

UTILIZATION OF SOCIAL MEDIA AS A BUSINESS TOOL AMONG STUDENTS IN THE PERSPECTIVE OF ISLAMIC BUSINESS ETHICS

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Abstract

The utilization of social media refers to the use of digital platforms that enable interaction and sharing of content in the form of text, images, and videos, for various purposes such as communication, marketing, education, and more, including online businesses. Therefore, it is crucial for students who are frequently engaged with social media to maximize its potential for something more productive, such as running a business in accordance with Islamic business ethics. This research aims to explore the role, challenges, and constraints of social media as a business tool among students of the Faculty of Islamic Economics and Business at UIN Ar-Raniry, Banda Aceh, from the perspective of Islamic business ethics. The study employs a qualitative method with a descriptive approach, conducting in-depth interviews with students actively involved in online business. The informants interviewed for this research include 1 member of PINBIS, 2 academic experts, and 7 students. The results indicate that the utilization of social media as a business tool among students at FEBI UIN Ar-Raniry, Banda Aceh, is well underway but not yet optimal. Not all students can leverage social media as a business tool in line with the perspective of Islamic business ethics, resulting in only a few students starting their online businesses.

Keywords: *Utilization of social media, business tool in accordance, islamic business ethics.*

Abstrak

Pemanfaatan media sosial salah satu penggunaan platform-platform digital, interaksi dan berbagi konten dalam bentuk teks, gambar, dan video, untuk memberikan berbagai tujuan seperti komunikasi, pemasaran, edukasi, dan lainnya, termasuk didalamnya yakni bisnis online. Oleh karena itu penting bagi mahasiswa yang sudah sering bergelut langsung dengan media sosial untuk memaksimalkan media sosial yang ada untuk sesuatu yang lebih produktif seperti sarana bisnis yang dijalankan sesuai dengan etika bisnis Islam. Penelitian bertujuan untuk mengetahui peran, tantangan maupun kendala media sosial sebagai sarana bisnis di kalangan mahasiswa Fakultas Ekonomi dan Bisnis Islam UIN Ar-Raniry Banda Aceh dalam perspektif etika bisnis Islam. Penelitian ini menggunakan metode kualitatif melalui pendekatan deskriptif dengan cara wawancara mendalam bersama mahasiswa yang aktif sebagai pembisnis online. Informan yang diwawancarai pada penelitian ini berjumlah 1 orang anggota PINBIS, 2 orang pakar akademisi dan 7 orang mahasiswa. Hasil penelitian menunjukkan bahwa pemanfaatan media sosial sebagai sarana bisnis di kalangan mahasiswa FEBI UIN Ar-Raniry Banda Aceh sudah dapat dimanfaatkan dengan baik. Namun belum maksimal, tidak semua mahasiswa dapat memanfaatkan media sosial sebagai sarana bisnis yang sesuai dengan perspektif etika bisnis Islam, sehingga hanya beberapa mahasiswa saja yang sudah memulai bisnis mereka secara online.

Kata Kunci: *Pemanfaatan media sosial, sarana bisnis, etika bisnis islam*

INTRODUCTION

The current influence of social media on human life is undeniable. In today's world, human life is closely intertwined with social media, which has transformed individuals' thinking and practices in their daily lives. Social media is identified to have six basic functions, including user identity management, seeking

expertise on the internet, context awareness, content management, network awareness, and content exchange. These functions are based on the goals of internet communities in sharing content and knowledge. Social media is used for various purposes such as communication, marketing, education, and online businesses,

including those aligned with Islamic business ethics.

Research aims to explore the role, challenges, and constraints of social media as a business tool among students at the Faculty of Islamic Economics and Business at UIN Ar-Raniry, Banda Aceh, from the perspective of Islamic business ethics. The study, conducted through qualitative methods with a descriptive approach, involves in-depth interviews with students actively engaged in online business. The informants include a member of PINBIS, academic experts, and students. The results indicate that while social media is being effectively utilized as a business tool, not all students can align their use with Islamic business ethics.

