

CONTRIBUTION OF YOUTUBE CONTENT TO INCREASING INCOME BASED ON ISLAMIC BUSINESS ETHICS

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ABSTRAK: Manusia adalah makhluk sosial yang bermuamalah dalam kehidupan sehari-hari. Bisnis merupakan salah satu bentuk muamalah yang banyak digemari masyarakat. Seiring berkembangnya zaman dan teknologi bisnis dikalangan masyarakat semakin mudah dilakukan. Dengan adanya perkembangan teknologi terutama di dunia internet, banyak dari kalangan masyarakat yang menjadikannya sebagai ajang berbisnis dan mencari sumber penghasilan dengan cara menjadi konten kreator yang mengunggah konten-konten sederhana di aplikasi sosial media seperti Youtube. Semakin hari, fungsi aplikasi Youtube bukan hanya sekedar menjadi situs dan aplikasi hiburan, akan tetapi dijadikan sebagai tempat menggantungkan hidup oleh sebagian kelompok masyarakat kecil. Padahal pada dasarnya Youtube adalah sebuah situs web yang dibuat sebagai fasilitas untuk berbagi video yang dimiliki penggunaanya atau hanya sebatas menikmati berbagai video klip yang diunggah oleh beberapa pihak. Dalam penlitian ini peneliti secara *Field Research* (Penelitian Lapangan) yaitu penelitian yang dilakukan di lapangan atau langsung ketempat penelitian. Penelitian lapangan adalah penelitian yang bertujuan mempelajari secara intensif tentang latar belakang keadaan sekarang dan interaksi sosial, individu, kelompok, dan masyarakat. Dalam artian penelitian lapangan merupakan penelitian langsung dengan berinteraksi kepada objek yang diteliti sehingga kan mendapatkan sumber data yang pasti dan akurat. Hasil dari penelitian ini Hasil penelitian menemukan bahwa beberapa youtuber yang telah menerapkan beberapa prinsip beretika bisnis dalam Islam dengan memuat konten konten berisi muatan positif dan bisa diterima oleh semua kalangan masyarakat seperti channel Fakta Kehidupan.

Kata kunci: youtube, konten kreatif yotube, sumber penghasilan

ABSTRACT: Man is creature social gathering in life daily . Business is one of form that's a lot of muamalah popular public . Along development of time and technology business among public the more easy done . With exists development technology especially in the internet world, many from circles the society that makes it as event doing business and searching source income with method become content the creator who uploaded it contents simple in application social media like YouTube . The more day , function application YouTube No only just into sites and applications entertainment , will but made as place hang live by some group public small . But basically YouTube is a website is created as facility For share your videos its users or only limited enjoy various video clips uploaded by several party . In research This researcher *Field wise Research* (Field Research) is research conducted in field or direct place study. Study field is research that aims to study intensively about background behind circumstances Now And interaction social, individual,group, And public. In meaning study field is direct research by interacting with the objectresearched so that right get source data Which Certain and accurate.

Results of this research Results of research find that several YouTubers who have apply a number of principle ethical business in Islam with load content content containing load positive and capable accepted by all circles public like the Facts channel Life.

Keywords: YouTube , content creative YouTube , source income

1. INTRODUCTION

Man is creature social gathering in life daily . Business is one of form that's a lot of muamalah popular public . Along development of time and technology business among public the more easy done . With exists development technology especially in the internet world, many from circles the society that makes it as event doing business and searching source income with method become content the creator who uploaded it contents simple in application social media like YouTube .

The more day , function application YouTube No only just into sites and applications entertainment , will but made as place hang live by some group public small . But basically YouTube is a website is created as facility For share your videos its users or only limited enjoy various video clips uploaded by several party .

YouTube made as receptacle For look for source promising income for circles child young , one The method that is with become content creator . Most from they looking that success famous on YouTube is A bright dreams . Because, when somebody has famous on the YouTube site then payment or wages received on achievement the will equivalent with wages a doctor even capable beyond it . YouTube in the present has made income by users who are called YouTubers/ content creator as field business . (Yosiroh & Kurniawan, 2023)

YouTube is a mass media digital- based that provides various videos, and have scope largest in the world.On 2005 , company YouTube founded by three former people employee at the PayPal company . With this idea , they can creating social media and its users can upload content in the form of video, audio, and picture . Presence YouTube become place creation work art form creative , educative , informative , as well as videos inspirational that can be shared to audience general . A content creators who create and upload a video on this site known as a YouTuber. Become a YouTuber in the era of progress technology information No too difficult . If somebody own tool communication , as well own tool recorder such as smartphones, cameras , and internet connections , then anyone can potential For become a YouTuber. In the development of the YouTube platform can utilized by its users as promotional media as well as as source income main.Pg the caused because it is on the YouTube platform can give opportunity to all over its users with exists Work The same monetization to videos or work creation that has been uploaded on the platform . Monetization is A term cash out something .

