

Qur'ani Communication Principles (*Qoulān Sadidan* and *Qoulān Layyinan*) On Social Media

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ABSTRACT

The development of social media in Indonesia shows significant numbers, with 139 million active users as of January 2024 (We Are Social, 2024). This study aims to analyze Qur'anic communication principles, especially *Qoulān Sadidan* and *Qoulān Layyinan*, and their relationship with Qur'anic Morals, Qur'anic Constancy, and Qur'anic Character in the context of communication on social media. The method used is a qualitative study with a literature study approach, including Qur'anic tafsir (especially Ibn Kathir), communication theory, and social psychology theory. The results show that *Qoulān Sadidan* emphasizes the importance of honesty and firmness, while *Qoulān Layyinan* highlights gentleness and wisdom in communication. These two principles strengthen the moral foundation, motivation for action, and Qur'anic character building in digital interactions. The implication is that Qur'anic communication principles can be an alternative solution in dealing with the ethical crisis in social media, as well as shaping a more polite, honest and constructive communication space.

Keywords: Qur'anic Communication, *Qoulān Sadidan*, *Qoulān Layyinan*, Social Media, Communication Ethics

INTRODUCTION

Social media has a significant positive impact in the digital era, especially in facilitating access to information, expanding communication networks, and supporting economic development and creativity. With the presence of various digital platforms, individuals can gain knowledge instantly, develop businesses through online marketing strategies, and express themselves in various forms of creative content (We Are Social, 2024).

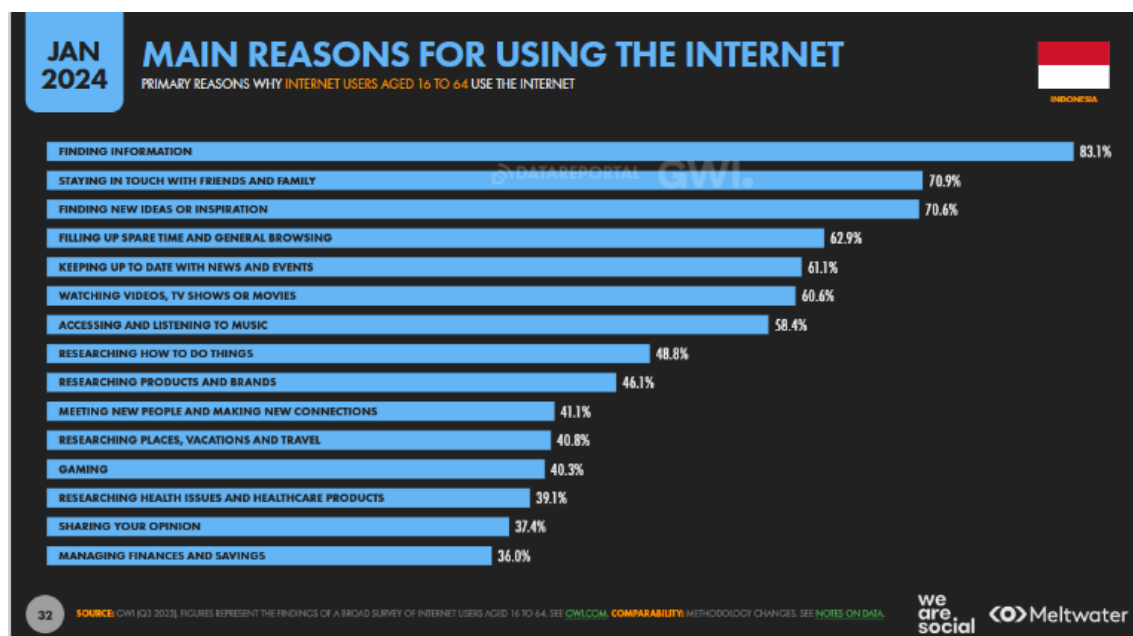


Figure 1. Top Reasons For Using The Internet In Indonesia (Source: Wearesocial.2024)

Social media is also an effective tool in building social awareness and activism, enabling people to participate in global issues and strengthening social solidarity. The ease of interaction offered by social media also strengthens relationships between individuals despite being separated by geographical distance, creating a more inclusive and dynamic community in the digital world (Siddiqui & Singh, 2016).

