

Youtube Creative Content As A Source Of Income From Islamic Business Ethics

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ABSTRACT

The increasingly fierce business competition, especially at the global Revised level, not only requires business actors to always be vigilant and Accepted creative, but also has an unfavorable impact on the environment and human benefit. This phenomenon implicates the many actions of business people tend to ignore the principles of business ethics. This study aims to discover how YouTube creative content is used as a source of income by Youtubers Community from Indonesia and to find out its accordance with Islamic business ethics. The subjects in this research are Indonesia YouTubers whose Youtube channels have been monetized and have more than 100,000 subscribers. Data was collected through observation and documentation. Data was analysed using qualitative analysis by describing events and relating them to Islamic business ethics. The results of the study found that there are some YouTubers who ignore some principles of business ethics in Islam by posting negative content (obscenities, vulgar videos, and pranks), namely: Jess No Limit, Frost Diamond, namely: Ricis Official, Atta Halilintar, Rans Entertainment, Baim Paula, GEN HALILINTAR.

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INTRODUCTION

YouTube as one of the media for sharing videos on the internet has dominated this industry since a few years ago. In fact, its existence has made a small group of people in the world depend on their lives through content created on personal channels in order to have a decent income. Basically, YouTube is a website that facilitates its users to share the videos they have, or simply enjoy various video clips uploaded by various parties. There are various kinds of videos can be uploaded to this site, such as music video clips from certain musicians, short films, television films, movie trailers, educational videos, video blogs belonging to vloggers, video tutorials on various activities, and many more. YouTube is a social media that started to rise 5 years ago. According to YouTube's official website, currently YouTube has more than one billion users, which is almost a third of all internet users. According to DeCesare, In comparison says YouTube and Video are excellent resources for online videos. These sites differ greatly in their offerings for user uploads. Video length, audience, and available tools vary. "Streaming Video Resources for Teaching, Learning, and Research," will also include some excellent open access,

Now, the function of YouTube is not just to be an entertainment site and application, but also a place to earn a promising income for young people. They see that the success of being famous on YouTube is a shining goal. Because, when someone is famous on the YouTube site, payment or wages received for this achievement will be equivalent to a doctor's salary and even be able to surpass it. Today's YouTube has been used as income by users who are called YouTubers/creator content as a business field. Islam obliges every Muslim, especially those who have dependents to work. Work is one

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of the main causes that allows humans to have wealth to enable humans to try to earn a living. Allah SWT widens the earth and provides various facilities that can be used to earn sustenance. As said in the word of God:

ر النَّشْوَ وَالْيَه ِرَزَقَه Amen

Meaning: "He is the one who made the earth for you easy to explore, so explore in all directions and eat some of His sustenance. And only to Him you (return after) being resurrected (Sura Al Mulq, Ayat: 15)."

كُرُونَ تَشْ مَا فَلْيَالْ مَعَايشَ هَا فِي مَكَّنَّ َكُم وَاَلْفَدْ

Meaning: "He is the one who made the earth for you easy to explore, so explore in all directions and eat some of His sustenance. And only to Him you (return after) being resurrected (Sura Al A'raaf, Verse: 10)."

Islam gives advice to seek sustenance and places great emphasis on obliging the halal aspects, both in terms of acquisition and utilization (management and expenditure). However, business competition is getting tougher, especially at the global level, not only makes business actors always alert and creative, but also brings unfavorable impact on the environment and human welfare. The desire to win this competition has implications for the many actions of the actors businesses that tend to ignore good and ethical business principles that are in line with business ethics. Business ethics is the study of the merits and demerits of human behavior, including relations and values in business contracts. Then in Islamic business ethics added the halal-haram which can be understood that in running a business must follow the limits allowed in Islamic law. Islamic business which is controlled by halal and haram rules, both from the method of obtaining and using assets, is completely different from non-Islamic business. With a foundation of secularism that is based on material values, non-Islamic businesses do not pay attention to the halal and haram rules in every planning, implementation and all efforts that are made in achieving business goals. businessmen or in this case YouTube content creators often ignore the value of the principles of business ethics in Islam, for example such as prank content, namely pranking others so that the victim is shocked because it violates the principles of Benevolence/Ihsan in Islamic business ethics. One video is in the form of prank content that has been viral in South Kalimantan, namely pretending to be a kuntilanak from Hendri Espihartati, reported by Detiknews in March 2020, Hendri admits that he is willing to pretend to be a kuntilanak to scare residents just to get more views and make his video viral on the Internet. Based on these problems, it can be studied more deeply about YouTube's creative content which is used as a source of income.

