to adapt to the ever-changing environment including the creation of information technology that can help in aspects of life [13]. Technology created by humans is an opportunity and good for humans. This is because, through the creation of technology, we can disseminate various information to the public, let alone for pure purposes such as da'wah.

Through the use of media, various current needs of Muslims can be expressed by Muslims themselves according to contemporary tastes that are in accordance with Islamic teachings and which are always an alternative choice for Muslims today. The use of media in Islam should emphasize the concept of monotheism and make Islam the model of their lives. The role of the media in Islam must highlight principles that are in line with the teachings set by Islam. In the context of Islamic communication, that has a wider scope about the media, Islam has established that the Islamic media must be in line with the role of the Islamic religion itself. It is contained in al-Qur’ān Surah al-Hujurāt verse 6 with the meaning: “O you who believe! If a wicked person comes to you with news, then investigate to determine its truth, so that you do not befall a people with something undesirable because of your ignorance about it so that you regret what you have done.” However, according to [10] in facing the current reality of Muslims and its challenges, the role of the Islamic information media is focused on the five most important aspects, namely:

- a. Spreading Islam and explaining the truth to the public.
- b. Defending issues related to the life of the community.
- c. Using a wise approach and method in making the effective communication process a success.
- d. Launching a war of nerves against the enemy as one of the ways of preaching to repel the attacks of the Western media and weaken their arguments and positions while strengthening the targets and perspective of Islam.
- e. Facing the foreign propaganda media war and protecting the ummah from misleading efforts.

It is clear here that the media's role should be based and modeled on the principle of truth, supported by clear facts

and evidence. Without clear evidence and facts, it will damage unity and even result in division between Muslims. News that is presented on the basis of conjecture, rumour or lies or fraud must be completely rejected. The role set in Islam needs to be borne by media practitioners who make the media, one of the platforms in developing religious knowledge. It should be delivered wisely and systematically in order to help other communities in understanding the will of Islam. While according to [18], the five main roles of the media outlined by media researchers from the West are not much different from the wishes of Islam, although admittedly this matter is rarely discussed in detail and seriously by Muslim intellectuals. [1] on the other hand mentioned five roles of Islamic media which are:

- a. The Islamic media plays the role of an educator (*Muaddib*), to the community in order to carry out all the commands, that come from Allāh and avoid all His prohibitions. The duties of the educators that they undertake must be based on the Shari'a and comprehensive Islamic teachings.
- b. As information agents (*Musaddid*) that is, they become an obstacle in repelling information that is often misinterpreted by Western orientalist, in distorting Islamic facts to society. Well, the task of Islamic media practitioners is as an information agent, who conveys correct information about Islam and is responsible for improving the public's understanding of Islam.
- c. As a reformer (*Mujaddid*), that is a spreader of the idea of reforming the understanding and teaching of Islamic practice.
- d. As a unifier (*Muwahhid*), which should be able to be a bridge that unites Muslims. In a society that is not united, these people are able to rebuild the relationship between the two sides that are in conflict.
- e. As a fighter (*Mujāhid*), that is to fight and defend Islam. Through the media, media practitioners should work hard to shape public opinion that encourages the upholding of Islamic values.

As an Islamic media, the role that has been outlined in disseminating information to the public must be followed. It should be a goal in the context of information dissemination itself.

4. The Influence of Social Media in the Formation of Community Economics

It cannot be denied that social media has a great influence in individual life, society and also the economy of society. As internet technology and gadgets are advancing, social media is also growing rapidly. Someone who was initially just a social media user can become known all over the world, due to his own carelessness [8].

According to [15], The media has become an effective tool in producing and stimulating awareness, spreading economic culture in society, such as defining laws, legislation, regulatory procedures, as well as their influence, and clarifying the purpose of the strategic plan set.

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- Educate the public about the importance of saving and mechanisms to direct it towards investment, direct it to renewable resources, motivate it to reduce unnecessary consumption to preserve it, promote the possibility of alternatives and their optimal utilisation.

- Sensitisation of the global economic crisis.

- Supporting beneficial projects and industries by promoting them professionally, because the public is no longer naive or far from what is happening in the global and local markets. Anyone who receives information related to an international company withdrawing hundreds of thousands of its products from the market due to a relatively small defect, will not accept the defect of the product he wants, whether local or non local, because his opinion will be based on evidence, which is difficult to ignore, which helps create competition based on true information, to achieve. In the end, everyone benefits.

