Ethical Business Communication in the Digital Age: A Literature Review on the Integration of Islamic Ethical Principles

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Abstract	The digital era has revolutionized business communication, presenting both unprecedented opportunities and complex ethical challenges. This paper explores the critical importance of ethical principles—especially those rooted in Islamic values—in navigating the dynamics of digital business platforms such as social media and e-commerce. Using a qualitative literature-based approach, this study analyzes key issues including misinformation, opinion manipulation, and reputational risks in digital spaces. Findings emphasize that ethical communication grounded in honesty, responsibility, and integrity is essential for sustainable business success. Furthermore, Islamic ethical values—such as trustworthiness, justice, and transparency—are highly relevant in shaping business interactions that are not only profitable but also morally and socially responsible. This study concludes by advocating for enhanced digital literacy, the strengthening of regulatory frameworks, and the internalization of ethical values in every aspect of digital business communication, particularly within the Indonesian context.
Keywords:	Business ethics, Digital communication, Islamic ethics, Digital literacy, Ethical communication

INTRODUCTION

In the digital era, ethics has become more than just a moral guideline, it is a crucial element in shaping effective, responsible, and sustainable business practices (Asbari et al., 2021; Asbari & Prasetya, 2021; Fikri et al., 2020). As globalization and technological advancements continue to redefine communication landscapes, ethical awareness is increasingly vital for professionals engaging in digital, face-to-face, and cross-cultural interactions. Ethical behavior in communication reflects not only individual professionalism but also the core values and culture of an organization. When applied consistently, ethical communication promotes transparency, accountability, and collaboration, all of which contribute to organizational efficiency and public trust (Mulang et al., 2022). Technological progress has introduced new ethical and moral dilemmas, especially in the context of the digital revolution. To address these, an axiological approach can be applied—one that emphasizes the importance of value-based technology use, including sustainability, inclusiveness, justice, and human security (Kamar et al., 2020). Digital communication raises urgent concerns about privacy and data protection, as users are increasingly exposed to risks such as identity theft, misinformation, and cybercrime. Therefore, ethical principles must guide technological development to ensure it aligns with human dignity and reduces inequality (Dinarti et al., 2024).

In digital environments like social media, ethical communication is essential to maintaining healthy, respectful interactions (Asbari, 2024; Asbari et al., 2024). Users are expected to exercise discretion and avoid content that spreads hate speech, misinformation, or pornography—respecting the rights and privacy of others in public discourse (Turnip & Siahaan, 2021). While digital media provides widespread access to information, it also raises critical concerns regarding data privacy and the spread of false or harmful content (Alamsyah et al., 2024). Current ethical challenges, including copyright

infringement, identity management, and digital hate speech, remain unresolved in many contexts. These issues highlight the need for a pluralistic ethical approach—one that embraces cultural diversity and promotes ethical standards adaptable to various backgrounds (Priastuty et al., 2023). In this regard, business digitalization must not only comply with legal frameworks but also uphold values such as justice, honesty, integrity, and social responsibility to build sustainable enterprises that contribute meaningfully to society (Aprilia & Rosyidi, 2024; Ag & Si, 2025). This paper seeks to explore the integration of ethical values—particularly Islamic business ethics—into digital business communication. By examining the application of moral principles and technological values, the study aims to offer a framework for ethical communication that supports both business success and societal well-being in an increasingly digital world (Novitasari et al., 2022).

METHOD

This research employs a qualitative literature review approach to explore the role of ethical values, particularly Islamic ethical principles, in digital business communication. Data were collected from various relevant sources, including academic journals, books, and previous research studies that discuss business communication ethics and the application of Islamic values in business practices. The purpose of this study is to examine how ethical communication contributes to business success in the digital era. The analysis begins with an exploration of fundamental concepts of communication ethics, the implications of unethical practices in digital contexts, and the relevance of Islamic ethical principles such as honesty, justice, and responsibility. By synthesizing insights from the literature, this study provides a conceptual understanding of how ethical principles can be internalized in digital business communication strategies. This method allows for an in-depth analysis of existing knowledge and facilitates the identification of key themes and patterns related to ethical behavior in digital business environments. The findings are interpreted qualitatively to draw conclusions that support the integration of Islamic ethics into communication practices in the context of Indonesia's predominantly Muslim society.

