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## Constructing Trust in Media Through Islamic Values: Countering Hoaxes and Disinformation

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### Abstract

*The purpose of this study is to find out more about the role and credibility of the media in the midst of the rise of hoaxes, fake news, and disinformation in recent years. The research method used is qualitative, using literature methods. To conduct this research, extensive literature reviews are conducted through journals, books, and other literature. The results showed that Islamic values such as honesty and accountability can be used to counter deception and disinformation, as well as promote trustworthy communication. By upholding these values, media outlets can ensure accurate news reporting and regain public trust.*

**Keywords:** *Islamic media; Islamic media and communication; hoax countering; disinformation countering*

## Membangun Kepercayaan terhadap Media Melalui Nilai-Nilai Islam: Melawan Hoaks dan Disinformasi

### Abstrak

*Kajian dalam penelitian ini adalah untuk mengetahui lebih jauh peran dan kredibilitas media di tengah maraknya hoaks, berita palsu, dan disinformasi dalam beberapa tahun belakangan ini. Metode penelitian yang digunakan adalah kualitatif dengan metode literatur. Untuk melakukan penelitian ini, tinjauan literatur ekstensif dilakukan melalui jurnal, buku, dan literatur lainnya. Hasil penelitian menunjukkan bahwa nilai-nilai Islam seperti kejujuran dan akuntabilitas dapat digunakan untuk melawan tipuan dan disinformasi, juga bisa mempromosikan komunikasi yang dapat dipercaya. Dengan menjunjung tinggi nilai-nilai ini, outlet media dapat memastikan pelaporan berita yang akurat dan mendapatkan kembali kepercayaan publik.*

**Kata kunci:** *Media Islam; media dan komunikasi Islam; penanggulangan hoaks; penanggulangan disinformasi*

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## A. Introduction

In the internet and social media era, distinguishing between real and fake news has become increasingly challenging. The rampant spread of hoaxes and disinformation has led to a proliferation of unreliable sources, undermining people's trust in the media. It severely affects individuals and societies, damaging social cohesion and creating misunderstandings. In this context, utilizing ethical and moral guidelines is crucial to combat the spread of hoaxes and disinformation. In particular, Islamic principles provide a solid basis for building trust in media, promoting accountability and responsibility, and elevating the truth.<sup>1</sup>

The rise of hoaxes, fake news, and disinformation has led to a significant decline in trust in media outlets globally. Many news stories scandalize and misrepresent facts, cause confusion, and create social divisions. As a result, people are losing faith in the media as a source of reliable information. In the Islamic context, honesty, integrity, and accountability are core Islamic values that hold significance in ensuring trustworthy communication.<sup>2</sup> Furthermore, the proliferation of hoaxes and disinformation has become a significant challenge in the internet and social media era.<sup>3</sup> However, by utilizing ethical and moral guidelines,

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<sup>1</sup>Faishol, R., & Mashuri, I. The concept of learning media in the perspective of the Quran and al-Hadith. *Journal of Islamic Education Research* (2022), 129–148. Bisa juga ditemui dalam Slama, M. (2018). Practising Islam through social media in Indonesia. *Indonesia and the Malay World*, 46(134), 1–4, serta Taskhiri, M. M. A. (1993). political comments on Islam communication. *Media, Culture and Society*, 15, 87–89; dan Zartman, J. K. (2020). Development and Peace Through Traditional, Cultural, Islamic Mediation. *Journal of Peacebuilding and Development*, 2014.

<sup>2</sup>Faishol, R., & Mashuri, I. The concept of learning media in the perspective of the Quran and al-Hadith. *Journal of Islamic Education Research* (2022), 129–148, dan Taskhiri, M. M. A. (1993). political comments on Islam communication. *Media, Culture and Society*, 15, 87–89.

