

CHAPTER II

LITERATURE REVIEW

2.1 Introduction

The concept of advertising in various commercial forms is infused with good elements to persuade and attract the audience. As the concept of advertising that has elements of family, patriotism, health etc. Besides family element, it also can be based on the culture and religion of the local community. According to Samsudin (1993) stated, that evaluating the results of advertising whether by possibility or even the real depends on the purpose of the advertising. Referring to (Lukitaningsih, 2013) said, Advertising is part of a marketing communications strategy that is very useful for helping companies achieve their goals.

Following the expansion of modern information technology, marketing development of companies' products can be increased with the availability of various types of technology such as social media, television and radio stations. Accordingly, various alternatives are used to increase product value such as the production of attractive product posters and advertisements that capable of drawing the attention of buyers (Ramli, M.A. et. al., 2018).

The integration of *da'wah* with the commonly mentioned concept of marketing or promotion is in the implementation of marketing strategies which are then

accompanied by ethical characters in accordance with the principles of *Shari'a* marketing and the example shown by the Prophet Muhammad ﷺ as a true marketer, bring marketing to a different level, not only how to meet human needs in the world, but also how to find the afterlife with it. The integration of religious teachings in promoting can also be done by including the values of religious teachings in marketing, namely religion as a marketing tool (Munirah, 2023).

Whatever the purpose of an advertisement by a company, it must aim to generate sales by using certain concepts and themes. Ramli, M.A. et. al. (2018) stated that, every day, various issues arise in the world of product marketing and consumer service. The aggressive attitude of entrepreneurs in marketing products and services is increasingly worrying because they did not take into account the considerations of Islamic law. For example, marketing techniques involving extreme claims, hate publicity, misuse of labels and falsification of testimonials.

2.2 Advertisement

Advertising is one of the communication mediums for an organization to announce and persuade the audience about a product or service offered. According to Samsudin (1993), he stated that advertising is one of the persuasive communication methods practiced for the purpose of influencing the target's social behaviour. Advertising is usually used for commercial purposes which is to sell consumer goods.

According to advertising of consumer products, it involves several categories of products, first among them is food products, which is something that can be used orally

(with the mouth), and it includes food, drinks and products derived from them. Second, non-food products that include health care products, beauty products, cosmetic products, personal care products, clothing, home appliances and hardware, stationery etc (Mohd Anuar & Mohammad Aizat, 2011).

Referring to Lukitaningsih (2013) cited from Soewarno Handyaningrat (1983) stated that effectiveness is a measurement in the sense of the detail of the targets or objectives that have been determined previously. Measuring an advertisement must be done periodically and continuously, because the effectiveness of an advertisement can be determined by conducting research.

Advertisements are published in various forms of media, whether through print or electronic media. The display of advertisements through the Malaysia's media in particular is subject to compliance with the rules of the advertising code of practice provided by the Advertising Standard Malaysia (ASA). "Advertising Standard Malaysia (2021) stated in Basics in Advertising section; All relevant descriptions, claims and comparisons with objectively ascertainable factual matters shall be verifiable, and advertisers and advertising agencies are required to provide such verification without delay. If the advertisement's claims are clearly stated to be based on or supported by independent research or evaluation, then the source and date shall be stated. If this cannot be done, for whatever reason, claims of independent endorsement should not be made. If a claim relating to research or testing is based on the advertiser's own work or work at his request, then the text of the ad must state the basis for the claim.

According to Jarboe et al. (2023), Mobile advertising is another potentially powerful marketing channel that can be used alone or combined with other mobile marketing initiatives, and it is capable of a wide range of impacts, from simply supporting and generating brand awareness, all the way to driving very targeted and adaptive marketing campaigns that are designed to create very specific types of engagement and conversion.

Advertising that is based on the concept of Islam needs to understand its use comprehensively. Referring to a previous study by Rahim (2009) stated, this concept became the premise of the discussion of the generation of the advertising concept in the scope of Islam. It is hoped that advertising activities in this country can apply the perfect principles of Islam with an emphasis on being an important tool that contributes to the overall development of the economy and civilization, and will therefore play a role in encouraging the competitiveness of the Malay race, Islamic heritage and civilization. It is hoped that it will be a reference and a source of inspiration in developing the nation.

2.2.1 Extreme Advertising

The theme of clear and true information is one of the themes in advertising persuasion to determine the purchase of a good product. That being the case, clear and true information in the persuasion of this advertisement is to prevent the occurrence of fraud in a purchase to the user (Mohamad Rasit et al., 2021).