Social media allows for more extensive, strategic, two-way, and interactive communication practices. In the modern era, individuals possess their own social media accounts on platforms such as Facebook, Instagram, Whatsapp, Twitter, and others. The presence of social media has made individuals active consumers, contributing to and providing rapid feedback online. The development of social media and the growing need for social interaction have turned it into a communication tool and a promotional platform for marketing activities. Optimizing social media features and aligning its use with specific goals can have diverse and significant impacts, such as attracting attention for marketing promotions.

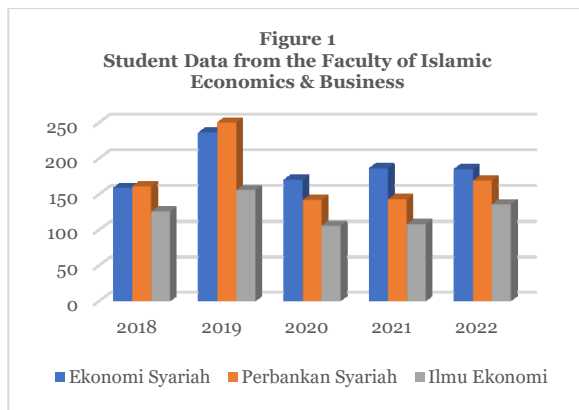
Social media, being part of the development of the internet, has rapidly grown and become widespread. It is no longer a novelty in today's society, with people from urban to rural areas using social media. Social media plays a crucial role for millennials, with almost everyone having accounts on platforms like

Instagram, Facebook, WhatsApp, and others. Apart from expressing feelings and thoughts, social media is creatively utilized for online selling and marketing promotions.

Studies on the motivation of social media users, such as Instagram, WhatsApp, and Facebook, reveal diverse reasons, including staying informed about others' activities, documenting life, looking cool, and being interested in the creativity of other users. With the evolution of time and changing needs, social media is now used as a means for online shopping, particularly on platforms like Instagram, which has transformed into a social shopping app, influencing users to make purchases based on recommendations from friends, family, or celebrities they follow.

Businesses are essential, and online business, facilitated through internet websites, is emphasized by Rusdiana (2018). Utilizing social media to enhance the marketing of Islamic businesses is based on the principles of Islamic Sharia, focusing on choosing target markets, acquiring and retaining customers, and creating, delivering, and communicating superior value in accordance with Sharia provisions.

Students at FEBI in UIN Ar-Raniry, Banda Aceh, demonstrate remarkable initiative by utilizing social media to develop their businesses. With marketing intelligence and skills acquired at campus, they create new opportunities and promote local products such as Acehese coffee and handmade crafts through various digital platforms like Instagram, Facebook, and others. Their actions not only contribute to the success of their businesses but also boost the local economy by expanding the marketing reach of local products through social media.



Based on Figure 1, it can be observed that the number of students at the Faculty of Economics and Islamic Business from 2018 to 2022, as recorded by the faculty, has shown significant growth. This indicates a rapid increase in the number of students at the Faculty of Economics and Islamic Business in 2019, followed by a slight decrease in 2020, and a continuous increase in the following years. Indonesia possesses a vast demographic potential for strengthening and developing productive and quality young entrepreneurs. The advancement of social media can serve as a platform for students to channel creative and innovative ideas, contributing to and playing a role in building the Indonesian economy.

Students play a crucial role in the economic development among millennials as they represent a qualified and creative human resource pool suitable for strengthening and developing businesses among young people. In today's era, social media is not a new concept, especially for millennials and students. The progress of social media can serve as a platform for students to express creative and innovative ideas, contributing and playing a role in utilizing social media for various purposes.

Online businesses play a significant role in reducing unemployment, which has adverse effects on the community's economy. The presence of social media creates ease and effectiveness in business for students who want

to start their ventures. By utilizing existing social media platforms, student entrepreneurs can identify opportunities by creating innovative products or new concepts that can build a business with a fresh approach.

Social media has become a popular platform for conducting businesses in this digital era, and this applies to students as well. However, in utilizing social media as a business tool, there are ethical considerations in Islam that need to be taken into account. Elfi & Elida (2016) outline the business ethics in Islam, emphasizing the following aspects: Every business in Islam must be conducted in a halal manner. This means that students who wish to run businesses through social media must ensure that the products or services they offer are halal and do not violate Islamic rules, such as avoiding elements of usury, gambling, or anything harmful to others.

