



Islamic Communication Ethics in the Gaza Genocide News on Instagram Account @Medan Talk

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Abstract: *This study aims to examine Islamic communication ethics as manifested in news captions about the Gaza genocide posted on the Instagram account @Medan between October and December 2023. The significance of @Medan Talk as an influential source of information in Medan City led to its selection as the subject of study. This study employed the qualitative method, precisely the qualitative content analysis technique. The research findings revealed that the Islamic communication ethics contained in the captions include qaulan sadida, qaulan baligha, qaulan layyina, qaulan ma'rufa, qaulan maysura, and qaulan karima in reporting on the genocide in Gaza, with two Islamic communication ethics, qaulan baligha and qaulan maysura, dominating. This study's Islamic communication ethics adapt to general communication ethics, such as being polite, honest, not rude, not provocative, and accessible to ethnicity, religion, race, and group elements. Hopefully, this research can provide a basis for further research to investigate news on other platforms and with broader discussion topics.*

Keywords: Islamic Communication Ethics; News; Social Media

Abstrak: *Penelitian ini bertujuan untuk menganalisis etika komunikasi Islam yang termanifestasikan dalam penulisan (caption) berita mengenai genosida Gaza yang diposting pada akun Instagram @Medan Talk selama periode Oktober-Desember 2023. Pemilihan @Medan Talk sebagai subjek studi yang didasarkan pada signifikansinya sebagai sumber informasi yang berpengaruh di Kota Medan. Penelitian ini menggunakan metode kualitatif dengan teknik analisis isi kualitatif. Hasil penelitian menunjukkan etika komunikasi Islam yang terkandung pada caption postingan meliputi qaulan sadida, qaulan baligha, qaulan layyina, qaulan ma'rufa, qaulan maysura, dan qaulan karima dalam pemberitaan seputar genosida di Gaza, dengan dua etika komunikasi Islam yaitu qaulan baligha dan qaulan maysura yang lebih mendominasi. Dapat dilihat bahwa etika komunikasi Islam dalam penelitian ini merupakan adaptasi dari etika komunikasi secara umum seperti menggunakan kalimat yang santun, jujur, tidak mengandung kalimat yang terkesan kasar, tidak provokatif, dan tidak mengandung unsur SARA. Penelitian ini diharapkan dapat memberikan landasan bagi penelitian selanjutnya untuk mengeksplorasi pemberitaan pada platform lainnya serta dengan pokok pembahasan yang lebih luas lagi.*

Kata kunci: Etika Komunikasi Islam; Pemberitaan; Media Sosial

Introduction

Thanks to social media, individuals can interact more easily. They can use this platform to interact, share information, and engage in other activities such as selling, sharing stories, and displaying lifestyles with all of their advantages and disadvantages.¹ Individuals can interact more easily, thanks to social media.

Individuals can use this platform to interact, share information, and engage in other activities such as selling, sharing stories, and displaying lifestyles with all their advantages and disadvantages.² New media is in high demand in almost every part of the world, including Indonesia.³ According to Body and Ellison, Instagram is a web-based social networking site that allows users to create public or semi-public profiles within a limited system. Users can interact with other people connected to them and view and observe their list of connections and other users.⁴

Today, Instagram is used for interaction and delivering news messages, both straight and feature news, with factual and influential news value. Its advantage is its broad reach, which allows for easier and faster dissemination. The information obtained is written, but videos and images support it.⁵

The ongoing events in Gaza, Palestine, have become a hot topic on the news. At the moment, the events in Gaza are considered a global tragedy. The Zionist Israelis have been carrying out the massacre for the past 75 years.

This incident has escalated since October 7, 2023, when Palestinian fighters (Hamas) launched rockets from the Gaza Strip into Israeli territory. The Israeli government strongly condemned this action because it was regarded as the most heinous attack on Israel in the

¹ Mustafa, "Citra Setya Di Jagad Maya (Analisis Semiotika Dan Etika Komunikasi Islam Gambar Setya Novanto Pada Akun Instagram Detik.Com)," *An-nida': Jurnal Pemikiran Islam* Volume 41, Nomor 2 (Juli 2017): 214.

² Rosanna Planer et al., "Information vs. Presentation: Three Different Approaches to Media Organizations' Science Communication on Instagram," *Journalism and Media* Volume 4, no. 4 (November 11, 2023): 1120.

