

ADVERTISING ETHICS IN TELEVISION ACCORDING TO ISLAMIC VIEW

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Abstract: In business activities, advertising is a force that companies can use to attract as many consumers as possible. Advertising is an integral part of today's modern business activities because advertising plays a very important role in conveying information or messages about a product to the public. Almost every day people are flooded with advertisements presented by television. As a result, it is as if life in society in meeting daily needs is conditioned by advertising. However, there are not a few advertisements that have content and visualizations that are considered as duping and defrauding consumers, which is very far from the ethical values and morality of Islamic business. Moral and ethical problems in advertising arise when advertisements lose their normative values and only become propaganda for profit. Likewise, several companies that carry out advertising activities on television media that researchers observed contained content that was not in line with Islamic business ethics such as fraud, false promises to display women's genitals, giving the impression of being excessive, and so on. The type of this research is descriptive qualitative research with data collection techniques using observation and analysis of information from television, online media, and scientific journals. The data source used is secondary data. The results of this study inform that advertisements carried out by several companies on television such as beauty products, energy drinks, e-commerce, and snacks that are not in accordance with Islamic ethical behavior so that in the future there is a need for notification and warning from KPI or other advertising supervisory agencies.

Keywords: Islamic ethics; corporate business, advertising; advertising supervisory agency

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INTRODUCTION

The company's communication to market its products through advertising media continues to grow and has a direct impact on the national economy, both macro and micro. Kleppners (2008) states that global developments are supported by information technology that provides free space in every organization that can make it easier for users. With advertisements that are promoted with large capital, it can support the economy (Kesuma, 2012, p. 60). Of course, in running the economy, the government provides enormous opportunities for national and multinational companies to produce and market their products in Indonesia through all existing advertising media. Advertising is the most important element in marketing a product and can bring profits and income to the company (Islam & Nature, 2013).

In increasing profits and achieving sales targets, companies are required to be able to market their products through media that are easily accessible to consumers. One of the

effective promotional media used is advertising on television or online media because it is easily accessible by the public. Commercial marketing technology company Criteo noted that television is still the main channel for advertising in Indonesia (Katadata.co.id, 2018). In 2019 companies still choose television in advertising their products, namely in 2019 it reached Rp. 143 trillion or 85% when compared to other media. (Nielsen, 2020).

Television is a form of technology that continues to transform with more functions and roles. At present, most houses in all parts of Indonesia already have televisions and some several houses or families have more than one television. Even television can be accessed anywhere and anytime, whether at home, in a vehicle, or on a smartphone. This is what is used by companies or business actors to increase product sales, using television as an effective advertising medium, and has a fairly broad reach from urban to rural areas and from Sabang to Merauke.

Companies or business actors are competing to market their products through television by making attractive advertisements to influence consumers. They compete with competitors not only in terms of product quality and quality, but also in terms of content and advertising content. There are business actors who work alone, which means they do not cooperate with other parties and there are also those who work with other parties such as advertising agencies and production houses.

The style of language and communication also continues to grow. Currently, many business actors, both producers, and advertising agencies, use language and communication styles that contain hyperbole, metaphor, and so on. Of course, this is allowed as long as there is no element of lying and exaggeration which will have a bad impact on the company and its products.

For a Muslim, advertising is not just looking for profit or profit. However, ethical elements and Islamic values must also be a major consideration. In previous studies, such as that conducted by Gibbs and Ilkan (2008) found that Muslims have negative attitudes towards promotional advertisements which are ethically unacceptable compared to non-Muslims. (Purnamaa & Safirab, 2017, p. 43). Siswanto Sutojo (2002) also conveys several ethical issues caused by advertising, especially manipulative advertisements that will have a detrimental impact on the wider community, especially for consumers. (Azizah, 2013, p. 42).

