

## The Profession of Content Creator in the Sharia-Compliant Creative Economy: Opportunities, Challenges, and Islamic Business Ethics On the Commercialization of Halal Content

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### Abstract:

This research describes the profession of content creator in the sharia-compliant creative economy including opportunities, challenges, and Islamic business ethics on the commercialization of halal content. This study employs a library research design. Content creators in the halal creative economy have diverse opportunities to produce Sharia-compliant content. They can support community needs, promote Islamic ethics, and empower the ummah. When adhering to Islamic principles, content creation is a legitimate, halal profession with strong potential for da'wah, education, and positive social impact. In Islamic economics, content creators can be known as digital entrepreneurs who contribute to the halal economy by producing and sharing knowledge, ethical values, and halal products via online platforms. They promote Islamic teachings and ethical lifestyles while avoiding prohibited elements like *riba* (interest) and gambling. Acting as informal da'wah agents, they ensure their income is halal by adhering to honesty, transparency, and accountability. Content creators foster halal consumerism, connect Sharia-compliant businesses with Muslim consumers, and incorporate social good, making their role both economic and moral. As key players in the Sharia-compliant creative economy, these creators act as digital preachers, educators, and entrepreneurs, sharing Islamic teachings through relatable content and monetizing via halal, ethical methods. By collaborating with halal brands, they help build a value-driven digital ecosystem that bridges tradition and modernity, empowering Muslim communities and advocating ethical media practices aligned with *Maqasid al-Shariah*. This profession balances economic success with spiritual fulfillment. Content creators engage in diverse niches such as Islamic education, modest fashion, halal product reviews, mental health, and finance, using platforms like YouTube and podcasts to reach wider audiences. Their work supports community needs, promotes Islamic ethics, and contributes positively to a faith-driven digital economy. Content creation is halal and legitimate when following Sharia principles, avoiding haram content, and guided by sincere intention (*niyyah*). Creators must maintain modesty, respect gender norms, and prevent *riya'* (showing off). Despite opportunities from a growing global Muslim audience and halal market, creators face challenges including Sharia compliance, ethical-commercial balance, community criticism, limited halal monetization, and technical barriers. Navigating these demands requires resilience and innovation. Rooted in Islamic ethics—truthfulness, trust, justice, modesty, sincerity, and accountability—content creators help foster a just, value-driven economy, balancing material success with spiritual integrity and societal benefit. Supporting Sharia-compliant content creators requires clear halal guidelines, ethical training, halal sponsor connections, and transparent partnerships. Building community support, promoting halal consumer education, diversifying income, and collaborating with Islamic finance experts help creators grow responsibly and sustainably within Islamic principles.

**Keywords:** *Content Creator, Content Creation, Sharia-Compliant Creative Economy, Islamic Business Ethics, Commercialization of Halal Content*

## INTRODUCTION

The rapid development of the digital economy has transformed how people work, communicate, and engage with information and entertainment. This transformation has given rise to the creative economy, where individuals generate value through ideas, knowledge, and creativity, often using digital platforms. One of the most significant results of this shift is the emergence of content creation as a legitimate and recognized profession. In the digital era, the rise of social media platforms has paved the way for new professions, one of which is the content creator.

Content creators are those who contribute information to any media and especially digital media for users in a certain context. Content is something that one wants to express through media, such as speeches, research, or sharing art for self-expression, distribution, marketing, or publication (Hariyanto & Putra, 2022). A content creator must have creativity both in choosing words to display and editing videos to make them as interesting as possible (Yanny, 2024). Content creators are individuals or groups who produce and publish digital content through various platforms such as YouTube, Instagram, TikTok, and others, often monetizing their content through ads, sponsorships, and affiliate marketing. This profession has become a significant contributor to the creative economy, especially among younger generations. Content creators or influencers are content creators with a large number of followers on social media. They build engagement or bonds with their followers by sharing inspiring, entertaining, or informative content that can unite them with their followers (Larasati, 2021).

The profession of content creation has expanded significantly in recent years due to advances in technology and widespread internet access. Social media platforms such as YouTube, TikTok, and Instagram have created avenues for individuals to produce, share, and monetize content easily. This growth is especially visible among young Muslims who see content creation as a viable career path that offers flexibility and the ability to express creativity. Content creation has therefore become an integral part of the digital and creative economy, influencing culture and commerce globally, including in Muslim communities.

With the widespread use of social media platforms such as Instagram, YouTube, TikTok, Facebook, and X (formerly Twitter), along with blogging, podcasting, and livestreaming services, individuals now have direct access to audiences without needing traditional media gatekeepers. Video-sharing sites and digital marketing tools have further empowered people to monetize their content, build personal brands, and influence consumer behavior. Content creators today are much more than just entertainers or influencers; they are digital entrepreneurs who leverage their creativity, knowledge, and social influence to generate income and build businesses online. Through platforms like YouTube, Instagram, TikTok, blogs, and podcasts, they create original content that attracts audiences and opens up diverse revenue streams such as advertising, sponsorships, product sales, memberships, and more. This entrepreneurial role requires skills in marketing, branding, communication, and often collaboration with other creators or companies. Content creation as a business involves strategic planning, understanding market demands, and maintaining consistent

This trend has opened up new income opportunities for individuals who produce digital content ranging from education, entertainment, lifestyle, product reviews, religious advice, and more. Content creation has evolved from a hobby into a career path—one that plays a growing role in the global economy, particularly among youth and tech-savvy communities. As digital platforms become more accessible, content creators are increasingly viewed as entrepreneurs who contribute to economic innovation and cultural influence.

The halal economy refers to economic activities and markets that comply with Islamic law (Sharia), particularly in terms of products, services, and business practices that are permissible (halal) for Muslims. Over the past decade, this sector has experienced rapid

growth globally, driven by an increasing Muslim population and rising awareness about the importance of ethical consumption according to Islamic principles. The halal economy is no longer limited to food and beverages but now encompasses a wide range of industries, including finance, fashion, travel, cosmetics, pharmaceuticals, and importantly, digital content.

In Muslim-majority countries, there is a significant and growing demand for products and services that align with Sharia requirements. Consumers seek halal options to ensure their purchasing decisions are religiously compliant, healthy, and ethically sound. This demand has encouraged businesses and entrepreneurs to innovate and cater specifically to the halal market. In Muslim-majority countries and among Muslim content creators globally, there is an increasing awareness of aligning professional practices with Islamic values and Sharia principles. This has led to the development of a new niche within the digital economy often referred to as the Sharia-compliant creative economy, where the production and monetization of content must adhere to halal (permissible) standards and Islamic business ethics.

Content creators play a crucial role in this expanding ecosystem by producing halal and value-based content tailored for Muslim audiences. This content might include religious education, halal lifestyle tips, modest fashion tutorials, halal food reviews, Islamic finance advice, and other forms of digital media that uphold Islamic ethics. By doing so, content creators help inform and engage Muslim consumers, support halal businesses, and contribute to the overall development of a Sharia-compliant creative economy. This not only fulfills a market need but also reinforces Islamic values in the digital age.

Despite the growing popularity and financial potential of content creation, it poses ethical and religious challenges. Issues such as the permissibility of income from ads promoting non-halal products, modesty in visual content, clickbait and misleading content, and excessive self-promotion must be evaluated through the lens of Fiqh Muamalah (Islamic commercial jurisprudence) and Islamic business ethics. Moreover, as content creators become public figures and influencers, they carry social and moral responsibilities beyond the digital space. At the same time, the profession offers substantial opportunities for Muslim youth to engage in creative expression, digital entrepreneurship, and online da'wah. Through content creation, Islamic values can be promoted in relatable, engaging formats that appeal to a broader audience. Halal product reviews, Islamic education, lifestyle vlogs, and motivational content are just a few examples of how Muslim content creators contribute positively to society while earning a living.