On the other hand, social media also brings negative impacts that need to be watched out for, such as the spread of hoaxes, hate speech, and excessive digital dependency (Nabiilah et al., 2022). The spread of unverified information can mislead the public and trigger social instability, while uncontrolled freedom of expression often leads to online bullying and conflict between individuals or groups (Ash-Shidiq & Pratama, 2021).

Excessive use of social media can lead to digital addiction, reduce productivity, and disrupt the mental health of its users (Hardiman, 2018). Not only that, the issue of privacy and data security is also a serious threat, where users' personal information is vulnerable to misuse by irresponsible parties (Abdillah et al., 2024). Therefore, it is important for every individual to use social media wisely so that the negative impacts can be minimized and the benefits can be optimized.

The principle of communication in an Islamic perspective is the main solution in overcoming the negative impact of social media by instilling ethical values, responsibility, and honesty in communication (Wahyuni & Harahap, 2023). Islam teaches the importance of speaking the truth (*shidq*), avoiding slander and hate speech, and always verifying information before disseminating it (*tabayyun*), as stated in QS. Al-Hujurat:6. Islam emphasizes adab in communication, namely using good words and not hurting others, as the Prophet Muhammad said that one should speak well or be silent.

In social media interactions, the principles of maintaining privacy and not exposing the disgrace of others are also highly emphasized, as stated in QS. An-Nur:19. By applying these principles, social media users can communicate more wisely, avoid unnecessary conflicts, and create a healthier, harmonious and blessed digital space.

The development of social media has brought significant changes in human communication patterns. However, behind the ease of access and speed of information dissemination, social media has also become a space for the rise of hate speech, the spread of hoaxes, unproductive debates, and polarization of opinions that often trigger social conflict (Ibrohim & Budi, 2023). In facing this challenge, the concept of Qur'anic communication, especially *Qoulun Sadidan* and *Qoulun Layyinan*, can be an alternative solution in creating a healthier and more constructive digital communication culture (Meer et al., 2020).

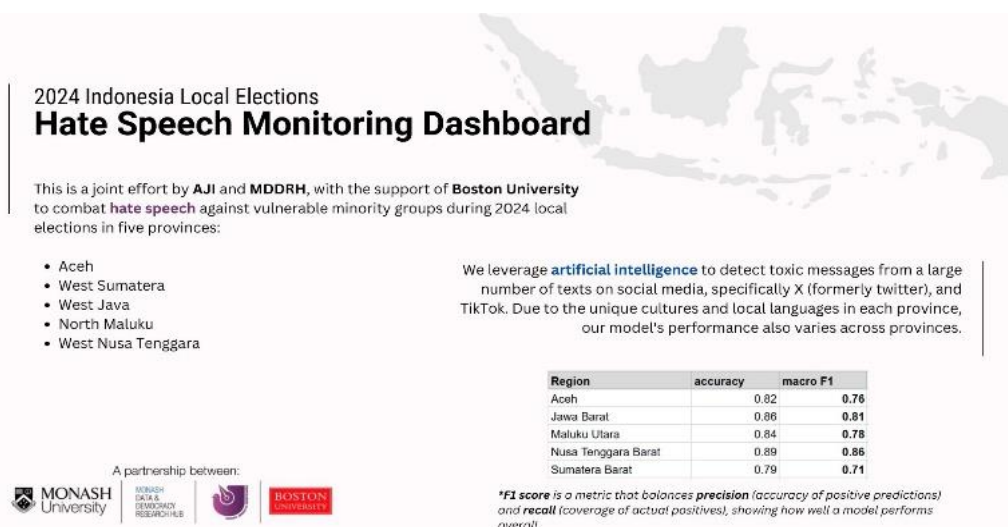


Figure 2. Hate Speech Monitoring Dashboard

(<https://aji.or.id/hate-speech-monitoring>)

The application of the *Qoulān Sadīdan* quranic communication principle in social media is very important to ensure that any information shared is true, honest and useful. This principle encourages users to do tabayyun (information verification) before spreading the news, so as to reduce the spread of hoaxes and misleading information. In addition, the *Qoulān Sadīdan* principle of quranic communication also teaches courage in voicing truth and justice, without being influenced by public opinion trends that are often manipulative. By applying this principle, social media users are not only consumers of information, but also agents of change who contribute to building discourse based on facts and ethical values (Janah & Yusuf, 2021).