Based on the objective data and facts, as well as seeing some problems that hinder the performance of the media in balancing the economic development of the Islamic Ummah, it is important to emphasise the following points as suggestions and recommendations.

First: Support and develop the media, recognise its role and performance, and involve it in various development activities.

Second: Work on specialised media channels, either reading, audio or video, prepare specialised media cadres, as well as, involve them in training and development courses in press editing and improve their information through the participation of professors interested in economics and economic planning in general.

Third: Utilise the expertise of civil and civic organizations in monitoring the obstacles that hinder development and present them for dialogue, criticism, treatment, and develop solutions without doubting or covering up the mistakes of institutions concerned with economic problems [1].

Fourth: Encouraging and sponsoring various media, especially special ones, to prepare plans and programmes, and sponsoring economic institutions, both public and private, in broadcasting and spreading economic awareness among those who are responsible for the production process in increasing production, improving the quality of production, and invest time for better performance. On the other hand, prepare an organised and planned mechanism awareness programme, among the consumer community in carrying out their responsibilities in increasing awareness, organised consumption, avoiding waste and futility of consumption and organising individual consumption and family in a way that contributes to the development process in the country concerned and here we mean our Islamic countries.

5. Understanding the Economic System

Before we discuss all kinds of things, we have to know first, what is the economic system? An economic system is an arrangement of economic elements that are interconnected and work to solve economic problems and achieve certain goals. Production, distribution, and consumption activities all play a major role in an economic system. In

addition, the economic system is divided into many types, the economic system refers to a set of social institutions related to the production, distribution and use of goods and services in a society [3].

The fundamentals of Islamic economics start with the differences it has with the capitalistic, communistic, socialistic and other mixed types of economic engines that have existed over the past centuries. Islamic economic system consists of organizations, institutions, and social values that exemplify the production, exchange, and consumption of goods and services. Those who follow Islam are encouraged to lead a life of material gain in a way that shows respect for others, makes their place secure in the world, and provides a source of happiness for their families.

Reference [14] explains the Four Types of economic systems that are well known and widely practiced today, namely:

1. The Capitalist Economic System which is sometimes called the Free Market Economic System means an economic system in which individuals and private parties are free to make all economic decisions without government intervention. This system is practiced by the United States, Hong Kong.
2. Central Planning Economic System. Central Planning is an economic system in which the government has full power in all economic activities, in this system the government owns all factors of production and has full rights to make economic decisions. Examples of countries that use this system: are North Korea, China and Russia.
3. Mixed Economic System. It means an economic system that combines the advantages of a capitalist economic system and a centrally planned economic system. Individuals and private individuals are free to own factors of production, but certain factors of production are owned by the government, the Government also controls the ownership of factors of production through law. According to this system, individuals and the private sector are free to make economic decisions, free to choose goods or services to maximise satisfaction, but the Government can still issue public goods to maximise welfare. This system is practiced by Malaysia, Indonesia, Thailand and Singapore.
4. The Islamic Economic System is an economic system based on Islamic Sharī'a, Al-Qur'ān and As-Sunnah and based on Aqīdah (faith).

6. Main Features of the Islamic Economic System

The Islamic economy is a modern global economy that combines individual and collective ownership. It is characterized by being a divinely created economy based on tolerant Islamic principles. Money is Allāh's money, and man is left behind the earth to build it and to walk on the slopes of the earth and eat from Allāh's provision, just as the consumption of usury, excessive profit, and wrongful monopoly are forbidden.

The Islamic economy is characterized by being a realistic and tolerant economy that is qualified to build a balanced economic life that allows the individual to practice his economic activity and preserve his rights and individual

property. It also sets for him duties and legal controls that limit his unlimited freedom. It is an ethical economic system that does not allow suspicious individual practices that harm others. It prevents fraud, monopoly, and excessive profit. It also fights usury and exploitation.

It also allows the people to practice its economic activity without affecting individuals, but rather preserves the freedoms of individuals, which constitute the people and encourage integrated economic competition, not monopolistic competition, so that society lives in an integrated and balanced manner with its members, so that it respects its rights and property. The individual also preserves and respects collective property, and thus society prevails. Justice, balance, equal opportunities and a clean, balanced economic life. The Islamic economy is characterized by the following main features:

1. As part of the whole Islamic life system. The Muslim believes that his effort and all his actions and movements are in pursuit of the pleasure of God Almighty, this is a line with the saying of Allāh in the Holy Qur'ān: "Say (O Muhammad PBUM) Verily, my prayer, my sacrifice, my living, and dying are for Allāh, the Lord of *Ālamīn* (mankind, jin and all that exists) [13]. Accordingly, business and economic activities are acts of worship through which the believer seeks reward from Allāh. The believer's economic activities must be based on the teachings and guidance of the Al-Qur'ān and authentic Hadith of Prophet (PBUH), and his goal should be In order to obtain pleasant of Allāh (SWT).

