

## **Commercialization of Education in the Perspective of the Qur'an and its Relevance to Education in the Digital Age**

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### **Abstract**

The commercialization of education has a very big impact on the decline and progress of Islamic education. Therefore it is necessary to examine the commercialization of education in the perspective of the Qur'an and its relevance to Islamic education. This needs to be investigated to determine the commercialization of the Qur'an and its relevance to Islamic education in the digital era. This type of research is library research. The results of this research are 1) In Surah Al-Baqoroh verse 41 and Surah Ali-Imron verses 187 and 199 have a relationship to commercialization. Of the three verses that explain the prohibition to sell or exchange Allah's verses at a small price in the form of the world and its pleasures. This is with commercialization in education which is only concerned with aspects of profit obtained for personal gain; 2) Good educational commercialization of education in the digital era greatly influences the progress of an educational institution. Fulfillment of all facilities and infrastructure is needed if you want da'wah through widespread education. Therefore the commercialization of education which aims to develop the progress of an educational institution is very important; 3) educators in the era of digitalization in their delivery need to be packaged with developing trends that aim to improve the quality of educators. So it is necessary to improve the quality of educators because the impact experienced by teachers is that welfare will be guaranteed.

**Keywords:** Commercialization, Education, Digital Age

### **Introduction**

Education is an effort to shape the character and personality of a person so as to give birth to people who are reliable and accountable. The role of education is very influential for the Indonesian people to enter and also get the effects of globalization. The impact of globalization has swept into the lives of Indonesian people starting from the social, cultural, political and even educational fields which are now trapped in capitalism or commonly referred to as the commercialization of education.

The world of education in Indonesia has not reached the level of success expected by all. The many problems in the world of education are so many and complicated that it is not an easy matter to get out of the difficulties you are experiencing. Another problem that is no less important is the cost of education at

this time which is so expensive. Education in Indonesia is considered an expensive investment so that many children with low economies have difficulty in their education (Sulfasyah & Arifin, 2016).

Commercialization in educational institutions has been widely applied in various educational institutions. This is not only limited to seeking benefits from education, but also aims to provide good service in terms of providing educational services, providing facilities and competent educational staff. However, there are also many outstanding educational institutions that only use education for commercial purposes and only seek profit in it. There are several causes of commercialization in an educational institution. In the research conducted by Zainuddin and M. Rozali, the causes of the commercialization of education include: politics, culture, economics, social and technology. The commercialization of education will also have impacts, including: The lower class people are unable to realize their wishes due to the high cost of education; enrich certain parties; the fees paid are not commensurate with the facilities received. This creates social inequalities for groups of rich people and groups of poor people (Zainuddin & Rozali 2022).

Educational institutions have certain intentions and reasons that make these institutions want to commercialize. According to Siregar and Azmi's research, the first form of commercialization is due to the objective needs of institutions to develop a quality educational process, while the second is based on the desires of education administrators. Of course these two types of commercialization must be addressed differently, because one arises from concern for education, while the other originates from ignorance of education. Of the two intentions that make an institution carry out commercialization which of course will have an impact on whether or not the results of education are good or not in the digital era (Siregar & Fachrudin, 2022).

Indirectly digitalization changes the perspective of education in the 21<sup>st</sup> century. Education in the 21<sup>st</sup> century is slowly shifting not only the concept of teaching methods, mindsets but changes in the way of looking at education itself. Education in the digital era and the 21<sup>st</sup> Education Era is very different from the characteristics of the work environment in the digital era. This of course has an impact on the types of jobs available. There are many jobs that have been lost because they are no longer needed. Changes in the type of work certainly require a variety of new skills that must be possessed by school and college graduates (Oktika, 2022).

From some of these explanations it is very interesting if the commercialization of education is further deepened by tracing how the commercialization of education is in the perspective of the Qur'an which is a guide for Muslims in everyday life. So that it can be known what is meant by

commercialized education according to the perspective of the Qur'an. With that it can be related to its relevance to education in the digital era.

