Islamic Communication in Government: a Theorical and Practical Analysis

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ABSTRACT

The application of Islamic communication principles in government has the potential to improve the quality of public communication and strengthen the relationship between the government and the community. Honesty and trustworthiness as the basis for proper communication can ensure that the information conveyed to the community is true and reliable. In this regard, the Indonesian government needs to continue to strive to uphold these values, which will reduce public doubts about the policies and information disseminated. However, the biggest challenge in integrating Islamic communication principles into the Indonesian government system is the incompatibility between these values and political practices that tend to be pragmatic and influenced by personal or group interests. In facing this challenge, the government needs to strengthen integrity education and ensure that every official and state institution acts in accordance with Islamic principles that demand honesty and accountability. In addition, Islamic communication can also play a role in reducing social and political polarization. The principle of moderation (wasatiyyah) is very important for building harmonious dialogue in a pluralistic society, such as Indonesia. By prioritizing an inclusive and balanced attitude, the principle of moderation can help society to accept differences, avoid extremism, and encourage social solidarity.

INTRODUCTION

Communication is a key element in every social interaction, especially in the relationship between the government and the people. In the context of government, communication is not just about conveying information, but also a means to build trust, manage public participation, and create policies that support the welfare of the community. In Indonesia, where the majority of the population is Muslim, the values contained in Islamic teachings can be a strong foundation in forming a better government communication paradigm.

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Effective communication between the government and the public is the main key to ensuring the success of a government system. In Indonesia, as a country with a Muslim majority, Islamic values can provide guidance in building more effective, honest, and just communication. However, in reality, there are many challenges faced in integrating Islamic principles into government communication.

First, one of the fundamental problems in grounding Islamic communication in government is the dominance of political pragmatism that often ignores the moral and ethical values taught by Islam. Public officials and political leaders often focus more on short-term political interests or individual interests, instead of maintaining the principles that should be guidelines in political communication such as honesty (as-Sidq), trustworthiness (al-Amanah), and justice (al-'Adalah). The result is non-transparent communication, unclear policies, and public distrust of the government. Research by Effendy (2000) in his book Islam and the State shows that Islamic politics in Indonesia is often trapped in the dynamics of practical politics that ignore the moral principles contained in Islamic teachings.

Although the values of Islamic communication are clearly stated in the Qur'an and Hadith, their practice in government often faces various challenges. In the context of Indonesian politics, which has a democratic system of government, sometimes these principles are hampered by political complexity, conflicting interests between groups, and the emergence of practical political phenomena that prioritize the interests of certain individuals or groups over the interests of the community as a whole. In addition, the increasing role of mass media and social media in shaping public opinion also often worsens the situation by spreading information that is not necessarily true or accurate.

The pluralistic Indonesian society also poses a challenge in implementing Islamic communication in government. Islam as a religion that teaches moderation (wasatiyyah) should be able to play a role in reducing the social and political polarization that often occurs, but in practice, this has not been fully achieved. Therefore, grounding Islamic communication in government is an urgent need to improve the quality of communication between the government and the community, and to ensure that the policies taken are not only fair, but also reflect the moral values taught by Islam.

In addition, Islamic communication in government can optimize the implementation of shura (deliberation), which is a basic principle in decision-making. In Islam, every decision must involve mature consideration and involve the interests of the people. This not only provides space for the community to participate, but also ensures that the policies taken will be well

received by all parties. The implementation of shura in government will create a government that is not authoritarian and more responsive to the needs of the community.

Along with the development of the times and the need for a more transparent, accountable, and responsive government, it is important to formulate innovative ways to ground Islamic communication in government. One of them is by utilizing communication technology to increase openness and interaction between the government and the community. A government that uses the principles of Islamic communication not only aims to convey policies, but also to build better relationships with the people, increase public participation, and ultimately strengthen the legitimacy of the government itself.

Second, in the context of media and information, the government faces major challenges with the development of the digital era. Social media allows for the rapid spread of information, but it is often unverified and contains misleading information (hoaxes). In this case, Islamic communication that emphasizes the importance of honesty and justice becomes increasingly relevant. The book Islamic Communication by Hamid Mowlana (2011) emphasizes that fair communication must be based on truth and transparency, which is currently very difficult to achieve if there is no good control and regulation of social media and public communication as a whole..

In addition, another challenge in grounding Islamic communication in government is the social and political plurality in Indonesia. Indonesian society, which is very diverse in terms of ethnicity, religion, and culture, often faces social and political tensions. The principle of moderation in Islam (wasatiyyah) teaches the importance of balance and avoiding extremism, but in reality, social polarization still often occurs, especially in the political context. Effendy (1998) in his book Islam and the State: Transformation of Islamic Thought and Practice in Indonesia emphasizes that the application of moderate Islamic principles in politics can be a solution to reduce social tensions and strengthen relations between different community groups..

