

The Profession of YouTuber: Ethics in the Islamic Economics' Perspective

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Abstract

One of the phenomenal businesses and professions in the world in the millennial digital world is as a YouTuber who can provide very promising benefits. Therefore, as a neutral, strategic, and preferred media, YouTuber videos have their important points that apart from being land for business. The objective of this research is to provide an understanding of the ethics of the YouTuber profession from the Islamic economics perspective. This research applies library research. The result shows that YouTube can be used as a means of conveying messages while remaining committed to the following Islamic ethics business, are: First, the video content is legal, lawful, and does not contain contradictory content in Islamic values, such as non-educational and other unsuitable content. The criteria for services being "traded" is lawful and valuable. Second, the products and advertising content in the video are halal and legal. These contents do not market products non-halal ads, conventional financial institutions, liquor, illegal goods, products that damage health, and products that destroy children's morals. Third, clarity of rights and obligations between the parties, including a YouTuber as a service seller and a company as a buyer of services carried out according to the agreement. Besides, there are other Islamic business ethics, namely: 1) principle of monotheism teaches that everything must reflect faith in Allah SWT and is responsible for all human actions including economic and business activities. 2) principle of justice teaches humans in every activity must be fair, both to themselves and others. Third, the principle of responsibility teaches that in every human activity, there is accountability to Allah SWT. Fourth, the principle of freedom teaches that every human has the freedom to choose and determine everything. Humans are given free will to control their lives alone, but must not ignore the fact that he is completely required by the law of God. Fifth, honesty and truth. Every activity, no matter how small, the activities carried out can be seen properly and feel good for others.

Keywords: profession, YouTube, YouTuber, Islamic Economics

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1. INTRODUCTION

Among the phenomenal businesses in today's digital millennial world is the YouTuber profession. Currently, YouTube is not just a site, because, with YouTube, someone can make money. With this rapid development, more and more people are creating YouTube accounts to serve as jobs. A youTuber is someone who uploads, produces, or appears on videos on the site share on YouTube. Being a YouTuber is not difficult. If someone has a recording device such as a Smartphone, then with the help of high-speed internet, anyone can become a YouTuber (Rosidah, 2019). The YouTube environment is very supportive of the growth of creators and viewers contributing to

increasing public interest in using YouTube (Fauzi, 2020).

YouTube is a media-sharing site (media sharing), which is a type of social media that facilitates its users to share media, ranging from video, audio, and images. YouTube is the most popular video-sharing site in the world, it can even be said that YouTube is the video site most frequently visited and most visited by internet users. With various types of videos, YouTubers are certainly able to earn a good income with their work, so that it becomes a profession that can be done full time and part-time, depending on the intensity of time spent managing the channel. A profession is an activity that is carried out regularly to

earn income. So can it is analogous to a YouTuber with almost daily activities make videos, by thinking creatively to attract the interest of the audience the video, of course, we have to be serious in our activities, and the goal is definitely to benefit from the uploaded videos.

YouTuber is a term for video creators who make money by making interesting videos and uploading them on YouTube. Can being a YouTuber be considered a hobby? Of course, the profession started as a hobby (Aizid, 2009). One of the phenomenal businesses in the millennial digital world is the profession of a YouTuber (Sahroni, 2020).

The period for being famous on YouTube is also not specified how many months or years (Azizah, 2020). Many of the successful creators are only in a matter of months even in 1 year can already taste the magnitude of the wages that YouTube gives to creators who can attract much attention from the audience. A YouTuber is required to be able to create interesting content so that many viewers see it so that the income earned from the YouTuber profession continues to be large (Maulana, 2020). YouTube as a video creator community, provides an opportunity for everyone to monetize their uploaded videos. Monetization is a term that means cash in something. For example, monetization of YouTube, then the meaning is the activity of making YouTube make money. In terms of work that is taken seriously, it can be categorized as a profession with income from its business, namely by upload videos that will be paid a fee by Google by using flexible advantage then uploaded various types of videos which very popular on Youtube.

Based on the background description of the problem above, the main problem is how the YouTuber profession is in the perspective of Islamic Economics. Then actually, how much income from these YouTubers? Why are so many people so interested in jumping into the world of YouTube? The discussion about YouTuber income is always an interesting topic (Sukma & Murni, 2019). This research also is expected to be able to provide an understanding of business ethics from the Islamic economics perspective.

2. METHOD

This research is a type of library research. It is research carried out using literature (literature), either in the form of reference books or other research results

to support research. There are many types of library research (library research), including the study of the thoughts of figures, textbook analysis, and historical studies. In this study, the authors conducted a study of books, articles, the web, public forums on the internet, and sources others that have to do with the object of research.