³ Hasan Sazali and Ainun Sukriah, "Pemanfaatan Media Sosial (Instagram) Oleh Humas Smau CT Foundation Sebagai Media Informasi Dan Publikasi Dalam Meningkatkan Citra Lembaga Pendidikan," *Jurnal Ilmu Komunikasi* 10, no. 2 (2021): 148.

⁴ Feby Angela, *Urgensi Komunikasi Dalam Ilmu Sosial* (Bengkulu: CV. Sinar Jaya Berseri, 2023), 114.

⁵ Mutiah, Tuty dan Rafiq, A. "Instagram Media Baru Penyebaran Berita (Studi Pada Akun @feydown_official)." *Jurnal Media Penyiaran*, Volume 1, Nomor 2 (Desember 2021): 58-59.

previous 50 years. Israel responded by relentlessly bombarding Gaza and cutting off access to electricity and communication in the Gaza Strip.

The massacre exacerbated the humanitarian crisis and the number of deaths among residents, which was increasing by the day, including Palestinians and foreigners from Italy, Ukraine, and the United States. This significantly impacts the spread of news in the mass media, which a variety of print and online media outlets can now report.

Instagram has become a public consumption platform, allowing for a variety of condolence comments regarding the events in Gaza. Thus, the media can draw public attention to a current event and select news.⁶

According to the databoks, Instagram news is non-factual and influential, with a 7.4% reach as of February 2023, which can cause concern or anxiety due to a lack of communication ethics. Communication should be able to provide positive value to the recipient (communicant) by using language that is more polite, sincere, and free of harsh, provocative, or racial terms.⁷

According to Islamic communication ethics, all information and news conveyed must use polite, friendly, peaceful, dialogical language and emphasize communication elements such as message delivery, speaking style, and language selection and use. The development of communication that respects human values is consistent with the nature of human creation, which seeks to provide benefits and improve the quality of life by disseminating accurate information and news.

@Medan Talk is an Instagram account that posts daily news about regional or international events, including the genocide in Gaza. This account has 1.4 million followers and is extremely popular in Medan City. Thus, the researcher formulated the research problem as follows: How does Islamic communication ethics apply to the reporting of the Gaza genocide on the @Medan Instagram account between October and December 2023?

There has been previous research on Islamic communication principles. The study "Implementation of Islamic Communication Principles in Covid-19 News on NU Online Site" by Nilutthohiroh (2021) from IAIN Kudus examined the use of Islamic communication

⁶ Isro'I, M. Iqbal dan Sazali, Hasan. "Analisis Framing Pemberitaan Bencana Gempa Bumi di Turki Pada Media Sosial Instagram Sahabatsurga dan Sholawat_Videos". Orasi: Jurnal Dakwah dan Komunikasi, Volume 14, Nomor 1 (Juli 2023): 17.

⁷ Astajaya, Ketut Manik." Etika Komunikasi Di Media Sosial". Jurnal Ilmiah Ilmu Agama dan Ilmu Sosial Budaya, Volume 15, Nomor 1 (Juli 2020): 92.

principles (qaulan sadida, qaulan baligha, and qaulan ma'rufa) in writing news articles about Covid-19. The results of this descriptive-qualitative study show that the coverage of COVID-19 on the NU Online website adheres to Islamic communication principles, such as using accurate words based on facts and avoiding lies. Similar to the previous research, this study focuses on Islamic communication as the subject of study. The difference, however, is in the subject matter, which is Instagram social media.

The study "Islamic Communication Principles in Campaign Advertisements of Ridwan Mukti and Rohidin Mersyah in 2015" by Trisda Aprianto (2019) from IAIN Bengkulu seeks to investigate the Islamic communication principles embedded in campaign advertisements of Ridwan Mukti and Rohidin Mersyah in 2015 via the mass media Bengkulu Ekspres Television (BETV). The analysis revealed that the campaign advertisement contains eight communication principles: qaulan layyina, qaulan tsaqilan, qaulan 'adziman, qaulan ma'rufa, qaulan maysura, qaulan karima, and qaulan baligha. This research is similar in that it examines Islamic communication. The distinction is in the aspect of Islamic communication ethics that summarises various concepts, such as qaulan sadida, qaulan baligha, qaulan maysura, qaulan layyina, qaulan karima, and qaulan ma'rufa. The previous study focused on a specific campaign, whereas this study looked at captions from news stories about the Gaza genocide.

The research problem's formulation focuses on the Islamic communication ethics contained in the Gaza genocide caption on the @Medan Talk Instagram account from October to December 2023.