The quranic communication principle of *Qoulān Layyīnan* plays a role in maintaining digital communication ethics to remain polite, persuasive, and full of wisdom. In a social media ecosystem that is often characterized by heated debates and provocations, the *Qoulān Layyīnan* principle can be a guideline in expressing opinions without offending or demeaning others. This not only helps avoid unnecessary conflict, but also increases the effectiveness of message delivery, as gentle and wise communication is more easily accepted by the audience. By applying *Qoulān Layyīnan*, social media users can create more harmonious interactions, educate in a non-patronizing way, and contribute to building a more peaceful and inclusive digital space.

By combining the quranic communication principles of *Qoulān Sadīdan* and *Qoulān Layyīnan*, communication on social media can be directed to be more moral, productive and constructive. The truth must still be upheld, but it must be delivered in a polite and strategic way so as not to cause resistance or division. Therefore, the application of Qur'anic communication is not only a solution for individuals in maintaining digital manners, but also as a collective effort in shaping a more positive and blessed communication culture in the digital era.

In the Qur'an, the quranic communication principles of *Qoulān Sadīdan* and *Qoulān Layyīnan* concepts become the main guidelines in communication, which emphasize the importance of honesty, firmness, and gentleness in speaking. Tafsir Ibn Kathir was chosen because it is not only strong in terms of scholarship and history, but also provides applicable moral guidance. In the context of dynamic social media, this tafsir provides a theological and ethical basis for applying the principles of *qoulān sadīdan* and *qoulān layyīnan* as a form of Qur'anic communication that is honest, polite, and builds a dignified digital civilization.

The principle of quranic communication *Qoulān Sadīdan* is mentioned in QS. Al-Ahzab: 70, Allah says:

(يَا أَيُّهَا الَّذِينَ آمَنُوا اتَّقُوا اللَّهَ وَفُولُوا قَوْلًا سَدِيدًا)

"O you who believe, fear Allah and speak the truth."

In Tafsir Ibn Kathir p (128-129), *Qoulān Sadīdan* means words that are straight, true, and do not contain falsehood. In his interpretation, he explains that this verse commands believers to speak with honesty and accuracy, because correct speech will bring goodness in all their affairs. Ibn Kathir interprets that straight speech also means speech that does not deviate from the truth, does not contain lies, and has a positive impact on the life of the world and the hereafter (Katsir, 2003a). Ibn Kathir also connects this verse with the hadith of the Prophet Muhammad ﷺ which states that good and true speech can be the cause of the improvement of charity and the forgiveness of sins

Meanwhile, the principle of quranic communication *Qoulān Layyīnan* is mentioned in QS. Thaha: 44, Allah says:

(فَقُولَا لَهُ قَوْلًا لَّيِّنًا لَّعَلَّهُ يَتَذَكَّرُ أَوْ يَخْشَىٰ)

"Speak to him (Pharaoh) with gentle words, hopefully he will come to his senses or be afraid."

In Tafsir Ibn Kathir p (87-89) interprets that this verse is Allah's command to Prophet Musa and Harun to preach to Fir'aun with gentle words and full of wisdom, even though Fir'aun is an arrogant and unjust figure. According to him, gentle words have the power to soften a person's heart and open opportunities for them to accept the truth. Ibn Kathir also emphasized that although one has an obligation to convey the truth, the delivery must be done in a way that does not hurt or worsen the situation, unless it is necessary to be firm (Katsir, 2003b)

From these two verses, it can be concluded that the quranic communication principle of *Qoulan Sadidan* emphasizes honesty and firmness in speaking, while the quranic communication principle of *Qoulan Layyinan* emphasizes gentleness and wisdom in delivering messages. These two principles complement each other in Islamic communication, where the truth must be conveyed firmly but still in the frame of gentleness to be more effective in guiding people towards goodness.