Basically, the advertising method is one of the reasons for the occurrence of extreme claims. By using the medium of advertising, information about a product will

be announced to the public. Advertising is one of the sources of information for consumers in obtaining information about a product. Ramli, M.A. et. al. (2018) cite from (David Meerman 2017) stated that the advertisements produced will usually be displayed through television stations, newspapers and social media.

Furthermore, advertisers are given the opportunity to deliver their ads to specific target groups instead of blindly offline (Tan & Munira Hadiya, 2017). Nur Hikmah (2019) opined that individuals who use religion as a guide in advertising can produce good advertisements that do not conflict with *Shari'a* such as not cheating and not doing social exploitation against certain races. Moreover, Saeed and Baig (2013) stated the importance of honesty in advertising and selling products (Mohamad Rasit et al., 2021).

2.3 YouTube, A Famous Social Media Platform

In a study of social networks on YouTube, Lange (2008) reported that there are two effective types of networks, those labelled as public private and those understood as private public. The first consists of people who disclose personal and technical information while also uploading videos on popular content; in addition they can choose a popular hashtag (#) for their video, making it accessible via Google search - people in this type of network choose to make private information public. On the other hand, private public networks find and make public connections while withholding private information, often using aliases and/or masks to hide their identity in shared videos (Siapera, 2018).

YouTube provides a video sharing platform space with various themes and various durations such as short, short, medium and long. This makes the audience prefer to use it based on certain situations. YouTube still maintains the performance of the social media application service to this day. With reference to Jarboe et al. (2023) state, YouTube is the top social network for Gen Z, and it is growing for that age group, and while it is shrinking a bit for Millennials, it is still the second largest social network where Millennials congregate.

The YouTube application is owned by Google which is able to use cross-platform applications for the benefit of advertising. Jarboe et al. (2023) said, Google owns YouTube, so advertisers can use their Google Ads account to place ads on YouTube. Many search engines also have display networks, which consist of content publishers like newspapers, bloggers, forums, and other sites or apps that are ad supported, in which their ads can be displayed.

2.4 Advertisement in YouTube

Today's world focuses more on advertising on digital media. Media selection is determined based on the target audience of an advertisement. In commercial advertising, the audience needs to be determined based on the suitability of marketing goals, such as demographic, psychographic and residential location characteristics or a combination of the characteristics. The channel chosen to spread the ad will determine the ad pattern that needs to be formed (Samsudin, 1993).

Various forms of advertising built by Google Ads on the YouTube application. According to Jarboe et al. (2023) state, that digital advertising is placing ads across the web. These can range from banner ads alongside content, video ads seen when streaming video, native advertising that fits in the content users are engaging with, to ads they see in search results. The most common form of digital advertising is known as pay-per-click (or PPC) because it is one of the most effective advertising methods."

There are many reasons why people use the YouTube app as a streaming video medium. Advertising is inserted between the display spaces created. Jarboe et al. (2023) states, when you are watching a YouTube video and an ad pops up before, during, or after the video ads, there are video ads. Video ads are what they sound like, videos. Because video ads contain both a visual and audio component, they are great for storytelling, demonstrating a product or service, or showcasing your brand. The targeting for video ads can be highly varied as with programmatic or display advertising.

With advanced electronic devices and widespread internet bandwidth, the speed of access using the internet makes it easier for advertising on YouTube to spread more widely. Jarboe et al. (2023) added, video and YouTube Ads as mobile phones and their digital connections get faster and more capable, more and more mobile time is spent watching videos or, in some cases, casting videos from phones to other devices, so you can consider the potential of mobile video marketing a lot like making regular TV commercials that are super-targeted and potentially even interactive. This type of advertising becomes even more important when you consider the number of "cord cutters" who have stopped paying for cable TV services and replaced them with subscription streaming services like Hulu, Netflix, Amazon Prime Video, and YouTube

TV. All of these streaming services are heavily focused on mobile use cases and can incorporate various types of video ads. The assumption that the mobile video trend is focused only on younger generations is not quite accurate. Younger generations are more likely to stream video over the Internet, on their phones, and through social networks,

2.5 Forms of al-Quran and Hadith Usage in YouTube Advertisement

Nowadays, the advertising of Islamic products is increasing in YouTube. The use of the al-Quran and Hadith is also juxtaposed in the advertising of certain products to convince Muslim users. Munirah (2023) stated that the function of using al-Qur'an verses and Hadiths in the phenomenon of promoting Thibbun Nabawi products (Prophetic Medicine) on social media is as an Islamic marketing and da'wah platform for economic improvement.