In this research, the researcher collects data by reading and identifying from books, papers or articles, magazines, national and international journals, the web (internet), or other information related to the topic of this research.

3. DISCUSSION

One of the phenomenal businesses in the world in the millennial digital world is as a YouTuber. Besides being light, this work also provides very promising benefits. But what is the opinion of fiqh on the business? Being a YouTuber means we become a figure. It should be emphasized that as a media feature, YouTubers are a fairly neutral medium. Which of these media can be used for positive content such as the correct way of ablution and prayer, the Pillars of Islam, etc. Therefore as a neutral, strategic, and preferred medium. Youtube videos can be used as a means of conveying kindness while still using Islamic signs. YouTube can not only be used to find entertainment and information but can also be used as a business medium to make money.

YouTube is one of the most popular online platforms today. YouTuber or Content Creator is a term for the creators and uploaders of videos on YouTube. This profession is currently on the rise in the era of the development of the digital world. The term "YouTuber" is now considered a profession and many people create their videos to attract audiences (Rutkowski et al., 2019). Every work that humans do has a driving factor as their motivation. One of the professions that are currently very promising to get significant profits is to become a YouTuber.

The profession of a YouTuber is a new technology-based profession that is in great demand by the millennial generation. The reason YouTubers are in this profession and are not just a hobby but also because there are benefits that are obtained beyond the formal work that someone usually does as a permanent job (Jaya, 2020). YouTubers can become a profession if we get an income from the videos they upload. Meiliska (2020) states that the factors that influence YouTuber's interest in making YouTube as income are

influenced by internal factors and external factors. On internal factors, interest is influenced by needs, abilities, and motivation within oneself. Then for external factors, interest is influenced by the surrounding environment, popularity, and technological sophistication.

Therefore, as a neutral, strategic, and preferred media, YouTuber videos have their points, namely that apart from being land for business, they can also be used as a means of conveying messages of kindness while remaining committed to the following Islamic ethic business. The thought of business ethics came to the fore, on the basis that, Islam is a perfect religion. It is a collection of teaching rules (doctrine) and values that can lead humans in their lives to the goal of happiness in life both in this world and in the hereafter. Islam is a religion that provides an integrated way of life regarding the rules of social, cultural, economic, civil, and political aspects. It is also a system for all aspects of life, including the spiritual system and the system of economic behavior. Several Islamic ethic businesses should be considered as YouTuber profession, as follow:

First, the video content is legal, lawful, and does not contain content that contradicts Islamic values, such as non-educational content and other unsuitable content. As one of the criteria for services being traded is lawful and valuable (*mubah mutaqawam*). Then any video content that does not meet these criteria cannot be the object of the transaction. What is more, the effect of the video has a big impact on visitors because it can be watched and is easy to imitate. Furthermore, these impressions are packaged as well as possible so that they become interesting and useful videos. In fiqh, making products with attractive packaging and language that is easy for visitors to understand, along with the popularity of the YouTuber, is one of Ihsan's demands in working and making products. As the hadith from Abu Ya'la Syaddad bin Aus RA, from Rasulullah, SAW, said: "Surely Allah determines (requires) to do ihsan over all things ..." (HR Muslim). As Ali bin Abi Talib RA affirmed, "Speak to humans with what they understand. Do you like it when Allah and His Messenger are denied?" (Bukhari, Sahih Bukhari),

Second, the products and advertising content is shown in the video are also halal and legal because they are published through YouTuber videos. Thus, these advertisements do not market products that are against Islamic values, such as products of

conventional financial institutions, liquor, illegal goods, products that damage health, and products that destroy children's morals. Therefore, YouTubers only select (filter) products and ad content that match these criteria. For example, the ad filtering feature on YouTube's AdSense allows non-halal ads not to appear on YouTube videos. For example, YouTubers can also ensure that their video visitors are not exposed to retargeting ads from non-halal products.

If YouTubers earn through advertising. Both ads from Youtube or ads from the Youtuber's partner. YouTuber must pay attention that the advertisements displayed include permissible advertisements, do not contain haram, or do not invite things that are haram. If the ad contains haram, then it is not allowed to display it. Because this includes helping in sin and enmity. Allah Ta'ala said, "And help you in (doing) goodness and piety, and do not help in sin and enmity" (Surah Al Maidah: 2). It is based on the words of the Rasulullah SAW, "Whoever invites to the path of guidance (goodness), then he will get a reward similar to the reward of those who do it without reducing their reward in the slightest. Whoever invites to misguidance, then he will get a sin like the sins of those who do it without reducing their sins in the slightest" (HR. Muslim no. 4831). If YouTubers can't control the ads that appear (on YouTube videos), and the ads contain haram things such as music, pictures of women, then they can't take income from them. If all advertisements contain prohibitions, then it is not allowed to take income from these advertisements. But what if some ads contain haram and some are not problematic? As explained by the Fatwa Council of Islamweb which is guided by Sheikh Abdullah Al-Faqih, "As for the advertisements that contain haram, then it is not permissible to take income from them. And you must escape from the income that comes from these illegal advertisements. If you are in doubt about the amount, then you should try to estimate the amount of income you have to leave."