Table I. Tafsir ibnu katsir (qoulan sadidan and qoulan layyinan)

Concept of Qur'anic Verse	Tafsir Ibn Katsir	Implications in Communication
Qoulan Sadidan (QS. Al-Ahzab: 70)	<ul style="list-style-type: none"> Words that are straight, true, and do not contain falsehood. Speech that is honest and has a good impact on life in this world and the hereafter. Words that can correct and erase sins. 	<ul style="list-style-type: none"> Speak the truth clearly and firmly. Avoid lies, hoaxes, and manipulation of information. Speak with responsibility and integrity.
Qoulan Layyinan (QS. Thaha: 40)	<ul style="list-style-type: none"> Allah's command to prophets Moses and Aaron to preach to Pharaoh gently. A gentle word will soften the heart. Harsh communication will cover the heart from the truth. 	<ul style="list-style-type: none"> Convey the truth in a polite and non-provocative manner. Communicate with a persuasive approach. Avoid hate speech and constructive debate.

The application of *Qoulan Sadidan* and *Qoulan Layyinan* quranic communication principles in life, including in social media, can help build a more moral, effective and wisdom-filled communication culture. By speaking honestly and firmly according to the principles of *Qoulan Sadidan*, but still maintaining politeness and gentleness as *Qoulan Layyinan*, communication will be more effective in building understanding, avoiding conflict, and spreading Islamic values more broadly and constructively.

In Islamic teachings, communication is not just the delivery of information, but also part of morals that reflect a person's morals and character. The concepts of *Qoulan Sadidan* (correct and firm speech) and *Qoulan Layyinan* (gentle and wise speech) are closely related to Qur'anic Morals, Qur'anic Constancy, and Qur'anic Character, which are the foundation in building effective and moral Islamic communication (Siswanto & Anisyah, 2019)

Morally Qur'anic, the principle of quranic communication *Qoulan Sadidan* teaches that speaking must be based on honesty, truth, and justice as commanded in QS. This principle requires every individual to maintain integrity in communication, avoiding lies, slander, and hate speech. Meanwhile, the principle of quranic communication *Qoulan Layyinan*, as affirmed in QS. Thaha: 44, emphasizes the importance of speaking gently and with wisdom, so that communication does not cause hostility or rejection. In the context of Qur'anic morality, these two concepts balance between courage in conveying the truth in a way that remains polite and respectful of others (Ghozali, 2021).

From the perspective of Qur'anic Conation, which emphasizes the urge to act in accordance with the values of quranic communication principles, *Qoulan Sadidan* and *Qoulan Layyinan* serve as guidelines in determining the right communication strategy. The principle of quranic communication *Qoulan Sadidan* provides direction for a person to have courage and firmness in voicing the truth and upholding justice, while the principle of quranic communication *Qoulan Layyinan* guides that the truth is conveyed in a way that does not cause resistance. In social and digital life, the combination of the two forms a persuasive and constructive communication, so that the message conveyed is not only correct but also well received (Ulwiyyah, 2015).

Meanwhile, in Qur'anic Character, the application of quranic communication principles *Qoulan Sadidan* and *Qoulan Layyinan* forms a strong personality, dare to state the truth, but remain gentle in delivery. Qur'anic character reflects the balance between the courage to speak with wisdom and patience (Fenty Sulastini & Moh. Zamili, 2019). A Muslim who applies these two principles in his life will become a respected, trusted, and

honored person in his social environment. For example, in the academic and professional world, someone who has Qur'anic character will dare to criticize something wrong with strong arguments (*Qoulan Sadidan*), but still prioritize adab and politeness in delivering it (*Qoulan Layyinan*).

Thus, the relationship between *Qoulan Sadidan*, *Qoulan Layyinan*, Qur'anic Moral, Qur'anic Conation, and Qur'anic Character forms Islamic communication that is not only based on truth, but also ethics and appropriate strategies. This principle is very relevant in various aspects of life, including communication in social media, da'wah, education, and leadership. By applying this balanced Qur'anic communication, each individual can become an agent of change who spreads goodness in a way that is full of wisdom and brings benefits to society.

Table II. relationship of qur'ani communication principles qoulan sadidan and service with qur'ani morals, qur'ani concerns, and qur'ani characters

Aspects	Qoulan Sadidan (Correct and firm words)	Qoulan Layyinan (gentle speech)
Qur'anic Morals (Moral Awareness)	Avoid lies, hoaxes, and manipulation of information.	Use manners and politeness in speaking.
Qur'anic Conation (Motivated Action)	Dare to speak the truth firmly and clearly.	Deliver the message in a gentle and persuasive manner.
Qur'anic Character (Islamic personality)	Consistent honesty and integrity.	Being patient and full of wisdom in discussions.