Monetization is a work program The same from Google, and one of the programs provided by Google is Google AdSense . Google AdSense is a working program The same form partnership advertising on internet media created by Google. With the existence of the Google AdSense program , owner account YouTube has registered and approved its membership in the monetization program will allowed For pair specified advertisement has been by Google on its users' websites . In other words, users YouTube uploaded it A content will installed advertisement from google, then content creator the will get wages . The more many people are pressing advertisement or visit the site , then will the more big wages will be accepted by the

uploader the video content . Along with increase time , to be a YouTuber already become ambition new for gen-z in frame obtain treasure riches . However , in every activity activity economics , necessary exists clear contract on acquisition treasure as well as exists view law Islamic economics in activity muamalah the . (Nur Arbaeni & Nurhasanah, 2023)

In Indonesia, when This has Lots emerging people in the profession as a YouTuber. In operate the job , the YouTubers have demands For play quite a role unique to each content the video . Activity the is form from presentation self . They try bring up impression certain For influence method look public as viewers , against himself in the video. YouTube is wrong one social media that facilitates activity presentation self the . YouTuber as user active YouTube involved in presentation self For build and maintain connection with viewers they in a way sustainable , because one researcher opinion that people will always care to image social they through presentation strategic self YouTuber often assumed as possible work done with flexible or not bound rule However can produce Lots Money . However , it is reversed That all there is A the facts show that the YouTuber has vulnerability experience disturbance mental health consequences the pressures he experienced . (Pratama & Kahija, 2022)

A. creative content

Content is form modern information in the form of text , video, sound or suaru documents managed by electronic media . (Mahmudah & Rahayu, 2020) .

Content is something the information presented in web form and access using the internet. (Martini & Agnia Syabilla, 2022)

Content creative is somebody or group that has ability For find A breakthrough new For face something problem with more different ways unique and interesting . (Putri et al., 2018)

Content creative is an electronic media that contains information with contains moderate things warm discussed or packaged old things with with the times. (Azizah , 2020)

Content creative is A receptacle storage packaged information in a way innovative via electronic media Good That news , news or entertainment . (Amalia Yunia Rahmawati, 2020b)

With exists media new possible people For producing various content independently and with relatively small capital. For example, audio-video media has been dominated by the television industry with large capital in production and distribution, it is currently much more affordable process production And its distribution. Creator content can

edit audio-video files online *and* upload them to the site video sharing websites such as *YouTube* or *Vimeo* and then place advertisements on them inside And can produce Money in a way passive. So Also with conventional industries others like *photography* can now be uploaded in *photography* based market site , and still is Lots Again Which other

B. YouTube

YouTube is a platform that provides various videos start from entertainment , news or A supporting content creativity accessed child Through the internet. (Mastanora, 2018)

YouTube is a medium with method his understanding through view or hearing so that Can build condition someone to make it easy understand from the content he sees . (Fetra Bonita Sari, Risda Amini, 2020)

YouTube of course a application that makes it easy billions of people in discover , watch , listen or share various like videos from various genres. Youtube also provides room for mutual people connect , inspire lots of people too give information in various around the world and also as a media platform distribution for good content creator big or small . (Putra & Patmaningrum, 2018)

As for excess *YouTube* as media business, including:

- a. Informative. Because *YouTube* can t deliver related information development of science and technology.
- b. *Cost Effective* . Because *YouTube* can accessed in a way free.
- c. Potential. Because site This very popular.
- d. Practical And complete. Because *YouTube* can used with easy byall circles and there are also editing facilities videos.
- e. *Shareable* . Because link *YouTube* can shared in various site other.

With the advantages and popularity of *YouTube* , many people want to become *Youtuber* For obtain fame even make it as land

business For produce Money. Like a number of *Youtuber* Indonesia following Which can produce Money hundreds of millions of rupiah every month, namely Ria Ricis, Atta Halilintar, Baim Wong, Raffi Ahmad and still more.

Youtuber is term For mention somebody Which make Unique, funny and interesting video content is then uploaded via the account their *YouTube*. as *YouTubers* they always have a *YouTube* account active upload videos Which they make every the week.