However, in practice and reality, there are still some advertisements that are not following Islamic business ethics such as fraud, displaying women's genitals, excessive information, false promises, and so on. On television, several advertisements are not based on Islamic values and ethics. They ignore the principles and rules in marketing the product. For example, the energy drink advertisement that aired on television on August 21, 2020, showed an exaggerated and fantasy impression, namely that there were humans who after drinking energy drink product X were immediately taken and entered the alien plane and then interacted there. Another advertisement is product Y (women's beauty) which features women with open genitals and then also uses a crystal-clear tagline. It is also feared that it will cause false promises and give the impression of exaggeration. Researchers also saw advertisements for product Z (snacks/cakes/biscuits) which gave the impression that enough breakfast with these products will make the stomach feel full and so on. In Islam and state regulations, special attention will be given to whether these products are out of Islamic

ethical values and state regulations or are they still in the safe category. Therefore, based on the above background, we will discuss and try to analyze the Ethics of Advertising on Television from an Islamic View.

LITERATURE REVIEW

Business Ethics in Islam

Before examining business ethics in Islam, the researcher will convey ethics in business in general. Dewo Sunarno (2006) states that ethics is a branch of philosophy that seeks answers to moral questions. Siswanto Sutojo (2002) several ethical problems caused by advertising, especially manipulative and persuasive advertisements that are non-rational have a detrimental impact on society, especially consumers. (Azizah, 2013, pp. 41-42). Yusuf Qardhawi (1995) explains several principles that can be considered in making advertisements, including:

- Advertisements must not convey false information to deceive consumers
- Advertisements are required to convey all information about a particular product, especially regarding human safety and security
- Ads must not lead to coercion, especially in a rude and blatant manner
- Advertisements must not lead to acts that are contrary to morality, acts of violence, fraud, sexual harassment, discrimination, degrading human dignity (Azizah, 2013, p. 43).

The concept of business ethics in Islam comes from the Qur'an and Al-Hadith. Business Ethics is defined as some moral principles that distinguish between right and wrong. It is normative because it regulates what a person should do and should not do. In the Qur'an, ethics is associated with morality. Other forms described in the Qur'an are the concepts of Khair (goodness), birr (doing good), 'adl (justice), haqq (belief & truth), da taqwa. (Akhter, Abassi, & Umar, 2011, p. 445). Dewo Sunarno (2006) states that ethics is a branch of philosophy that seeks answers to moral questions. Ethics contains basic moral principles that will direct human behavior (Azizah, 2013, p. 41).

In business, Islamic ethics is an inseparable part because it has a very important role in realizing *maslahah*. In a previous study, Gillian Rice explained that the Islamic ethical system contains specific guidelines for achieving a moral filter and for running a business. The guidelines are derived from the interrelated concepts of monotheism, justice, and guardianship (Rice, 1999, p. 347).

Table 1. Examples of Islamic Ethical Principles related to Business Practices

No	Ethical Principles	Explanation/ Proposition	Relevant Business Practices
01	Tawhid	QS An Nahl: 5 "Verily, those who fabricate lies are only those who do not believe in the signs of Allah, and they are the liars.	Prohibition of fabricating lies
		The Hadith of the Prophet "From Abdullah bin Masud, the Messenger of Allah said, "Indeed honesty leads to goodness and goodness leads to heaven." (Narrated by Bukhari)	Honest in business
		QS Al Ahzab: 59 O Prophet, say to your wives, your daughters, and the wives of the believers: "Let them stretch out their veils all over their bodies." That is so that they are easier to identify, therefore they are not disturbed. And Allah is Most Forgiving, Most Merciful.	Covering aurat for women
02	Justice	QS An Nahl: 90 "Verily Allah commands (you) to do justice and do good, to give to relatives, and Allah forbids from evil deeds, evil, and enmity. He teaches you so that you can take lessons.	Fair in providing product information / not exaggerating
03	guardianship	Surah Al Anfal: 7 "O you who believe! Do not betray Allah and the	Trustworthy in marketing products / not cheating, cheating, and so on

Messenger and
(also) do not betray
the mandate
entrusted to you,
while you know."