### **Methods**

This type of research is library research (library research) which is descriptive qualitative. Namely describing and explaining the commercialization of education in the perspective of the Koran and its relevance to education in the digital era. The data technique in this research is library research, namely by collecting research-related materials from books, scientific journals, literature and other publications that are appropriate to serve as data sources in research conducted by the author by describing and describing the data through the opinions of experts. So by using a qualitative approach this research is expected to be able to provide comprehensive facts about the commercialization of education in the perspective of the Koran and its relevance to education in the digital era. The benefit of this research is to broaden readers' insights regarding the commercialization of education in the perspective of the Koran and its relevance to education in the digital era.

### **Results**

#### **1. The meaning of commercialization**

The commercialization of education is interpreted as an educational management that places the educational institution as a commercial institution. As a commercial institution, educational institutions will implement the principles of producer behavior, in the liberal economic literature, the goal of production is to "Profit Maximilizing" in this case interpreted financially (Zainuddin & Rozali, 2022).

In terms of the commercialization of education refers to two different meanings. The first is the commercialization of education which refers to educational institutions that have expensive programs and equipment. In this sense, education can only be enjoyed by those who have a strong economic background. So that institutions like this cannot be called commercialization because they do not trade education. The second is educational commersasai which refers to educational institutions that are only concerned with registration fees and education, but ignore educational obligations. This commercialization is usually carried out by educational institutions that promise educational services but are not equivalent to the money they earn (Zainuddin & Rozali, 2022).

The same opinion was expressed by Ummah saying that there are two concepts in the commercialization of education. First, the commercialization of education which emphasizes expensive educational programs and equipment. Second, the commercialization of education which only

prioritizes registration fees and building costs, without paying attention to the educational responsibilities that should be carried out (Ummah, 2023).

From some of the meanings above, if the meaning is understood, the difference will be found. In the first sense, the commercialization of education is more an explanation of the high cost of education that is luxurious, complete and has qualified teaching staff. Meanwhile, in the second sense, the commercialization of education is based solely on obtaining profits and titles by shortcuts without going through the learning process. From several definitions of the commercialization of education, commercialization of the type of commercialization that is only concerned with profit is considered to be of low quality and can later affect the human resources it forms.

## 2. Verses related to commercialization in the Koran

### 1) Surat Al-Baqoroh : 41

وَأْمِنُوا بِمَا أَنْزَلْتُ مُصَدِّقًا لِمَا مَعَكُمْ وَلَا تَكُونُوا أُولَٰ كَافِرٍ بِهِ وَلَا تَشْتَرُوا بِآيَاتِي ثَمَنًا قَلِيلًا وَإِنِّي  
فَاتَّقُونَ

"And believe in what I have sent down (the Koran) which confirms what you have (the Torah), and do not be the first to disbelieve in it, and do not exchange My verses at a low price, and only to Me should you fear."

In the verse fragments contained in the verse, namely the prohibition of selling paragraphs at low prices contained in the paragraph fragments وَلَا تَشْتَرُوا بِآيَاتِي ثَمَنًا قَلِيلًا in the book of Sofwah al-Tafasir it is stated that the purpose of selling verses at a low price is to expect a replacement from something in the form of a mortal world. (Ali, 2015) Meanwhile, Ibnu Luhai'ah argues that what is meant by the verses of Allah are His book which was given to them, while what is meant by a small price is the world and its pleasures (Fida, 2000). The meaning is when we worship and preach with Allah's book expecting compensation in the form of worldly goods. Like money, motorbikes or something else.

So it can be seen that the purpose of the explanation of the verse is that we are commanded to have full faith in the Koran. Then by taking a lesson on the explanation about people who hide the authenticity of the Torah because a politician wants the world, then when we worship or preach using the Koran we must be sincere without expecting a reward in the form of the world. Because such things are proof that we are devoted to Allah (Jauhari & Mukhid, 2021).

## 2) Surat Ali-Imron :187

وَإِذْ أَخَذَ اللَّهُ مِيثَاقَ الَّذِينَ أُوتُوا الْكِتَابَ لَتُبَيِّنُنَّهُ لِلنَّاسِ وَلَا تَكْتُمُونَهُ فَنَبَذُوهُ وَرَاءَ ظُهُورِهِمْ وَاشْتَرَوْا بِهِ تَمَنَّا قَلِيلًا فَبُيِّنَ مَا يَشْتَرُونَ

“And (remember), when Allah takes promises from those who have been given the book (namely): "You should explain the contents of the book to people, and do not hide it," then they throw the promise behind their backs and they exchange it for a small price. What a bad exchange they received.”