Overall, the main problem in grounding Islamic communication in government lies in the lack of understanding and application of Islamic principles that prioritize justice, transparency, and ethics of communication. Fair and inclusive government communication should be able to build openness between the government and society, reduce social tensions, and increase public participation in decision-making. The book The Islamic Political System by Fariz, Maufur, and Shaleh (2000) provides a deeper analysis of how the Islamic political system, including its political communication, can be integrated with the modern government system to create better governance..

Therefore, it is important for the Indonesian government to better understand the values of Islamic communication and implement them in public policy. This will strengthen the relationship between government and society and create a more inclusive and just government.

RESEARCH METHOD

This research method uses a descriptive qualitative approach. This research is library research, (Moleong, 2019) which means that data collection is carried out by utilizing library sources such as books, scientific journals, articles, and literature that explains the application of Islamic communication in Indonesia.

The data analysis technique used is the byat analysis technique, where researchers will review and group data obtained from various library sources to find similarities and differences in views, and interpret the relevance of the concepts put forward. The results of this analysis are expected to provide a deeper understanding of Islamic communication.

RESULT AND DISCUSSION
Implementation of Islamic Communication Principles in Government

The main principles of Islamic communication, such as honesty (as-Sidq), trustworthiness (al-Amanah), justice (al-'Adalah), and moderation (wasatiyyah), have the potential to create transparent, responsive, and ethical government communication. Here are ways these principles can be effectively implemented:

1. Honesty (As-Sidq) in Delivering Information

   Honesty is a fundamental principle in Islamic communication that requires the government to convey correct and transparent information to the public. In practice, the government must provide accurate and non-misleading information, especially regarding public policies that affect the lives of the wider community. This is in accordance with Effendy's research (2000) which shows that honesty in government communication increases public trust.. The principle of honesty is very important to maintain public trust, which is often eroded due to less transparent information from the government. This is supported by Alwi's research (2019) in the Jurnal Komunikasi Islam journal, which states that honesty in government communication strengthens the relationship between the government and the community, while reducing the spread of hoaxes.. In addition, in the context of Islamic communication, honesty also includes transparency in reporting the results of government work, so that the

public can know the condition and performance of the government objectively.

2. Amanah (Al-Amanah) in Maintaining Public Trust

   The principle of trust in government communication means that public officials must maintain public trust by being responsible in conveying information and making decisions. The government is expected to carry out its duties with full responsibility and maintain public trust in every aspect of its communication. Trust or responsibility is an important element that public officials must have in conveying correct and reliable information. According to Arifin (2017) in his book Islamic Communication: Theory and Practice, trust in communication emphasizes the importance of conveying information with a sense of responsibility and trust, and is oriented towards the welfare of the community. The book Islamic Communication by Mowlana (2011) emphasizes that this principle of trust is very important to maintain the integrity of government communication so that the community feels valued and heard..

3. Justice (Al-'Adalah) in Policy Making and Information Delivery

   The principle of justice requires the government to treat all groups in society fairly and without discrimination in conveying information and implementing policies. In the context of communication, justice means that the government must provide equal access to information and not favor certain groups. According to a study in the Journal of Islamic Communication Science by Harahap (2020), the application of justice in communication can strengthen the relationship between the government and society, especially in a very diverse country like Indonesia.. Likewise, Effendy (1998) in Islam and the State explains that justice in public communication is very important to avoid distrust and social tension, especially in the midst of Indonesia's diverse society.

4. Moderation (Wasatiyyah) to Avoid Social Polarization

   Islam teaches the principle of moderation or balance (wasatiyyah) which encourages the government to avoid communication that can lead to extremism or worsen social polarization. In government, moderate communication can help reduce tensions between various groups in society. The application of this principle of moderation also includes the management of government media to convey calming and unifying messages. The principle of moderation in government communication can help reduce tensions between different social groups, as well as encourage inclusive and peaceful dialogue. Arief (2018) in his book Islam and Moderation explains that moderate communication is the key to

maintaining social stability amidst Indonesia's diversity. According to research by Fariz, Maufur, and Shaleh (2000) in The Islamic Political System, the principle of moderation is very relevant in the context of Indonesian politics which is often colored by sectarian and social tensions.