Therefore, this study seeks to investigate how the profession of content creator can be positioned as part of a Sharia-compliant creative economy. It aims to analyze the opportunities that arise from halal digital entrepreneurship, identify the challenges and ethical concerns that emerge in practice, and evaluate how Islamic business ethics can guide the commercialization of digital content in a responsible and religiously acceptable way. This research is expected to contribute to the development of a clearer Islamic framework for Muslim content creators and promote ethical practices in the growing digital economy.

## METHOD

This study employs a library research design (also known as qualitative literature-based research). Library research is a method of study that involves gathering and analyzing information from various existing sources, such as books, academic journals, scholarly articles, reports, and other documented materials relevant to the research topic (Fitria, 2023). The reason for choosing this design is that the research aims to understand, interpret, and analyze the profession of content creators from the perspective of Sharia economics

and Islamic business ethics, which requires the integration of Islamic jurisprudential texts, ethical principles, and contemporary economic literature. Since the focus is on conceptual understanding and normative analysis, rather than empirical measurement, library research is the most suitable and effective approach.

The data for this study is collected through the documentation method, which involves systematically reviewing and extracting relevant information from various sources (Fitria, 2024). These sources include books, particularly those related to Islamic economics, business ethics, the digital economy, and *fiqh muamalah*. Additionally, national and international peer-reviewed journals are examined, focusing on topics such as Islamic economic principles, Sharia compliance in digital business models, and the content creator economy, along with monetization practices. This comprehensive approach ensures a thorough understanding of both the theoretical foundations and the current discourse relevant to the research topic.

The data collected through documentation are analyzed using qualitative content analysis. This method involves identifying relevant concepts, principles, and arguments from the literature and grouping them into thematic categories such as opportunities in halal content creation, challenges and ethical dilemmas in digital monetization, and the application of Islamic business ethics to online platforms. These themes are interpreted in light of Islamic teachings and Sharia economic principles. Additionally, the analysis includes comparative discussions between conventional perspectives on content creation and Islamic viewpoints to draw clear conclusions and recommendations that align with Islamic values.

## FINDING AND DISCUSSION

### A. The Profession of Content Creator in Islamic Economics or Sharia Economics

The Profession of Content Creator in Islamic Economics / Sharia Economics refers to a career or economic role in which individuals create and share digital content—such as videos, articles, podcasts, or social media posts—while adhering to the ethical principles and legal guidelines of Islamic law (Sharia). This profession is recognized as part of the halal economy, as long as the content is beneficial, does not promote what is prohibited in Islam (e.g., gambling, indecency, *riba*), and the income generated comes from lawful sources.

In the framework of Islamic economics, a content creator contributes not only to the economic system through innovation and entrepreneurship, but also plays a social role by spreading positive values, Islamic teachings, and ethical consumer practices. Their work supports the *maqasid al-shariah* (objectives of Islamic law), including the preservation of religion, intellect, wealth, and community well-being. Thus, the profession of a content creator, when guided by sincerity (*ikhlas*), responsibility (*amanah*), and Sharia compliance, is both a legitimate means of livelihood and a valuable contribution to the ethical and creative Islamic economy.

#### 1. Content Creator as a Recognized Economic Agent

In the context of Islamic economics, a content creator can be considered a legitimate economic actor contributing to the halal economy. Similar to entrepreneurs, educators, or marketers, content creators play a vital role in producing and distributing knowledge, values, and services through digital platforms. Their work becomes a form of economic participation that reflects the Islamic principle of earning through halal means (*kasb al-halal*). If their income comes from permissible sources, and their content aligns with Islamic ethics, the profession is considered not only lawful but potentially rewarding (*mubah* to *mustahabb* in Islamic legal terms).

#### 2. Supporting the Sharia-Compliant Creative Economy



Content creators support the Sharia-compliant creative economy by producing digital materials that adhere to Islamic values, avoid prohibited elements (e.g., riba, gambling, indecency), and promote good causes. This includes Islamic education, ethical lifestyle promotion, halal product marketing, modest fashion, and spiritual motivation. They contribute to the growth of halal industries by making them visible and accessible to wider audiences, thus supporting the maqasid al-shariah (objectives of Islamic law), especially the protection of religion (din), intellect ('aql), and wealth (mal).

### 3. Content Creation as a Means of Da'wah and Value Transmission

One of the unique contributions of content creators in Islamic economics is their role in propagating ethical values and Islamic teachings in modern, relatable formats. Through storytelling, vlogging, education, or lifestyle content, they perform a non-institutional form of da'wah that complements traditional religious education. This supports the Islamic economy's moral foundations, where economic activities are not value-neutral but must be embedded in taqwa (God-consciousness) and social responsibility.

### 4. Income from Content Creation: Halal Earnings under Ethical Guidelines

According to Sharia, income from digital content creation is considered halal as long as it adheres to ethical and lawful guidelines. The services offered must be beneficial and not contradict Islamic teachings, ensuring that the content supports moral values and does not promote prohibited elements such as immorality, gambling, or interest-based finance. The methods of monetization—whether through advertisements, sponsorships, product endorsements, or service offerings—must originate from halal sources. Transparency and honesty are essential in all promotional activities, and there should be no deception, exploitation, or manipulation involved. This ethical approach aligns with the Islamic commercial principle of al-bay' al-halal (lawful trade), which emphasizes that business transactions must be free from gharar (excessive uncertainty) and any haram (forbidden) elements.

### 5. Upholding Amanah (Trust) and Accountability

In Islamic economic ethics, amanah (trust) and mas'uliyah (accountability) are critical. Content creators are responsible for their influence on public behavior and beliefs. As digital influencers, their words and endorsements carry economic and social weight. In promoting products or ideas, they are required to be truthful, to avoid misleading claims, and to uphold the values of sidq (honesty) and 'adl (justice). This ethical approach fosters a trust-based relationship between creators and consumers, an essential feature of Islamic business ethics.

### 6. Promoting Halal Consumerism and Islamic Business Ecosystems

Content creators contribute to the Islamic economy by encouraging halal consumerism. By creating awareness around halal-certified products, Islamic financial services, modest fashion, or ethical technology, they help build a conscious and informed Muslim consumer base. They also serve as intermediaries connecting producers with ethical values to consumers who prioritize Sharia-compliance, thereby supporting the entire Islamic economic ecosystem.

### 7. Innovation in Da'wah Economy and Social Enterprise

The profession of content creation aligns with emerging trends in Islamic social enterprise and da'wah economy. Many Muslim creators design content not only for profit but also for social benefit, such as community empowerment, mental health, spiritual growth, or education. This dual approach—earning while giving back—mirrors the Islamic economic values of barakah (blessing), ihsan (excellence), and sadaqah (charity or voluntary benefit).

## B. The Role of Content Creators in the Sharia-Compliant Creative Economy

Content creators are not merely entertainers or influencers; within the Sharia-compliant creative economy, they serve as ethical entrepreneurs, digital preachers (da'i), cultural ambassadors, digital entrepreneurs, social influencers, and socio-economic change agents. Their contributions go beyond producing content—they help shape a halal digital ecosystem that aligns creativity with Islamic principles. Through platforms like YouTube, Instagram, TikTok, blogs, and podcasts, they create original content that attracts audiences and opens up diverse revenue streams such as advertising, sponsorships, product sales, memberships, and more. This entrepreneurial role requires skills in marketing, branding, communication, and often collaboration with other creators or companies. Content creation as a business involves strategic planning, understanding market demands, and maintaining consistent quality to sustain and grow an audience.

### 1. Promoters of Halal Lifestyle and values

Content creators actively promote a halal lifestyle, guiding audiences in areas such as modest fashion, halal food, Islamic finance, spiritual growth, and ethical behavior. Their content provides both education and inspiration rooted in Sharia.

Examples: A content creator on YouTube shares weekly vlogs about living a halal life in the West, including halal restaurants, modest dressing tips, and avoiding riba in personal finance. An Instagram influencer promotes ethical beauty products that are halal-certified and cruelty-free.