The Latin word "*ethica*" means habit. An action is considered ethical or good if it follows societal customs or norms.⁸ The Indonesian Dictionary (KBBI) defines ethics as a scientific discipline that discusses good and bad and moral rights and obligations.

In the context of public communication, ethics is defined as 1) a collection of values or moral principles; (2) a collection of moral principles; 3) values about truth and error held by a group or society; and 4) norms, values, rules, or standards of behavior that are considered good. Ethics, while related to morality, indirectly makes someone good. In this context, ethics are

⁸ Wafda, Ila Khafi. "Etika komunikasi Islam mahasiswa organisasi PMII (Pergerakan Mahasiswa Islam Indonesia) dalam menangkal berita hoaks di Facebook". *Islamic Communication*, Volume 5, Nomor 2 (Desember 2020): 159.

guidelines that encourage people to behave well, fulfill their obligations to the best of their abilities, and avoid prohibitions when appropriate.⁹¹⁰

Ethics and morals are frequently thought to have similar meanings, but there are differences in their everyday application. Morals typically refer to behaviors or actions that are assessed or studied individually, whereas ethics refers to an examination of the value system that governs a specific group or society.¹¹

Islamic communication consists of two words: communication and Islam. Communication derives from the Latin *communis*, which means to create or build togetherness between two or more people. The word derives from *communico*, which means sharing. Communication comes from the Latin word *communicare*, which means to find common ground.¹² Communication (communicate) in verb form means 1) exchanging thoughts, feelings, and information; 2) informing; 3) finding common ground; and 4) developing sympathetic relationships.¹³

Communication is the process of talking to others and sending messages, news, ideas, feelings, thoughts, and opinions based on one's actions to receive a response.¹⁴

Islamic communication is based on Islamic principles and is characterized by a spirit of peace, friendliness, and security. According to the Qur'an and As-Sunnah, it aims to establish relationships with oneself, the creator, and fellow humans to create peace, friendliness, and safety for oneself and the environment by obeying Allah's and His Messenger's commands.¹⁵

Islamic communication ethics examines human behavior based on reason and philosophical principles, to evaluate, determine aiming to evaluate, determine, and assess the values of human actions. This assessment considers whether a behavior is considered good, bad, noble, or honorable in terms of interpersonal communication.

⁹Mustafa. "Citra Setya di Jagad Maya (Analisis Semiotika dan Etika Komunikasi Islam Gambar Setya Novanto Pada Akun Instagram Detik.com)". Jurnal An-Nida: Jurnal Pemikiran Islam, Volume 4, Nomor 1 (Desember 2017): 225.

¹⁰ Ibid.

¹¹ Wafda, Ila Khafi. "Etika komunikasi Islam mahasiswa organisasi PMII (Pergerakan Mahasiswa Islam Indonesia) dalam menangkal berita hoaks di Facebook". Islamic Communication, Volume 5, Nomor 2 (Desember 2020): 159.

¹² Suherman, Ansar. "Buku Ajar Teori-Teori Komunikasi". (Sleman: DEEPUBLISH, 2020), 2.

¹³ Sarihati, Tati dkk. "Komunikasi Politik, Media Massa, dan Opini Publik". (Depok: PT. Rajagrafindo Persada, 2020), 13.

¹⁴ Muis, Abdul. "Komunikasi Islam". (Bandung: PT. Remaja Rosdakarya, 2001), 36.

¹⁵ Ibid, 14

Thus, Islamic communication ethics refers to how to communicate in accordance with Islamic moral values. These values govern the assessment of the rightness or wrongness of one's communication behavior, taking into account Islamic teachings that guide humans to goodness in this life and the next through good relationships with God (faith), fellow humans, and the universe.¹⁶

Communication theory is always associated with obedience to God's commands and prohibitions, as stated in the Quran and the Prophet Muhammad's Sunnah. Fundamentally, religion serves as a behavioral guide, conveying messages to people so that they follow God's commands and prohibitions. Thus, communication in the Islamic context emphasizes the importance of ethics in the context of future sanctions.¹⁷

Communication is a feature of human nature, according to the Qur'an. The Qur'an contains key concepts or words relevant to this. Al Syaukani defines "*al-bayan*" as the ability to communicate. Furthermore, "*al-qaul*," proposed by Jalaluddin Rakhmat, is the principle of "*qaulan sadidan*," which means speaking truthfully.

