
The Representation of Hedonism Lifestyle on the Islamic Media Platform Dream.co.id

Fitriyah

fitriyah19070@mhs.uingusdur.ac.id

Dimas Prasetya

dimas.prasetya@uingusdur.ac.id

UIN K.H. Abdurrahman Wahid Pekalongan

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Abstract

Web dream.co.id claims itself to be a Muslim news platform in Indonesia. However, upon further scrutinizing its contents, not all information uploaded is news with Islamic values. The website contains a lot of information that may lead to jealousy and envy by promoting hedonism. This research aims to determine the representation of the hedonistic lifestyle published by the Muslim online platform dream.co.id. This research also explores how media represents good news or information content that should invite people to do good according to Islamic teachings and how a media claiming to promote Islamic values disseminates and provides information to the public. This research uses a qualitative method with library research using Roland Barthes's Semiotic Theory which contains a system model for analyzing a meaning, including denotative meaning (true meaning), connotative meaning (figurative meaning), and mythical meaning. Based on the results of data processing, this study shows that the contents of dream.co.id represent the public figure's hedonistic lifestyle. The hedonistic lifestyle represented in the article shows public figures who like to spend money, use branded products, and live extravagantly. Web dream.co.id indicates that those public figures' hedonistic lifestyle is a form of fulfilling personal satisfaction and pleasure, which indicates a hedonistic lifestyle.

Keywords: *Representation, Hedonism, and Islamic Media Platform*

INTRODUCTION

According to the Survey of the Indonesian Internet Service Providers Association (APJII), the number of internet users in Indonesia has reached 78.19 percent in 2023 or reached 215,626,156 people out of a total population of 275,773,901 people (Yati, 2023). The large number of internet users creates opportunities to disseminate information easily in today's digital era. The existence of online media makes it easier for people to access social or other media just by using gadgets, computers, and so on. This convenience means that people often access news via online sites, which may not necessarily mean the information conveyed is good or correct. Many Islamic media also use technology, enabling people to easily search for various articles anywhere and at any time. The large number of Islamic media has now become a form of da'wah that is visible and growing to call for and preach in order to advance Islamic values (Islam et al., 2014).

However, the large number of Islamic media today on the one hand brings pride to Muslims because they have made a real contribution to society and as part of da'wah

activities (Saputra, 2011). On the other hand, there is still concern and anxiety about the amount of news and information provided by Islamic media which can give rise to feelings of worry, envy, and feelings of dislike or even imitation of things that are not good about the information or news presented. Such as media that only provide information that is not very important about the hedonistic lives of public figures, exposing the lives of non-Muslim public figures who dress poorly, and news content that does not match the title or is clickbait. This is done so that people can access and be curious about existing information or news. That way, it will be profitable for the site to get more viewers by displaying news about public figures hedonism (Liao, 2021).

A hedonistic lifestyle is a lifestyle where someone who likes and buys goods and services excessively by placing their desires above their needs, this will result in financial waste (Ridwan & Andriyanto, 2019). Shopping or consumptive behavior does not only prioritize what a person needs but buys the desired items which can be interpreted as a luxury lifestyle (Umi Alifah, 2016). They will compete to get what they want with their own money in order to please their feelings and see their middle to upper social status. Several factors that cause a person to adopt a consumerist lifestyle originate from cultural, social, environmental, personal and psychological factors within a person (Lubowiecki-Vikuk et al., 2021).

Dream.co.id is an online Muslim news site in Indonesia and abroad which discusses various information and news about women. Dream.co.id's online news content is divided into various types, including news content, beauty, hijab fashion, culinary, showbiz, parenting, travel, dreamtie, dinar, lifestyle, trending, and prayer schedules. This Muslim news site provides a lot of news and information about the lives of public figures, including lifestyle content. As seen from the tagline, namely Muslim lifestyle, dream.co.id provides a lot of information about the lifestyle of public figures both in Indonesia and from various countries.