Source: Adapted from (Rice, 1999)

Advertising

Stewart H. Rewoldt (1995), explains that advertising (advertising) comes from Greece. The full definition of advertising in all forms of activity is to present and promote ideas, goods, or services in a non-personal manner that is paid for by certain sponsors (Azizah, 2013, p. 39). Spence and Heekeren explain that advertising is a form of communication that is carried out in the best way to make truth as a small criterion to judge its value (Shafiq, Haque, Abdullah, & Jan, 2017, p. 410).

Chuchu and Mahali (2014), stated that advertising as a paid form of mediated communication from a source who can afford to pay, is designed to persuade recipients to take action now or in the future. (Kamassi, 2019, p. 2). Advertising is also an activity in marketing for the allocation of company resources in the direction of providing satisfaction to the owner, with the intention that the company can sell the results of its expenses, earn profits, and achieve company goals. (Kesuma, 2012, p. 62).

Kotler (1983) explains that advertising is one of the main tools used by companies to direct convincing communications to target buyers and the public. Advertising is done to increase the company's sales and/or profits to exceed what it will earn. Marketing managers must consider several things related to advertising decisions, including:

Money : How much should be spent on advertising?

Message : What message should be used?

Media : What media should be used?

Movement : How should advertising phase in a year?

Size : What is the best method of knowing what advertising is achieving?

(Yusdita, 2016, p. 76).

According to Lichtenthal, Yadav, & Donthu (2006) that billboards are used to create audience awareness and share knowledge, but not to form beliefs and purchases. (Mokhtar, 2016, p. 277). Kasali (1995) says that there are 3 (three) benefits of advertising for the development of society and the economy, namely, first, advertising can broaden the choice of users; Second, advertising helps increase trust for its users; third, advertising makes people know, remember, and believe. As for the negative impact of advertising, among others, first, advertising makes people buy something that they don't really want and don't need. Second, advertising makes the product more expensive, because the cost of advertising is borne by the user. Third, the manipulation of products with computer technology. Fourth, the emergence of misuse of advertising by producers, namely using advertising as a tool to earn big profits without seeing the negative effects (Kesuma, 2012, pp. 67-68).

Modern advertising is the impact of the birth of a technology that has entered almost all sectors including the advertising industry. Currently, modern advertising can be in the

form of print, electronic, radio, website, and television media. Jefkins (2000) said that in addition to these media there are media supporting advertising activities in the form of brochures, banners, flyers, neon boxes, flaggers, and others. (Erlita, 2016, p. 201).

Lim, Ang, Lee, and Leong (2009) explain that the core objective of advertising is to generate brand awareness, brand royalties, and corporate image. Studies that have been carried out in the field of advertising show that advertising in companies will give an impression to users and increase sales of products and services (Kesuma, 2012, p. 64;67).

Advertising is a complex creative work. Behind a good advertisement is a creative concept. The creative process in the preparation of advertisements is principally related to one of the basic elements of communication, namely the message. Thus, the creative stages in the advertising creation process are directed at making the advertising message successful and effective. The success and effectiveness are reviewed from two aspects, namely effective from the aspect of communication and effective from the marketing aspect. As a form of communication advertising messages can be accepted and understood by the audience. Furthermore, as part of the marketing strategy, advertising determines the increase in sales of the goods and services offered (Efendi, 2008).

Advertising in the Perspective of Islamic Business Ethics

Advertising producers must ensure that their advertising campaigns do not go beyond social norms or laws even though many advertisements in Muslim countries or outside reflect the free values of western society, which affect the social norms of society. (Haque, Ahmed, & Jahan, 2010, p. 72). According to Rice and Al Mossawi (2002), marketers or advertising producers in the Muslim world will benefit from gaining an understanding of Islamic values. (Haque, Ahmed, & Jahan, 2010, p. 71).

Another opinion was conveyed by Zwick and Chelariu (2006), that religion and religious symbols have sacred values in everyday life and as a result can be manipulated for commercial gain. Verkuyten (2007) also conveys that although all dimensions of consumer identity are not equally important, religion plays an important identity maker in the lives of consumers in general and for Muslim consumers in particular. (Butt, de-Run, U-Din, & Mutum, 2018, p. 5).