<sup>3</sup>Aziz, M. A. (2018). Media massa Islam dalam tantangan global (Analisis dakwah dan cyber media di Indonesia). *Islamic Communication Journal*, 2(2), 200. Materi ini juga dibahas dalam Davis, A. (2007) The mediation of power: A critical introduction. In *The Mediation of Power: A Critical Introduction*. Dijelaskan juga dalam jurnal yang ditulis Effendi, M. (2010). Peranan Internet Sebagai Media Komunikasi. *KOMUNIKA: Jurnal Dakwah Dan Komunikasi*, 3(2), 130–142. Kemudian bisa ditemui dalam dua jurnal berikut yakni: Green, L. (2013). *The Internet: An Introduction To New Media* (Vol. 84). Berg. Hashmi, U. M., Rashid, R. A., & Ahmad, M. K. (2021). The representation of Islam within social media: a systematic review. *Information, Communication & Society*, 24(13), 1962–1981. Juga menjadi bagian bahasan dari jurnal Slama, M. (2018). Practising Islam through social media in Indonesia. *Indonesia and the Malay World*, 46(134), 1–4. Serta dua jurnal berikut: Venturini, T. (2019). From fake to junk news: the data politics of online virality. In D. Bigo, E. Isin, & E. Ruppert (Eds.), *Data politics: worlds, subjects, rights* (pp. 123–164). Routledge. <https://www.routledge.com/>. Serta dalam tulisan Zartman, J. K. (2020). Development and Peace Through Traditional, Cultural, Islamic Mediation. *Journal of Peacebuilding and Development*, 2014.

such as those provided by Islam, it is possible to counter the spread of hoaxes and disinformation and promote trust in the media. Media professionals can play a vital role in building a more resilient and informed society by emphasizing the values of truth, critical thinking, and social cohesion.

This article will explore how Islamic values can help to counter the spread of hoaxes and disinformation and promote trust in media. This article aims to examine ways in which Islamic values can be utilized to counter hoaxes and disinformation and to increase trust in media among Muslims, particularly in Indonesia. Therefore, this study is expected to contribute to providing solutions to countering hoaxes and disinformation by constructing reliable and trustable media through the values of Islam.

## **B. Research Methods**

Methodologically, this study attempts to answer the research question of how Islamic values can build trust in media and counter hoaxes and disinformation. In order to conduct this study, an extensive review of the literature to understand the various hoaxes and disinformation campaigns that have affected media credibility worldwide. Also, research various Islamic values and principles relevant to building trust and integrity. In addition to understanding these tactics, it is essential to research the Islamic values and principles that can help build integrity and trust in media. In Islam, truthfulness, honesty, and transparency are essential components of ethical behavior. The Quran emphasizes the importance of seeking knowledge and truth, and Muslims are encouraged to verify the information before accepting it.

As this study relies heavily on literary studies, a thorough review of the literature on hoaxes and disinformation campaigns is essential for anyone working in media. By understanding the methods used to manipulate public opinion, journalists and media organizations can better serve their audience and uphold the values of integrity and truthfulness. Combining this knowledge with an

understanding of Islamic values can provide a solid foundation for building trust and credibility with a global audience.

This study employed a qualitative data collection approach. The study started with media to explore the perception of trustworthy media and their level of reliance on Islamic values in building trust. A survey will also be administered to a broader population to understand better the extent to which Islamic values are perceived to be relevant in building trust in the media.

## C. Results and Discussion

### Islamic Values and Trustworthy Communication

Honesty, truthfulness, and accountability are fundamental Islamic values that promote ethical communication in society. The Quran states, "And do not mix the truth with falsehood or conceal the truth while you know [it]" (QS. 2:42). The Prophet Muhammed (peace be upon him) has emphasized the importance of truthful communication with the statement: Dari 'Abdullâh bin Mas'ûd Radhiyallahu anhuma, ia berkata: "Rasûlullâh Shallallahu 'alaihi wa sallam bersabda, 'Hendaklah kalian selalu berlaku jujur, karena kejujuran membawa kepada kebaikan, dan kebaikan mengantarkan seseorang ke Surga. Dan apabila seorang selalu berlaku jujur dan tetap memilih jujur, maka akan dicatat di sisi Allâh sebagai orang yang jujur. Dan jauhilah oleh kalian berbuat dusta, karena dusta membawa seseorang kepada kejahatan, dan kejahatan mengantarkan seseorang ke Neraka. Dan jika seseorang senantiasa berdusta dan memilih kedustaan maka akan dicatat di sisi Allâh sebagai pendusta (pembohong)."<sup>4</sup>

These two pivotal sources of Islamic values promote accountability and integrity in communication. To ensure reliable communication, Islamic teachings require that the speaker verify the authenticity of the information before relaying it to others. Furthermore, Islam stresses the importance of honesty in all forms of communication, including business dealings and interactions with others. The

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<sup>4</sup>Hadits ini diriwayatkan oleh Ahmad (I/384); al-Bukhâri (no. 6094) dan dalam kitab al-Adabul Mufrad (no. 386); Muslim (no. 2607 (105)); Abu Dawud (no. 4989); At-Tirmidzi (no. 1971); Ibnu Abi Syaibah dalam al-Mushannaf (VIII/424-425, no. 25991); Ibnu Hibban (no. 272-273-at-Ta'liqâtul Hisân); Al-Baihaqi (X/196); Al-Baghawi (no. 3574); At-Tirmidzi berkata, "Hadits ini hasan shahih."