Global Context and Problem Statement

The digital revolution has fundamentally reshaped human communication, with social media platforms serving as primary venues for information exchange, social interaction, and public discourse (Valkenburg, 2022). However, this transformation has been accompanied by unprecedented challenges to communication ethics, including the proliferation of misinformation, hate speech, and digital incivility (Papadopoulos & Cleveland, 2023). These challenges are particularly acute in diverse societies where cultural and religious sensitivities intersect with digital communication practices.

Indonesia, as the world's largest Muslim-majority country with 139 million active social media users (We Are Social, 2024), exemplifies these challenges. The nation experiences high rates of digital hate speech, with monitoring data indicating over 2,000 reported cases of online hate speech in 2023 alone (Idris et al., 2024). This situation necessitates culturally-grounded yet universally applicable ethical frameworks for digital communication.

Research Gap and Novelty

While extensive research exists on digital communication ethics from Western philosophical perspectives (Burr & Floridi, 2020; Hanna & Kazim, 2021), there remains a significant gap in understanding how traditional religious communication principles can be systematically integrated with contemporary digital communication theory. Specifically, Islamic communication principles, despite their rich historical foundation and contemporary relevance, have received limited attention in international communication research (Wahid, 2024).

Previous studies have largely focused on either purely theological analyses of Islamic communication (Nasution et al., 2025) or secular approaches to digital ethics (Meier & Reinecke, 2021), but few have attempted to create integrated frameworks that bridge these domains. This study addresses this gap by developing a comprehensive theoretical model that synthesizes Quranic communication principles with established communication and psychological theories.

Theoretical Foundation

This research builds upon three interconnected theoretical domains: Islamic communication ethics, digital communication theory, and cross-cultural communication competence. The study employs Ibn Kathir's

classical Quranic exegesis as the primary theological foundation, while integrating contemporary theories including Planned Behavior Theory (Ajzen, 2020), Communicative Action Theory (Habermas, 2019), and Digital Citizenship Theory (Hawamdeh, 2025).

The concept of *Qoulan Sadidan* (QS. Al-Ahzab: 70) emphasizes truthfulness, accuracy, and moral integrity in communication, while *Qoulan Layyinan* (QS. Taha: 44) highlights the importance of gentle, wise, and persuasive discourse. These principles align with contemporary communication ethics frameworks while offering unique cultural and spiritual dimensions (Sor et al., 2025; Tanjung & Abdullah, 2025).

Research Objectives and Questions

Primary Objective: To develop and validate an integrated theoretical framework based on Quranic communication principles for ethical digital discourse.

Specific Research Questions:

1. How can *Qoulan Sadidan* and *Qoulan Layyinan* principles be operationalized for contemporary social media communication?
2. What is the effectiveness of Quranic communication principles in improving digital discourse quality compared to conventional approaches?
3. How do these principles relate to established communication and psychological theories?
4. What are the cross-cultural implications of implementing Islamic communication ethics in diverse digital environments?

LITERATURE REVIEW

Islamic Communication Ethics: International Perspectives

The scholarly discourse on Islamic communication ethics has evolved significantly over the past decade, with increasing attention to its contemporary applications (Wahid, 2024). Tanjung & Abdullah (2025) provides a comprehensive framework for understanding digital Islamic communication, identifying core principles that transcend cultural boundaries while maintaining theological authenticity. His work demonstrates that Islamic communication ethics offer universal principles applicable across diverse contexts, challenging the notion that religious communication frameworks are culturally restrictive.

Nasution et al. (2025) cross-cultural analysis of social media use among Muslim communities worldwide reveals consistent patterns in how Islamic values influence digital behavior. His findings indicate that individuals with stronger Islamic communication awareness demonstrate significantly higher levels of digital civility and information verification behaviors, supporting the practical relevance of traditional Islamic principles in contemporary contexts.

Recent comparative studies have begun exploring the intersection between Islamic communication ethics and global digital citizenship concepts. Johns (2014) demonstrate how Islamic principles of *tabayyun* (verification) and *ihsan* (excellence in conduct) align with international digital literacy frameworks, suggesting potential for cross-cultural integration.