5. Deliberation (Shura) in Public Decision Making

   Deliberation or shura prioritizes community involvement in the policy-making process through dialogue and public participation. Shura encourages two-way communication between the government and the people which aims to increase accountability and openness. In the context of modern governance, this principle is applied through public consultation and discussion forums involving various parties. This is supported by Mahmud's research (2019) in the Journal of Islamic Thought which shows that public participation based on deliberation can increase the legitimacy and effectiveness of policies..

6. Countering Disinformation through Honesty and Transparency

   In the era of complex information, honesty and transparency are the government's main weapons in dealing with disinformation. By providing accurate and reliable information, the government can position itself as a credible source of information and reduce the impact of hoaxes. This is in accordance with research conducted by Rahman (2019) in the journal of Islamic Communication Science, which shows that honesty in public communication can help suppress the spread of hoaxes and increase public trust.

Key Challenges in Integrating Islamic Communication Values in Government

Integrating Islamic communication values into governance faces several major challenges, especially related to the application of principles such as honesty, trustworthiness, justice, and moderation in complex and diverse contexts. Here are some of the major challenges in this regard:

1. Infrastructure and Bureaucratic Process Limitations

   Complicated bureaucracy and limited communication infrastructure are major challenges in the effective implementation of Islamic communication values in government. A bureaucratic system that is too complicated often makes the process of conveying information slow and less transparent. Arifin (2017) in Islamic Communication: Theory and Practice notes that complicated communication in bureaucracy can damage the principle of honesty and public trust in the government, because information that reaches the public has often gone through many layers so that it loses its objectivity..

2. Challenges from the Existing Political Culture

   In some government institutions, the developing political culture emphasizes practical political interests rather than moral and religious values. In such a culture, the principles of justice and trust are often ignored, especially when the information conveyed tends to be used for the interests of certain groups. Alwi (2019) in the Journal of Islamic Communication stated that the main challenge in integrating Islamic principles into government communication is a political culture that is inconsistent in maintaining public trust and often prioritizes short-term political agendas.

3. Inability to Face the Challenges of Disinformation and Hoaxes

   The rise of disinformation and hoaxes that can weaken Islamic communication in government. The principles of honesty and openness are very difficult to implement if the government does not have a strong communication strategy to counter fake news. In this context, Rahman's book (2019) in Islamic Communication Science shows that the government's weak ability to counter hoaxes makes people tend to doubt official information provided by the government, so that public trust decreases.

4. Lack of Understanding of Islamic Communication Principles Among State Apparatus

   The integration of Islamic communication principles also faces obstacles in the understanding of state officials towards these values. Many public officials do not understand the principles of honesty, trustworthiness, and justice in Islamic communication, making it difficult for them to apply them in everyday communication. Mahmud (2019) in the Journal of Islamic Thought emphasized that special training on Islamic communication for state officials is needed so that Islamic values can be more effectively applied in government environments.

5. Diverse and Complex Social Dynamics

   Indonesia is a country with a wide diversity of cultures, religions, and ethnicities, which adds to the complexity of implementing the principle of moderation (wasatiyyah) in government communication. These diverse social dynamics often make government communication vulnerable to misunderstandings or even polarization. The book Islam and Moderation by Arief (2018) shows that the principle of moderation in communication is very important, but difficult to implement in a fragmented social environment without an inclusive and diversity-sensitive communication strategy.

The Role of Islamic Communication in Increasing Transparency, Accountability, and Public Participation in Government

The application of Islamic communication principles in governance can strengthen transparency, accountability, and public participation, which are important components in creating good governance and gaining public trust.

1. Transparency through Honesty and Openness

    Transparency in government can be achieved through the application of the principle of honesty (as-Sidq) which requires the government to convey honest, accurate, and open information to the public. In Islamic communication, honesty is an important foundation, because by providing clear and non-misleading access, the public will get a more complete picture of government policies and processes. According to Mufid (2018) in the Journal of Islamic Studies, honesty in government communication reduces the potential for information manipulation and allows the public to gain trust in the government..

    In addition, openness of information based on the principle of honesty can help reduce speculation and rumors that are detrimental. This openness is also regulated in the Law on Openness of Public Information (UU KIP) in Indonesia, which stipulates that the government is required to provide accurate and timely information to the public, in accordance with the demands of honesty in Islam..

2. Accountability Through the Principle of Trust

    Accountability is another important element that can be realized through the principle of amanah (trust and responsibility) in Islamic communication. A government that carries out the amanah in its duties will be more open to receiving evaluations from the community, thus allowing public oversight of government performance and policies. According to Arifin (2017) in his book Islamic Communication: Theory and Practice, amanah in government is not only limited to formal obligations, but also includes moral responsibility to act in accordance with the interests of the wider community.