Quran states, "O you who believe! Be afraid of Allah, and be with those who are true (in word and deeds)" (9:119). This verse highlights the value of truthfulness and sincerity in all aspects of life, including communication.

In addition, maintaining the confidentiality and respecting privacy are also important Islamic values that promote trustworthy communication. The Prophet Muhammed (peace be upon him) said, "Whoever conceals (the fault of) a Muslim, Allah will conceal his faults on the Day of Judgment" (Sahih Muslim).

The hadith encourages Muslims to respect the privacy of others and not reveal their personal information or secrets without their consent.

Therefore, Islamic values serve as a foundation for trustworthy communication.<sup>5</sup> Muslims are encouraged to speak the truth, verify information, maintain confidentiality, and respect privacy. These values promote accountability, integrity, and ethical behavior in communication, which ultimately fosters healthy relationships and a positive social environment.

### **Ethical principles in Islam in Communication**

One of the central ethical principles in Islam that could be utilized to combat the spread of hoaxes and disinformation is the importance of speaking the truth.<sup>6</sup> Islam emphasizes the value of honesty and sincerity in communication and prohibits the dissemination of falsehoods or lies.<sup>7</sup> The principle could be used as a framework for creating accountability and responsibility in media, encouraging journalists and news outlets to fact-check their stories and provide accurate information to the

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<sup>5</sup>Aziz, M. A. (2018). Media massa Islam dalam tantangan global (Analisis dakwah dan cyber media di Indonesia). *Islamic Communication Journal*, 2(2), 200. Juga bisa ditemui dalam Hashmi, U. M., Rashid, R. A., & Ahmad, M. K. (2021). The representation of Islam within social media: a systematic review. *Information, Communication & Society*, 24(13), 1962–1981. Ulasannya bisa dibaca dalam Khatib, L. (2003). Communicating Islamic fundamentalism as global citizenship. *Journal of Communication Inquiry*, 27(4), 389–409. Serta dalam Rakhmani, I. (2014). The commercialization of da'wah: Understanding Indonesian Sinetron and their portrayal of Islam. *International Communication Gazette*, 76(4–5), 340–359. Serta dalam Taskhiri, M. M. A. (1993). political comments on Islam communication. *Media, Culture and Society*, 15, 87–89.

<sup>6</sup>Hashmi, U. M., Rashid, R. A., & Ahmad, M. K. (2021). The representation of Islam within social media: a systematic review. *Information, Communication & Society*, 24(13), 1962–1981. Dibahas juga dalam Rakhmani, I. (2014). The commercialization of da'wah: Understanding Indonesian Sinetron and their portrayal of Islam. *International Communication Gazette*, 76(4–5), 340–359.

<sup>7</sup>Khatib, L. (2003). Communicating Islamic fundamentalism as global citizenship. *Journal of Communication Inquiry*, 27(4), 389–409. Diulas juga dalam von Sikorski, C., Matthes, J., & Schmuck, D. (2018). The Islamic State in the News: Journalistic Differentiation of Islamist Terrorism From Islam, Terror News Proximity, and Islamophobic Attitudes. *Communication Research*.

public. By holding media professionals to a high standard of integrity, trust in media could be strengthened, leading to more informed and engaged communities.

Another Islamic principle that could be employed to combat the spread of hoaxes and disinformation is the importance of critical thinking and analysis.<sup>8</sup> Islam encourages individuals to seek knowledge and understanding and to evaluate information critically before accepting or sharing it. This principle could be used to educate people about misinformation's dangers and provide them with the tools to assess the credibility of sources and stories. By promoting critical thinking and analysis in media literacy programs, individuals could become more vigilant in their consumption and dissemination of information, thus mitigating the harmful effects of hoaxes and disinformation.