In his interpretation of Fath al-Qadir, Al-Syaukani reveals that "*al-bayan*" in Surah Ar-Rahman means communicating correctly. In addition to "*al-bayan*," the Qur'an contains another key phrase, "*al-qoul*," in the context of commands. So, the Qur'an contains six communication principles: *qaulan sadida*, *qaulan maysura*, *qaulan layyina*, *qaulan karima*, *qaulan baligha*, and *qaulan ma'rufa*.¹⁸

According to Jalaluddin Rakhmat's book "Actual Islam: Social Reflection of a Muslim Scholar," there are six types of speech style (*qaulan*) in the Qur'an:

1) *Qaulan Sadida* (Truthful Speech)

Sadida means straight, true speech. It is based on sincerity through the intentions of the heart and mind, with an emphasis on honest speech rather than lying.¹⁹

¹⁶Marwah, Nur. "Etika Komunikasi Islam". Al-Din: Jurnal Dakwah dan Sosial Keagamaan, Volume 7 Nomor 1 (Juni 2021): 92.

¹⁷ Ibid

¹⁸ Rinwanto dkk. "Etika Komunikasi dalam Media Sosial Sesuai Tuntutan Al-Qur'an". JCS: Journal Communication Studies, Volume 1, Nomor 1 (Januari 2021): 53.

¹⁹ Khairina, Ulfa dkk. "The Values of Qaulan Sadida of Islamic Communication on Bidadari Bermata Bening Series" International Journal Of Education, Language And Social Science (IJELaSS), Volume 1, Nomor 1 (December 2023): 98.

Al-Qurtubi interprets *as-sadid* to mean wise and true words. In the context of news writing, press personnel must convey advice, news, and information by explaining and conveying factual data based on honesty, facts, and the absence of lying, fabrication, or manipulation.²⁰

2) *Qaulan Ma'rufa* (Good and Appropriate Speech)

The word *ma'rufa* contains the word *urf*, which refers to a prevailing social custom or habit. *Qaulan ma'rufa* is defined as words that follow societal norms; these words are polite, good, and appropriate.²¹

In the press world, *Qaulan Ma'rufa* can be translated as words that provide benefits and cause goodness. Tafsir Al-Qurtubi defines *qaulan ma'rufa* as a method of softening speech and keeping promises. Furthermore, *qaulan ma'rufa* is a good, appropriate, polite word that does not offend.²²

3) *Qaulan Baligha* (Effective and Targeted Words)

Qaulan baligha refers to communication that is straightforward, precise, eloquent, clear, and free of rambling, designed to leave an impression on the hearts of its recipients.²³ This concept compares the audience's heart to a medium for receiving messages, implying that what is conveyed must be appropriate for the quantity and nature of the media.

In news reporting, journalistic language serves as a communication tool for journalists to deliver news in a harmonious and consumer-friendly manner. Short, concise, simple, straightforward, interesting, and clear language demonstrates communicative and effective journalistic language.²⁴ Journalistic language must be clear and understandable to readers with a basic intellectual level for people with diverse literacy backgrounds to enjoy and comprehend it.

²⁰ Muzakkir. "Jurnalistik Qur'ani", (Jakarta: Prenada, 2022), 29.

²¹ Yenuri, Ali Ahmad. "Komunikasi Pembelajaran Pendidikan Agama Islam", (Lamongan: Academia Publication, 2022), 35.

²² Muzakkir. "Jurnalistik Qur'ani", (Jakarta: Prenada, 2022), 35

²³ Rachmat Kriyanto, *Pengantar Lengkap Ilmu Komunikasi (Filsafat dan Etika Ilmunya Serta Perspektif Islam)*, (Jakarta: Prenamedia Group, 2019), h. 367.

²⁴ Muzakkir. "Jurnalistik Qur'ani", (Jakarta: Prenada, 2022), 33

4) *Qaulan Layyina* (Gentle)

Shaykh Ibn 'Ashur explains in al-Tahrir wa al-Tanwir that the word's origin is "*layyin*," which means graceful or gentle. This word was originally used to describe body movements before being adopted to describe gentle speech.²⁵

As a result, *qaulan layyina* is defined as gentle speech, an appealing voice, a friendly demeanor, and pleasant behavior.²⁶ Gentle in the news (press) means words that are not vulgar, which requires writers to eliminate impolite and dehumanizing sentences like killed, devastated, smashed, and so on.²⁷

5) *Qaulan Karima* (Noble Words)

Qaulan karima is a noble word that conveys respect and honor to the person we speak with.²⁸ In communication, *qaulan karima* emphasizes respect for elders, reflected in polite, gentle, and comfortable language and manners.