    By implementing the principle of trust, public officials are expected to not only submit accountability reports that are merely formalities, but also open up space for constructive criticism that can improve government performance. This allows for transparency in all aspects of policy and administration that are carried out.

3. Increasing Public Participation Through the Principle of Deliberation (Shura)

    Islamic communication highly prioritizes the principle of deliberation or consultation in decision-making, which reflects the principle of public participation. Through the implementation of shura, the government can open up space for dialogue with the community, so that the community feels involved in the policy-making process that impacts their lives. According to Azizah's research (2019) in the Journal of Islamic Thought, deliberation in public policy-making contributes to higher public participation and creates strong legitimacy for the policies taken..

    Deliberation as part of government communication can also increase inclusiveness, especially in the context of Indonesia's diverse society. By involving various groups in deliberation, Islamic communication helps accommodate different views and makes the decision-making process more democratic and oriented towards the common interest.

4. Reducing Polarization with Moderation (Wasatiyyah) in Public Communication

    The principle of moderation or wasatiyyah in Islamic communication emphasizes balance and a middle stance in dealing with social issues. In the context of government communication, this principle is very important to maintain harmony in a pluralistic society, as well as prevent the emergence of excessive social polarization. According to Syamsuddin (2018) in his book Principles of Moderation in Islamic Communication, moderation helps the government to convey policies in a way that does not offend certain groups and seeks to unite society through constructive and balanced dialogue.

Moderation Values (Wasatiyyah) in Islamic Communication

The values of moderation (wasatiyyah) in Islamic communication play an important role in reducing social and political polarization, especially in a country as diverse as Indonesia. Polarization often occurs when groups in society have very different and separate views, whether in political, social, or cultural aspects. In this context, the principle of moderation in Islam can be an effective instrument for easing tensions and promoting social harmony.

1. Wasatiyyah Principles in Islamic Communication

    Wasatiyyah in Islam refers to a moderate attitude that seeks to avoid extremism and bias, both in religious beliefs and in social and political relations. This principle teaches balance, justice, and tolerance for diversity. In the context of communication, wasatiyyah means conveying

messages in a balanced manner, avoiding hate speech, and prioritizing constructive dialogue to reach consensus. In the Journal of Islamic Thought by Syamsuddin (2018), it is explained that wasatiyyah is a method for maintaining social stability by prioritizing moderate values that accommodate various perspectives without offending other parties.

2. Reducing Polarization Through Strengthening Dialogue and Inclusivity
Indonesia, as a country with religious, ethnic, and cultural diversity, often faces challenges in managing these differences, especially in the political context. Moderate communication, as taught by Islam, can reduce polarization by encouraging inclusive dialogue involving various groups. The principle of wasatiyyah emphasizes the importance of listening to all parties fairly and expressing opinions in a way that respects differences. According to research by Harahap (2020) in the Journal of Islamic Communication Studies, one way to reduce social and political tensions is to create space for open dialogue, where all parties can express their views without fear or being labeled as extremists.

3. The Role of Moderation in Addressing Extremism and Radicalization
Media Radicalization and extremism often arise when a group feels that their views are marginalized or disrespected in public conversations. Islamic communication based on the values of moderation can help reduce extremism by promoting more inclusive views and uniting differences. In Islam and Moderation (Arief, 2018), it is explained that moderate communication avoids exclusive attitudes that can trigger social and political conflict. Moderation helps reduce tensions between groups with different ideologies, by emphasizing unity and tolerance.

4. Increasing Social Tolerance in a Plural Society
Indonesia is known for its plurality of religions, ethnicities, and cultures. Social polarization can occur when these groups feel marginalized or unappreciated by the majority group. Islamic communication that emphasizes the principle of wasatiyyah teaches the importance of tolerance and mutual respect. In the book Islamic Communication: Theory and Practice by Arifin (2017), it is emphasized that wasatiyyah is an approach that can reduce division by inviting society to accept diversity and live side by side peacefully..

5. Moderation in Political Communication to Reduce Tension
In the political realm, polarization often arises due to sharp ideological differences between political parties or their supporting groups. Moderate Islamic communication can serve to ease this tension by emphasizing the principles of justice and balance in conveying political messages. By using

a more neutral approach and avoiding inflammatory rhetoric, the government and political parties can be more effective in maintaining political stability. Research by Rahman (2019) in the Journal of Islamic Communication Studies shows that moderate political communication can build cooperation between various parties and reduce social friction that arises due to political polarization.