2. There is fair and equitable competition between individuals. The Islamic economy was not as narrow and difficult as the common people believed, and the aim of it was justice, fairness, and consideration of the interests of others in commercial and economic affairs. The Holy Qur'an emphasize the importance of justice and fairness in business: "And O my people, give full measure and weight in justice and reduce not the things that are due to the people, and do not commit mischief in the land, causing corruption." [13]. The Islamic economy System must include the following:

- a. Individuals are free to choose halal goods and services.
- b. The company is free to produce goods according to Islamic law.
- c. The Government regulates the freedom of individuals and Enterprises with laws.

3. Balance between individual and community interests. According to [16] "A careful study of "Kitāb al-Buyū'" (the book pertaining to business transactions) will reveal the fact that the Holy Prophet (may peace be upon him) based business dealings strictly on truth and justice. He has strongly disapproved all transactions which involve any kind of injustice or hardship to the buyer or the seller. He wanted that both, the buyer and the seller, should be truly sympathetic and considerate towards each other. One should not take undue advantage of the simplicity or ignorance of the other. The seller should not think that he has unrestricted liberty to extort as much as possible from the buyer. He has to be just; he should take his own due and give the buyer what is his."

To avoid injustice and aggression in the economy, it is desirable for the authority or government to intervene to

legislate and monitor as follows [11]:

- a. The government will issue public goods to maximise the welfare of the people.
- b. Individuals must pay zakāh (charity) to distribute wealth to the less able (poor).

7. The Importance of the Islamic Economic System for Society

Islam is the most complete order of life on the surface of Allāh's earth and a religion that prioritises belief and logical proof over all its teachings. As it is stated in the Al-Qur'ān, that Man was sent down as a caliph to this earth, to organise and prosper this earth by following the rules and wishes that have been set by the Creator of this world. Everything that happens on this earth is according to the rules that have been set by Allāh SWT. However, there are people who often violate these rules and regulations to the point of destroying the earth according to their desires. All economic activities that take place in this world are also according to divine decrees. All the wealth that humans have is a gift from the Almighty. Humans are lent a small amount of wealth in the world to make the best use of it. Every property owned will eventually be counted and questioned by Allāh SWT to be held accountable [8].

Economic activities are very important to bring people to an organised order. Economics is one of the fields of social science that discusses and studies human activities directly related to the distribution, consumption as well as production of goods and services.

The economic system that is used by most people in this day and age is a system that is not based on Islamic Sharia, which is the conventional economic system or better known as the Capitalist system. There are various systems that do not follow Sharia such as socialism and communism. This capitalist system is the most widely used nowadays. This economic system is also known as the free enterprise system. Through this system, each individual has the right to use and control the economic goods he has acquired, prevent others from using the goods and decide how the goods should be used after death. In this case, every individual and organisation is free to use any means to achieve profit [6].

Previously it has been stated, regarding the basic understanding of the economy and one of the systems used today which is the Capitalist system. Is there no other system worth using or practicing? We have been taught with various lessons based on Al-Qur'ān and As-Sunnah. Muslims were born into this world to prosper the face of the earth by following all the boundaries and rules that have been set and Allāh has established pure values in society.

During the time of the Prophet SAW, he implemented the Islamic economic system to develop the success of Islam at that time. The Islamic economic system that has been taught by the Messenger of Allāh, has brought down other systems that are used by most people to oppress people and only benefit certain groups [5].

In the Al-Qur'ān and the hadiths of the Prophet, there are many principles of Islamic economics,

The fundamentals of Islamic economics are contained in the Al-Qur'ān and also the As-Sunnah of Rasullullah

SAW. From these sources, Islamic scholars and economists have derived some important principles in the Islamic economic system. The main principles have been formulated as follows:

1. Unity
2. Equilibrium
3. Freedom (free will)
4. Responsibility

Islam emphasises justice in all matters, by prohibiting all forms of oppression, usury, fraud, bribery, unbalanced monopoly, market manipulation and all forms of malpractice or things that oppress and harm certain parties. Allāh has said in Al-Qur'ān Surah An-Nisa' verse 29 which means:

“O you who believe, do not consume your neighbour's property in a false way, except in the way of business that takes place with mutual consent between you. and do not kill yourselves. Indeed, Allāh is Merciful to you.” [13].