Therefore, Islamic values could promote social cohesion and understanding, reducing the likelihood of hoaxes and disinformation being used to create division or fuel conflict. Islam emphasizes the importance of compassion, empathy, and respect for others and encourages people to seek common ground and bridge differences.<sup>9</sup> By promoting these values in media content and discourse, media professionals could create a more inclusive and harmonious society where hoaxes and disinformation are less likely to take hold.

Furthermore, Islam significantly emphasizes integrity, honesty, and accountability in communication.<sup>10</sup> These values are also reflected in the fundamental principles of journalism, which include accuracy, objectivity, and fairness. In Islam, communication is vital to human interaction and the key to

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<sup>8</sup>Dakake, M. M. (2018). Teaching Islam in the public university: Facilitating and embracing critical conversations. *Muslim World*, 108(2), 329–348. Bisa juga ditemui dalam Sheedy, M. (2018). Habermas, Islam, and theorizing the “Other.” *Critical Research on Religion*, 6(3), 331–350.

<sup>9</sup>Al-Hamdi, R. (2015). Coping with religious tolerance and gender equality: comparing Islam and good governance perspectives. *Indonesian Journal of Islam and Muslim Societies*, 5(2), 163. Gagasan ini juga ditemui dalam Howell, J. D. (2005). Muslims, the new age and marginal religions in Indonesia: Changing meanings of religious pluralism. *Social Compass*, 52(4), 473–493.

<sup>10</sup>Fakhroroji, M. (2015). Mediatization of religion in “texting culture”: self-help religion and the shifting of religious authority. *Indonesian Journal of Islam and Muslim Societies*, 5(2), 231. Dibahas juga dalam Khatib, L. (2003). Communicating Islamic fundamentalism as global citizenship. *Journal of Communication Inquiry*, 27(4), 389–409. Diramu secara mendalam juga dalam Munnik, M. B. (2017). From voice to voices: identifying a plurality of Muslim sources in the news media. *Media, Culture and Society*, 39(2), 270–281. Bahasan yang menarik dalam Rakhmani, I. (2014). The commercialization of da’wah: Understanding Indonesian Sinetron and their portrayal of Islam. *International Communication Gazette*, 76(4–5), 340–359. Serta dalam Salik, M. (2019). Conserving moderate Islam in Indonesia: An analysis of Muwafiq’s speech on online media. *Journal of Indonesian Islam*, 13(2), 373–394.

establishing solid relationships. It is expected that Muslims communicate with each other in a truthful and trustworthy manner, ensuring that their words and actions align with their beliefs and values. It is reflected in the numerous verses in the Qur'an that emphasize the importance of honesty, integrity, and accountability in communication.

Similarly, journalism in Islam is seen as a profession that should uphold these same values. The principles of accuracy and objectivity are central to the practice of journalism, as well as the vital role of holding those in positions of power accountable for their actions. It is based on the Islamic concept of *amanah*, or trust, which requires that individuals in positions of responsibility act with honesty and integrity.<sup>11</sup>

The Quran emphasizes the importance of honesty and integrity in communication. In the Surah Al-Maida, verse 8, Allah states, "O you who have believed, be persistently standing firm for Allah, witnesses in justice, and do not let the hatred of a people prevent you from being just. Be just; that is nearer to righteousness. And fear Allah; indeed, Allah is acquainted with what you do." This verse specifically emphasizes the importance of honesty and integrity in communication because these traits form the foundation of a just and fair society. Without honesty, trust is eroded, and deceit and injustice prevail. People can build solid and trustworthy relationships by being truthful and transparent in communication, ultimately leading to a harmonious society. For example, the verse mentioned in Surah Al-Maida encourages Muslims to stand up for justice and not allow their personal feelings or biases to interfere with their sense of fairness. It reminds people that they should always strive to be just, even if it means going against their or their community's interests. This message underscores the

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<sup>11</sup>Baugut, P., & Neumann, K. (2019). Online news media and propaganda influence on radicalized individuals: Findings from interviews with Islamist prisoners and former Islamists. *New Media and Society*. Menjadi salah satu kajian juga dalam Fakhruroji, M. (2015). Mediatization of religion in "texting culture": self-help religion and the shifting of religious authority. *Indonesian Journal of Islam and Muslim Societies*, 5(2), 231. Ulasan ini juga ditemui dalam Kailani, N., & Slama, M. (2020). Accelerating Islamic charities in Indonesia: zakat, sedekah and the immediacy of social media. *South East Asia Research*, 28(1), 70–86. Dan Munnik, M. B. (2017). From voice to voices: identifying a plurality of Muslim sources in the news media. *Media, Culture and Society*, 39(2), 270–281. Serta dalam Slama, M. (2017). A subtle economy of time: Social media and the transformation of Indonesia's Islamic preacher economy. *Economic Anthropology*, 4(1), 94–106.