Every business in Islam must be conducted fairly and transparently. This implies that students running businesses through social media must provide clear and accurate information about the products or services they offer, and set prices in a fair manner according to the value of the product or service. Every business in Islam must consider mutual interests and not only prioritize personal gain. This means that students running businesses through social media must consider the impact of their business on the surrounding environment and provide benefits to society.

Every business in Islam must be conducted responsibly. This implies that students running businesses through social media must prioritize the safety and health of their customers, as well as provide good services and respond well to customer complaints. In the current digital era, people using digital media seek quick and easy solutions for both receiving

and disseminating information. The current technological advancements can significantly enhance the use of social media as a means of conducting buying and selling. Business practitioners must identify cost-effective opportunities in the digital era.

Considering these ethical aspects in Islamic business, students who want to run businesses through social media can operate in a halal, fair, transparent, and responsible manner. In this regard, social media can be an effective tool for conducting businesses as long as it is used properly and does not violate Islamic rules.

The issues among students at FEBI UIN Ar-Raniry, Banda Aceh, which have caught my attention and prompted me to explore further, are the many students who own businesses but do not utilize their social media for business purposes. This is particularly concerning with the widespread use of the internet among people from various backgrounds, both young and old. The observation that many students have not maximized their use of the internet as a business tool led to the decision to conduct this research. Thus, the research aims to investigate the extent to which students can utilize their social media for business purposes.

LITERATURE REVIEW

Media Social

Internet is a technological product widely utilized by society. As a technological product, the internet introduces new types of social interaction that differ from previous social interactions. The emergence of the internet connects individuals from various parts of the world who were previously unfamiliar, by linking computers to the internet network (Alyusi, 2016). Social media is a new domain in internet usage that is more targeted by internet users worldwide. This makes social media a platform

that provides various specific contents on the internet with a large and continuously growing capacity due to the active participation of users within it (Best et al., 2014). It is understood that social media is a digital platform that provides facilities for users to engage in social activities, such as communication or interaction, to share interesting information through content, whether in the form of photos or videos. Essentially, social media is part of the internet's development. Its presence decades ago enabled social media to develop rapidly, connecting all users through internet connections and facilitating the process of disseminating information or content anywhere and anytime.

From the perspective of Islamic business ethics, social media should be approached with caution. Although there are no specific Islamic laws or teachings that specifically regulate social media, as this technology did not exist during the decline of Islamic teachings, there are basic principles and ethical guidelines that should be applied to social media in accordance with Islamic values. These principles include avoiding elements prohibited in Islam such as gambling, uncertainty, usury, and anything considered as harmful. According to Helmi (2019), the emergence of social media platforms like Facebook has not only changed the way humans interact and communicate but has also altered the way people shop. Before the advent of social media, people traditionally shopped in markets or supermarkets. With the emergence of social media, people started shopping by simply sitting in front of their devices. This has become an advantage for online businesses, as consumers benefit from not having to physically visit locations to view products. Therefore, social media has a positive impact on the business world. Meanwhile, according to Putri et al. (2022), social media brings many changes but

can have negative impacts if not controlled. TikTok, for example, has become familiar to the Millennial generation. Therefore, students need to be wise in utilizing it, as social media is inseparable from human life. Many Indonesians actively use popular social media such as TikTok, Instagram, Facebook, and others. From there, they can easily interact with various internet packages and subscriptions.

Business Means

Business is one of the activities in the field of economics. In a broad sense, business is a general term that describes an activity and industry involved in producing goods and services in daily life. Business is an activity carried out by individuals and groups of people who create value, produce goods and services, meet the needs of society, and make a profit through transactions. According to Imron (2021), business is an organization that sells goods or services to consumers or other businesses to make a profit. Historically, the word "business" comes from the term "busy," meaning being busy in activities and work that generate profit. Therefore, it can be concluded that business is an activity or form of selling goods and services aimed at seeking or obtaining a profit for the party engaged in it, which continues as long as it remains profitable.