This verse is a form of Allah's threat to the People of the Book who have promised through their Prophets, that they will believe in the Prophet Muhammad SAW. And they promised to convey to their people about the arrival of the Prophet. However, they did not keep their promise by hiding the truth of the contents of their book in the form of a Prophet who would come due to the world's priceless reward. As a result of their actions, they will not get good value in this world and in the hereafter (Wahbah, 2013).

Interpretation of Hasby Ash-Shiddieqy in the Book of Tafsir Al-Qur'anul Madjid An-Nur about Qs. Ali Imron: 187, namely the People of the Bible exchanged the Bible for a small price, so called because they left the teachings of the Bible just because they wanted to get worldly pleasures. Therefore, they get a big loss, because of that they exchange the eternal pleasures of the hereafter for worldly goods which run out very quickly. Az-Zamahsyari said, this verse serves as an argument that scholars are required to spread the truth, and must not hide it for some worldly purpose (Rosi, 2022).

## 3) Surat Ali-Imron :199

وَإِنَّ مِنْ أَهْلِ الْكِتَابِ لَمَنْ يُؤْمِنُ بِاللَّهِ وَمَا أُنزِلَ إِلَيْكُمْ وَمَا أُنزِلَ إِلَيْهِمْ خَشِعِينَ لِلَّهِ لَا يَشْتَرُونَ بِآيَاتِ اللَّهِ تَمَنَّا قَلِيلًا أُولَئِكَ لَهُمْ أَجْرُهُمْ عِنْدَ رَبِّهِمْ إِنَّ اللَّهَ سَرِيعُ الْحِسَابِ

“And indeed, among the People of the Book there are those who believe in Allah and in what has been revealed to you and what has been revealed to them, while they are humble to Allah and they do not exchange the verses of Allah for a small price. they will be rewarded with their Lord. Verily, Allah is swift in His reckoning.”

Interpretation of Hasby Ash-Shiddieqy in the Book of Tafsir Al-Qur'anul Madjid An-Nur about Qs. Ali-Imron: 199, namely: Among the people of the book there is a group that takes guidance from the Qur'an, whereas in the past they took guidance from books revealed to their prophets (Torah or Gospel). The people of the book referred to here have been characterized by Allah with several characteristics: 1) believe in Allah with true faith, 2) believe in the Koran which was revealed to the Muslim community, 3) have faith in the Torah and the Bible, 4) Khusyu'dan khudu'

(submissive and obedient) to Allah, 5) Don't want to replace Allah's verses at a small price. Those who have these commendable qualities and do noble deeds are given rewards and deeds and recompense of obedience on the side of Allah who has guided them to the straight path (Hasbi, 2011).

### **3. Digital era education**

The fundamental problem of education in Indonesia is the low quality of education. This is indicated by the high disparity in the quality of education between regions. Indicators of education development at the provincial level show two trends, namely in the category above the national standard and below the national standard (Amirudin, 2019).

Today's students express their thoughts digitally because they were born as digital natives. If educators who are born as immigrants in the digital world are not prepared to accept this challenge to improve their skills at a level appropriate to the capacity of their students, they will be far behind. A serious threat to Islamic education is the insignificant function of the teacher as a group for dissemination of knowledge, development or sharpening of skills and instilling values. Responding to this reality, educators use digital features that are available 24 hours a day (Alfinnas, 2018).

The current digital era learning model has differences compared to conventional learning models. The digital era learning model consists of 3 models: first, the teacher provides learning material online to students and then downloads and studies manually (offline), second, the teacher provides learning material online and students learn online as well, and third, collaboration between learning that takes place between online and offline (Aziz, 2019).

Technology learning media in the digital era can be used to support a trusted learning process, including:

- a. Improving the quality of learning so that it attracts more students' attention.
- b. Give wider access to students.
- c. Allows the learning process to be carried out anywhere.
- d. Changing the direction of the teacher's view towards a more positive, productive and creative.
- e. Learning media can increase and direct children's attention so that they get interesting learning motivation, more direct interaction between students and their environment, and the possibility for students to study independently according to their abilities and interests (Julita & Purnasari, 2022).