importance of upholding moral values, regardless of the circumstances, and highlights how these values are essential to a peaceful and prosperous society. The verse reminds people that Allah is always watching and is aware of their actions. It is a powerful motivation for people to practice honesty and integrity in communication, knowing they must act justly to Allah. In sum, the Quran emphasizes the importance of honesty and integrity in communication because they are essential for building a just society, upholding moral values, and pleasing Allah.

Islam stresses the importance of being truthful in communication, even in difficult situations. The Prophet Muhammad (PBUH) said, "Truthfulness leads to righteousness, and righteousness leads to Paradise. A man keeps on telling the truth until he becomes a truthful person. Falsehood leads to *al-fajur* (i.e., wickedness, evil-doing), and *al-Fajur* (wickedness) leads to the hell (*naar*), and a man may keep on telling lies till he is written as a liar before Allah" (Sahih Al-Bukhari). Therefore, spreading hoaxes, fake news, or disinformation in Islam violates ethical and moral principles. It goes against the essence of trustworthy communication and sows confusion and distrust. In this study, we propose implementing Islamic values to counter hoaxes and disinformation.

First, emphasizing truthfulness. Media organizations can focus on promoting truthfulness and accuracy in their reporting. They can prioritize fact-checking and rely on reputable sources to ensure the information published is truthful and reliable. Then, Islamic values can be utilized by emphasizing truthfulness to counter hoaxes and disinformation and build trust in the media. Media organizations can focus on promoting truthfulness and accuracy in their reporting. They can prioritize fact-checking and rely on reputable sources to ensure the information published is truthful and reliable. Hoaxes and disinformation have become major concerns in today's world, where various media platforms are readily available for people to spread false information, propaganda, and lies. It is harmful and damaging to the credibility and trust of the media. To counter this, media organizations can utilize Islamic values by emphasizing truthfulness, one of the essential pillars of Islamic teachings.



In Islam, truthfulness and honesty are highly valued and frequently mentioned in the Holy Quran and Hadiths. The importance of truthfulness is emphasized in the Quran, where Allah SWT says, "O you who believe! Fear Allah and be with those who are truthful." (QS. 9:119). At this point, the media can prioritize fact-checking and rely on reliable sources to ensure the information they publish is truthful and accurate. They can also promote transparency and accountability by admitting any errors or mistakes and correcting them immediately. It will help build trust in the media and encourage people to rely on it for accurate news and information. Moreover, media organizations can also use Islamic values to promote ethical journalism practices. They can encourage their reporters to follow Islamic values such as honesty, integrity, and fairness in their reporting, ultimately resulting in fact-based journalism.

Therefore, using Islamic values to promote truthfulness, media organizations can counter hoaxes and disinformation and regain trust in their reporting. It will help the media fulfill its responsibility and create a healthy and informed society where people have access to accurate news and information to make informed decisions.

Second, it highlights the importance of objectivity. Journalists and media professionals can ensure that their reporting is objective and free from bias. They can represent multiple perspectives and avoid sensationalizing or exaggerating news stories. Objectivity refers to impartiality or neutrality in presenting news and information. Journalists and media professionals need to maintain objectivity in their reporting because it is fundamental to the integrity and credibility of their profession. Objectivity helps to ensure that the public receives accurate and unbiased information, which is crucial for making informed decisions.

Journalists and media professionals can ensure objectivity by representing multiple perspectives and avoiding sensationalizing or exaggerating news stories. It means they have to make a conscious effort to avoid their personal biases, opinions, and beliefs from influencing their reporting. They should strive to report facts clearly, rationally, and objectively, regardless of their personal views. Additionally, they should verify their sources and cross-check facts to avoid spreading

misinformation. It is imperative in today's digital age, where fake news and false information can quickly spread, causing harm to individuals and communities.