### 2. Digital Da'i (Preachers) and Educators

Many content creators engage in digital dakwah, using platforms like YouTube, TikTok, and Instagram to share Islamic teachings. Influencer preachers and content creators are increasingly shaping new religious practices through digital culture (Aida et al., 2024). Concerning the development of increasingly sophisticated technology, creative strategies become important in preaching. This is an opportunity and challenge for da'i as content creators in packaging preaching content (Nadhifah, 2023). They make religious knowledge more accessible and relevant to younger, tech-oriented generations.

Examples: A TikTok creator explains hadiths in short, engaging videos with real-life applications. A podcast host interviews Islamic scholars and discusses contemporary issues like halal dating, mental health, and women in Islam.

### 3. Drivers of Islamic Digital Entrepreneurship

Muslim content creators are digital entrepreneurs who monetize their content while adhering to Islamic business ethics. They inspire others to pursue halal income through creative professions without compromising faith.

Examples: A content creator launches an online store for digital Islamic products such as printable Qur'an trackers, Islamic planners, or children's books. A YouTuber offers premium online classes on halal investing or building Islamic businesses.

### 4. Builders of a Halal Digital Ecosystem

By collaborating with halal brands, promoting ethical practices, and rejecting partnerships with non-halal entities, content creators help create a value-based online ecosystem. Their influence encourages brands and platforms to cater to Muslim audiences responsibly.

Examples: A group of Muslim content creators forms a network for promoting halal-certified products, offering influencer marketing solutions to Islamic businesses. A fashion vlogger declines a deal with a luxury brand that sells both modest and non-halal items, choosing instead to partner with a Muslim-owned modest wear brand.

### 5. Bridge Between Tradition and Modernity

Content creators serve as cultural mediators, showing how Islamic values can coexist with modern life. They modernize the presentation of Islam without altering its principles, making it relatable and practical.

Examples: A YouTuber creates animated stories from Islamic history using cinematic visuals and modern storytelling techniques. A Muslim tech reviewer discusses the ethics of AI, gaming, and online behavior from an Islamic perspective.

6. Role Models for Ethical Digital Conduct

Content creators influence how people behave online. Through their language, interactions, and transparency, they can model Islamic ethics such as honesty (*sidiq*), humility (*tawadhu'*), and kindness (*rahmah*).

Examples: A creator always responds respectfully to criticism and avoids online arguments (*ghibah* and *fitnah*). They disclose sponsorships transparently and educate their audience about Islamic rulings on online transactions.

7. Contributors to Economic Empowerment and Ummah Development

By building sustainable digital businesses, content creators contribute to the economic empowerment of Muslim communities. They create jobs, offer mentorship, and encourage innovation grounded in Islamic values.

Examples: A hijabi entrepreneur offers freelance content creation training for Muslim women to become financially independent. A content creator helps small halal businesses grow by reviewing and promoting their products.

8. Advocates for Islamic Ethics in Tech and Media

Content creators are increasingly raising awareness about the need for ethical frameworks in digital media that respect Islamic values. They can influence platform policies through advocacy and collaboration.

Examples: A creator launches a campaign urging YouTube and TikTok to fairly moderate Islamic content and prevent unjust demonetization. Content creators collaborate with Muslim developers to create Sharia-compliant alternatives to mainstream social media tools.

9. Innovators in Islamic-Themed Digital Products and Services

Content creators often innovate by developing or co-creating Islamic-themed digital products, platforms, and services. These innovations range from mobile applications to educational platforms and creative tools that serve the needs of the Muslim community in a Sharia-compliant manner. Their insights as creators and community members help ensure the relevance, usability, and ethical compliance of these innovations.

Examples: A Muslim content creator collaborates with a tech startup to develop a halal dating app that follows Sharia guidelines and involves family consultation, modest communication, and no physical meetings before marriage. A YouTuber launches a Qur'an learning app with gamified memorization techniques, voice recognition for tajwid practice, and daily reminders based on hadiths. A group of Islamic creators co-developed a streaming platform for halal content, offering family-friendly entertainment, Islamic documentaries, children's animations, and religious lectures. A digital artist launches a halal NFT collection based on calligraphy and Islamic history through a Sharia-compliant blockchain platform that avoids interest (*riba*) and gambling elements (*maysir*).

This role strengthens the Islamic digital economy by offering viable alternatives to mainstream apps or platforms that may not align with Sharia. It also empowers Muslim users to engage in digital spaces confidently and ethically.

10. Curators of Authentic Islamic Knowledge in the Digital Era

In the age of misinformation and religious oversimplification, content creators act as curators of authentic, trustworthy Islamic knowledge. They help bridge the gap between traditional Islamic scholarship and modern audiences, ensuring that religious content online remains credible and accurate.

Examples: A Muslim content creator collaborates with certified scholars (ulama) to fact-check their Islamic-themed videos and podcasts before publication. A TikTok creator adds disclaimers to their content, encouraging viewers to consult local scholars and not rely solely on short-form videos for religious rulings (fatwas). A YouTube channel creates “Ask a Scholar” Q&A sessions where audience-submitted questions are answered by trained Islamic jurists, not influencers.

#### 11. Catalysts for Youth Engagement in Islamic Identity

Young Muslims often face identity struggles in the modern digital world. Content creators serve as relatable figures who show that one can be confidently Muslim and actively participate in the digital and creative economy. They play a key role in shaping a positive, empowered Muslim identity among youth.

Examples: A young hijabi influencer talks about university life, modesty, and career development, inspiring her audience to pursue excellence without compromising faith. A Muslim gamer streams halal-friendly gameplay while incorporating reminders about prayer, adab (manners), and community building. A content creator documents their spiritual journey (hijrah) and inspires other young Muslims to grow spiritually while navigating modern challenges.

#### 12. Agents of Social Change and Islamic Advocacy

Muslim content creators increasingly use their platforms to raise awareness on issues affecting the Muslim world and advocate for justice, charity, sustainability, and ethical responsibility—core values in Islam. They harness their influence to promote causes that align with Maqasid al-Shariah (the objectives of Islamic law).

Examples: A content creator launches a campaign to raise funds for orphans in Gaza or victims of natural disasters, integrating Islamic charity principles (sadaqah, zakat). A Muslim vlogger promotes eco-friendly living by aligning sustainability with the Islamic concept of khalifah (stewardship of the Earth). A creator uses their platform to advocate for fair treatment of Muslims in media and call out Islamophobia respectfully and constructively.

### C. Profession of Content Creator from the Perspective of Islamic Economics and Sharia

The profession of content creation, when viewed through the lens of Islamic economics and Sharia, is considered a form of economic activity that must comply with Islamic legal and ethical guidelines to ensure that it is halal (permissible) and beneficial to society. Islamic economics emphasizes justice, ethical conduct, social welfare, and the prohibition of harm or exploitation in all business and professional activities. There are several aspects of the profession of content creation, when viewed through the lens of Islamic economics and Sharia, as follows:

#### 1. Permissibility of the Profession

Content creation is permissible in Islam as long as the nature of the content and the method of income generation adhere to Sharia principles. This means the content should not promote anything haram (forbidden), such as indecency, gambling, interest-based finance, or falsehood. The profession is recognized as a legitimate source of livelihood, reflecting the Islamic encouragement of earning through lawful and ethical means. Example: A Muslim content creator produces videos teaching Quranic recitation and Islamic ethics, avoiding topics like gambling or inappropriate



entertainment, thereby ensuring the content and income methods are halal and ethically sound.

2. Source of Halal Income

Income earned by content creators must be halal, which means it should come from permissible sources. Earnings from advertisements, sponsorships, or product endorsements are acceptable if the promoted goods or services comply with Islamic law. For example, promoting halal food, modest fashion, or Islamic educational content aligns well with Sharia principles. Example: An influencer partners with a halal-certified food brand to promote their products through sponsored posts, ensuring all advertised goods comply with Islamic dietary laws.

3. Ethical Responsibility

Islamic economics stresses the importance of honesty, transparency, and trustworthiness in economic transactions. Content creators are required to be truthful about their endorsements, avoid misleading their audience, and ensure that their content does not exploit or deceive others. This ethical responsibility also includes avoiding content that harms societal values or individual dignity. Example: A content creator discloses when a video is sponsored, avoids exaggerating product benefits, and refuses to promote items that could mislead or harm their audience's trust.