In the context of online media, representations of a hedonistic lifestyle may be seen in articles or content about luxurious lifestyles, luxury travel, expensive food and drinks, expensive goods, clothing and accessories, and luxurious and exclusive social activities (Farida, 2013). As in the content entitled "Syahrini's Limited Edition Box Bag Collection, Curious about the Price?" (dream.co.id, 2023) Judging from the title, the lifestyle displayed by Syahrini is synonymous with glamor with branded goods in her daily life. Shopping lifestyles displayed in the media can influence the audience's compulsive behavior (Afif & Purwanto, 2020). However, it is important to remember that these representations are only one side of life, and there are many other lifestyles that may not appear in online media. Therefore, it is important to remain wise and critical in evaluating information obtained from online media, and to pay attention to the values and life goals that are important to oneself.

There are various Islamic media that are present and created as a tool to disseminate information and knowledge that is guided by the Islamic religion (Maulina,

2021). Mass media, especially online media which contains information and news, has a great influence on readers. However, there are still many Islamic online news media that do not pay attention to Islamic values. Some media tend to present news that is more concerned with the readers (viewers) without paying attention to the information conveyed which contains good Islamic teachings so that readers gain knowledge and knowledge that is useful for the lives of Muslims.

Apart from that, the use of language by journalistic media must be in accordance with Islamic journalism, not showing a lot of news about the glamorous lives of public figures which will make readers feel like following the trend of artists' luxurious lives. Because Islam also firmly rejects worldly life which is all about luxury or hedonism in the form of a prohibition on wastefulness. Islamic media should not provide information about the lives of public figures which will cause people to gossip and commit sinful acts. For example, the online media platform dream.co.id, provides a lot of information or news about the lives of artists who have too much in their lives, luxurious lives, and waste of wealth. This triggers people to imitate bad things.

The online news website dream.co.id is ranked 166th in Indonesia and is ranked 3rd in the lifestyle category according to sameweb.com after fimale.com and linktr.ee. The users or people who access this news site are mostly women according to the content displayed, namely contemporary news and information that is of interest to today's women. On its Instagram social media, dream.co.id has many followers reaching 138,000 with 14,300 posts collectively, which proves that this site is in great demand by the public to access news and information.

Therefore, the author is interested in conducting research because the online news platform dream.co.id is one of the top 10 in Indonesia which is very influential for its readers. [Dream.co.id](http://dream.co.id) provides information about the lives of artists who can influence readers by imitating bad things. This research was also conducted to determine the representation of the hedonistic lifestyle published by the Muslim online platform dream.co.id. How does a media represent good news or information content that should encourage people to do good things according to Islamic teachings? How do media that claim to be Islamic disseminate and provide information to the public? Not providing information about the public figure's life will have a negative impact on the life one lives.

RESULT AND DISCUSSION

1. Islamic Views Regarding Hedonistic Life

Islam prohibits its believers from living in luxury. The Koran warns humanity to always be wary of a lifestyle that wastes wealth with the threat of very painful torment, both in the realm of *barzakh* and in the afterlife. This is a clear threat to people who throughout their lives are only busy taking care of worldly affairs until they go to the grave without having time to repent. They will definitely know the consequences of their actions. There is no doubt that in the realm of *barzakh* humans will be revived as they

lived in the world to answer the questions of Munkar, Nakir and undergo what Allah has prepared in the form of glory and torment as a result of the actions that have been carried out during their time in the world. Huzzli explained that Islam does not prohibit its followers from achieving happiness in their lives. However, pursuing happiness will make him forget to worship Allah (Huzili Hussin dan Shuhairimi Abdullah Pensyarah Pusat Kemahiran Komunikasi et al., n.d.). Besides, worldly happiness is temporary. Boasting is one way for humans to follow their desires. Qurtuby said that lust is destructive and if we follow it, it will harm the person.