Maintaining objectivity is also essential in ensuring responsible reporting. Sensationalizing or exaggerating stories can cause panic, fear, and social unrest. It can also create a biased narrative that influences public perception and opinion. Maintaining objectivity in reporting means presenting facts and information without opinion or bias. It is essential because it maintains the credibility and integrity of the news media. Biased or exaggerated reporting can create panic, fear, and even social unrest. It is especially prominent in matters concerning social, economic, or political issues that have the potential to divide communities.

Sensationalizing stories can also lead to a distorted portrayal of events, affecting public perception and opinion. News media can shape the public narrative by highlighting certain story aspects while ignoring others. It can lead to a biased representation of a situation and create public discontent or backlash against individuals, groups, or even the government. Moreover, sensationalized reporting can damage the news media's reputation and decrease public trust in journalism. It is mainly because people rely on the media to provide accurate and reliable information, and sensationalizing stories erode that trust. Thus, objectivity is crucial to maintaining a credible and trustworthy media that effectively inform the public.

Therefore, highlighting the importance of objectivity is crucial in promoting responsible journalism and media practices. Journalists and media professionals must strive to be impartial, accurate, and truthful in reporting to ensure that the public receives accurate and unbiased news and information. It will ultimately promote trust, credibility, and transparency in the media industry.

Third, encouraging accountability. Media organizations can adopt a policy of transparency and accountability. They can publicly acknowledge and correct any errors or inaccuracies in their reporting. It will help to build trust with their audience. Encouraging accountability is crucial for media organizations if they want to establish their credibility in the eyes of the public. Building trust with the audience is pivotal for any media organization to gain stability and success in the industry. In this context, media organizations can adopt a transparency and accountability policy to increase their trustworthiness. Firstly, transparency is a key

factor that builds credibility in the reporting of media organizations. It lets the audience see the processes and methods employed in compiling news and current affairs. Media organizations can establish transparency by disclosing their sources, providing relevant background information, and allowing the audience to see the journalists' ethical code of conduct. Secondly, accountability is equally important, as it holds media organizations to a standard of truthfulness and accuracy. It means that any error, factual inaccuracy, or misreporting should be identified and corrected promptly. Accountable media organizations should be open about their mistakes and offer corrections wherever necessary to ensure the audience is not misinformed.

In the age of social media, accountability has become even more important for media organizations. The rise of fake news and propaganda can quickly disseminate through social media platforms, damaging trust, and credibility. By embracing transparency and accountability, media organizations can provide a safeguard against misinformation and disinformation. Social media has undoubtedly revolutionized how information is disseminated and consumed by people worldwide. With the increasing popularity of social media platforms, the responsibility of media organizations to deliver accurate and reliable news has become even more critical than ever before. The internet has given everyone a voice and the freedom to share their thoughts and opinions. However, unfortunately, this also means that fake news and propaganda can quickly spread like wildfire through social media.

Fake news and wrong propaganda are misinformation intentionally spread to mislead or deceive people. They can range from small lies to entire conspiracy theories that can be easily shared on social media platforms such as Facebook, Twitter, Instagram, and YouTube. The consequences of this kind of misinformation can be severe, and it can damage people's trust in the media if they feel they are being fed false information. Therefore, media organizations must prioritize transparency and accountability to combat the rise of fake news and propaganda. These actions can help build trust with their readers and viewers, which is critical in the digital age. Media organizations must ensure that their news and information are reliable, accurate, and evidence-based. Urgently, media organizations can

demonstrate their accountability by being transparent about their sourcing and fact-checking processes. They could also explain their editorial policies and standards to their audience. The media organization will likely build trust with its audience and show they take the responsibility seriously.

Crucially, accountability can also mean taking responsibility for any errors or inaccuracies that may occur. If a mistake is made, owning up to it and rectifying it as soon as possible is essential. Being transparent and accountable can help to prevent misinformation and disinformation from going viral on social media platforms. Undoubtedly, social media has increased the need for accountability among media organizations. The rapid spread of fake news and propaganda can be stopped by embracing transparency and accountability. It can help safeguard against disinformation and maintain trust and credibility. Media organizations can continue to provide reliable and accurate information in the digital age by taking responsibility for their actions and being accountable to their audience.

Thus, media organizations can encourage accountability by publicly acknowledging and correcting errors, mistakes, or inaccuracies in their reporting. It will help foster credibility and trust with the audience and improve the quality of news and current affairs reporting, ultimately strengthening democracy and maintaining a vital fourth estate.