METHOD

This research is descriptive qualitative, that is, by revealing the existing facts from the data collected, as well as describing and describing the events that occurred.

Table 1. No Channel Name Number of Subscribers

| No | Channel name | Number of Subscribers |
|----|--------------------|------------------------|
| 1 | Ricis Official | 30,000,000 Subscribers |
| 2 | AH | 29,000,000 subscribers |
| 3 | Jess No Limit | 24,000,000 subscribers |
| 4 | Rans Entertainment | 23,000,000 subscribers |

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| | | |
|---|----------------|------------------------|
| 5 | Frost Diamond | 21,000,000 subscribers |
| 6 | Baim Paula | 20,000,000 Subscribers |
| 7 | GEN HALILINTAR | 17,000,000 subscribers |

Youtube Creative Content

Creative content is information that contains things that were created using a variety of approaches, either something that has never existed before or old things but packaged again to keep up with current developments. Creative content is a form of presenting information in which it can be in the form of entertainment, news or other information presented original through new media (new media). Creative content can be in the form of articles, videos, audio or multimedia uploaded on the Internet. The existence of new media allows people to produce various content independently and with relatively small capital. For example, audio-video media, which has been dominated by the television industry with large capital in its production and distribution, is now much more affordable for its production and distribution processes. Content creators can edit audio-video files online and upload them on video-sharing websites like YouTube or Vimeo and place ads on them and earn passively. A person or group of people who have their own YouTube channel, make videos that are unique, funny and interesting, show vlogs, tutorials, etc., and look for subscribers (subscribers) are called YouTubers. A YouTuber can play a role in front of or behind the scenes, come up with creative ideas so that it attracts subscribers to watch on their YouTube account channel. and interesting, showing vlogs, tutorials, etc., and looking for subscribers (subscribers) are referred to as Youtubers. A YouTuber can play a role in front of or behind the scenes, come up with creative ideas so that it attracts subscribers to watch on their YouTube account channel. and interesting, showing vlogs, tutorials, etc., and looking for subscribers (subscribers) are referred to as Youtubers. A YouTuber can play a role in front of or behind the scenes, come up with creative ideas so that it attracts subscribers to watch on their YouTube account channel.

YouTube Source of Income

Turning YouTube content into income is called monetizing. Monetization is done by displaying ads (adsense), receiving sponsorship from other parties, selling their own products, and so on. As a YouTuber, in order to monetize videos, you must join the YouTube Partner Program (YPP) with the following conditions, the Youtube channel must have at least 10,000 views; videos on the Youtube channel have been watched 4,000 hours in 1 year and have a minimum of 1,000 subscribers (subscribers); and Follow YouTube's Community Guidelines, such as content that contains sexual content or nudity, content that is harmful, dangerous and violent, and hateful. Youtube also prohibits copyright infringement in uploaded content.