4. Social Impact and Responsibility

Content creators, like all economic agents in Islamic economics, are accountable for the broader social impact of their work. They are encouraged to produce content that promotes positive values, educates, and contributes to the moral and spiritual upliftment of the community. This reflects the Islamic principle of promoting welfare (maslahah) and preventing harm (mafsadah). Example: A YouTuber regularly creates content encouraging charitable acts, kindness, and community support, helping followers understand Islamic values and positively influencing social behavior.

5. Integration with the Halal Creative Economy

The profession of content creation fits within the larger framework of the halal creative economy, which includes various sectors committed to producing goods and services according to Islamic guidelines. This sector encourages entrepreneurship and innovation while ensuring compliance with Sharia, allowing content creators to thrive in a supportive and ethically aligned ecosystem. Example: A content creator specializing in modestly collaborates with halal fashion brands, contributing to the growth of an Islamic-compliant market while fostering entrepreneurship within the halal economy.

6. Compliance with Sharia Contractual Principles

Content creators entering sponsorship or partnership agreements must ensure their contracts comply with Sharia principles, which emphasize mutual consent, fairness, and prohibition of gharar (excessive uncertainty) and riba (interest).

Example: A content creator carefully reviews a collaboration contract to avoid any clauses involving interest payments or ambiguous terms that could lead to disputes.

7. Avoidance of Prohibited (Haram) Content and Transactions

Creators must strictly avoid producing or promoting content related to forbidden subjects, such as gambling, alcohol, pornography, or usury-based financial products. This ensures the content remains halal and spiritually acceptable. Example: An influencer refuses a lucrative deal to advertise an alcohol brand, maintaining commitment to halal principles.

8. Promotion of Ethical Marketing and Consumer Protection

Islamic business ethics encourage fair marketing practices that protect consumers from deception and harm. Content creators should provide accurate information, avoid manipulative tactics, and respect consumer rights. Example: A content creator discloses full product details and avoids exaggeration to help followers make informed decisions.

9. **Role in Supporting Islamic Social Finance and Charity**  
 Content creators can use their platforms to promote zakat (almsgiving), sadaqah (voluntary charity), and other Islamic social finance initiatives, fostering community welfare and social justice. Example: A content creator organizes online fundraising campaigns to support orphanages and disaster relief efforts, encouraging followers to participate.
10. **Intellectual Property and Respect for Ownership**  
 Creators must respect intellectual property rights by producing original content or obtaining proper permissions, as Islam emphasizes respect for others' property and labor. Example: A Muslim YouTuber ensures all music and images used in videos are properly licensed or created by themselves.
11. **Continuous Self-Improvement and Knowledge Seeking**  
 Islamic teachings encourage the pursuit of knowledge and excellence in one's work. Content creators are urged to continuously improve their skills and understanding to produce high-quality, beneficial content. Example: A content creator regularly attends workshops on digital marketing and Islamic jurisprudence to enhance both technical and ethical standards.
12. **Balancing Dunya (Worldly) and Akhirah (Hereafter) Goals**  
 Creators should strive for success in this world while keeping the hereafter in mind, ensuring their profession aligns with both material sustenance and spiritual accountability. Example: A content creator dedicates part of their platform to sharing reflections on faith and morality alongside commercial content, maintaining a balance between profit and piety.

The profession of content creator, when aligned with Islamic economics and Sharia, is a legitimate, ethical, and socially responsible livelihood. It demands adherence to halal income sources, honest communication, and contribution to societal good, all while leveraging the opportunities provided by modern digital platforms. This framework ensures that content creation is not only economically rewarding but also spiritually fulfilling and compliant with Islamic values.

#### **D. Content Creators' Business Opportunities in the Halal Creative Economy**

Several opportunities allow Muslim content creators to grow ethically and profitably while adhering to Islamic values.

1. **Islamic Educational Content**  
 Muslim content creators can share knowledge on the Quran, Hadith, Islamic history, Arabic language, and other religious sciences. This helps fulfill the obligation of spreading knowledge (da'wah) and serves as a source of halal income through monetization, courses, or sponsorships. Example: A YouTube channel offering free Tajweed lessons and paid online Quran classes.
2. **Halal Product Reviews**  
 Muslim audiences are increasingly looking for trusted reviews of halal-certified or Sharia-compliant products. Content creators can test and review halal cosmetics, fashion, or food items and build credibility as halal lifestyle influencers. Example: A TikTok creator reviewing halal skincare brands and linking affiliate codes for viewers to shop.

3. **Modest Fashion Influencing**  
 There is a growing modest fashion industry catering to Muslim women and men. Content creators can showcase modest outfits, style tips, and collaborate with ethical clothing brands. This market combines religious values with fashion and entrepreneurship. Example: An Instagram influencer styling hijabs and abayas while discussing modesty in Islam.
4. **Halal Food Vlogging**  
 Food content is very popular, and Muslim creators can specialize in halal culinary content, from exploring halal eateries to sharing home-cooked recipes. This builds community and promotes halal food businesses. Example: A Muslim food vlogger doing halal burger reviews and sharing halal recipes during Ramadan.
5. **Islamic Motivation and Mental Health**  
 Many Muslims are looking for spiritual and mental well-being support. Content creators can provide motivational talks, reflections from the Quran and Hadith, and Islamic self-help content, all while promoting inner peace and faith. Example: A podcast discussing how to manage stress using Islamic concepts like tawakkul (trust in Allah).
6. **Islamic Parenting and Family Content**  
 Muslim parents seek guidance on raising children according to Islamic values. Content creators can offer educational activities, family routines, and parenting advice based on the Sunnah. Example: A YouTube family channel documenting Islamic homeschooling and Ramadan activities with kids.
7. **Islamic Finance and Business Education**  
 As awareness of halal finance grows, there is demand for content explaining Islamic banking, riba-free investments, and ethical business practices. Content creators with finance backgrounds can fill this gap. Example: A LinkedIn content creator sharing short videos on Sharia-compliant startup funding models.
8. **Halal Travel and Lifestyle**  
 Muslims traveling often seek halal options abroad. Content creators can build guides and reviews around Muslim-friendly destinations, halal food spots, and prayer accommodations. Example: A travel vlogger visiting Japan, documenting halal ramen places and where to pray in Tokyo.
9. **Islamic Art & Calligraphy**  
 Islamic art is appreciated globally. Creators can offer tutorials, digital downloads, or handmade products while engaging viewers with behind-the-scenes content or art history in Islam. Example: An artist posting Arabic calligraphy process videos on TikTok and selling artwork on Etsy.
10. **Halal Digital Marketplaces**  
 Creators can build or promote digital platforms selling halal content, such as Islamic books, e-learning courses, or modest fashion. This connects them to a wider audience and supports ethical commerce. Example: A creator launching a site for Muslim authors and artists to sell Islamic books and art.
11. **Halal Subscription-Based Content Platforms**  
 Content creators can launch halal streaming platforms or private communities with exclusive Islamic content, such as Islamic lectures, modest fashion tutorials, or mental wellness courses. This allows direct monetization without relying on ads from potentially haram sources. Example: A content creator offering a monthly subscription for exclusive Islamic reminder videos, Ramadan prep classes, or modest styling guides.
12. **Online Islamic Coaching and Counseling**

Muslim life coaches, marriage counselors, or spiritual advisors can create content and offer one-on-one sessions. Their services must align with Islamic principles, providing ethical and faith-based guidance. Example: A content creator offering Instagram reels on Islamic self-discipline, with paid Zoom coaching for Muslim youth.

**13. Muslim-Friendly Podcasting**

Podcasts focused on Muslim life, success, spirituality, or halal entrepreneurship are a growing niche. They provide deep, value-based content and allow for ethical sponsorships or listener support. Example: A weekly podcast discussing topics like "Balancing Career and Iman" or "Halal Hustles: Muslim Entrepreneurs Who Made It".