Fourth, promoting ethical journalism. Media organizations can encourage ethical journalism by adhering to established codes of conduct. For example, the Society of Professional Journalists' Code of Ethics emphasizes the importance of truthfulness, accuracy, objectivity, fairness, and accountability in journalism. In today's age of digital media, trust in traditional news sources and journalism has been heavily eroded. The rise of fake news and biased reporting has led to a significant decline in public trust in media organizations. In order to rebuild this trust, promoting ethical journalism is of utmost importance.

One of the primary ways in which media organizations can encourage ethical journalism is by adhering to established codes of conduct. These codes outline basic principles and standards that journalists should adhere to, such as truthfulness, accuracy, and impartiality. By following these codes, media organizations can ensure their reports are trustworthy and reliable. Another way of promoting ethical

journalism is by funding investigative journalism. Investigative journalism is vital for uncovering corruption, malfeasance, and wrongdoing but requires significant time, resources, and expertise. By providing financial support and resources to investigative journalists, media organizations can ensure that important stories are uncovered and the public is informed.

Creating a culture of ethics is also critically important. Media organizations should develop and enforce policies that promote ethical behavior throughout the newsroom. It can include training programs on ethical reporting, establishing a code of ethics for employees, and creating a system to hold journalists accountable for ethical lapses. Furthermore, encouraging diversity in journalism is another way to promote ethical reporting. By ensuring that journalists represent a wide range of backgrounds and experiences, news organizations can avoid biases and ensure that stories are reported and covered from various perspectives. Subsequently, fact-checking and correcting errors is a vital component of ethical journalism. In today's fast-paced news environment, it can be tempting for journalists to rush to report information without proper diligence. Media organizations must have a rigorous process to fact-check all information before it is published or broadcast and be willing to correct errors as they arise promptly.

Therefore, promoting ethical journalism is crucial for maintaining trust in the media. By adhering to established codes of conduct, funding investigative journalism, creating a culture of ethics, encouraging diversity in journalism, and fact-checking and correcting errors, media organizations can ensure that their audiences receive accurate, fair, and impartial news and information.

Fifth, educating the public. Educating the public about media literacy and critical thinking skills is essential to combat hoaxes, fake news, and disinformation. It can be done through workshops, seminars, and educational initiatives that teach people how to recognize and verify trustworthy sources of information. In today's media landscape, identifying reliable sources of information is crucial. Fake news, disinformation, and hoaxes are prevalent and can spread quickly and easily through social media and other online platforms. As a result, educating the public about media literacy and critical thinking skills has become increasingly important.

Therefore, media literacy is the ability to access, analyze, evaluate, and create media in various forms. It involves understanding how media messages are constructed and consumed and how they can influence people's beliefs and behaviors. On the other hand, critical thinking skills involve the ability to analyze information objectively and critically to form reasoned judgments and make informed decisions. Media literacy and critical thinking skills are closely intertwined, as media plays an increasingly influential role in shaping our beliefs, attitudes, and behaviors. In order to effectively navigate the flood of information and media messages we are exposed to daily, it is essential to have strong media literacy skills that enable us to discern between fact and fiction, bias and objectivity. Media literacy can also help us to be aware of how media can perpetuate harmful stereotypes or misinformation and empower us to challenge and critique media messages that we disagree with or find misleading.

Strong critical thinking skills are also essential for navigating the media's complex and often contradictory information. By approaching information critically, we can learn to spot logical fallacies, inconsistencies, and other forms of bias or misinformation, allowing us to make better-informed decisions and arrive at more accurate conclusions. Developing strong critical thinking skills can also help us to approach media with a more open and skeptical mindset, enabling us to question assumptions and weigh the evidence before accepting or rejecting media messages.

Together, media literacy and critical thinking skills allow us to be more informed, thoughtful, and responsible media consumers, helping us to explore different perspectives, challenge our assumptions and beliefs, and ultimately make more informed decisions about the world around us. By engaging with media critically and thoughtfully, we can better understand how media shapes our understanding of the world and use this knowledge to be more informed, engaged, and responsible citizens.

Through workshops, seminars, and educational initiatives, people can learn how to recognize and verify trustworthy sources of information. It can involve teaching them how to fact-check information, identify bias in media coverage, and evaluate the credibility of online sources. It can also involve educating people about

the importance of being aware of their biases and perspectives and how they can affect their interpretation of media messages.