Third, there is clarity of rights and obligations between the parties, including a YouTuber as a service seller and a company as a buyer of services carried out according to the agreement. Therefore, being a YouTuber must be smart, smart in the sense of being able to filter and select content and advertisements that have certain criteria based on Islamic rule. For example, by choosing filtering ads on youtube AdSense can prevent non-halal ads from appearing on YouTuber videos. Besides, being a YouTuber must

have clear rights and obligations between the parties. Among them, YouTubers as service sellers with companies as service buyers, which are carried out according to the agreement or contract at the beginning. If the fee earned by the YouTuber is not based on the number of visitors who visit the company's advertisement in the video, then the transaction between the YouTuber and Youtube is categorized as buying and selling services to market the product in the advertisement through the YouTuber's video. However, if the fee earned by the YouTuber is based on the number of visitors who visit the ad impression, it is categorized as a sale or fee (reward or success fee) given based on achievement.

A Muslim should not be tempted by the amount of income if it contains haram. Do not be among those whom the Messenger of Allah (peace and blessings of Allah be upon him) warned against. In a hadith from Abu Hurairah RA, that the Rasulullah SW said, "There will come a time when people will no longer care about the wealth that he gets, whether from lawful or unlawful?" (Narrated by Bukhari no. 2059). It is undeniable that the income from Youtube can be very large. Sheikh Musthafa al-Adawi when asked about the above problem, he replied, "If the advertisement that appears is *fasidah* (contains damage). We must remember that Allah the Exalted said, "Is it the same between bad things and good things, even though sometimes the magnitude of the bad things makes you amazed. Fear Allah, O people who have a reason, may you be lucky" (Surah Al Maidah: 100).

Besides, there also main principles of Islamic business ethics, namely: first the principle of monotheism which teaches that every action, deed, word, heart, and human mind must reflect faith in Allah SWT. Therefore, all human activities must be framed with Allah SWT and are responsible for all human actions, including economic and business activities. Second, the principle of justice which teaches humans in every carrying out activities including doing business must be fair, both fair to himself nor fair to others. So it can be said that this principle teaches that in acting a business must think about justice for the people in their environment, should not think of their advantage while there are parties who lose. Third, the principle of responsibility is to teach that in every human activity, including business, there is accountability for each one, both to Allah SWT, to oneself, to those closest to him. Fourth, the principle of freedom teaches that every Humans

have the freedom to choose and determine everything including business. However, it must be understood that at some level, Humans are given free will to control their lives alone, but must not ignore the fact that he is completely required by the law of God. Fifth, honesty and truth are the last principles in Islamic business ethics. Every activity, no matter how small, involves the parties others to always be honest. It is said to be true if the activities carried out can be seen properly and feel good for others.

4. CONCLUSION AND SUGGESTION

Conclusion

As a neutral, strategic, and preferred media, YouTuber videos have their important points, that apart from being land for business, they can be used as a means of conveying messages of kindness while remaining committed to the following Islamic ethic business, they are as follow: First, the video content is legal, lawful, and does not contain content that contradicts Islamic values, such as non-educational content and other unsuitable content. As one of the criteria for services being traded is lawful and valuable. Second, the products and advertising content is shown in the video are also halal and legal because they are published through YouTube videos. Thus, these advertisements do not market products that are against Islamic values, such as products non-halal ads, conventional financial institutions, liquor, illegal goods, products that damage health, and products that destroy children's morals. Third, there is clarity of rights and obligations between the parties, including a YouTuber as a service seller and a company as a buyer of services carried out according to the agreement.

Suggestion

YouTube is a neutral media that can be used for positive or negative depending on the content it uses. If YouTubers want income or income from YouTube to be included in the halal income group, then we must be good at filtering ads, which advertisements will be displayed, and which advertisements do not need to be shown. After we filter the ads that deserve to be shown and those that are not worth showing, God willing, the income from YouTube includes halal income. As YouTuber, there are also several YouTube policies that you must comply with, including policy on harmful or harmful content, policy on violent content, policy on violent criminal organizations. policy on hate speech, policies regarding harassment & cyberbullying.

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