**14. Islamic Event Promotion and Coverage**

Content creators can cover or promote halal events (Islamic conferences, fashion shows, da'wah seminars) through livestreaming, vlogs, or short-form content. This helps organizers reach global audiences. Example: A vlogger covering a Muslim lifestyle expo, interviewing vendors and scholars, and sharing clips on YouTube.

**15. Islamic Book Reviews and Recommendations**

Reviewing Islamic books or summarizing key takeaways helps promote Islamic knowledge and supports halal publishers. This can be done via YouTube, TikTok, or blogs. Example: A TikTok account that shares 60-second reviews of books like *Purification of the Heart* or *Don't Be Sad*.

**16. Sharia-Compliant Digital Marketing Services**

Content creators with digital marketing skills can offer services to halal businesses, like halal SEO, social media marketing, or branding, ensuring promotions are done ethically and within Islamic boundaries. Example: A Muslim freelancer creating Instagram content for a halal cosmetics brand and managing their ad campaigns without involving music or inappropriate visuals.

**17. Da'wah Animation and Visual Storytelling**

Using animation to teach Islamic stories or values, especially for younger audiences, is a powerful niche. It makes learning engaging and visually rich while remaining Sharia-compliant. Example: A YouTube channel posting short animations of Prophet stories with voiceovers and halal visuals.

**18. Islamic Language Learning Content**

Teaching Arabic, Islamic phrases, or Quranic vocabulary can attract audiences from both Muslim and non-Muslim backgrounds. Creators can monetize via paid courses or channel membership. Example: An Instagram creator posting short videos on how to pronounce and use Arabic terms like *Bismillah*, *Alhamdulillah*, etc.

**19. Islamic Comics and Storytelling for Youth**

Developing comics, stories, or animated content for Muslim teens that align with Islamic values but also address real-life challenges (identity, school, faith). Example: A webcomic series about a Muslim teen navigating high school while practicing Islam.

**20. Muslim Women Empowerment Content**

Content creators can empower Muslim women by addressing issues like hijab confidence, entrepreneurship, spiritual growth, and family life from an Islamic perspective. Example: A female creator offering empowerment talks on YouTube and halal business startup tips for Muslimah entrepreneurs.

## **E. Legitimacy and Permissibility of Content Creation in Islam**

The legitimacy and permissibility of content creation in Islam refers to whether the act of producing, sharing, and monetizing content—such as videos, podcasts, blogs, or social media posts—is allowed (halal) under Islamic law (Sharia). It addresses whether



being a content creator is a lawful profession and under what conditions it remains ethically and religiously acceptable. Being a content creator is a legitimate and halal profession in Islam as long as both the content and the income sources comply with Sharia principles. It also holds great potential for da'wah, education, and ethical entrepreneurship, making it a promising role within the Sharia-compliant creative economy.

1. Content Creation as a Profession: Islamically Permissible with Conditions

In Islam, any profession is considered lawful (halal) as long as it does not involve elements that are prohibited by Sharia. Content creation—whether in the form of videos, blogs, podcasts, or social media—is therefore permissible when it upholds Islamic values. The content must not promote immoral behavior, haram products, or unethical ideologies. It must also refrain from spreading misinformation, gossip, slander, or engaging in deception. When content creation serves a beneficial purpose—such as education, spiritual motivation, or ethical entertainment—it is regarded as a permissible and potentially rewarding act. Thus, content creation is legitimate in Islam if it contributes positively to individuals and society within the ethical framework of Sharia.

2. Intention (Niyyah): Core to Legitimacy in Islam

Islam emphasizes the importance of niyyah, or intention, behind every action. According to the well-known hadith from Bukhari, “Actions are judged by intentions,” meaning that a seemingly ordinary or neutral act can become an act of worship (ibadah) if done with a sincere, righteous purpose. A content creator who aims to educate, inspire good behavior, spread Islamic knowledge, or bring positive change to society through their content will be rewarded accordingly by Allah. On the other hand, if the primary goal is self-promotion, fame, or material gain without consideration for Islamic ethics, then the act may lose its moral value. Therefore, the legitimacy of content creation in Islam depends greatly on the creator's internal intention.

3. Boundaries of Permissible Content

Islam outlines clear moral boundaries regarding what is permissible in communication and expression. Content creation must avoid harmful forms of entertainment, such as vulgar music, lewd behavior, or mockery of religious beliefs. It must also steer clear of content that may cause social harm, such as promoting envy, disobedience, or un-Islamic lifestyles. Islamic ethics warn against wasting time and spiritual distraction, so content that encourages mindless consumption without purpose can also fall into morally grey areas. Thus, permissible content is that which uplifts, informs, or amuses within the ethical confines of Islam, avoiding anything that promotes immorality or misguidance.

4. Modesty and Gender Guidelines

Modesty (haya) is a core value in Islam, and it extends to online behavior, dress, and speech. Content creators are expected to present themselves with dignity, avoiding provocative dress or flirtatious behavior, especially when addressing mixed-gender audiences. Muslim creators, whether male or female, must be mindful of how they appear on screen, ensuring they do not compromise Islamic standards of modesty or invite inappropriate interactions. Adhering to these principles helps maintain spiritual integrity and sets a good example for viewers.

5. Earning Income from Content Creation: Halal If Ethical

Islam allows earning a living through lawful and ethical means. Therefore, monetizing content through advertisements, affiliate marketing, sponsorships, or digital product sales is permissible, provided these income streams come from halal sources. It is

not permissible to promote gambling platforms, alcohol, interest-based loans, or other haram products or services. For example, earning revenue from modest fashion brands, halal finance companies, or educational content platforms is considered halal. Muslim content creators should carefully evaluate their partnerships and revenue sources to ensure that their income aligns with Sharia principles.

6. **Da'wah Through Digital Media: Highly Encouraged**  
 Spreading Islamic knowledge and encouraging others to do good is a noble act in Islam, known as da'wah. In the digital age, content creators have the opportunity to reach global audiences and share beneficial Islamic content through online platforms. Creators who use their platforms to explain Islamic teachings, answer faith-based questions, or promote spiritual growth are fulfilling a critical religious duty. As long as they do so responsibly and respectfully, their work can be a powerful form of modern da'wah.
7. **Avoiding Riya' (Showing Off) and Seeking Fame**  
 One of the spiritual dangers in content creation is riya', or doing good deeds to show off rather than seeking Allah's pleasure. Islam warns that actions driven by the desire for fame, praise, or social validation may be spiritually void. Content creators must therefore continuously check their intentions, especially when producing religious or motivational content. Maintaining ikhlas (sincerity) ensures that their work remains spiritually meaningful and avoids falling into the trap of ego-driven creation.

## **F. Opportunities for Muslim Content Creators**

There are several opportunities for Muslim content creators as follows:

1. **Growing Global Muslim Audience**  
 The global Muslim population exceeds 1.9 billion, many of whom actively seek content that reflects Islamic values and lifestyle. This provides a large, engaged audience eager for religious, educational, and lifestyle content.  
 Example: A Muslim YouTuber creating videos on daily Islamic practices and spirituality attracts viewers from Muslim content creators in several countries like Indonesia.
2. **Expanding Halal Market**  
 The halal industry, including food, cosmetics, fashion, and travel, is rapidly expanding worldwide. Muslim content creators can tap into these sectors by promoting halal-certified products and services, meeting consumer demand. Example: An influencer specializing in halal skincare reviews and promotes halal-certified beauty brands to her followers.
3. **Digital Platform Accessibility**  
 Social media platforms like Instagram, TikTok, YouTube, and podcasts provide accessible, low-cost tools for content production and distribution, allowing Muslim creators to start their careers with minimal investment. Example: A young Muslim entrepreneur launches an Islamic finance podcast using free recording software and social media promotion.
4. **Combining Faith and Entrepreneurship**  
 Content creation enables Muslims to earn halal income while promoting Islamic teachings and halal lifestyles, integrating religious values into their business model. Example: A content creator shares tips on halal investing and earns income through ethical affiliate marketing programs.
5. **Building Communities and Influence**  
 Muslim creators can build strong, supportive online communities centered on faith, culture, and social causes, fostering a sense of belonging and trust among followers.