Somebody Which upload, produce, or come on stage in videos Which There is in *YouTube* . Simply put somebody said *YouTubers* , If Already produce And come on stage in A videos Which uploaded (*upload*) in *YouTube* . Everyone's motivation to become a *YouTuber* is very different- different, here are some a person's motivation for wanting to be *YouTubers* , that is express view, opinion, or attitude certain, do hobby, share knowledge, become famous, And promotion business so that get source of income.

In a number of description about *YouTube* related with "Content Creative *YouTube* according to Islamic Business Ethics Views" as above, then user *YouTube* part big originate from circles child young Which like use *YouTube* For look for income And express their creativity in the form of videos. For example in terms of ideas making videos, they try make contents videos Which interesting, unique and creative so that you get more and more *views* get income from that *view* .

Steps Become *YouTuber*

1. Get Themes for *Channels YouTube*

One can decide the theme for his *YouTube Channel* from hobby Which owned, like hobby cook, sing, play music, read, prank, social experiment, tutorial, watching Football, playing games, photography, or a hobby other.

2. Make *Channels YouTube*

Channels YouTube on basically is "House" For para *YouTuber* in *YouTube* . If para viewer

YouTube do *subscribe* , they can see all the videos on the *YouTube Channel* , can see information others.104 *Make Channels YouTube* It's very easy, someone only needs to have an account on *Google*. If someone has an account *e-mail* on *Google* , then he already has it account on *Google*.

3. *Make Videos*

For can become a *YouTubers* , somebody must start make videos in accordance theme Which has been determined previously.

4. *Promotion*

After the steps above have been completed, the next step is: namely *promotion*. So that someone's *YouTube* videos and *channels* can be seen by there are a lot of subscribers, so *YouTubers* have to publish intensively, like share and promote via media social, like *Instagram*, *Facebook*, *Twitter* , or *Blog*.

5. *Develop YouTube Channel*

So that can results Which more satisfying, so *YouTubers* , must developing his *YouTube Channel* , by optimizing,even can also *monetize the Channel YouTube* .

After *the YouTube channel* has been monetized by the party *YouTube* furthermore optimize *channels YouTube* with make draft *Thumbnail*, title videos Which in accordance with para *subscribers* , make period time every updates videos latest, And follow part advice from *his subscribers*. (Azizah, 2020)

C. Content *YouTube Creative*

Content creator is something the job in which the person is in charge make something content in the form of text , video, sound or combined from two topic material or more . (Hermawan, 2018)

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Task content creator *YouTube* is

1. Collect ideas or nature theme original as well as make sure everyone understands Why this content creator make content the .



2. Produce creative and appropriate content with current branding information This . for example, all content about lesson life . On when it's filled content about " fact life ".



3. Keep going Try For fulfil objective Which agreed from A content as well as manage strategy content that will published . For example, *subscribers* who asked for the request. A content person creator have to consider it



4. Evaluation content Which has broadcast. Notice every results post, what is the view? go on - stable - down. (*Digital Content Creator* , n.d.)



So if there are people who still think that they are content creators it's just a YouTuber, then that's wrong, a YouTuber is someone who makes things easier. We understand something combining information between video, sound as well as writing made as interesting maybe that would be it element important for si viewer . (Darmawan, 2022)

The motives for using *YouTube* as both a *YouTuber* and *subscriber* are divided into: 3 indicators , *namely*:

- Entertainment And relaxation.
Because fill content (very interesting, feel happy /enjoyed, avoid times when bored, knowing what is happening outside the environment, can see videos without must pay)
- Connection between personal.
Because fill content (give Spirit to person others, express self in a way free, meet with person new, get corner new views provide input And

comment).

- Friendship.

Because fill content (reducing feelings of loneliness, do not feel alone)

D. Source Income

Income is objective from A company or personal involvement sale from something product or services provided by others increase mark asset in submission goods or service . (IOI Lestari, 2021)

For can join with *YouTube Partners Program* must fulfil terms following:

- *Channels YouTube* must have at least 10,000 Viewing This means that if you want to *monetize a YouTube Channel* , the videos on *the Channel YouTube* It's a must watch at least 10,000 time.
- The videos on *the YouTube Channel* have been watched 4,000 hours in the past 1 Years and have a minimum 1,000 Customers (*Subscribers*) . On year 2018 YouTube change condition appropriateness For *monetization* become 4,000 O'clock impressions in 12 month lastand 1,000 customer (*Subscribers*). Change condition *monetization YouTube* Thisdone to improve guidelines and policies *YouTube* .
- Obey Guidelines *YouTube Community e*.
According to guidelines community *YouTube* , following things Which No canis displayed on video *YouTube* :
 1. Content that contains payload *sexual* or nudity.
 2. Content Which harm or dangerous, for example content Which encourage people to do things dangerous, things Which cause wounded, or action other Which harm.
 3. Content violence or *vulgar* .
 4. Content that violates copyright, meaning *YouTubers* are not allowed uploading videos belonging to other people without permission to

use from the owner videos original.