Meanwhile, according to Amalia (2014), business is influenced not only by economic situations and conditions but also by changes in social, political, economic, and technological factors, as well as shifts in attitudes and perspectives of its stakeholders. Business is not viewed narrowly with the sole goal of maximizing economic value for its owners. Instead, business must consider everything that influences the achievement of those goals. The goal of maximizing profit for the company's owners can be better achieved by taking into account human

aspects, humanizing people, and taking harmonious steps with all stakeholders, participants, and the environment in which the company operates.

Islamic Business Ethics Perspective

In the perspective of Islamic business ethics, it is essential for business practitioners to maintain close relationships with fellow human beings. Allah provides guidance for social interactions to occur harmoniously, following the principles of Islamic business ethics based on good relations among humans or "hablumminannas" (Santika et al., 2018). According to Fitra et al. (2018), the perspective of Islamic business ethics emphasizes the importance of living a life without excessive luxury, avoiding prohibited occupations, fulfilling zakat obligations, and avoiding usury practices. This reflects the essence of Islamic beliefs, morality, and rules that serve as the primary foundation in developing an economic system in line with Islamic principles.

In terminological terms, an expert expresses the view of the science of Islamic business ethics. S.M Hasanuzzaman has the perspective that: "Islamic business ethics is the knowledge and application of Sharia teachings and rules that prevent injustice and seek and spend resources to provide satisfaction for humans and enable them to fulfill their obligations to God and society (Kadir, 2014).

The utilization of modern technology as a tool to facilitate business activities is an unavoidable necessity. The faster the circulation of goods and services, the faster the turnover of money in each transaction (Johari, 2018). If modern technology, already prevalent among the public, is not fully utilized, individuals will be eroded by business competition in that era.

The marketing mix is a set of interconnected activities involving product,

price, place, promotion, and people, arranged to achieve goals in developing a successful business. As one of the marketing strategies that comprise seven essential elements, the marketing mix consists of the following components:

1. Product

Product refers to anything that can be offered to the market to attract attention, be bought, used, or consumed, satisfying desires or needs.

2. Price

Price is the amount of money serving as a medium of exchange to obtain a product or service. From a marketing perspective, it is the monetary unit or other measure (including goods and services) exchanged to acquire ownership or use of a product.

3. Place

According to Suryana (2013), an attractive place for consumers is one that is strategic, enjoyable, and efficient. Achieving a good location can be done through various ways: (a). Increasing distribution channels. (b). Expanding segmentation or coverage. (c). Improving the appearance of the business location. (d). Using the most efficient ways of delivering goods.

4. Promotion

Promotion is the activity that communicates the product's advantages and persuades consumers to purchase it. Saladin defines promotion as communication and information between sellers and buyers aiming to change the attitudes and behaviors of buyers, turning those unfamiliar into buyers who remember the product. The promotion strategy used by Muhammad SAW involved not exaggerating the product to attract buyers and refraining from excessive oaths or promises to sell merchandise. If

someone swore excessively, Muhammad SAW advised against making such oaths.

5. People

People refer to all participants playing a role in delivering services, influencing buyer perceptions. According to Hurriyati, all attitudes and actions of employees, including their attire and appearance, have an impact on consumer perceptions or the success of service delivery.

RESEARCH METHOD

The writing of this scientific work utilizes a qualitative descriptive research approach, a type of research conducted by the author to describe, record, analyze, and interpret the current conditions (Mardalis, 2006). In this research, the author describes the benefits of social media for conducting online business activities from the Islamic perspective among students of the Faculty of Islamic Economics and Business at UIN Ar-Raniry Banda Aceh. According to Umar (2013), the definition of descriptive is to depict the nature of something that is happening at the time the research is conducted and examine the causes of a specific phenomenon. With this nature of research, the researcher can examine issues objectively from the studied object using the necessary data. The research aims to describe the utilization of social media as a means of online business among students of the Faculty of Islamic Economics and Business at UIN Ar-Raniry Banda Aceh. The data collection process in this research involves the use of field research and library research methods. The field research method is employed to collect primary data by interviewing 10 students from the Faculty of Islamic Economics and Business at UIN Ar-Raniry Banda Aceh who are actively involved in online business transactions.