Example: An Instagram account dedicated to modest fashion builds a loyal community of young Muslim women sharing style tips and spiritual reminders.

6. Innovation in Islamic Content

There is a chance to develop fresh, creative content formats and topics addressing modern Muslim needs, such as halal travel guides, Islamic mental health awareness, or contemporary Islamic education. Example: A YouTube channel produces halal travel vlogs showing Muslim-friendly destinations worldwide.

7. Collaborations and Sponsorships

With the growth of halal brands, companies are increasingly seeking Muslim influencers to endorse their products, providing creators with sponsorships and paid partnership opportunities. Example: A Muslim fashion influencer partners with a halal-certified clothing line for a sponsored campaign promoting modest wear.

8. Educational Content Demand

There is increasing demand for Islamic educational content, from Quranic studies to fiqh (Islamic jurisprudence), which Muslim content creators can fulfill by offering accessible, authentic learning materials online. Example: A content creator develops a series of easy-to-understand videos teaching tajweed (Quranic pronunciation) for beginners.

9. Niche Market Specialization

Muslim creators can specialize in unique niches such as halal parenting, Islamic finance, modest fashion, or Muslim mental health, attracting dedicated audiences and advertisers. Example: An Instagram influencer focusing on halal parenting tips gains sponsorship from family-oriented halal brands.

10. Support from Islamic Organizations

Many Islamic organizations and charities support digital content efforts that align with their mission, offering grants, collaborations, or promotion to creators spreading positive Islamic messages. Example: A content creator receives funding from a charity to produce awareness videos about zakat and charity work.

11. Use of Emerging Technologies

Muslim content creators can leverage emerging technologies such as live streaming, podcasts, and even virtual reality to create immersive and interactive religious or lifestyle experiences. Example: A creator hosts live Ramadan talks with interactive Q&A sessions streamed globally.

12. Global Halal Tourism Growth

With halal tourism on the rise, content creators can explore this niche by producing travel content that caters to Muslim travelers looking for halal-friendly destinations and services. Example: A YouTuber shares halal food guides and prayer facility reviews for popular tourist spots.

13. Cross-Cultural and Interfaith Dialogue

Muslim creators have opportunities to foster understanding and promote peaceful dialogue by creating content that explains Islamic beliefs to diverse audiences. Example: A Muslim vlogger creates videos debunking common misconceptions about Islam for non-Muslim viewers.

14. Monetization through Diverse Revenue Streams

Muslim content creators can diversify income sources—ads, sponsorships, merchandise, paid memberships, and digital products—creating sustainable businesses while adhering to halal principles. Example: A creator sells Islamic-themed merchandise and offers exclusive educational webinars for paying subscribers.

15. Influence on Youth and Future Generations

Muslim content creators have a unique chance to inspire and educate young Muslims, shaping positive identities and encouraging ethical behavior in the digital age. Example: A content creator develops engaging Islamic history videos targeted at teenagers to increase their knowledge and pride in their heritage.

16. Promotion of Ethical Consumerism

Content creators can raise awareness about ethical and sustainable consumption aligned with Islamic values of stewardship (khalifah) and social justice. Example: A lifestyle blogger advocates for eco-friendly halal products and promotes brands that practice fair trade.

17. Development of Halal Digital Services

Creators can innovate in providing halal digital services such as Islamic apps, online counseling, or educational platforms, meeting growing digital demands. Example: A Muslim tech entrepreneur creates an app offering daily Quranic reflections and prayer time notifications.

18. Leveraging Influencer Marketing in Muslim Markets

Muslim content creators are well-positioned to participate in influencer marketing campaigns targeting Muslim consumers, who often trust recommendations from relatable figures. Example: A content creator collaborates with a halal food delivery service popular in Middle Eastern countries to promote convenient and halal dining options.

19. Global Networking and Collaboration

Digital platforms enable Muslim creators to connect with other influencers, scholars, and businesses worldwide to collaborate on content and campaigns with greater reach and impact. Example: A content creator partners with Islamic scholars and fellow influencers to create a Ramadan awareness campaign across multiple countries.

20. Access to Online Learning and Development Resources

Muslim content creators can benefit from numerous online courses and communities that help improve content quality, marketing skills, and understanding of Islamic finance and ethics. Example: A Muslim influencer enrolls in an online digital marketing course tailored to halal business ethics to enhance their channel's growth.

## G. Challenges of the Muslim Content Creators

There are several challenges of the Muslim content creators as follows:

1. Navigating Sharia Compliance in a Complex Digital Environment

Muslim creators must constantly ensure their content and monetization methods align with Islamic law, which can be complex due to the diversity of opinions and modern digital business models. Example: A content creator struggles to determine if income from affiliate links with mixed halal and non-halal products fully complies with Sharia.

2. Balancing Commercial Goals and Ethical Boundaries

There is tension between generating revenue and maintaining Islamic ethical standards, especially when lucrative deals come from non-halal or controversial products. Example: An influencer receives offers from brands selling alcohol or interest-based financial services, but must reject them to uphold their values.

3. Risk of Criticism from the Muslim Community

Content creators can face criticism or backlash from conservative followers if their content is perceived as insufficiently religious or too worldly. Example: A Muslim lifestyle vlogger receives negative comments accusing them of promoting un-Islamic lifestyles despite their efforts to stay within ethical guidelines.



4. **Lack of Clear Guidelines and Support**  
 There is often a lack of comprehensive, accessible guidelines or support systems for Muslim creators on how to navigate halal content creation and monetization. Example: A new content creator finds it difficult to access reliable information on Islamic rulings related to digital advertising and sponsorships.
5. **Content Saturation and Competition**  
 With many creators in the Muslim content space, standing out and building a loyal audience can be challenging. Example: A modest fashion influencer struggles to differentiate themselves among numerous similar content creators.
6. **Maintaining Authenticity While Growing an Audience**  
 As audiences grow, there is pressure to compromise on content style or sponsorship choices, risking loss of authenticity or trust. Example: A Muslim health coach feels pressured to accept sponsored products that don't fully meet halal standards to sustain their income.
7. **Technical and Financial Barriers**  
 Limited access to professional equipment, editing skills, or initial capital can hinder content quality and growth potential. Example: A talented creator lacks funds to upgrade from smartphone filming to professional gear, limiting their reach and engagement.
8. **Dealing with Online Harassment and Negative Feedback**  
 Public figures often face trolling, hate speech, or harassment online, which can affect mental health and content output. Example: A Muslim woman creator experiences targeted harassment over her appearance and choice of content, causing emotional distress.
9. **Balancing Time between Content Creation and Religious Obligations**  
 Muslim creators must manage their time to ensure religious duties like prayer, fasting, and community involvement are not neglected amid busy content schedules. Example: A content creator struggles to balance daily prayers and family time with demanding video production deadlines.
10. **Challenges in Monetizing Halal Content**  
 Generating sustainable halal income can be difficult due to limited halal-focused advertisers and niche markets compared to conventional sectors. Example: A creator finds it hard to secure sponsorships exclusively from halal businesses, limiting revenue streams.
11. **Misinterpretation or Misuse of Islamic Teachings**  
 There is a risk that Islamic concepts may be oversimplified or misunderstood in content, leading to misinformation or controversy. Example: A content creator unintentionally shares incorrect fiqh rulings, sparking debates and criticism from religious scholars and viewers.
12. **Cultural Diversity within the Muslim Audience**  
 The global Muslim community is diverse in culture, language, and interpretation of Islam, making it challenging to create universally accepted content. Example: A creator's content resonates well in Southeast Asia but faces criticism from Middle Eastern viewers due to different cultural norms.
13. **Platform Algorithm Bias and Censorship**  
 Social media algorithms and content policies sometimes unintentionally disadvantage religious content or lead to demonetization and censorship. Example: A Muslim educational channel faces demonetization because automated systems flag religious discussions as sensitive content.
14. **Limited Access to Islamic Business and Digital Marketing Knowledge**

Many creators lack formal training in both Islamic business ethics and digital marketing, limiting their ability to grow sustainably and ethically. Example: A new content creator struggles to find resources on how to ethically monetize their channel while adhering to Sharia.