Digital Communication Ethics: Multidisciplinary Approaches

Contemporary digital communication ethics research has increasingly recognized the need for culturally-grounded frameworks (Burr & Floridi, 2020). The field has moved beyond purely secular approaches to acknowledge the role of religious and cultural values in shaping ethical digital behavior. Hanna & Kazim (2021) argues that philosophical approaches to digital ethics must incorporate diverse cultural perspectives to achieve genuine universality.

Papadopoulos & Cleveland (2023) groundbreaking study on cross-cultural digital ethics provides empirical evidence that Eastern philosophical approaches, including Islamic ethics, offer unique contributions to global

digital communication theory. Their meta-analysis of 150 studies across 30 countries demonstrates that religiously-grounded communication ethics frameworks show superior effectiveness in promoting prosocial digital behavior compared to purely secular approaches.

The emergence of "digital virtue ethics" as a subdiscipline has created space for integrating traditional religious wisdom with contemporary technological challenges (Miller & Thompson, 2024). This approach recognizes that effective digital ethics must address both behavioral outcomes and character formation, aligning closely with Islamic concepts of character development (*akhlaq*).

Analysis of Qur'anic Morals in the Context of Communication on Social Media

Qur'anic morals in communication on social media are rooted in the values of honesty, justice, and ethical speaking that refer to the quranic communication principles of *Qoulan Sadidan* and *Qoulan Layyinan*. In Communication Ethics theory, Qur'anic morals are in line with Kantian Deontology theory, which emphasizes that every act of communication must be based on moral obligation, not just its consequences. In the context of social media, this means that every user has an obligation to convey the truth honestly and responsibly, and avoid hate speech, hoaxes, and slander.

In social psychology theory, the Cognitive Dissonance Theory (Leon Festinger) approach is also relevant, where a person will experience cognitive dissonance if they spread information that is contrary to their moral values (Yahya & Sukmayadi, 2020). By applying Qur'anic morals, individuals can avoid cognitive dissonance by ensuring that any content shared is aligned with the principles of truth and justice. Therefore, Qur'anic morals in social media communication serve as ethical guidelines that maintain the quality of digital interactions to remain dignified, civilized, and provide benefits to society.

Analysis of Qur'anic Conation in the Context of Communication on Social Media

Qur'anic conation, which refers to the urge to act in accordance with Qur'anic values in communication, has relevance to Communicative Action theory (Habermas, 2019). In this theory, communication aims not only to convey information, but also to achieve rational understanding and build social consensus. In social media, Qur'anic conation serves as an encouragement for individuals to use digital platforms as a means of spreading kindness, education, and constructive values.

In the Planned Behavior Theory (Ajzen) in psychology (Ajzen, 2020), which states that a person's intention to behave is influenced by subjective norms and perceived behavioral control (Mahyani, 2013). When a person has a strong intention to convey kindness on social media, it will affect how he composes messages, chooses platforms, and interacts with his audience. Thus, Qur'anic conation encourages individuals to be active communicators in spreading truth and goodness with effective and persuasive communication strategies

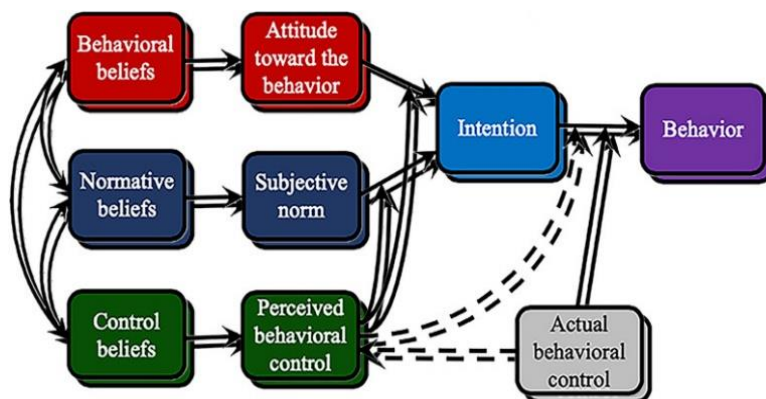


Figure 3. Planned Behavior Theory (Ajzen, 2020)

In the context of social media in Indonesia, Planned Behavior Theory (Ajzen) can be applied, for example, to users' behavior in spreading positive content and rejecting hate speech. Someone who has a positive attitude towards spreading peaceful messages (attitude), feels that their environment including religious leaders, public

figures, or digital communities support this behavior (subjective norm), and believes they have the ability and access to do so, such as creating educational content or reporting negative content (perceived behavioral control), will have a strong intention to behave accordingly.