Islamic Business Ethics

According to Manullang, business is a term to describe all the activities of various institutions, from those that produce goods and services that are necessary for people's daily lives. In general, business is defined as an activity carried out by humans to earn income or income or sustenance in order to fulfill their needs and desires by managing economic resources effectively and efficiently. According to Muslich, the business economic sectors include agriculture, industry, services and trade (Norvadewi). As for in Islam, business can be understood as a series of business activities in various

forms that are not limited by the amount (quantity) of ownership of assets (goods/services) including profits, however, it is limited in terms of obtaining and utilizing the assets according to the halal-haram rules). Business ethics can mean thoughts or reflections about morality in economics and business. Meanwhile, Islamic business ethics also includes the above but is supplemented by sharia guidelines and morals. It is hoped that the formulation of these axioms will become a reference for the moral awareness of Muslim businessmen to determine the principles they adhere to in running their business. The axioms are as follows: It is hoped that the formulation of these axioms will become a reference for the moral awareness of Muslim businessmen to determine the principles they adhere to in running their business. The axioms are as follows: It is hoped that the formulation of these axioms will become a reference for the moral awareness of Muslim businessmen to determine the principles they adhere to in running their business. The axioms are as follows:

- a. Unity (Unity). The universe, including humans, belongs to Allah, who has perfect omnipotence (sovereignty) over His creatures. The concept of monotheism (vertical dimension) means that Allah as God Almighty sets certain limits on human behavior as caliph, to provide benefits to individuals without compromising the rights of other individuals. Individuals have similarities in their self-esteem as humans. Discrimination cannot be applied or prosecuted solely on the basis of skin colour, race, nationality, religion, sex or age. The rights and economic obligations of each individual are adjusted to the capabilities and capacities possessed and synchronized with each of their respective normative roles in the social structure. Based on this, some role differences exist between adults, on the one hand, and the elderly or adolescents, on the other, or between men and women. Whenever there are differences like this, then their rights and obligations must be arranged in such a way as to create a balance. Islam does not recognize the existence of socio-economic classes as something that is contrary to the principle of equality and the principle of brotherhood (ukhuwwah). Because it adheres to the teachings of Islam in all its aspects, it is considered as a means of gaining the pleasure of Allah. Islam does not recognize the existence of socio-economic classes as something that is contrary to the principle of equality and the principle of brotherhood (ukhuwwah). Because it adheres to the teachings of Islam in all its aspects, it is considered as a means of gaining the pleasure of Allah. Islam does not recognize the existence of socio-economic classes as something that is contrary to the principle of equality and the principle of brotherhood (ukhuwwah). Because it adheres to the teachings of Islam in all its aspects, it is considered as a means of gaining the pleasure of Allah.
- b. Equilibrium (Balance). In carrying out activities in the world of work and business, Islam requires one to act fairly, including those who are disliked. The notion of fairness in Islam is directed so that the rights of others, the rights of the social environment, the rights of the universe and the rights of Allah and His Messenger act as stakeholders in one's fair behavior. All of these rights must be placed accordingly (according to sharia rules). Not accommodating one of the rights above, can place that person in tyranny.
- c. Free Will. Humans have a tendency to compete in all things, including the freedom to enter into contracts in the market. Therefore, the market should be a reflection of the enactment of the law of supply and demand which is represented by price, the market is not distorted by the hands of those who deliberately play with it. For Smith, if each individual is allowed to pursue his own interests without any interference from the government, then he seems to be wavering by an invisible hand (the invisible hand), to achieve the best in society.

- d. Responsibility. The axiom of individual responsibility is so fundamental in Islamic teachings. Especially when associated with economic freedom. Acceptance of this principle of individual responsibility means that everyone will be personally judged on the Day of Judgment. There is no single way for a person to get rid of his evil deeds except by asking Allah's forgiveness and doing good deeds (good deeds).
- e. Benevolence (Ihsan). Ihsan (benevolence), means carrying out good deeds that can provide benefits to others, without any specific obligations that require these actions or in other words worship and do good as if you see Allah, if you are unable, then rest assured that Allah sees. According to Siddiqi, sincerity is more important than justice in social life. Because according to him justice is only "the corner stone of society", while Ihsan exists "beauty, and perfection" social system. If justice can save the social environment from unwanted actions and the bitterness of life, kindness actually makes this social life sweet and beautiful.