For advertisements to be in accordance with Islamic values sourced from the Qur'an and Al-Hadith and in accordance with Islamic business ethics, we can imitate the marketing strategy that was used by the Prophet when conducting trading activities. According to Suyanto (2008) promotions carried out by Rasulullah prioritized relationships with users, including attractive appearances, building commercial relationships, prioritizing blessings, understanding consumers, gaining trust, and so on. According to Yusuf Qardhawi (2001), an economy that takes strength from the Qur'an must have a moral economy (Kesuma, 2012, p. 69).

Islamic advertising was introduced as a solution to today's contemporary ethical problems. Therefore, it does not violate human values, Islamic values, and vice versa. Arselhan (2011) explains that what is advertised must be entirely halal, promoted through halal channels, by halal companies, and by using halal promotional materials. (Shafiq A., 2018, p. 218). In Indonesia itself, in Law Number 8 of 1999 concerning Consumer Protection Article 17 paragraph (1), it is explained that advertising business actors are

prohibited from producing advertisements that:

- deceive consumers regarding the quality, quantity, materials, uses and prices of goods and/or service tariffs as well as the timeliness of receipt of goods and/or services
- deceive the guarantee/guarantee of goods and/or services
- contains erroneous, wrong, or inaccurate information regarding goods and/or services;
- does not contain information regarding the risks of using goods and/or services
- exploit the incident and/or a person without the permission of the authorities or the consent of the person concerned
- violates ethics and/or statutory provisions regarding advertising

Previously in Article 10, it was also explained that business actors in offering goods and/or services intended for trade are prohibited from offering, promoting, advertising, or making statements that are not true or misleading regarding:

- the price or tariff of an item and/or service
- the use of an item and/or service
- conditions, dependencies, guarantees, rights, or compensation for goods and/or services
- offer discounts or attractive prizes offered
- the danger of using goods and/or services

If you look at some of the explanations above, both with business ethics in Islam, advertising, and advertising in Islam, plus the laws and regulations, it is clear that advertising ads must contain noble moral values. These values can be applied if business people do not only pursue profit, but also look at business ethics. Companies must pay attention that their target consumers in Indonesia are the majority of Muslims, so they must be able to create advertising content that contains Islamic ethical values.

METHOD

The time to conduct this research lasts approximately 2 months, namely August to September 2020. In this paper, the researcher uses a case study research design. The research design itself is like a road map for researchers that guides and determines the direction of the research process correctly and precisely by the goals that have been set. (Siyoto & Sodik, 2015, p. 98). This is done to explore specific and contextual issues in-depth, especially those related to the ethics of advertising on television from an Islamic perspective.

This type of research is qualitative research. Steven Dukeshire and Jennifer Thurlow (2002) describe qualitative research in terms of non-numerical data, collecting and analyzing narrative data. Auerbach and Silverstein (2003) also explain that qualitative research is research that analyzes and interprets texts and interview results intending to find the meaning of a phenomenon. (Sugiyono, 2019, p. 3). This research is also descriptive in nature, namely, the data collected relating to the ethics of advertising on television in the view of Islam is described clearly so that it is easily understood by others.

The object of this research is several advertising products that aired on television on August 21, 2020, namely in the form of beauty products, energy drinks, and food/cakes. For data collection techniques, direct observation is done by watching TV, especially MNC TV

and Global TV stations. It also analyzes both national and international journals related to Islamic advertising ethics.

RESULT AND DISCUSSION

Before discussing the ethics of television advertising in Islam, the researcher begins with the urgency of advertising through technology, especially television. According to Morison (2010) in the current era of globalization, many types of communication media can be used for promotion (Kesuma, 2012, p. 62). Promotions carried out by companies can use technology such as Facebook, Instagram, websites, radio, television, digital billboards, and so on. In Indonesia, television is still the company's favorite to promote products to be known in the community. This can be seen in the following table:

Table 2. Control of Advertising Costs on Media in Indonesia in 2019

Media	Total IDR (trillion)	Percentage (%)
TV	143	85
Print media	22	13
Radio	1.7	2

Source: (Nielsen, 2020)

If viewed from the table, television is ranked first or favored by the public because it is easy to access and almost all Indonesian people have television. In detail, throughout 2019, the online service category became the largest contributor to advertising spending with a total advertising expenditure of Rp 10.3 trillion and grew 2% compared to the previous year. Then the next one is the hair care category of IDR 9.2 trillion (Nielsen, 2020).