Media literacy and critical thinking education can also focus on teaching people how to use technology responsibly and ethically. It can involve discussing issues such as online privacy, digital security, and cyberbullying and providing guidance on how to use social media and other online platforms productively and positively.

Furthermore, educating the public about media literacy and critical thinking skills is essential to combat hoaxes, fake news, and disinformation. By providing people with the tools they need to evaluate information critically and responsibly, we can help to build a more informed and engaged society. Today's world is bombarded with information from various sources, be it social media, news outlets, or online platforms. While some of this information may be accurate and reliable, a significant portion often needs to be more accurate and accurate. Unfortunately, many people need to gain the skills or knowledge to differentiate between accurate information and fake news, making them susceptible to manipulation.

It is where media literacy and critical thinking skills come in. Media literacy, in this article, refers to the ability to access, analyze, evaluate, and create media in various forms. At the same time, critical thinking is analyzing and evaluating information, arguments, or claims to determine their validity. By educating people about these skills, we can help individuals better understand how the media works, what credible sources are, and how to identify fake news and disinformation. For example, people with media literacy skills can identify manipulative language or images used in the media to persuade or influence their opinion, thus allowing them to make informed decisions based on facts, not emotions. Similarly, critical thinking skills help people identify logical fallacies, such as circular arguments, false comparisons, or ad hominem attacks, in news stories or political debates, making them less susceptible to manipulation or propaganda.

Therefore, educating the public about media literacy and critical thinking is crucial to creating a well-informed and engaged society that makes decisions based on facts, not fake news, disinformation, or propaganda. It is imperative that we equip individuals with the skills and knowledge needed to navigate our complex media

landscape, so they can actively participate in shaping their narratives and the world around them.

#### **D. Conclusion**

Islamic values such as honesty, truthfulness, and accountability can be used to counter hoaxes and disinformation and promote trustworthy communication. By upholding these values, media outlets can ensure accurate news reporting and regain the public's trust. The application of Islamic values in news media is applicable within Muslim communities and can be adopted universally to tackle the problem of hoaxes and disinformation globally. Then, the incorporation of Islamic values in media ethics is a concept introduced previously. The requirement for truthful and accurate reporting is mentioned in various Islamic texts, and many Muslim scholars have issued fatwas that emphasize the importance of honesty and integrity in journalism. Thus, media practitioners must uphold these values in their work and serve as role models for others in the industry.

Ultimately, using Islamic values in media ethics can be a powerful tool in combating hoaxes and disinformation. These values emphasize the importance of honesty, truthfulness, and accountability and can aid media practitioners in providing accurate news reporting to the public. By adopting these values, media outlets can rebuild the trust of their audiences and improve their credibility. Furthermore, Islamic values in media ethics are not limited to Muslim communities but can be adopted globally, contributing to a more trustworthy and responsible media landscape.

The infiltration of hoaxes and disinformation into the news cycle is disturbing, and it is becoming harder and harder for people to discern what sources they can trust. Deceptive and manipulative stories warp the public's impression of reality, and this is a problem in all countries and contexts.

As this study has elaborated that Islamic values can prove helpful. Islam holds honesty, integrity, and accountability as core values; these values can contribute to trustworthy communication in media. If media organizations adopt these values, they can counteract disinformation and increase trust between viewers and journalists. Given the media's impact on society, they are responsible



for deciding which value systems to adhere to, along with ensuring that their content is ethical and instructive to the audience.

The efforts do not just require media organizations to be honest and ethical, but it also requires journalists to exercise their responsibility with honesty and integrity. For them, this means conducting thorough research, verifying sources, adopting ethical practices, and abstaining from publishing biased content. It also means being open to criticism and feedback, ensuring that the sensitivity and accuracy of their reporting remain a top priority.

Finally, the public must promote media literacy. People should not accept stories presented in the media at face value; they, too, must exercise their critical judgment to assess the content's biases and credibility. If they exercise media literacy, they can unify and hold media organizations accountable and challenge fake news or disinformation presented to them.

Ultimately, by prioritizing rightful reportage, media organizations, journalists, and the public can work hand-in-hand to combat the spread of disinformation and hoaxes, reinforce trustworthy communication, and build a more transparent and accountable society.

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