15. Managing Privacy and Personal Boundaries

Public exposure can blur boundaries between personal and professional life, leading to challenges in maintaining privacy and security. Example: A Muslim creator faces harassment because personal details are shared without consent, impacting their sense of safety.

16. Keeping Content Fresh and Relevant

Constantly producing engaging, high-quality content that balances religious messages and entertainment can be exhausting and creatively demanding. Example: A creator experiences burnout trying to maintain weekly uploads while ensuring content remains beneficial and aligned with Islamic values.

17. Economic Instability and Uncertain Income

Income from content creation can be unpredictable and fluctuate based on platform changes, sponsorship availability, and audience engagement. Example: A creator faces financial stress when a major sponsorship ends unexpectedly and ad revenue drops.

18. Pressure to Conform to Mainstream Trends

To gain wider appeal, creators may feel pressured to mimic mainstream content styles that may conflict with Islamic modesty or ethics. Example: A Muslim beauty influencer struggles to balance trendy makeup tutorials with Islamic guidelines on modesty.

19. Language Barriers and Limited Reach

Non-Arabic or non-English Muslim content creators might struggle to reach broader audiences due to language limitations. Example: A creator producing content in a less widely spoken language finds it hard to expand internationally.

20. Difficulty in Collaborating Across Different Islamic Schools of Thought

Differences in theological interpretations among various Islamic sects can complicate collaboration and content acceptance. Example: A content creator's work is criticized by followers of a different madhhab (Islamic school) for perceived theological disagreements.

## H. Commercialization of Halal Content for Content Creators within the Sharia-Compliant Creative Economy

As content creation grows into a profitable profession, many creators monetize their work through advertisements, sponsorships, product placements, and other promotional activities. However, in the context of the halal economy, this commercialization must strictly comply with Islamic principles to ensure that both the content and its financial backing remain permissible (halal).

Islamic law outlines clear boundaries on what is allowed in trade and business, emphasizing honesty, transparency, fairness, and the avoidance of harmful or forbidden (haram) elements such as alcohol, gambling, interest (riba), and indecent material. Without explicit ethical guidelines, content creators may unintentionally or deliberately promote products or services that contradict Sharia, jeopardizing their religious and moral integrity. Clear and comprehensive guidelines are essential to help creators navigate commercial partnerships responsibly. These guidelines provide criteria for selecting sponsors, advertising products, and disclosing financial relationships with transparency. They ensure that creators uphold Islamic values while sustaining their

income, thereby protecting their reputations and building trust with Muslim audiences who expect halal content. Ultimately, ethical guidelines in halal content commercialization safeguard the creator's faith, the audience's wellbeing, and the overall integrity of the Sharia-compliant creative economy.

There are key aspects of the Commercialization of Halal Content for Content Creators within the Sharia-Compliant Creative Economy:

1. Halal Content Production

Content creators must ensure that the materials they produce are fully compliant with Islamic law, which prohibits anything considered haram, such as vulgarity, gambling, interest-based financial products, and falsehood. The content should not only avoid these prohibitions but also actively promote moral, educational, and spiritual values aligned with Islam. This means that content focused on teaching Quranic verses, sharing Islamic history, or reviewing halal products like modest fashion is considered both appropriate and valuable within the halal creative economy.

2. Halal Monetization Methods

For content creators to commercialize their work ethically, the income must be derived from halal sources. Common halal revenue streams include advertisements from halal-certified businesses, sponsorships endorsing Sharia-compliant products or services, sales of digital goods or merchandise consistent with Islamic principles, and paid services such as Islamic education or consulting. For instance, a creator endorsing a halal skincare line or providing online Islamic tutoring exemplifies halal monetization methods that respect Sharia guidelines.

3. Ethical Marketing and Transparency

Transparency and honesty are core principles of Islamic business ethics, requiring content creators to be open about their commercial relationships. This includes clear disclosure of sponsored content and ensuring that promotions are truthful, avoiding exaggeration or deception. Promoting products that have been genuinely verified as halal further reinforces trust. For example, creators should always label their videos or posts as "Sponsored content" when applicable and only collaborate with brands that adhere to halal standards.

4. Social and Community Responsibility

Commercial activities of Muslim content creators should prioritize the welfare of the community and avoid contributing to social harm. Islam encourages moderation (*wasatiyyah*) and social justice, discouraging excessive consumerism or the promotion of luxury that could foster inequality or moral decay. Content creators are therefore responsible for ensuring that their commercial endeavors support positive social values, such as avoiding endorsements of extravagant lifestyle products that may conflict with these ethical principles.

5. Compliance with Sharia Guidelines

Beyond content and marketing, content creators must ensure that their commercial transactions comply with Islamic jurisprudence (*fiqh*), which governs the ethical conduct of business and financial dealings. This often involves consulting Islamic scholars or experts in Islamic finance to structure deals and revenue models that avoid prohibited elements like interest (*riba*) and uphold principles such as fairness and transparency. For example, affiliate marketing agreements should be arranged to avoid *riba* and ensure equitable profit sharing in line with Sharia.

6. Importance within the Sharia-Compliant Creative Economy

The commercialization of halal content is crucial in supporting halal entrepreneurship, helping Muslim creators develop financially sustainable careers without compromising their faith. This adherence to Islamic ethics fosters greater trust among

audiences, who tend to support creators who respect religious values, leading to stronger community loyalty. Moreover, it encourages innovation within an ethical framework, inspiring creators to develop new content and business models that positively contribute to the global digital economy while remaining true to Islamic teachings.

## **I. Islamic Business Ethics of Content Creators in Islamic Economics / Sharia Economics**

Business ethics can mean thoughts or reflections on morality in economics and business. While Islamic business ethics also includes the above, but is supplemented with sharia and moral guidelines (Zulfa et al., 2021). Business ethics can mean thoughts or reflections about morality in economics and business. Meanwhile, Islamic business ethics also includes the above but is supplemented by sharia guidelines and morals (Siregar et al., 2022). Islamic Business Ethics refers to the moral principles and ethical guidelines derived from the Qur'an, Hadith (Prophetic traditions), and Sharia law that govern behavior in economic and commercial activities. Understanding practical ethics means recognizing the principles or standards of good morals that are put into practice (Dewi, 2024). These ethics aim to ensure that business practices are just, fair, transparent, and socially responsible, while avoiding exploitation, dishonesty, and harm to individuals or society. Islamic business ethics serve as a vital framework that helps evaluate and guide the activities of content creators, ensuring their work aligns with the moral and legal principles of Islam. These ethics are not just abstract ideals but practical guidelines that influence how business and professional activities.

In the context of Islamic economics or Sharia economics, a content creator is not merely a digital influencer or entertainer, but also an ethical agent responsible for upholding Islamic business principles in their work (Fitria, 2021). Islamic business ethics serve as the moral compass that guides the conduct, content, and commercial activities of Muslim creators, ensuring that their work aligns with the objectives of *maqasid al-shariah* and contributes to a just, halal, and value-driven economy. Together, these Islamic business ethics guide Muslim content creators to develop content that is not only commercially viable but also spiritually rewarding and socially beneficial. This ethical foundation helps them balance economic success with adherence to Sharia, maintaining a reputable profession that contributes positively to the broader Muslim community.

### **1. Truthfulness (Ṣidq)**

In Islam, truthfulness is one of the core values of business ethics. For a content creator, this means being honest and transparent in every aspect of content production and promotion. Misleading advertising, false claims, fake testimonials, or manipulative tactics are strictly prohibited. A Muslim content creator is expected to speak the truth, disclose any sponsorships or paid promotions, and ensure that their audience receives authentic and accurate information. This builds trust and reflects the Islamic teaching that falsehood is not only a sin but also harmful to society.