In the Islamic view, a hedonistic life is an important concern, so a person must be careful in using his wealth or spending anything. The Qur'an and hadith provide various clear instructions so that human consumption behavior can be directed and avoided from being despicable because of their consumption behavior. Islam also firmly rejects the worldly life of luxury or hedonism in the form of a prohibition on wastefulness. As stated in the Koran, Surah Al-Isra verse 27:

إِنَّ الْمُبْتَدِرِينَ كَانُوا إِخْوَانَ الشَّيْطَانِ ۗ وَكَانَ الشَّيْطَانُ لِرَبِّهِ كَفُورًا

“Verily spendthrifts are brothers of the Evil Ones, and the Evil Ones are to his Lord (himself) ungrateful.” (Surah Al-Isra verse 27). Nowadays, hedonistic lifestyles are increasingly common. The purpose of consumption in Islam is to fulfill human needs. Fulfilling needs (consumption) for devotion to Allah will make it worth rewarding worship. In reality, humans are required to seek sustenance, and consume things that are halal and should not be excessive.”

2. The Representation of the Hedonistic Lifestyle in Dream.co.id Content

In looking at the representation of this hedonistic lifestyle, the researcher attempted to read and observe each article repeatedly in order to provide more detail regarding the data findings in the form of a hedonistic lifestyle shown in an article published on the dream.co.id website. Representation means revealing important information, in writing or orally, so as to help those affected take appropriate action (Fiske, 2002). An example of Muslim representation can be seen in the advertisement displayed by Wardah about women who can do various activities despite wearing hijab (Oktavia et al., 2020). The hedonistic lifestyle of public figures shown on the online media platform dream.co.id mostly leads to consumptive behavior, namely in the form of spending or consuming goods excessively and preferring to fulfill their desires to look classy rather than buying only the things they need. Based on the findings of this research, it can be seen how the representation carried out by Dream.co.id.

a) Analysis of the Dream.co.id article

Title: Viral ‘Crazy Rich Dubai’ Hedon Style, Buy a Gift of IDR 215 Million for Yourself!

Source: Dream.co.id

Article content: Dubai is one of the cities in the United Arab Emirates (UAE) that is

closely associated with luxury. Most of them are oil barons. Their abundant wealth is usually seen in luxury cars, gold ATMs and seemingly endless wealth. Likewise, the following woman who is nicknamed crazy rich Dubai.



Figure 1.1: Viral 'Crazy Rich Dubai' Hedonistic Style

The rich, twisted woman's name is Lailli Mirza. Where he always spends his money on extravagances. In fact, he always buys gifts for himself when his birthday arrives. Not half-hearted, Lailli prepared IDR 200 million to buy things she liked. The rich, twisted woman's name is Lailli Mirza. Where he always spends his money on extravagances. Through her personal Instagram, Lailli often shows off her luxurious life. Starting from branded bags, branded clothes, shoes, to super expensive personal vehicles.

In fact, she always buys gifts for herself when her birthday arrives. This was done because she did not trust other people's tastes. Even her family. She even chose to accept gifts in cash rather than goods from other people. Not only that, Lailli even prepared IDR 215 millions to buy things she liked.

Analysis	
Denotative Meaning (True Meaning)	The denotational meaning in the article above which shows a representation of a hedonistic lifestyle through luxury is found in the sentence "she always spends her money on extravagances". This shows that this woman has a glamorous lifestyle and is happy with luxury. For her, pleasure is something that must be done in order to have a comfortable and happy life. It can be seen that she is someone who likes to spend her money lavishly on her personal life. "Their abundant wealth can usually be seen from luxury cars, gold ATMs and seemingly endless

	wealth." The wealth she has makes the life she lives glamorous and different from other people. Usually ATMs contain money in them, but because of her hedonistic life, she made her own gold ATM to store her wealth.
Connotative Meaning (Figurative Meaning)	In the article above there is a figurative sentence which shows that Lailli is a very rich person who wants to be recognized throughout the world by uploading the lifestyle she lives via personal social media. She is known as "crazy rich" which is suitable for her because she has endless wealth. Wealth that may not run out until seven generations. She is also often referred to as 'Crazy Rich' because she has extraordinary wealth.
Mythical Meaning	Wealth really makes a person forget everything, including the guidelines in Islam which prohibit being wasteful. So it is not uncommon for someone who has sufficient material means to like to waste money in order to gain personal satisfaction and recognition from other people. As seen by Lailli, who likes to show off her wealth through branded goods, uses luxury cars, and likes flexing to be recognized by the public. For her, having fun is something that must be done in order to achieve pride in himself and feel respected.