RESULTS AND DISCUSSION

Based on the form of content from the 7 YouTubers in this study, so that it is easier to understand, the authors can classify it in tabular form, as follows:

Table 2. Classification of YouTuber content forms

| Content Form | Youtuber |
|---------------|--|
| Education | Ricis Official, AH, GEN HALILINTAR, Baim Paula |
| Entertainment | Rans Entertainment |
| Gaming | Jess No Limit, Frost Diamond |

YouTuber Content Forms

The following is an analysis of the Youtube content in the principles of Islamic Business Ethics.

a. Unity/Tawhid

This principle teaches that every human action, deed, word, heart and mind must reflect faith in Allah SWT. In this principle, it was found that several content creators indicated that they were responsible for all the actions and content in the video content they created by not containing content that was not in accordance with Islam, such as nudity, fraud, etc. Such as content belonging to the Eybel Channel which purely contains only good comedies, as well as content from Said Jola and Tommy Kaganangan which purely introduces Banjar-style cultures, and Educational content belonging to Sceror as well as AS Game. However, there are some YouTubers who also ignore this ethical principle, such as Jess No Limit's YouTube content, Frost Diamond. Kahfi Official which contains Subur Gaming videos which contain Prank content as well as YouTubers who use dirty words as a characteristic of humor in their videos. Such forms of content clearly do not describe the characteristics of monotheism and do not show faith in Allah SWT, because they do not care about the negative impact on others and especially on themselves.

b. Equilibrium / Balance

This principle teaches that humans in every activity including doing business must be fair, both fair for themselves and fair for others. So it can be said that this principle teaches that in carrying out a

business action one must think about justice for people in their environment, one must not think about one's own gain while there are parties who are harmed.

c. Free Will/Freedom

Islam teaches that every human being has the freedom to choose and determine everything including doing business. But also do not ignore the commands and prohibitions of Allah SWT. The business that is run by YouTubers is the freedom to choose for each individual, not only in terms of choosing a business, they are also given the freedom to choose whatever things they want to turn into creative content without violating God's commands.

d. Responsibility / Responsibility

This principle teaches that in every human activity including doing business there is individual accountability, both to Allah SWT, oneself, and those closest to them. With the discovery of several content creators who make prank content, where the content is in the form of pranking and pranking other people and this can harm other people because they feel annoyed, angry and cheated. So that means some YouTubers don't feel responsible for how they treat other people and ignore the effects of their actions.

e. Benevolence/Ihsan

The principle of honesty and truth is the last principle in Islamic business ethics. Every activity, no matter how small, involves other parties to always be honest and do good. In addition, a good source of income, of course, does not harm other people. According to the author, there are many YouTubers who lead negative opinions, such as: spreading hoaxes, so as someone who makes content a source of income, they should pay attention to what is displayed on the content.

CONCLUSION

Based on the results of research that the authors have conducted on Indonesian YouTuber content, it can be concluded that: (a) the forms of creative content created by Indonesia are diverse, including: Entertainment, Gaming, Comedy, Music and Education; and (b) Youtube creative content as a source of income in terms of Islamic Business Ethics, case studies of YouTubers in Indonesia, some of which are appropriate and some that are not in accordance with the ethical principles of doing business in Islam. from the Creative Content that is used as a reference for viewing, there are several YouTubers who ignore several ethical principles of business in Islam by loading content containing negative content (obscenity, vulgar scenes, and nosy/fraudulent actions), and there are also several YouTubers who fulfill the principles of business ethics in Islam and have an awareness of the value of morality in the content they produce. It is suggested to content creators who work on any platform, especially YouTube, to place more importance on moral values in doing business, not just profit and to better educate oneself that doing business also places importance on ethics in accordance with Islamic Business Ethics, and for those who have implemented it to remain consistent in its application. Meanwhile, connoisseurs of creative content should be wiser in sorting shows, because viewing in cyberspace can affect the mindset of both adult viewers and especially children. to put more importance on moral values in doing business, not just profits and to educate oneself more that doing business also places importance on ethics that are in accordance with Islamic Business Ethics, and for those who have

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