### **Discussion**

Education is an action carried out by educators that aims in the realm of the process of providing knowledge to students (Transfer of knowledge) and good moral values to students (Transfer of value). So that in all forms its activities aim to educate the nation's children and value goodness. However, on the other hand there are elements from educational institutions who take advantage of this with the aim of making a profit without thinking about the value of the education being carried out. This is called the commercialization of education.

In Surah Al-Baqoroh verse 41 and Surah Ali-Imron verses 187 and 199 have a connection with commercialization. Of the three verses that explain the prohibition to sell or exchange Allah's verses for a small price. The purpose of selling verses at a low price is to expect compensation from something in the form of a mortal world. This little price is the world and its pleasures, which means when we worship and preach with the book of Allah, we expect compensation in the form of worldly goods. Like money, motorbikes or something else. This is with commercialization in education which is only concerned with aspects of the benefits obtained for personal gain by forgetting the obligations regarding the rights that must be given to students in obtaining maximum educational facilities and services.

The commercialization of education tends to be based on pragmatic needs or the needs of the market or employment so that the spirit of education as the foundation of culture, morality and social movement is lost so that the only relationship that emerges is profit and loss. The commercialization of education carried out by an institution can be divided into two types. First, commercialization is carried out with the intention of increasing the quality and quality of education. Where there are expensive costs but it aims to provide the best facilities and services. Commercialization is necessary, but there must be a rule that goes according to the flow and is adjusted to existing laws, not only aimed at commercial purposes, but still inseparable from the intellectual life of the nation's children. Not only thinking about benefits for institutions and teachers, but it must be balanced with maximum service which must be further improved. The second is the commercialization of education carried out by an educational institution which only aims to obtain large profits from education without regard to the best services and facilities provided to students. If there is an advantage in it, it is not used to repair the infrastructure contained in educational institutions but is used for the benefit of the top officials of an institution. This form of commercialization is in accordance with the explanation of the verses which are only concerned with aspects of the world in the form of personal gain so that it has an impact on the progress of education in the digital era.

The commercialization of good education towards education in the digital era greatly influences the progress of an educational institution. In the digital era, the fulfillment of all facilities and infrastructure is very much needed if you want to preach through education that is widely spread. So it is important the commercialization of education which aims to develop the progress of an educational institution. In the digital era, many educational institutions have implemented commercial systems in educational institutions, both at schools and in Islamic boarding schools. Many institutions use digital as a means to gain monetise with digital marketing. So that social movements cannot be separated between commercialization and education. If education only relies on free or standard learning, it will be difficult for the community to recognize these educational institutions. Each institution has its own brand or advantage and is commercialized with the aim of introducing it to the public.

As an educator in the digitalization era, in its delivery it needs to be packed with developing trends, as a result, methods are needed in education in the digital era. Educators are ready to accept the challenges of education in the digitalization era to improve their abilities at a better level so they are not far behind. With that, it will have an impact on the welfare of educators when commercialization is implemented and the quality of teachers is increased, the welfare of teachers will be guaranteed and the price will increase on the condition that teachers are competent with skills, soft skills and talents. However, if a hunter is no longer productive and lacks creativity and innovation, his welfare is not guaranteed and must be replaced.

### **Conclusion**

From the results of this research it can be concluded that in Surah Al-Baqoroh verse 41 and Surah Ali-Imron verses 187 and 199 have a relationship with commercialization. Of the three verses that explain the prohibition to sell or exchange Allah's verses at a small price in the form of the world and its pleasures. This is with commercialization in education which is only concerned with aspects of the benefits obtained for personal gain by forgetting the obligations regarding the rights that must be given to students in obtaining maximum educational facilities and services. The commercialization of good education towards education in the digital era greatly influences the progress of an educational institution. Fulfillment of all facilities and infrastructure is needed if you want da'wah through widespread education. Therefore the commercialization of education which aims to develop the progress of an educational institution is very important. As an educator in the digitalization era, the delivery needs to be packaged with the growing trend. So it is necessary to improve the quality of educators because the impact experienced by teachers is that welfare will be



guaranteed if the teacher has good quality and competence then the price will also increase, but conversely if the teacher does not try to develop his skills and competencies then the teacher's welfare is not guaranteed.

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