The use of al-Quran and Hadith on YouTube advertising can be divided into two forms. First, business advertising such as services, product sales, food and supplements by traders. Second, advertising applications for charitable assistance, donations, *wakaf* and sponsorships by associations or charitable organizations.

2.5.1 Use of Al-Quran and Hadith in YouTube Advertising on Services, Sales of Goods, Food or Supplement Products

The use of al-Quran and Hadith in advertising will usually relate to the Prophet Muhammad's ﷺ *sunnah* food products. According to the writing of Wan Ji (2019) he

stated, when *sunnah* food is mentioned, dates, honey, pomegranate, *habbatussauda'* (black cumin), and many other foods will definitely come to mind, but cold water, milk, goat, barley, cucumber, etc. are not mentioned as *sunnah* food. Some of them give the brand *Sunnah's Food*, when several foods are combined. Such as combined dates, honey and raisins. The mixture is made into juice, then given the name *Jus Sunnah*. It has become a phenomenon in the Muslim community today, especially in Malaysia, where many things want to be branded as *sunnah*.

He also stated that basically, the Muslim community understands *sunnah* food as the food described in the al-Quran and Hadith. However, Islam lays down the basis of the food as follows, First, any food that is good and *halal*, then it is food that is recognized in Islam. The word of Allah which means;

"O people, eat what is halal and better than what is found on earth, and do not follow the steps of the devil, because indeed the devil is a clear enemy for you."

(Surah Al-Baqarah 2: 168)

The use of the al-Quran and Hadith in the advertising of products related to supplements or cures organized in Islam on YouTube has also been the focus of previous studies. Based on Munirah's study (2023), she states, as for the results of this research are: 1) The products of *thibbun nabawi* that are most often promoted with verses from the Qur'an and Hadith on Instagram are honey and *habbatussauda'* (black cumin), 2) The use of verses al-Qur'an and Hadith behind this phenomenon are included in Islamic marketing which functions as a promotion and communication strategy as well as a da'wah platform and economic improvement. Other than to selling goods,

behind the use of the Qur'an and Hadith, there is an effort to spread and bring the teachings of the Qur'an and Hadith to life, especially in health care and medicine. 3) there is the strength of the figure of a famous scholar as a brand ambassador *Thibbun Nabawi* who tries to introduce the concept of healthy living and the way of treatment as Prophet Muhammad's ﷺ way.

Herbal medicine is becoming more and more popular since the virality of the *Jurus Sehat Rasulullah* (JSR) which was introduced by Zaidul Akbar. He actively conveys health care and treatment techniques using the verses of the Qur'an and the Prophet Muhammad's ﷺ Hadiths delivered through social media sites such as YouTube, Facebook and Instagram, the most widely used media by the Indonesian community. YouTube channel link Dr. Zaidul Akbar is:

<https://www.youtube.com/channel/UCRdE6cuWbG38vLI7hIAWG4A/channels>.

This account started joining on February 24, 2020. In a study it was mentioned that until June 2020 the number of subscribers or those who follow Zaidul Akbar's channel account was 151 subscribers and 2,084,404 views.¹⁷ This number is increasing until September 5, 2022, this account has 534 thousand subscribers and watched 14,730,178 times (Munirah, 2023).

On some social media accounts that sell *thibbun nabawi* products, they often quote verses from the Qur'an and Hadiths of the Prophet. Among them, as on the @madumajelisazzikra_ account, there are excerpts of verses and Hadiths used in product promotion, among them is QS al-Nahl: 68-69 (Munirah, 2023).

Ads for the Hadith used in *thibbun nabawi* 's marketing on social media, the majority are related to *habbatussauda'* (black cumin) as found in @hni.idofficial, @prolam_propolis, and @habbatussauda'_official. In those accounts, the Prophet Muhammad's ﷺ Hadith related to *habbatussauda'* is quoted which reads: "indeed, in *habbatussauda'* there is a cure for all diseases, except death" (Munirah, 2023).

The communication used is adapted to the targeted consumer. In *thibbun nabawi* products, the main target is surely the Muslim community. Therefore, including the values of Islamic teachings by using verses from the Qur'an and Hadiths in promotions will more convince consumers to buy the products offered (Munirah, 2023).