RESULTS AND DISCUSSION

Effective business communication in the digital era must be rooted in strong ethical principles to support the creation of a productive, fair, and respectful work environment. Ethics serves as a foundation for building public trust, organizational credibility, and long-term sustainability (Mulang et al., 2022). Inadequate ethical awareness in communication especially on digital platforms such as social media can lead to serious consequences, including the spread of misinformation (hoaxes), violation of privacy, and reputational damage. Therefore, promoting responsibility and integrity in online communication is essential to ensure user safety and comfort (Turnip & Siahaan, 2021). The transformation brought by digital media has changed the dynamics of communication across political, social, and organizational sectors. While digitalization facilitates access to information and enhances efficiency, it also introduces new ethical challenges, particularly in managing user privacy, misinformation, and ethical conduct in virtual interactions (Alamsyah et al., 2024). To address these challenges, deeper academic study and interdisciplinary collaboration are necessary to formulate effective ethical frameworks (Priastuty et al., 2023). An illustrative example can be found in the practices implemented by the e-commerce platform Bukalapak, which applies Islamic business ethics to build consumer trust. According to Rusli & Alisyah (2021), several key principles are adopted: 1). Emphasizing ethical norms such as honesty, justice, and consumer protection in all transactions. 2). Addressing operational challenges, such as discrepancies between product descriptions and deliveries, as well as potential misuse of the platform. 3). Applying Islamic ethical values through mechanisms like a 100% money-back guarantee when orders are not fulfilled, and promoting respectful, honest, and courteous communication between buyers and sellers.4). Providing accessible and responsive customer service to effectively handle user complaints and maintain platform reliability. Furthermore, the ethical use of technology must be prioritized to minimize negative impacts such as data breaches, cybercrime, and privacy violations. Strengthening digital literacy and ethical digital culture is essential to ensure that technology contributes positively to both individuals and society (Purwanto et al., 2021, 2021; PURWANTO et al., 2019; Rosita & Asbari, 2023; Santoso* et al., 2019).

In a predominantly Muslim country like Indonesia, the integration of Islamic business ethics offers additional relevance and value. Islamic ethical principles—such as *tawhid* (unity of God), *ʿadl* (justice), *mīzān* (balance), and *mas'ūliyyah* (responsibility) form the foundation for ethical business practices that emphasize both moral integrity and social responsibility (Aprilia & Rosyidi, 2024). These principles not only guide business actors to avoid prohibited practices such as *riba* (usury), *gharar* (uncertainty), and

fraud, but also encourage fairness, transparency, and mutual benefit (Triwibowo & Adam, 2023). Ultimately, the application of ethics particularly Islamic business ethics in digital business communication contributes to the development of a trustworthy reputation, strengthens stakeholder relationships, and supports the establishment of a professional, respectful, and integrity-based organizational culture (Ag & Si, 2025). This alignment between ethical values and technological advancement is essential in ensuring that digital business practices remain sustainable, inclusive, and human-centered.

CONCLUSION

The advancement of digital technology has transformed the landscape of business communication, providing convenience, accessibility, and innovation in how businesses interact with stakeholders. However, these developments also bring ethical challenges, particularly in the form of misinformation, privacy violations, cyber threats, and a decline in trust due to unethical digital behavior. This study emphasizes that ethical business communication is essential in maintaining organizational integrity, fostering trust, and ensuring long-term sustainability. Ethical principles such as honesty, fairness, responsibility, and transparency must be upheld in all forms of communication, whether conducted through social media, e-commerce platforms, or internal organizational channels. Furthermore, the integration of Islamic ethical values including *tawhid* (oneness of God), *ʿadl* (justice), *amānah* (trustworthiness), and *mas'ūliyyah* (responsibility) is highly relevant in the Indonesian context. These values not only align with universal business ethics but also serve as a moral compass in addressing the complexities of digital communication. The application of Islamic ethics in platforms such as Bukalapak demonstrates how business operations can be both profitable and value-driven, by prioritizing transparency, customer protection, and justice. To build a responsible and inclusive digital business environment, it is imperative to strengthen digital literacy, implement clear ethical guidelines, and integrate moral and spiritual values into daily business practices. By doing so, digital communication can become a means to not only achieve business success but also uphold human dignity and societal harmony.

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