In the context of news (press), *qaulan karima* refers to polite expressions or words that are not vulgar and avoid bad taste, such as disgusting, sadistic, or terrible words when writing news.²⁹

6) *Qaulan Maysura* (Easy to Accept)

According to some commentators, *qaulan maysura* is a gentle, easy-to-understand word that is neither confusing nor hurtful. According to Jalaluddin Rakhmat, *qaulan maysura* is more accurately interpreted as pleasant and easy speech rather than difficult or difficult to understand.³⁰

²⁵ Ainissyifa, Hilda dkk. "Analysis of the Qaulan Concept in the Qur'an as a Communication Model for Educators and Learners." International Journal of Islamic Khazanah, Volume 12, Nomor 1 (Desember 2022): 76.

²⁶ Jannatun. "Stereotip dan Prasangka dalam Komunikasi Antarbudaya Muslim Pribumi dan Etnis Cina", (Surabaya: Scopindo Media Pustaka, 2021), 71.

²⁷ Muzakkir. "Jurnalistik Qur'ani", (Jakarta: Prenada, 2022), 36.

²⁸ Aziz, Nadia Abdul. "Parents-Children Communication: Islamic Approach", International Journal of Social Science and Education Research Studies, Volume 3, Nomor 8 (Agustus 2023): 1674.

²⁹ Ibid

³⁰ Aziz, Moh. Ali. "Public Speaking: Gaya dan Teknik Pidato Dakwah", (Jakarta: Prenadamedia Group, 2019), 213.

Thus, this *qaulan maysura* uses pleasant sentences and removes difficult-to-understand meanings. The sentences are also refined and virtuous, making people feel happy, relieved, and more valuable.

The Indonesian Dictionary (KBBI) defines news as a story, information, report, notification, or announcement about a current event or event (<https://kbbi.web.id/berita>. Accessed: January 4, 2024). Based on this description, the key point is that it is a recent event that the audience should be aware of.

Romli defines news as a report on the latest events. Not all events are worth reporting, and newsworthy events meet the criteria for news value.³¹ Sudirman Tebba defines news as a storyline about the occurrence of events, and the storyline is an important aspect of the news.³² Thus, news can be defined as any event that meets the criteria for news values and has a storyline that must be communicated to the general public.

Research Methods

This study employed qualitative methods, including content analysis techniques. Qualitative research methods are frequently referred to as naturalistic approaches because they are conducted in a natural setting or under actual conditions.³³ In Lexy Moleong, Bogdan and Taylor define qualitative methods as research procedures that generate descriptive data about individuals and their behavior in written words or writings.³⁴

The research data source focused on content about the genocide in Gaza published by the @Medan Talk Instagram account between October and November 2023. This limitation is based on three major considerations. First, @Medan Talk is well-known as one of the most popular and influential news sources in Medan City. Second, the news of the genocide in Gaza remains a hot and relevant topic for discussion, with the event gaining global attention again in October 2023. Third, it is limited to Instagram accounts, as it is one of the most popular platforms for Internet users.

³¹ Romli Asep Syamsul M. "Jurnalistik Online: Panduan Mengelola Media Online", (Bandung: Nuansa Cendekia, 2018), 72.

³² Tebba, Sudirman. "Jurnalistik Baru", (Jakarta: Kalam Indonesia, 2005), 55.

³³ Sugioyono. "Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif, dan R&D)", (Bandung: Alfabeta, 2010), 5.

³⁴ Moleon, Lexy J. "Metodologi Penelitian Kualitatif", (Bandung: PT. Remaja Rosdakarya, 2006), 4.

The data was gathered through an observation and documentation study of @Medan Talk account posts, with the research object being news about the Gaza genocide from October to December 2023. The data used is captions from posts about the genocide in Gaza.

Results and Discussion

Medan Talk is a popular Instagram media platform that provides up-to-date information about community events and happenings, particularly in Medan City. The community frequently uses this Instagram account to receive timely updates on events in Medan and its surroundings. There are several indicators for determining Islamic communication ethics in the news of the Gaza genocide between October and December 2023.