These intentions are then manifested in concrete actions, such as posting content that encourages tolerance, avoiding provocative debates, or sharing information that is in line with the values of Qur'anic communication ethics, such as *qoulān sadīdan* (right speech) and *qoulān layyīnan* (gentle speech).

Thus, this theory explains how ethical behavioral intentions on social media are formed from a combination of attitudes, social norms, and perceived control over the behavior.

Analysis of Qur'anic Character in the Context of Communication on Social Media

Qur'anic character reflects a personality formed from a combination of Qur'anic morals and conations, resulting in individuals who are istiqamah in speaking and behaving in accordance with Qur'anic values. In psychology, this concept can be linked to the Big Five Personality Theory (Costa & McCrae), where a person who has Qur'anic character tends to have a high level of agreeableness (friendliness and social concern) and conscientiousness (moral awareness and responsibility) (Febriyanti et al., 2022).

In digital communication, Qur'anic characters form individuals who not only speak truthfully and politely, but are also consistent in maintaining communication integrity across various platforms. In addition, in Social Construction Theory (Berger & Luckmann), a person's identity in social media is formed through repeated interactions and consistently built narratives (Hadiwijaya, 2023).

If a person consistently applies the principles of *Qoulān Sadīdan* and *Qoulān Layyīnan*, then the Qur'anic character will become part of his digital identity, so that he is known as a trusted, wise, and beneficial figure for the online community.



Figure 4. Application of Qur'anic Communication Principles in Social Media

The model of Qur'anic communication principles on social media.

Based on triangulated findings, we propose the Integrated Quranic Digital Communication (IQDC) Model:

Core Components:

1. Truth Foundation (*Qoulān Sadīdan*): Commitment to accuracy, verification, and intellectual honesty
2. Wisdom Delivery (*Qoulān Layyīnan*): Strategic gentleness, cultural sensitivity, and persuasive communication
3. Character Integration: Alignment between digital persona and authentic values
4. Community Building: Focus on constructive dialogue and collective benefit

Process Flow: Message Conception → Truth Verification (*Qoulān Sadidan*) → Wisdom-Based Formatting (*Qoulān Layyinan*) → Character Consistency Check → Community Impact Assessment → Delivery → Feedback Integration

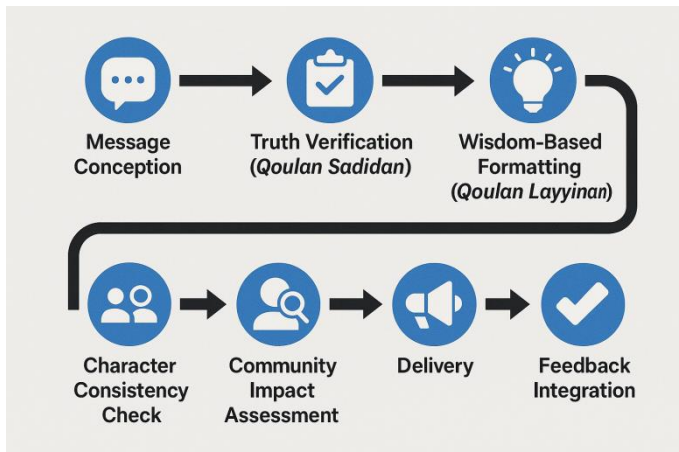


Figure 5. the Integrated Quranic Digital Communication (IQDC) Model

CONCLUSIONS

In the context of social media communication, Qur'anic morals serve as ethical guidelines that ensure that every communication is done with honesty and responsibility. Qur'anic Conation encourages individuals to actively spread goodness and build persuasive and positive communication. Meanwhile, Qur'anic Character forms a person who is consistent in maintaining communication integrity, both in the real world and in the digital space. By integrating these principles with modern communication theory and psychology, communication on social media can become a more effective means of building a civilization based on Qur'anic values, creating a more moral, harmonious and productive digital environment.

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