2.5.2 Use of Al-Quran and Hadith in Advertising on YouTube on Requests for Help, Charity, Wakaf, Donations and Sponsorships

Charity campaigns have attracted the attention of marketers because they can attract people's attention through messages, visualizations, pictures, and stories to achieve people's sympathy and empathy by collecting donations and funds. However, problems that have arisen have occurred in charity advertisements where there are dishonest activities by making false advertisements, having controversial content, social exploitation, and not complying with the guidelines that have been compiled by the authority (Abdul Halim, A. et al., 2022).

There is no denying the positive effect of charity advertising on society because it helps promote good deeds and encourages society to do the right thing. However, persuasive messages delivered through improper promotional strategies are, in some

contexts, against *Shari'a* (Abdul Halim, A. et al., 2022).

Among the weaknesses that can contaminate the use of the al-Quran and Hadith in this context are such as (Abdul Halim, A. et al., 2022) issues that have arisen in charity advertising consisting of controversial content, mismanagement of funds, and fake charity (Felix & Fandy, 2019; Yousef Seyam, 2018; Suhaily et al., 2012). These issues are very sad because the intentions of donors are pure to help others, but there are organizations that manipulate advertisements for their own profit.

2.6 Perception of the Use of Al-Quran and Hadith in Advertising on YouTube

Although on the one hand the Qur'an and Hadith are used as marketing tools, on the other hand they also become one of the representative preaching media in accordance with current technological developments. The use of verses from the Qur'an and Hadith can arouse the interest of consumers to buy marketed products because it is related to the beliefs and ideologies of the reader. To a lesser extent, this gives influence to people who become followers or enjoy social media who are looking for their religious identity or who are trying to migrate back to the Qur'an and Hadith. In addition, behind the commercialization there is an effort to bring the Qur'an and Hadith to life in a "double" way, not only by entrepreneurs who want to apply a healthy life in the style of the Qur'an and the Messenger of Allah, but also to invite the public to also revive Qur'an and Hadith (Munirah, 2023). She considers that the use of the al-Quran and Hadith can spread the teachings of Islam at the same time as it can revive the culture of the al-Quran and Hadith among the community.

The use of al-Quran and Hadith in advertising is in contact with Islamic religious affairs, Islamic advertising is the same as advertising that is commonly practiced but based on the principles of Islamic law. This is because Islamic advertising is also a process of providing information services that build messages directed at creating demand for certain brands (Rahim, 2009).

According to Usman, A. H. & Wazir, R. (2018) cite Ariffin et al., (2016) stated, in reference to cases in Malaysia, there are a group of people that blindly accepts anything that is claimed to be Hadiths. The so-called Hadiths will be taken and digested. A growing concern is the existence of a variety of fabricated Hadiths that can be found on the internet and chat rooms. It becomes more complicated when these Hadiths become a part of the community and are always being quoted with confidence by highly qualified individuals in religious matters or preachers on TV or radio.

Referring to the al-Quranic verse related to its use to gain profit. The word of Allah which means:

"Then a great calamity is for those who write the Bible with their own hands, then say, 'This is from God,' (with the intention of) gaining a little profit by that act. So a great calamity for them, as a result of what written by their own hands. And a great calamity for them, as a result of what they did." (Surah Al-Baqarah 2: 79)

Some experts think that the use of al-Quran and Hadith to gain profit from spreading da'wah or spreading knowledge is inappropriate. As stated by Wan Ji (2019)

quoting a Hadith in his writing stating, ...in the Hadith it is mentioned that Ubai bin Ka'ab taught the al-Quran to a man. After he taught, he was given a gift of a bow and arrow. He told the matter to the Prophet Muhammad ﷺ. Then, Prophet Muhammad ﷺ said, "If you take it too, you are actually taking an arrow from hell." Third, in the Hadith, from Abu Hurairah that the Prophet said which means, "Whoever learns a knowledge, because he gets pleasure from Allah that he did not learn except to get the rewards of the world, he will definitely not smell the fragrance of heaven on the Day of Resurrection!!" From the arguments and arguments presented here, concluded that setting wages for learning and teaching knowledge related to Islam is prohibited.

Religion rider is a general definition of any individual who uses religion to justify their actions. This group includes men who suddenly want to follow the Prophet Muhammad's *sunnah* when they want to marry more than one person, even though prayer and worship are sloppy up to swindlers in robes and turbans deceiving villagers in a fake umrah scheme. They will use religion as a form of tool to achieve their wishes (Azrinaz Mazhar, 2018).