RESULT AND ANALYSIS

Online Business Practices Using Social Media Among Sharia Economics Students at FEBI UIN Ar-Raniry Banda Aceh

To understand how the system operates in conducting business on social media by students from the Faculty of Islamic Economics and Business at UIN Ar-Raniry Banda Aceh, it can be gleaned through interviews conducted by the researcher with seven students involved in social media businesses. Below are the results of the interviews conducted:

On October 29-30, 2023, the researcher interviewed seven students engaged in social media businesses. The interviews were conducted individually, starting with AH, a 20th-generation Sharia Economics student. During the interview, AH explained how he runs his online business on social media while adhering to the principles of Islamic business ethics. AH mentioned, I began my social media business on March 3, 2023, using Instagram as my platform. I sell snacks such as Risol, Banana roll chocolate mix tiramisu, and other light snacks. I started this business because I wanted to try being independent in my life, especially in today's era where accessing the business I run has become easier due to internet advancements. In my opinion, social media is easily accessible by everyone, and any information spreads rapidly, including business-related information. I also apply the principles of Islamic business ethics by emphasizing honesty in sales because, in my view, honesty is the key to the success of my business.

Then, on October 30, 2023, the researcher interviewed MM to understand how he runs his business from an Islamic business ethics perspective. MM stated, "I've been running this business for four years, starting on May 29, 2019. I ventured into the food business (mora.food) because I enjoy it. The reason for

starting this business was to earn additional income without having to open a physical store. Therefore, I chose to operate it on social media, applying the perspective of Islamic business ethics, such as the honest trading attitude taught by the Prophet Muhammad, and avoiding excessive profits (usury). I chose Instagram because it's easier for me to run my business on that platform.

On the same day, October 30, 2023, the researcher interviewed PNS, the third informant. PNS explained, In 2021, I started my business on social media, using Instagram (nasya.id11), Shopee, and TikTok. I immediately chose to do business on social media because of its broad reach, with many ideas that can be poured into social media to attract our target consumers. I didn't have to think about renting a store to run my business. I learned that good business involves being honest in explaining products, applying profit-sharing principles with investors, and speaking politely and ethically when interacting with consumers. This is why my business has been running smoothly until now.

Also, on the same date, October 30, 2023, the researcher interviewed YSA, a 20th-generation Sharia Economics student, who explained why she runs her business on social media. YSA said, "I started my business on social media just a month ago, on September 20, 2023. I sell acrylic flower boards on Instagram (celestia_florist). I started this business because I saw an opportunity in it. I wanted to try something new among students, especially during their special moments like finishing exams, graduation, and other happy moments. These acrylic flower boards serve as decorations for them to capture these moments with the business I do.

On the same date, the researcher also interviewed AZ about the business he runs on social media. AZ said, "In my opinion, social

media is excellent for conducting business because it doesn't reject any type of business we want to run. The platforms provided by social media, such as Instagram, which I use for my business, and other types, are very good. Even though I am new to the world of digital marketing, I feel there is something more compared to people who run their businesses without using social media. This additional factor I feel is like getting a broader customer base."

On October 30, 2023, the researcher also interviewed DK, a 21st-generation Sharia Economics student. Dinda said, I run a business selling accessories like bracelets, necklaces, rings, and others. The target audience for my business is school children, but it's also possible if there are students interested in my business. I've been running this business for about 5 months, starting on July 2, 2023, using Instagram and Shopee. Because, in my opinion, with the business I run, it matches my skills, so I don't need the help of others. Therefore, I am interested in it and try to develop it on social media. I apply the principles of Islamic business ethics by not exaggerating in promoting products, not using other people's items to promote, and always giving the best to consumers. This way, it's proven that my business quickly sells.

However, on the same date, October 30, 2023, the researcher also interviewed ER, the last informant regarding the business run on social media. ER explained, In my opinion, in today's era, it is better to run a business on social media compared to physical stores. Because, as we see in reality, many sell items in stores without being strengthened by social media, and in the end, they go bankrupt. Therefore, I chose to run this business on social media, using Instagram (dailyscraft.id). The business I run

has been going on for about 3 years since the beginning of 2020. By using the strategies I implement, such as interacting quickly and friendly, providing effective and ethical promotions, giving discounts or special offers. However, these strategies are what make the business thrive even though I only sell on social media. And this is why, in my opinion, it is very efficient to run a business on social media rather than having to open a store because our reach can cover the entire Indonesia.