Although if we look at the very rapid growth of advertising through television, there are still some advertisements that, from a moral and ethical point of view, are not following Islamic teachings. This is because there are still advertisements that contain things such as fraud, false promises, exaggeration, using women who reveal their genitals, and so on.

In a previous study, it was found that 74.043% of respondents agreed that advertisements generally overestimate their offerings and make false promises. In addition, there are also 87.74% of respondents think that advertisements provide wrong information about something that makes advertising unacceptable in Islam. (Islam & Nature, 2013, p. 110).

We know that in a promotional advertisement, the product submitted must have content that contains *maslahah*. It's also not just companies looking for profit. However, it also educates people throughout Indonesia by watching advertisements that contain guidance or ethics that are following the Islamic religion, considering that the majority of consumers are Muslim.

Furthermore, the researcher tries to analyze the problems that arise related to advertising ethics on television that are excessive or not following Islamic business ethics such as fraud, displaying women's genitals, false promises of displaying something excessive, and so on that we often encounter every day. Indeed, in the world of television and advertising, some institutions supervise such as the Indonesian Broadcasting Commission (KPI) and the Advertising Supervisory Agency. However, the task is still not maximized, so there are still advertisements as described above.

Consumers themselves feel attracted to persuasive advertisements that highlight some of the advantages of these products, either food or beauty products when consumed or used. However, the reality does not match what is advertised, only false promises that make consumers curious. Indeed, the question is whether it was intentional by the company or indeed the company does not know and does not care about this. For this reason, it is necessary to conduct separate research so that the public knows the motives and reasons for the company to do so.

On this occasion, the researcher wants to try to analyze the results of observations and literature studies related to advertisements that appear on television.

1) Y Beauty Products

Y beauty products in their advertisements feature female models whose nakedness is visible. Of course, this is not justified in Islam as Allah says in the Qur'an Surah Al Ahzab verse 56 which means:

"O Prophet, say to your wives, your daughters, and the wives of the believers: "Let them stretch out their headscarves all over their bodies." That is so that they are easier to identify, therefore they are not disturbed. And Allah is Most Forgiving, Most Merciful."

The use of women who open their genitals can cause male viewers to imagine the beauty of the woman, which of course will make this a clear source of sin in Islam that is not allowed. In the beauty product advertisement, there is also a language style or simile "Start the journey towards crystal clear skin." The objects being compared in the sentence are skins and crystals. Crystals that are in real form have luxurious, shiny characteristics, and are in demand by some women compared to the skin which in advertisements is described as problematic, dull, and not glowing skin. In a sense, readers who use these beauty products are expected to have white, bright, and shiny skin like a crystal. Of course, for comparison, Crystals with skins are much different, Excessive use of language style and impressions also raises questions that do not make sense, so the need for control from advertising supervisors to avoid misleading information to users of these beauty products.

The solution that can be done for the advertisement above to be following Islamic values is not to use the female model. Or if you continue to use a female model, you may not show your genitals. Then, the advertisement is delivered in language that is not hyperbole or exaggerates the product so that it creates lies.

2) Z Snack Products/ Biscuits

In the product advertisement, the company wants to give a message that breakfast is enough with the biscuits and you will be full immediately. Researchers say that the advertisement was feared to contain fraud. This is because in the morning we need adequate nutrition and carbohydrates to carry out activities until noon. Of course, it's not enough just to eat biscuits. In Islam, producers must promote advertisements honestly. This can be done with creative and innovative content without any elements lying there. Allah says in the Qur'an surah An Nahl verse 5 which means:

"Indeed, those who fabricate lies are only those who do not believe in the signs of Allah, and they are the liars."