5. Content Which contain hatred, like speech hatred, promotes violence against individuals or groups based on race or ethnicity, religion, disability, gender, age, nationality, status veteran, or orientation *sexual or gender identity* .

Youtuber can make money from ads displayed on the videos, as well as from premium *YouTube subscribers* who watch the content. There are two types of *YouTube Partner Program*, namely *Google AdSense* and *MCN (Multi Channel Network)* .

E. Ethics Islamic Business .

a. Understanding ethics business in Islam

Ethics originating from 2 meanings according to Bertens that is practical and reflective . Understanding ethics practical that is containing matter or mark mark norm good morals that are put into practice However precisely most people don't practice ethics the . Likewise , degan ethics reflection is thinking of one's morals . (Nata, 1996)

Ethics in Arab *al-khuluq, solemn* from say base *khaluqa-khuluqu*, Which means, character, Budi character, habits, chivalry, soldierly.

The definition of ethics comes from the Greek "Ethos" meaning custom or habit. This means that ethics is related to values, good ways of living, good rules of life, and all habits that are adhered to and passed down from one person to another or from one generation to another . (Amalia Yunia Rahmawati, 2020a)

Business is part of economic activity and has a very vital role in meeting human needs. Business activities affect all levels of human life, both individual, social, regional, national and international . (Котлер, 2008)

Islamic business ethics is a set of values about good, bad, right and wrong in the business world based on the principles of morality in accordance with sharia. Apart from that, Islamic business ethics can also mean thoughts or reflections about morality in economics and business, namely reflections about

good, bad, disgraceful, right, wrong, reasonable, proper, inappropriate actions from someone's behavior in business or work. So it can be understood that ethics Islamic business is a set of principles or norms applied by business people in transactions, behavior and relationships in order to achieve their business goals safely . (Astuti, 2020) .

b. Basic Principles Law Islamic Business Ethics

The normative foundation for business ethics in Islam comes from the Koran and the Sunnah of the Prophet Muhammad SAW. In this context it can be divided into four groups, namely the basis of monotheism, the basis of balance, the basis of free will, and the basis of accountability:

○ **Tawhid (Unity)**

Tawhid is an all-exclusive and all-inclusive concept. At the absolute level it differentiates creation from creatures, requiring unconditional submission to His will, but in human existence it provides a strong principle of unity because all humanity is united in obedience to Allah alone.

○ **Balance (Justice)**

Islamic teachings are oriented towards creating human character who has balanced and fair attitudes and behavior in the context of the relationship between humans and themselves, with other people (society) and with the environment.

○ **Free Will**

Humans as caliphs on earth to a certain extent have free will to direct their lives towards the goals they want to achieve. Humans are gifted with free will to guide their lives as caliphs.

○ **Accountability**

All freedom in doing business by humans cannot be separated from responsibility y Norvadewi, Business in an Islamic Perspective' Journal of Islamic Economics and Business | 43 must be given for activities carried out in accordance with what is in the Qur'an surah Al Mudatsir verse 38:

"Everyone is responsible for what he has done."
(Котлер, 2008)

c. Legal basis Ethics Business Islam

In the Qur'an, Surah Al-Baqarah, verse 282, Allah SWT says, which means: "O you who believe, whenever you do charity without cash for the specified time, you should write it down. and let a writer among you write it correctly. And let the writer not be reluctant to write it as Allah has taught him, so let him write, and let the person who is in debt accept (what he will write), and let him fear Allah his Lord, and let him not reduce his debt in the slightest. If the person who owes the debt is a person who is weak of mind or weak (in his condition) or he himself is unable to implement it, then let his guardian implement it honestly. and testify with two male witnesses (among you). If there are not two men, then (permissible) one man and two women from among the witnesses whom you approve of, so that if one forgets, someone will remind him. do not let the witnesses be reluctant (to give information) when they are summoned; and do not get tired of writing down debts, whether small or large, until the deadline for paying them. that way, it is more just in the sight of Allah and strengthens your testimony and is closer to not giving rise to your doubts. (Write your muamalah unless your muamalah is a cash trade that you carry out between you, then there is no sin for you,

(if) you don't write it. and bear witness when you buy and sell; and let the writer and witness not make things difficult for each other. if you do (that), then indeed it is an act of disobedience to you. and fear Allah; Allah teaches you; and Allah is All-Knowing of everything . (Hj. Darmawati, 2018)