Ethical Considerations in Islamic Business Towards Online Business Systems Using Social Media Among Sharia Economics Students at FEBI UIN Ar-Raniry Banda Aceh

From the interviews conducted with several students, it was revealed that they claim to understand the business system conducted on social media and apply it in accordance with Islamic principles. To further explore the alignment of these practices, the researcher interviewed an expert and academician to strengthen the explanations obtained from the student interviews involved in social media businesses.

On November 1, 2023, an interview was conducted with Ms. Dara Amanatillah, M. Sc. Fin., a lecturer in Sharia Economics at UIN Ar-Raniry Banda Aceh. She stated: A businessperson, in other words, is a trader or entrepreneur. They sell goods to those who need them, not for personal consumption. In today's technological age, it is crucial for students conducting their businesses on social media to apply the perspective of Islamic business ethics. In Islam, whether it's business or any other activity, we must adhere to the principles of honesty. This honesty should be reflected in the information conveyed, and the products presented must be detailed, truthful, and consistent with what is shown in photos or

videos. World-renowned scholars have stated that online businesses, including those on social media, must comply with Sharia. Regardless of the product type, be it clothing, food, or any other product, it must align with what is conveyed and displayed on their social media business. The seller's Tawhid, or oneness with Allah, is the first point for businessmen. If they genuinely fear the provider of sustenance, Allah SWT, they will conduct their activities based on Islamic principles. If anything happens, the businessmen must take responsibility within their capacity. For instance, if I sell a product and it unexpectedly becomes defective in transit, I must accept it and compensate the customer for what was ordered, explaining what actually happened to avoid undesirable consequences. Therefore, the Tawhid (oneness) of the seller must be strong.

Business on social media is more accessible, reaching a wider audience, and the market potential is more extensive. Without social media, the market is limited. However, businessmen must also be responsible for their sales. Therefore, online businesses require transparency so that consumers do not feel deceived. Islam also protects consumers, providing them with the right of *Khiyar*, where they can return the product if it does not meet their expectations, ensuring protection from an Islamic perspective. For students entering the business world, it is crucial to understand social media, especially for those who are new to it. How to avoid scams and understand the Sharia laws, as transactions cannot be separated from Sharia laws. Therefore, students need to grasp two things: mastering social media correctly and understanding Sharia laws. In conclusion, it can be deduced from the above discussions that business on social media can be considered

appropriate if it adheres to the established Islamic principles.

The Role of Social Media in the Business Endeavors of Sharia Economics Students at the Faculty of Islamic Economics and Business, UIN Ar-Raniry Banda Aceh

As the business landscape through social media continues to thrive, in tandem with the increasing internet users worldwide, especially in Indonesia, platforms such as Instagram, Shopee, and others have become highly effective promotional tools for products. These platforms, with their various advantages, have created extensive markets globally. Business opportunities, business information, and marketing strategies can be found in every update made by their users.

To understand the significance of social media in their business endeavors, the researcher conducted interviews with several informants. AH and MM, students engaged in social media businesses, explained the role of social media in their businesses. Annisa stated, "Social media is easily accessible to everyone who generally uses social media. Therefore, any information spreads very quickly, including information about various businesses. Hence, social media is very helpful for us, students, who are running businesses on these platforms." MM added, "In my opinion, running a business on social media is more effective than without it. Many people use social media, not only young people but also older generations. By operating a business on social media, customers can quickly learn about our new products. Additionally, the products we market can attract the attention of consumers, automatically gaining new customers.

Social media also has the potential to bring businesses closer to customers, enhancing profit, marketing and communication strategies, cost efficiency, and effectiveness. High social

interaction provides significant opportunities for entrepreneurs to introduce their products to potential customers. YSA and AZ echoed similar sentiments, stating, With the advancement of technology, social media plays a vital role in the business world. Nowadays, everyone uses and engages with social media, whether for providing or receiving information. Business on social media is quickly known to its users, reaching people from urban to rural areas.