The relationship between monotheism, faith, and honesty in the verse is very clear. For this reason, companies that want to promote their products must be honest in explaining their products and not deceive the public with sentences that do not make sense like the

biscuit product above.

The solution that can be done to the ad above so that it is following Islamic values is not to convey the word "full after eating the product". but simply delivered after eating the biscuit will add a little energy.

3) Energy Drink Products X

In this advertisement, the company tries to promote its product, namely energy drinks by cooperating with a brand ambassador. As for the latest ad impressions from the pioneer's energy drink premium liquid, namely the artist while filling an event and drinking the product, suddenly an alien plane appears and then the artist is kidnapped by aliens. This was done because the aliens saw that the artist never ran out of energy for each of his activities. In the alien ship, he told in detail why he was kidnapped by aliens who were traveling in search of energy to earth. It turns out that the aliens are looking for new energy for the inhabitants of the planet.

If you pay attention to the advertisement, there is an impression that by drinking energy drinks, humans will never run out of energy in their bodies even though they have very dense activities. The ad is clear that this ad uses a hyperbole execution style of its message, because it can be seen from the content or content of the message conveyed in the ad that it uses an exaggerated statement, this can be seen from the perception of some consumers who think that to maintain health and If you are physically fit, you need nutritious food, exercise and adequate rest. The perception that we want to build is that if we have solid activities and to maintain physical fitness, then it is no longer with rest, exercise, or nutritious food.

The next point is the existence of aliens who came down to earth which is a lie to the public. Because there is no evidence that aliens exist and their shape is also as depicted in the ad. In Islamic business ethics, this is something that contains excessive lies, and includes betraying Allah and the Prophet. Allah says in the Qur'an Surah Al Anfal verse 7 which means:

"O you who believe! Do not betray Allah and the Messenger and (also) do not betray the mandate entrusted to you, while you know."

The solution that can be done to the advertisement above to conform to Islamic values is to make an ordinary advertisement without incorporating elements of lies such as aliens. The advertisement can be delivered in other forms, such as people who exercise thirst and then after drinking the product, they feel refreshed. Or it should be said that it is not only because of drinking these products that the body becomes fit but coupled with adequate rest and eating nutritious food and regular exercise can make the body healthy and fit.

In muamalah, humans must maintain the trust that has been given by Allah in all their activities. This includes promoting products in the form of advertisements through television. With honesty and not exaggerating, we have kept the trust given to us by Allah and Rasulullah. Rasulullah also said in a hadith which means:

"From Abdullah bin Masud, Rasulullah. said, "Verily honesty leads to goodness and goodness leads to heaven." (HR Bukhari)

In fact, if you pay attention, that if the company pays attention to the rules of Allah and Rasulullah they will get rewards, blessings, and goodness in their efforts and will get the reward of Allah's paradise.

The three advertisements in practice still do not follow Islamic business morals and ethics. Islamic business is an alternative to the current way of doing business, under the growth of the advertising industry around the world, Islamic ethics must be applied in the industry and become a barrier to advertising practices that are not following morals and ethics. Advertising, especially in television media where people can directly see and hear the advertisement, must be more careful and always accompany their young children, because children are easy to remember and record what they see and hear. So that the content must contain good sentences and pictures and contain benefits and benefits. Allah says in the Qur'an Surah Luqman verses 6-7 which means:

"And among mankind (there are) those who use useless words to mislead (people) from the way of Allah without knowledge and make fun of the way of Allah. They will have a humiliating punishment. And when Our Verses are recited to him he turns away with pride as if he had not heard it, as if there were plugs in his ears; So give him good tidings with a painful punishment"

Indeed, advertising is closely related to the world of communication. It is communication that contains a good and effective message that can be accepted by the community. These companies in making product advertisements must look for words, sentences, or language that do not contain deceit and exaggeration. Indeed, there will be those who question if using honest sentences or language, then the product will not be sold in the market. This is the difference between Islamic and non-Islamic business ethics. As explained earlier, a monotheistic Muslim producer will not violate the rules and commands of Allah and the Messenger of Allah.