2. METHOD

The type of research taken in this research is *Field Research* (Field Research) is research conducted in field or direct place study. Study field is research that aims to study intensively about background behind circumstances Now And interaction social, individual, group, And public. In meaning study field This is direct research by interacting with the object researched so that right get source data Which Certain and accurate. On Study This, researcher do study with explore data sourced from the field/directly

3. RESULT AND DISCUSSION

1. Pernalang city YouTuber profile
 - a. Fg entertainment.



Youtuber fg entertainment was first founded by m faiz al-fattah and m faiz al-fattih, he is a native of the city of pernalang. He was born into a well-off family. M Faiz Al-Fattah and M Faiz Al-Fattih are twin brothers born to a mother who is now only a housewife and her father is also a fish pond owner.

Their educational background graduated from SDN 01 Banglarangan and continued on to Muhammadiyah Comal Middle School and most recently they studied at Nusa Mandiri Ampelagadin Vocational School, majoring in Automotive Light Vehicle Engineering.

Their work before being on YouTube was like now. The older brother, Fattah, worked at a motorbike shop for more than 3 years and the younger brother, Fatih, worked as an Indomaret cashier. While filling in the gaps, the two of them were having fun creating YouTube content whose audience was still not as small as it is today.

b. Mechanism create Content Creative *YouTube*

Based on the results of interviews conducted by researchers with the Content Creator or *Youtuber* Metro City, it is known that the mechanism make Creative content *YouTube* These are different, namely:

1. Fg entertainment

Beginning creation content creative *YouTube* on his *YouTube* channel because at the moment This Not yet There is content with theme story life although Already it's on another *YouTube* channel however No as much Now . Beginning from content story life This channek fact life This filled with Gossip content of which gossip is one method For increase subscribers and viewers. And hose a number of year fact channel life This filled with content Islamic which contains doom life that occurs in the real world .

c. Mechanism Source Earnings (Monetization) *YouTube*

Mechanism source income from *Youtuber* 2013 different with *Youtuber* 2018, there is a reference to the *YouTube book guidelines* starting from the year 2018. That is :

The videos on *the YouTube Channel* have been watched 4,000 hours ago term 1 Year And own minimum 1,000 Customers (*Subscribers*). On year 2018 *YouTube* change condition appropriateness For *monetization* to 4,000 hours watched in the last 12 months and 1,000 subscribers (*Subscribers*). Changes to requirements *YouTube monetization* done to improve guidelines and policies *YouTube* .

Youtuber fg entertainment must own 1,000 *subscribers*, And 4,000 O'clock show. So register monetization on *Google Adsense* wait And look for 100\$ For get pin from Singapore, After waiting 3-4 months, I got the pin from Singapore and I was able to do it produce Money from *YouTube*. First time payday *Youtuber Sidiq* produce 10-15 million/month, And after managing system *YouTube* is currently able to generate 35-45 million/month .

d. Review of Islamic Business Ethics towards *YouTube Creative Content* as Source Income.

Based on the results of the above researchers when viewed from business ethics Islam with principles business ethics Islam, that is : *First*, the principle of monotheism which teaches that every action, deed, word, heart and human thoughts must reflect faith in Allah SWT. By Therefore, all

human activities must be framed by GodSWT as well as bear responsibility answer all deed man, including activity economy And business.

On content fg entertainment this his intention only remind to audience For do kind and giving benefit to many people.

Second, the principle of justice which teaches humans in every way Carrying out activities, including doing business, must be fair, fair to oneself nor fair for person other. So Can in say that principle This teach that in do something action business must think about justice for person in the environment ,No can think about profit Alone temporary There is parties Which in loss. *Third*, principle not quite enough answer that is teach thatIn every human activity, including business, there is accountability each, Good to Allah SWT, yourself Alone, person nearby. *Fourth*, principles freedom Which teach that every Humans have the freedom to choose and determine everything including doing business. However it is necessary to understand that at some level, Humans are given free will to control their lives Alone, But No can ignore reality that he is completely required by God's law . Based on the definition above, the business run by the *YouTube* is the freedom of each individual, to be as successful as possible whatever content *YouTube* results Finally still Allah SWT Which determine in the afterlife.

4. CONCLUSION

Based on the results of the research that the author has done, the author concludes that YouTube Creative Content as a Source of Income Judging from the Islamic Business Ethics of YouTubers from Pematang City, some are in accordance with Islamic business ethics and some are not, one of which is from fg entertainment's YouTube creative content.

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