Simultaneously, the researcher interviewed DK and ER, who shared their perspectives. DK said, I believe that many people use social media for business because it is easy to do. It is more effective and efficient, as social media helps attract customers. People can learn about our products by seeing the stories we promote, new products we release, making our business grow faster compared to not using social media. ER added, In my opinion, social media is crucial for businesses. It is easy to use, reaches consumers beyond the local area, and accelerates business growth. On social media, we can offer informative and relevant content about our products. Additionally, we can use images, videos, and visual content to attract customers. In conclusion, based on the above statements, it can be inferred that utilizing social media makes it significantly easier for entrepreneurs to operate their businesses successfully.

Challenges and Obstacles in Utilizing Social Media as a Business Tool Among Sharia Economics Students at the Faculty of Islamic Economics and Business, UIN Ar-Raniry Banda Aceh

As technology advances, many students and novice entrepreneurs see social media as a potential platform to start and grow their businesses. However, behind the extensive opportunities, various challenges and obstacles need to be carefully addressed. Firstly, fierce competition in the digital realm is a significant

obstacle. With numerous businesses and individual actors crowding social media, creating allure and distinguishing oneself from competitors can be a challenging task. It requires high creativity to build a unique business identity and capture the audience's attention.

For this reason, the researcher interviewed informants to understand the challenges and obstacles faced by students when utilizing social media as a business tool.

As students running businesses on social media, they also felt challenges and obstacles in their operations. PNS explained, "Every activity has its risks, including doing business using social media. Challenges related to risk management are prevalent. Businesses on social media are often vulnerable to changes in algorithms and platform policies. Therefore, I need to continuously monitor digital developments and be ready to adapt to keep the business relevant.

Students engaged in culinary or food-related businesses, such as AH, MM, and AZ, faced different challenges. AH pointed out, The most felt challenges in the food sector usually occur in order and delivery management. With orders coming from various online platforms, we must ensure that the order handling process runs smoothly and deliveries are timely, ensuring that the taste presented is the same when it reaches the customer's hands. MM also emphasized, As everyone can access the internet, trends on a particular platform greatly influence our sales. We must continue to learn and adapt to every change. Additionally, we must stay up-to-date with the latest culinary trends to remain relevant to customers. AZ added, Maintaining the continuity of high-quality menus and products is a challenge. We are always looking for the latest culinary trends and innovating regularly to keep customers interested. This

involves monitoring the market and adjusting our products according to customer needs. In conclusion, from the above narratives, it can be inferred that challenges and obstacles are inevitable for entrepreneurs, whether conducted online or in-person.

CONCLUSION

Based on the research findings presented on the utilization of social media as a business tool from the perspective of Islamic business ethics among students of the Faculty of Islamic Economics and Business (FEBI) at UIN Ar-Raniry Banda Aceh, the following conclusions can be drawn:

1. Students of Sharia Economics at the Faculty of Islamic Economics and Business, UIN Ar-Raniry Banda Aceh, have successfully implemented online business practices exceptionally well, showcasing the abilities and skills acquired during their academic studies. This success reflects their dedication to applying economic and business concepts of Islam in the modern business world through online platforms. The effective utilization of social media by these students has been well-executed, enabling them to act as online business actors selling products through various online platforms, providing them with opportunities for additional income and business experience. Students comprehend the values of Islamic business ethics as a strong foundation for the success of their online businesses.
2. The role of social media has proven to significantly influence the increase in their business revenues. Through the utilization of social media platforms, students can build and expand their customer networks, enhance the visibility of products or services, and directly interact with potential consumers. With their active presence on social media, these students can boost customer trust and engagement,

positively impacting the growth of their online businesses. This conclusion emphasizes that the integration of social media as a marketing strategy by students can create new opportunities and support the success of their online businesses.

3. Challenges and obstacles are inevitable for business practitioners, whether conducted online or in traditional settings. However, by understanding and overcoming these challenges, businesses conducted through social media can continue to thrive and succeed. Therefore, students of Sharia Economics at FEBI UIN Ar-Raniry Banda Aceh stay updated with the demands of customers, both locally and globally. Responsiveness to changes, innovation, and providing satisfactory services serve as the primary foundation for winning the competition in the digital realm. Thus, the success of online businesses involves a deep understanding of the market, flexibility, and a commitment to continually improve the quality of products and services.

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