Many parties often blame the advertiser solely as the bearer of all negative effects. It should be noted that sponsors, advertising agencies and the mass media industry make huge investments. In addition, in reality they have to move on the basis of the principle of supply and demand in a free market (*laissez-faire*) with so much competition. Hence the parties concerned do not hesitate to do anything to gain profit (Rahim, 2009).

Whatever product is advertised, whether with the use of the al-Quran and Hadith, users should prioritize the validity of the content and use of the product. Mohamad Rasit et al., (2021) cited from Dyer (1999), stated that advertisement is a medium used to attract the attention of consumers as a promotion for something or to inform someone about something. Consumers should be wise in choosing the goods or services they want so that there is no waste, especially in terms of finances. However, there are users who are deceived by the promotion of a product. Syuhaily and Amimah (2010) explained that consumers should be wise in making decisions when buying goods.

2.7 Uses and Gratification Theory

What mass communication scholars today refer to as the Uses and Gratification (U&G) approach is generally recognized to be a sub tradition of media effects research (McQuail, 1994). Early in the history of communications research, an approach was developed to study the gratifications that attract and hold audiences to the kinds of media and the types of content that satisfy their social and psychological needs (Cantril, 1942). Much early effects research adopted the experimental or quasi-experimental approach, in which communication conditions were manipulated in search of general lessons about how better to communicate, or about the un-intended consequences of messages (Ruggiero, 2000).

This theory examines why individuals choose particular media and how they use it to fulfil specific needs, such as information, entertainment, or socialization.

Carolyn A. Lin (1996) stated according to Katz, Blumler and Gurevitch, uses and

gratification theory is founded on three basic tenets: 1) viewers are goal directed in their behaviour, 2) they are active media users, and 3) they are aware of their needs and select media to gratify those needs.

One of the major strengths of the Uses and Gratification perspective has been its capacity to develop over time into a more sophisticated theoretical model. Historically, the focus of inquiry has shifted from a mechanistic perspective's interest in direct effects of media on receivers to a psychological perspective that stresses individual use and choice (Ruggiero, 2000).

Furthermore, previous Uses and Gratification researchers have primarily concentrated on choice, reception, and manner of response of the media audience. A key assumption has been that the audience member makes a conscious and motivated choice among media channel and content (McQuail, 1994). Yet, recent Uses and Gratification researchers have even begun to question stock assumptions about the active audience concept. Although researchers continue to regard audience members as universally active, some now suggest that all audience members are not equally active at all times (Ruggiero, 2000).

The uses and gratifications perspective is one of a precious few theories that the communication discipline can truly call its own. It examines media behaviours from the audience member's view, acknowledging that media users control their own decisions. Uses and gratifications has proven to be an axiomatic theory in that its principles are generally accepted, and it is readily applicable to a wide range of situations involving mediated communication.

The Internet lies at the locus of a new media ecology that has altered the structural relations among traditional media such as print and broadcast and unites them around the defining technologies of computer and satellite (Carey, 1998). This convergence makes the old print–electronic and verbal–nonverbal distinctions, so long the focus of communication researchers, less relevant in light of messages that combine writing, still and animated images, and voices and other sounds (Weaver, 1993). For users, text, voice, pictures, animation, video, virtual reality motion codes, and even smell have already become part of the Internet experience (Newhagen & Rafaeli, 1996). Communication on the Internet travels at unparalleled velocity. The Internet offers its audience an immense range of communication opportunities. Networks are always “up,” allowing 24-hour asynchronous or synchronous interactions and information retrieval and exchange among individuals and groups (Ruggiero, 2000).

The theory seeks to explain: 1) the psychological needs that help shape 2) why people use the media and that motivate people to 3) engage in media use behaviours to 4) derive gratifications to 5) fulfil those intrinsic needs, within the confines of a particular socio-cultural environment. Jeffrey Jensen Arnett et. al. (1995) stated that this perspective also recognizes that: 1) individuals differ along several psychological dimensions which, in turn, prompt them to make different choices about which media to patronize, and 2) even individuals exposed to the same media content will respond to it in different ways, depending on their characteristics (Lin, 1996).

In placing so much emphasis on audience decision making, this theoretical approach fits into a category of limited effects theories that are not as much concerned with what media do to audiences as what the audience member does with the media.