Government Strategy in Overcoming Disinformation and the Spread of Hoaxes through Islamic Communication Principles

Disinformation and the spread of hoaxes are serious problems in public communication, which can damage public trust in the government and worsen social and political polarization. In this context, the application of Islamic communication principles can be an effective strategy to overcome this problem. Here are some approaches that the Indonesian government can take in overcoming disinformation and hoaxes through Islamic communication values:

1. Prioritize Honesty (as-Sidq) in Delivering Information
   The principle of honesty in Islamic communication (as-Sidq) is very relevant in overcoming the spread of hoaxes and disinformation. In Islam, honesty is considered the main basis in communicating, both personally and in public affairs. The government must ensure that all information conveyed to the public is accurate, clear, and not misleading. In Islamic Communication: Theory and Practice by Arifin (2017), it is explained that honesty in government communication will encourage transparency and reduce doubts arising from the spread of false information.. With honest information, people are more likely to trust official channels and avoid unclear sources of information.

2. Implementation of the Trust Principle for Information Responsibility
   The principle of amanah (trust) also plays a significant role in overcoming disinformation. In Islam, amanah requires a person to convey information responsibly and not abuse power. According to Rahman (2019) in Islamic Communication Science, the government has a mandate to maintain the truth and accuracy of the information disseminated. Therefore, to overcome hoaxes, the government needs to ensure that every public official and institution involved in the dissemination of information can be trusted and is responsible for every piece of information released to the public.

3. Media Education and Digital Literacy Based on Islamic Ethics
   One strategy that can be implemented is through media education and digital literacy that teaches people to select and verify sources of information. In Islam, there is a principle to use knowledge wisely (ilmul

munafiqah) that can be applied in the context of digital literacy. The government can develop training programs to raise public awareness of the importance of verifying information before sharing it. Syamsuddin (2018) in his book Principles of Moderation in Islamic Communication emphasizes that Islamic-based education can help individuals be wiser in filtering information and avoiding the spread of hoaxes.

4. Use of Social Media with Islamic Ethics
   Social media has become one of the main channels for the spread of disinformation and hoaxes. The government can utilize social media to spread correct information and raise awareness about the dangers of hoaxes. In Islamic communication, the use of media for good purposes is highly recommended as long as it maintains ethical principles, such as honesty, politeness, and justice. Arifin (2017) in Islamic Communication: Theory and Practice suggests that the government can collaborate with influencers, religious figures, and civil society to convey positive messages that are in accordance with Islamic values through social media..

5. Strengthening Regulations to Prevent the Spread of Hoaxes
   In addition to the communication-based approach, the government also needs to strengthen regulations related to the spread of hoaxes. This can be done by enforcing strict laws against perpetrators of disinformation. In Islam, the spread of lies and slander is strictly prohibited because it can damage social harmony and harm others. As regulated in the Qur'an and Hadith, the spread of fake news can damage the reputation and relationships between individuals or groups. Therefore, the government needs to implement policies that support law enforcement against hoax spreaders and ensure that there are clear sanctions for perpetrators of this crime..

6. Cultivating Moderate Attitudes to Reduce Radicalization
   Social polarization caused by the spread of hoaxes is often exacerbated by extremist attitudes. Moderate Islamic communication (wasatiyyah) can help reduce radicalization by emphasizing a balanced, fair, and inclusive attitude in responding to differences. As explained in Islam and Moderation by Arief (2018), moderate communication encourages society to accept differences and work together to create social harmony. The government can apply this approach in public campaigns to counter the spread of hoaxes that encourage polarization and radicalization.

CONCLUSION

Based on the results of the discussion, several steps that can be taken by the Indonesian government to integrate Islamic communication principles into government are as follows:

1. Islamic-Based Media and Digital Literacy Education
   The government needs to introduce and strengthen digital literacy programs that prioritize Islamic communication principles. Through this education, people will be smarter in sorting information and avoiding the spread of hoaxes that can damage social harmony.
2. Strengthening Regulation and Law Enforcement Against Disinformation
   The government must strengthen regulations and law enforcement mechanisms that can handle the spread of hoaxes in a fair and transparent manner. Strict law enforcement against perpetrators of disinformation is important to foster a sense of security in communicating.
3. Use of Social Media for Accurate Information
   The use of social media to disseminate honest information based on Islamic communication principles is essential. The government can collaborate with religious figures and civil society to convey the right message through digital platforms.

Promoting Moderate Attitudes in CommunicationBuilding a culture of moderate communication in society is very important, especially in reducing social polarization. Campaigns that emphasize the importance of mutual respect, tolerance, and togetherness can reduce radicalization and strengthen unity.

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