Islamic Communication Ethic	Indicators
<i>Qaulan Sadida</i>	<ul style="list-style-type: none"> • Sentences are not convoluted. • Has harmony in the information published and can be seen on the web, social media, etc., to strengthen the statement. • Use of words that are not ambiguous.
<i>Qaulan Baligha</i>	<ul style="list-style-type: none"> • Contains threats or concerns. • Indicates a position and has considerable influence to increase the credibility of the news delivered.
<i>Qaulan Layyina</i>	<ul style="list-style-type: none"> • Sentences that can reach the soul. • Invitation sentences that do not seem pushy. • Use polite sentences, expressions, or terms that do not seem patronizing.
<i>Qaulan Ma'rufa</i>	<ul style="list-style-type: none"> • Statements that can provide benefits, enlightenment and solutions to difficulties.
<i>Qaulan Maysura</i>	<ul style="list-style-type: none"> • Sentences that provide a sense of optimism for the communicant (reader). • Sentences that contain pleasant and encouraging things.



- Sentences that give positive hopes or promises.
- Sentences that can bring about a feeling of relief or imprint on the heart (emotional).
- Sentences that show exaltation or respect.

Qaulan Karima

1. *Qaulan Sadida*

The caption for the news article BTS ARMY Indonesia Raises Rp1.02 Billion for Palestine in 4 Days reads, "The fan base of boy band BTS, ARMY, in Indonesia managed to raise more than Rp1 billion in four days for Palestine. The funds were raised through a project launched by BTS ARMY Indonesia Peduli Palestina on the website solusipeduli.org."

According to the article, @army_indonesia raised funds for Palestine through humanitarian efforts. As stated in the article, @army_indonesia's Instagram posts confirm the news. In addition, the author followed the rules of good and correct writing, such as using capital letters at the beginning of sentences, names of people, and days.

Furthermore, *qaulan sadida* appears in a news caption published on December 15, 2023: "Sports brand PUMA officially announced that it is no longer extending its cooperation contract with the Israel Football Association (IFA)."

National and international news outlets, such as CNBC Indonesia, Al Jazeera News, sportcal.com, and others, support this assertion.

2. *Qaulan Baligha*

In a news article titled "Jokowi: Fuel Prices Could Rise Due to Palestinian vs Israeli War.

President Joko Widodo (Jokowi) stated that if the Israeli attack on the Palestinian territories continues, global energy prices will rise, including the price of fuel oil (BBM) in Indonesia.

In this caption, the author's ethos demonstrates a threat and concern about the impact of the Palestinian-Israeli conflict. Jokowi, Indonesia's President, also informs the author that his words effectively influence the public because he holds the highest position and significantly influences Indonesia.

3. *Qaulan Layyina*

The news article "YP Madinatussalam Distributes Donations for Palestine Through DD Waspada" with a caption that reads: "As a form of concern, we always continue to pray for our brothers and sisters. We always pray for them."

The author includes captions from his sources encouraging us to pray for our Palestinian brothers and sisters. The caption is written in soft and polite language, with the word



"always" indicating that we should continue to pray for our Palestinian brothers and sisters. The use of the word does not appear to compel us to believe what the source stated in the captions. The author does not use an exclamation mark as a form of command.

Qaulan layyina is also mentioned in the news article "MUI Fatwa: It is Haram to Buy Pro-Israeli Products" with the caption: "Muslims are urged to support the Palestinian cause, such as humanitarian fundraising movements and struggles, praying for victory, and performing ghaib prayers for Palestinian martyrs."

The author employs more polite and noble expressions/phrases in the sentence, such as the term "shuhada," which refers to a person who dies fighting for Allah.

4. *Qaulan Ma'rufa*

The caption for the news article "Chairperson of Foz North Sumatra Responds to Viral Video of 3 Women Allegedly Raising Donations for Palestine for Personal Use" reads: "We sincerely regret that this occurred and hope that the authorities will immediately arrest the person. This is not only for deterrence purposes, but also to ensure that similar actions do not undermine public trust," Sulaiman stated.

In light of the humanitarian crisis in Palestine, Sulaiman encourages the public to support fundraising efforts organized by institutions with official permits, including members of FOZ North Sumatra.

The caption expresses disappointment because some people have abused fundraising to help Palestine. To prepare for the incident, the public is encouraged to continue supporting the fundraising by looking at related institutions, and readers are indirectly encouraged to be more selective in choosing institutions that run Palestinian fundraising.

5. *Qaulan Maysura*

The report's headline, "Student Council of SMAN 13 Medan Distributes Donations for Palestine to DD Waspada," has the following caption: "We do not see race and religion because in this activity we jointly raise donations for the victims."