### **2. Trust (Amānah)**

Amānah, or trust, is a sacred responsibility in Islamic ethics. Content creators are entrusted with influence over their audiences, and this influence must not be abused. They are accountable for what they share, post, or promote, and must avoid spreading false information, divisive messages, or morally damaging content. The trust is not only between the creator and their followers but also between the creator and Allah. Honoring this trust means being mindful, responsible, and ethical in all content-related decisions.

### **3. Justice and Fairness (ʿAdl)**



Justice is central in Islamic economics. Content creators are required to treat others fairly, including their audience, business partners, collaborators, and team members. This includes honoring contracts, giving credit where it is due, avoiding plagiarism, and ensuring mutual respect in financial dealings. Creators should not exploit others' work, steal ideas, or take advantage of vulnerable individuals. Additionally, their transactions must be free from *riba* (interest), *gharar* (excessive uncertainty), and *zulm* (injustice), which are prohibited in Sharia law.

4. Modesty (*Hayā'*)

Islam teaches modesty in behavior, speech, and appearance, and this applies to the digital space as well. Muslim content creators must reflect modesty not only in how they present themselves but also in the tone and visuals of their content. Content that includes vulgar language, provocative clothing, explicit images, or immoral behavior contradicts Islamic ethics. Promoting modesty, on the other hand, reinforces Islamic values and serves as a counter-narrative to the hyper-sexualized and exploitative trends often seen in digital media.

5. Sincerity and Intention (*Niyyah* and *Ikhlās*)

In Islam, actions are judged by intentions. A content creator's work should be driven not only by the desire for profit or fame but also by a sincere intention to benefit others and please Allah. Whether educating, inspiring, or entertaining, the purpose should be noble and aligned with Islamic values. When content is created with pure intentions and through halal means, the act becomes a form of worship (*ibādah*), which brings blessings (*barakah*) in both worldly success and spiritual reward.

6. Social Responsibility and Accountability (*Mas'ūliyyah*)

Muslim content creators must recognize the power of their platform and influence. Their responsibility extends beyond entertainment; they are shaping ideas, behaviors, and social norms. Therefore, they must ensure that their content contributes positively to society, supports ethical causes, and avoids spreading harmful ideologies like materialism, hate, or hedonism. Creators are accountable not only to their followers but also to Allah for how they use their digital influence. Upholding social responsibility is a form of *khilafah*—the role of stewardship that Islam assigns to humans.

7. Avoidance of Haram Elements

Islam strictly prohibits involvement in haram (forbidden) activities. Content creators must avoid producing or promoting anything associated with alcohol, gambling, pornography, *riba* (interest), or unethical political agendas. This also includes rejecting sponsorships, collaborations, or advertisements that conflict with Sharia principles. The income generated from such content would be considered impure, and even if the content appears neutral, association with haram industries compromises the ethical standing of the creator's work.

8. Promotion of Halal Economy and Ethical Consumption

Content creators play a vital role in the Islamic economic ecosystem by promoting halal products, ethical consumption, and Sharia-compliant services. By educating their audience about halal food, modest fashion, Islamic finance, and ethical living, they help build awareness and encourage demand for halal industries. This supports economic growth that is consistent with Islamic values and empowers Muslim businesses. Their platform becomes a bridge between ethical producers and conscious consumers.

## CONCLUSION AND SUGGESTION

### A. Conclusion

In Islamic economics, content creators are recognized as valuable digital entrepreneurs who contribute to the halal economy by producing and sharing knowledge, ethical values, and halal products through online platforms. They promote Islamic teachings and ethical lifestyles while avoiding prohibited elements like *riba* and gambling. Acting as informal *da'wah* agents, they ensure their income is halal by following principles of honesty, transparency, and accountability. Content creators also foster halal consumerism, connect Sharia-compliant businesses with Muslim consumers, and often incorporate social good, making their role both an economic and moral force in society.

Content creators are key players in the Sharia-compliant creative economy, promoting halal lifestyles, Islamic values, and ethical digital conduct. Acting as digital preachers, educators, and entrepreneurs, they use social media to share relatable Islamic teachings while monetizing through halal, ethical means. By partnering with halal brands and encouraging halal consumerism, they help build a value-driven digital ecosystem that bridges tradition and modernity. They also empower the Muslim community economically and advocate for ethical media practices, fostering youth engagement and authentic Islamic knowledge. Aligned with *Maqasid al-Shariah*, this profession is a legitimate and socially responsible livelihood that balances economic success with spiritual fulfillment.

Content creators in the halal creative economy have diverse ethical and profitable opportunities that align with Islamic values, such as producing educational content, reviewing halal products, promoting modest fashion, and exploring niches like Islamic mental health and finance. They can offer services like coaching and digital marketing while using platforms like podcasts and YouTube to reach wider audiences. By creating Sharia-compliant content, including *da'wah* animations and Islamic comics, they support community needs, promote Islamic ethics, empower the *ummah*, and contribute positively to a faith-driven digital economy.

Content creation is a legitimate and halal profession in Islam when it follows Sharia principles, ensuring both content and income are ethical and lawful. It offers great potential for *da'wah*, education, and positive social impact, provided it avoids haram elements like immoral content or misinformation. The creator's sincere intention (*niyyah*) is key, making the work potentially an act of worship. Creators must uphold modesty, respect gender guidelines, avoid promoting haram products, and prevent *riya'* (showing off). When practiced responsibly, content creation becomes a powerful, spiritually rewarding means to spread Islamic values.

Muslim content creators benefit from growing global Muslim audiences and the expanding halal market, using platforms like YouTube, TikTok, and podcasts to share Islamic values and earn halal income. They engage in niches such as Islamic education, halal lifestyle, modest fashion, and mental health, fostering communities and promoting ethical consumerism. Collaborations with halal brands and emerging technologies enhance their impact, helping educate youth, encourage faith-based entrepreneurship, and bridge cultural understanding. However, they face challenges including Sharia compliance, balancing ethics with commercial pressures, community criticism, limited halal monetization options, and technical barriers. Navigating cultural diversity, online harassment, and platform biases demands resilience and innovation to sustain authentic, values-driven digital careers that benefit the *ummah* and beyond.

The commercialization of halal content in the Sharia-compliant creative economy enables Muslim content creators to earn income while adhering to Islamic values. To remain halal, both their content and monetization, such as sponsorships and advertising, must follow principles of honesty, fairness, and avoidance of prohibited elements like interest, gambling, or indecency. This involves producing morally and educationally

valuable content, sourcing income from halal means, practicing transparent and ethical marketing, and upholding social responsibility. By following Sharia guidelines and consulting experts when necessary, creators can build trust, maintain integrity, and contribute to a values-driven digital economy.

Islamic business ethics, based on the Qur'an, Hadith, and Sharia, provide a vital framework for Muslim content creators to act with integrity, transparency, and social responsibility. Beyond being digital influencers, they serve as ethical agents guided by core values like truthfulness, trust, justice, modesty, sincerity, and accountability. These principles align their work with the objectives of maqasid al-shariah, fostering a just and value-driven economy. Creators must avoid haram elements, responsibly use their influence, and promote the halal economy and ethical consumption, balancing economic success with spiritual integrity and social good.

## B. Suggestion

To support content creators in the Sharia-compliant creative economy, it is essential to develop clear halal content guidelines and create dedicated platforms that connect Muslim creators with halal-certified sponsors. Providing Islamic business ethics training and fostering ethical brand collaborations can help creators navigate commercialization responsibly. Building strong community networks offers valuable support and resource sharing, while promoting transparency in sponsorships builds audience trust. Encouraging creators to educate their followers on halal consumption promotes ethical consumerism, and diversifying halal revenue streams ensures financial sustainability. Collaboration with Islamic finance experts and ongoing research in halal digital economy innovations will further empower creators to grow their careers ethically and successfully within Islamic principles.

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