One of the best ways for the Muslim community to improve living standards and the economy is through trade (buying and selling). The implementation of trade must be in accordance with the limitations of sharia and also in accordance with the model of the Islamic economic system.

Islam greatly encourages its followers to seek wealth and comfort in life and business is a great example for this. However, at the same time, Islam set guidelines for everything that we do so that it is in accordance with what Allāh SWT asked from us. This is in line with a hadith from Abu Sa'id (RA), where the Prophet (PBUH) said: "The truthful, trustworthy merchant is with the Prophets, the truthful, and the martyrs." [17].

Trade is neither forbidden nor reprehensible in Islam. Allāh has blessed the Quraish by making trade easy for them in the winter and summer, for which they travel to the Levant and Yemen. Allāh says: “It is a great Grace from Allāh for the protection of the Quraish. And with all those Allāh's Grace and protections, We cause the Quraish caravans to set forth safe in winter (to the south) and in summer (to the north without any fear). So let them worship (Allāh) the Lord of this House (the Ka'bah in Makkah). He Who has fed them against hunger, and has made them safe from fear.” [13].

The merchant whose trade does not distract him from his religious duties, who purifies his money, who adheres to the limits set by Allāh, and who does not have greed that drives him to monopolize the commodity or raise prices for Muslims, or to cheat or swear falsely, or to deal in forbidden sales... is the merchant who adheres to Allāh's limits and he does not deviate from them. On the Day of Resurrection, he will be with the righteous and the martyrs.

According to [1], Islamic Economy can complement the needs and wants to fulfill the welfare of society. The results obtained can be the economy of a society, country or organisation. Allāh has made this earth a place for

humans to work and exploit all its resources. Resources such as petroleum, gas, animal husbandry, agriculture, all the products of the earth and various other resources obtained must be used and distributed in accordance with the rules set by Allāh SWT. The use of these resources is one of the processes of implementation and economic development.

There are many benefits and advantages that the community will be able to enjoy through the practice of the Islamic economic system and then putting aside the conventional system that oppresses the community and only benefits certain parties. Therefore, it is our responsibility as Muslims to implement and carry out economic activities based on Islamic Shari'a and be able to show that Islam is the best way of life for humans [15].

Implementing an Islamic economic system is one of the demands in Islamic law. It is very important to improve the socio-economics of Muslims in particular and humanity in general. With the implementation of the Islamic economic system, then human life will be more organised and guaranteed without any oppression from irresponsible parties. Islam will guarantee the lives of Muslims and non Muslims alike. Therefore, let us all implement this demand by making changes for the better and how important it is for us to implement an economic system based on the demands of Sharia.

8. Conclusion

In this article, it is concluded that mass media plays a role in helping companies grow rapidly. This is because the media can advertise products produced by a company and introduce goods to the market that can generate sales. One of the roles of the mass media is as a very important source of information for the community.

Mass media can be used as an influential tool in the field of education, dissemination of knowledge and information related to economics, sports and can help the process of interest in reading. Through the media, people gain knowledge about everything that happens in the country and abroad. For example, for an entrepreneur, the latest information about the field of business will be able to help the entrepreneur to make business plans, formulate strategies and can avoid the company from losses.

The media has an important role in disseminating news and information about economic developments to the Islamic community and Muslim Ummah, and this can only be achieved by preparing cadres who have knowledge of the correct Islamic doctrine, the objectives of Islamic jurisprudence and the goals of Islamic Da'wah.

It is also concluded that Islamic economics does not know the separation between what material is and what is spiritual and does not distinguish between what is worldly and what is otherworldly. Every material or worldly activity that a person undertakes is, in the view of Islam, a spiritual work, if it is lawful and sought. It is for the sake of Allāh. The Islamic economy is a divine, moral, humane, and moderate economy.

The Islamic economy is an economy that is honest, balanced in concept and application, and based on the Qur'ān and Sunnah. It is the economy that Allāh established for human beings to govern their economic, financial, and administrative lives. Prosperity, recovery, justice, equal opportunities, brotherhood, and love prevail in economic societies.

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