Researchers see the three products in making content ideas and how to communicate them have not paid attention to Islamic business ethics. Companies or other parties that help such as advertising agencies and production houses must always pay attention to the values and morals that exist in Indonesia. Because it is very clear that their market segment is Muslims in Indonesia in particular and outside Islam in general who does uphold morals and ethics in the life of the nation and state.

In life in Indonesia, as consumers, the public can also provide input or report if there are advertising products that are not following Islamic morals and ethics. In Indonesia, there is Law Number 8 of 1999 concerning Consumer Protection, where entrepreneurs or producers are obliged to comply with these regulations and there will be sanctions if they violate them. The contents of the law are explained in articles 10 and 17. In article 10 it is clearly explained that in the offering, promoting, and advertising a product, business actors are prohibited from doing it incorrectly and misleading consumers. These include prices or tariffs, the use of a product, conditions for compensation for goods, offers of discounts, and the dangers of using goods or services.

Meanwhile, for advertising business actors, some rules regulate it in Article 17, namely the prohibition of deceiving consumers, deceiving guarantees, prohibition of providing wrong/wrong information, not containing the risk of using goods, exploiting events, and violating ethics regarding advertising.

If a violation is found, both administrative and criminal sanctions will be imposed. For criminal sanctions themselves, if the company or business actor violates it, they will be sentenced to a maximum of 5 (five) years or a maximum fine of Rp. 2 billion.

With regulations and sanctions, business actors should be more careful in promoting and advertising their products. In the future, there needs to be continuous monitoring to see if the advertisement violates morals and ethics. So far, the government through the Indonesian Broadcasting Commission (KPI) and the Ministry of Communication and Informatics have cooperated in terms of monitoring products such as food, medicine, and others that are broadcast on television or other advertising media.

CONCLUSION

In Islam, a business can be run to make a profit and increase assets and income. Companies can also use various ways to market their products both online, print, radio, and television as long as they do not conflict with Islamic morals and ethics. The use of television itself as a medium for advertising in Indonesia continues to grow from year to year and many companies take advantage of this opportunity because almost the majority of Indonesian people own television.

Companies must be more creative and innovative and smart in creating advertising content so as not to violate Islamic values and ethics such as honesty, fairness, not exaggerating, and showing women's genitals. Currently, advertisements are still often found that are not following Islamic values and ethics, such as beauty products that use exaggerating sentences and show women's genitals. Also, energy drink products are exaggerating and there is an element of lies. Likewise with biscuit food advertisements are feared to contain lies and unclear information.

Indeed Islam has clearly regulated, that in doing business or carrying out promotional activities, one must pay attention to the values and ethics that have been commanded by Allah and the Prophet such as honesty, justice, maintaining trust, not exaggerating, and not using women or showing their nakedness.

With the consumer protection law, it is hoped that business actors will also be more careful and pay attention to the rules, especially in terms of promoting and advertising their products. Consumers are also more vigilant and dare to report if a company violates the values and norms that have been regulated by religion and law.

The government through the Ministry of Communication and Information of the Republic of Indonesia, the Indonesian Broadcasting Commission (KPI), and the public advertising supervisory agency, must be proactive and sustainable to monitor and evaluate advertisements, especially on television and generally other media, advertisements that are not following business ethics. Islam and what is appropriate. If a company is still found to be in violation, it can be given a warning, sanction, or prohibition from advertising in print & electronic media for a certain time. This is done to provide a deterrent effect on business actors in the future.

In the future, there is a need for research involving consumers or the public about what their opinions are with advertisements that appear on TV and Youtube viewed from an Islamic perspective.

Limitation

Based on the research that has been done, there are some limitations experienced and

can be several factors to be considered in future research. Some of these factors are the object of research is 3 advertisements, so it is still not enough to describe the actual situation. The object of research is only focused on TV media, where there are other media such as advertisements on radio, YouTube, Facebook, Instagram, billboards, and so on. The research time is relatively short, so it takes more time to produce a strong data analysis so that it can answer the research problem posed.

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