This reflects an active audience, in stark contrast to earlier views of audiences as almost completely "passive," homogeneous and readily manipulated by the media. (Lin, 1996)

2.7.1 Uses and Gratification (U&G) of New Media

In the new digital era, as the information revolution brings unprecedented options of media and choices for entertainment and news content, Uses and Gratification theory has been utilized to examine new media adoption intentions and decisions. According to Garramone et. al. (1986) an early study of electronic political bulletin boards suggested that the need for surveillance personal identity and diversion contributed equally to their use. A decade after, the psychological motives for using electronic bulletin boards were informational learning and socialization (Lin, 1996) .

Due to internet use, online audiences seek gratifications in releasing stress, entertainment, communication and information seeking (Miller, 1996). Early studies do indicate that audience motives for computer-mediated media use appear similar to those associated with traditional media use.

Digital two-way communication medium creates new challenges for understanding the uses and gratification associated with it, but also offer an opportunity to further the application venues and scientific values of this particular theoretical perspective.

In conclusion, theoretical refinements of the theory are the divisions of ritualistic versus instrumental orientation, the expectancy-value theory and media dependency

theory. Armed with these perspectives, Uses and Gratification theory is applied to research on how audiences use new media.

2.8 Theoretical Framework

In conventional way of al-Quran and Hadith studies, literatures focuses on al-Quran and Hadith as the independent variable advertisement as the dependent variable. This study, however, aims to have a reversed direction of the relationship, as opposed to the conventional form, for which advertisement will determine al-Quran and Hadith usage in solving social conflicts.



Figure 1: The existing direction of research between usage of advertisement and al-Quran and Hadith

There is encouraging contentions about the use of al-Quran and Hadith in the advertisement process. This study examines the extent to which advertisement influences on the usage of al-Quran and Hadith in solving social cases.

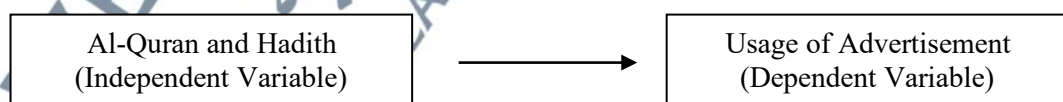


Figure 2: Direction of Current Research – Advertisement (IV) and Usage of al-Quran and Hadith (DV)

The use of al-Quran and Hadith may not solely rely on the advertisement itself. It requires an understanding of the overall context of the conflicts, which involves at least two parties whom ideas are distinct and thus need for solutions.

2.9 Conclusion

According to Munirah (2023), the use of verses from the Qur'an and Hadith outside of their original function has been widely practiced since the time of the Prophet Muhammad ﷺ and companions. Regarding the use of Hadith in the marketing of buying and selling products, there is a story that once upon a time, there was someone who said that the Prophet Muhammad ﷺ said, which means eggplant is a cure for all diseases. Although it was later found out that the Hadith is a *maudhu'* (false) Hadith. However, from this case we can know that the use of Hadith in the sale of an item becomes a promising promotional tool for the seller.

This statement brings doubt when the researcher ignores the description of the existence of false Hadiths that allow the function of al-Quran and Hadiths to be out of practice. Things like this lead to the hypothesis of this study. That is to ensure that the use of the al-Quran and Hadith in YouTube advertising is avoided from any abuse or forgery. According to Usman & Wazir (2018) stated, the main corruption of fabricated Hadith is its false justification against the Prophet Muhammad ﷺ. The falsification of Hadith caused a negative effect on many aspects such as faith, religious law and acts of worship. Furthermore, the number of fabricated Hadith is increasing from day to day. This reality is becoming a concern when the dispersion of such Hadiths with the application of the latest technology we have today. The dispersion of fabricated Hadiths

through social media has become a new threat that must be seriously combatted by new-age Muslims, especially in the matter of awareness, knowledge, ethics, and moral that are possessed by all individuals.

Based on previous research, the researcher found that there is no illegal law set on the use of the al-Quran and Hadith in YouTube advertising. Each piece of writing, whether through qualitative or quantitative methods, is used as a reference to give arguments for each respective field and set provisions for new studies to be carried out either in the same field or in equivalent fields.

The integration of *da'wah* in business with the use of al-Quran and Hadith in advertising is a significant conceptual contradiction. Like two different things trying to be juxtaposed. Without observation and research, al-Quran and Hadith knowledge and image can be contaminated due to misconduct in terms of forgery or fraud, whether intentionally or unintentionally. It is the responsibility of scholars and academics to delve into this matter. The contradictions is found in terms of opinions from previous studies whether positive or negative. Due to this problem, this research aims to investigate the form of contradictions proposed by past researchers to answer the question which focus on research objectives.