The author includes a caption from the source stating that the assistance provided came from all students regardless of race or religion, which in the caption "we do not see race or religion" can evoke pathos in readers and elicit a sense of emotion because they realize that the situation in Palestine is about humanity rather than race or religion.

Qaulan maysura is also mentioned in a news article titled "YPI Khansa Khalifah Helps Palestine Through Donations to DD Waspada" with the caption, "We feel the sadness suffered by our brothers." We hope that by making this donation, we can help them in some small way. Hopefully, this assistance will be available."

The quote expresses hope that his assistance will help the Palestinian people.

6. *Qaulan Karima*

The caption for the news article "Ulul Ilmi Islamic School Medan Donates 31 Million to DD Waspada for Palestine" reads: "Of course, we share their sadness. They are fighting valiantly to defend their homeland. We donate and pray for their strength."

The source expressed admiration and respect for the struggle to defend their homeland in this caption.

Qaulan Karima is also mentioned in a news article titled "Hundreds of Grab drivers in Medan Hold Joint Prayer for Palestine" with the caption: "We can not imagine if we were there and experienced all of the painful things they did. We hope that through prayer, this tragedy will come to an end soon, "said Rahmat, a Grab driver who took part in a prayer in Medan."

In the article, the author uses quotes from sources to evoke the readers' empathy and admiration for the Palestinian people's ability to fight for their homeland with all their might.

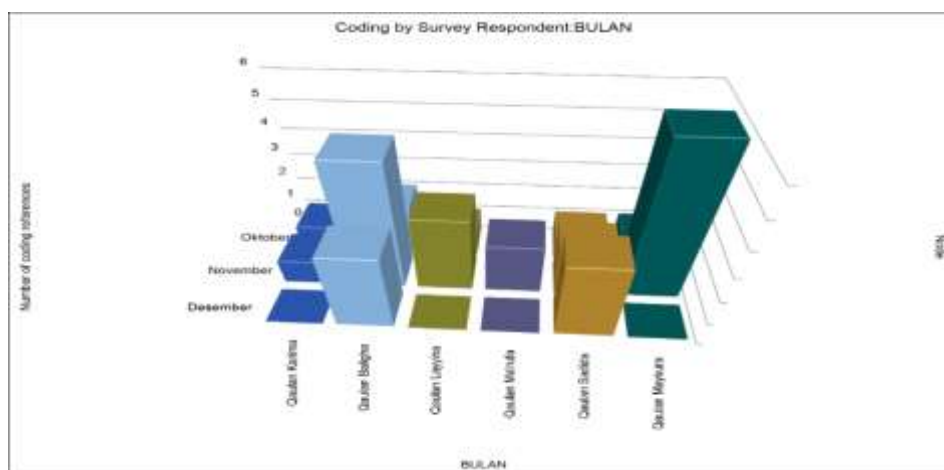


Figure 1

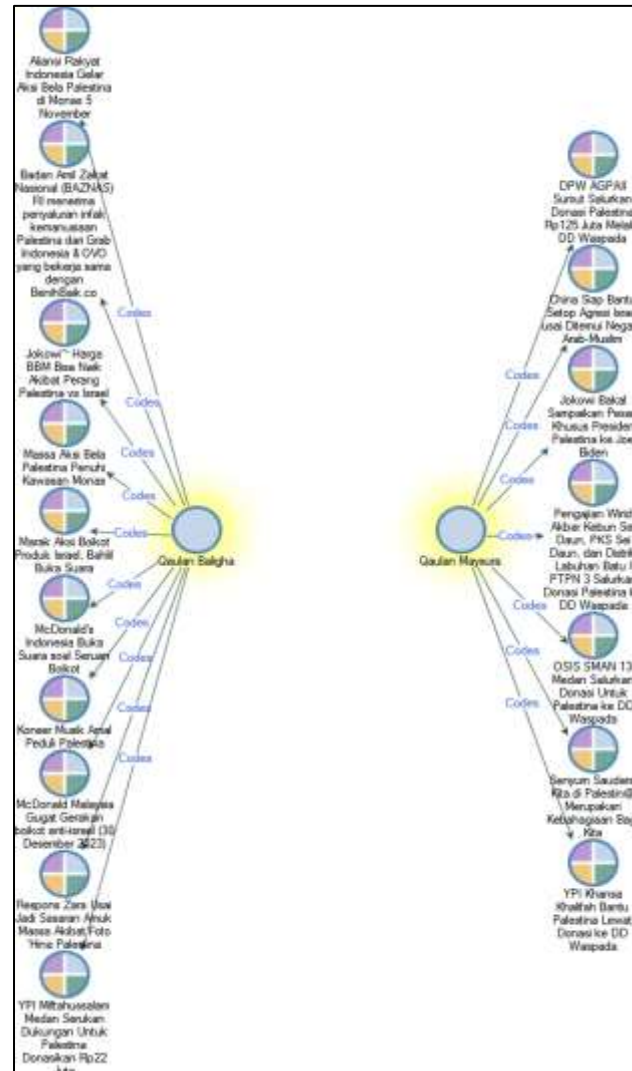
Source:

https://www.instagram.com/medantalk?utm_source=ig_web_button_share_sheet&igsh=ZDNI ZDc0MzIxNw==

Based on the analysis, researchers discovered 33 news articles posted by @Medan Talk about the Gaza genocide between October and November 2023. Analysis using NVivo 12Pro software reveals that news articles discussing the genocide in Gaza on the @Medan Talk Instagram account from October to December 2023 generally adhere to Islamic communication ethics, such as *qaulan sadida*, *qaulan baligha*, *qaulan layyina*, *qaulan ma'rufa*, *qaulan maysura*, and *qaulan karima*. More specifically, in October, the articles were more likely to use Islamic communication ethics, such as *qaulan karima*, *qaulan baligha*, *qaulan sadida*, and



qaulan mayura. In November, the most common communication patterns are *qaulan karima*,



qaulan layyina, *qaulan ma'rufa*, *qaulan maysura*, and *qaulan baligha*. Finally, in December, the communication ethics that appear to dominate are *qaulan karima* and *qaulan baligha*.

Figure 2

Source:

https://www.instagram.com/medantalk?utm_source=ig_web_button_share_sheet&igsh=ZDNI ZDc0MzIxNw==

From October to December 2023, Qaulan Baligha and Qaulan Maysura dominated the @Medan Talk Instagram account's discussion of Islamic communication ethics in the

Palestinian-Israeli genocide in Gaza. According to Figure 2, *qaulan baligha* and *qaulan maysura* are always used in the reporting of the Gaza genocide. @Medan Talk conveys information concisely and clearly by using sources or experts in a field to explain the news, thereby generating public trust. This is consistent with the *qaulan baligha* indicator. Furthermore, @Medan Talk consistently provides news or information that can help the community form positive impressions or expectations.

Instagram is a platform that everyone uses to get information, news, and so on. However, not all Instagram posts are factual and cannot always be trusted. According to the research findings, @Medan Talk is one of the accounts that have adopted Islamic communication ethics.

@Medan Talk also always uses *qaulan sadida* following *qaulan baligha* and *qaulan maysura*. This account does not post news or information at random, though the news posted occasionally focuses on facts or truth rather than speed. Thus, this account generally follows the guidelines outlined in the journalistic code of ethics.

According to the analysis's findings, the use of Islamic communication ethics is critical because the goal is to benefit the people. One goal is the dissemination of information about the Gaza genocide between October and December 2023. @Medan Talk has posted about 35 news stories. Readers may be moved and become more concerned for their fellow humans as a result of what has occurred in Gaza, Palestine.

Conclusion

Based on the preceding, it is clear that communication ethics are critical in social media to establish and maintain effective communication by expectations and goals. The research discovered six Islamic communication ethics used by @Medan Talk in reporting on the genocide in Gaza from October to December 2023, including *qaulan sadida*, *qaulan baligha*, *qaulan ma'rufa*, *qaulan layyina*, *qaulan maysura*, and *qaulan karima*. In general, @Medan Talk consistently shares information and news through photo posts, videos, and Instagram stories, including news about the genocide in Gaza from October to December 2023.

Thus, this study is expected to significantly contribute to understanding the dynamics of news in the digital era, particularly when using social media platforms like Instagram. In addition, the researcher suggests that future studies broaden the scope of analysis to include

other social media accounts besides Instagram, such as Facebook, Twitter, and other popular platforms.

Before concluding this study, researchers can convey the following suggestions about Islamic communication ethics in the reporting of the Gaza genocide on the @Medan Talk Instagram account: News writers or captions on @Medan Talk can maintain their ability to master communication ethics by writing and selecting good and correct words, sentences, terms, and expressions as the purpose of Islamic communication ethics, which upholds humanitarian values so that communication is more polite and does not contain harsh sentences, provocative language, or racism.

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