In the article presented by lifestyle dream.co.id content, it shows the hedonistic life of a rich Dubai man who seems to like buying and wearing branded goods, luxury vehicles, enjoys having fun and living a luxurious life in his daily life. The representation shown in the article shows that a hedonistic lifestyle is carried out to please oneself and feel satisfied with what one uses, which is an indication of a hedonistic lifestyle. In fact, the character Lailli is willing to spend a lot of money just to buy a gift for herself on her birthday and is reluctant to give gifts from other people because she doesn't trust other people's tastes.

This is actually not a good thing to show to the general public, let alone showing a lifestyle that is too hedonistic, causing public opinion to appear about his wealth. Media that claims to be a Muslim media should not display and provide information about someone's hedonism that is not very important and can cause envy and envy from people who do not filter information enough.

b) Analysis of Dream.co.id articles

Title: Wow! First Monthly Shopping with Jess No Limit, Sisca Kohl Spends IDR 22.6 Million

Source: Dream.co.id

Article content: Dream - Sisca Kohl and Jess No Limit show their monthly shopping at the supermarket for the first time after they got married.

"This is the first time we are shopping monthly for our needs as husband and wife, okay, it's ready, lets go," said Jess No Limit, quoted from YouTube, Monday 5 December 2022.

Then they wandered through the supermarket aisles, choosing daily necessities. A man whose full name is Tobias Justin helps his wife read the shopping list recorded on her cellphone while pushing a trolley. Meanwhile, Sisca Kohl took the groceries and put them in the trolley pushed by her husband. Occasionally Jess No Limit also picks up items or puts them in the trolley. Finally, the couple finished shopping and it was time to pay at the cashier.

"Okay, now we pay when we pay," said Jes No Limit.

"The total is IDR 22,646,065," said the supermarket officer.

"Yes, thank you," said Jess No Limit.

After paying, they put all the groceries in the car. The back of this young couple's car is full of shopping goods.

"Okay guys, it's really full. It's time for us to go home," said Jess No Limit.

"Okay, that's all the monthly shopping for Sisca Kohl and Jess No Limit as newlyweds," said Sisca Kohl.

Previously, Jess No Limit and Sisca Kohl gave away prizes in the form of gold to netizens.



Gambar 1.2 : *Souvenir Emas Batangan*

Content creator couple Sisca Kohl and Jess No Limit officially have husband and wife status after getting married on October 10 2022. Sisca Kohl and Jess No Limit also expressed their thanks to the people who have prayed for them on Instagram. "Thank you for your words and prayers for our marriage.

Sorry, we can't reply one by one," said Jess No Limit and Sisca Kohl in his Instagram upload.

Not only did they say thank you, the couple, who are known for being rich, also announced that they would share their wedding souvenirs with people who were lucky enough to get them. No joke, the souvenir is in the form of gold bars. The gold bars are packaged in a golden frame which adds to the expensive and elegant impression. Dozens of gold souvenirs were neatly lined up on a table.

Both of them also informed that the condition for getting this special souvenir is to subscribe to the Sisca Kohl and Jess No Limit YouTube channels. The woman whose full name is Fransisca Fortunata and her husband also wrote their respective names and wedding date on the souvenir. There is no doubt about its authenticity, this gold souvenir package is equipped with a serial number. The post was immediately flooded with comments from netizens who wanted the gold bullion souvenir.

Analysis	
Denotative Meaning (True Meaning)	The couple Jess No Limit and Sisca Kohl look like a young couple who are rich and like to do hedonistic ways to get their pleasure. Like liking to shop monthly at supermarkets by spending tens of millions in one purchase as seen in the article. Apart from that, the couple also gave unusual gifts such as gold bars as their wedding souvenirs. What Jess No Limit and Siska Kohl did is considered a form of consumer behavior because one indication of a hedonistic lifestyle is buying things without considering their needs just to fulfill their desires. Like the concept of hedonism which considers that pleasure and material enjoyment are the main goals of life (Bagus, 2002). From what they do, it can be seen that this couple is a couple who likes the hedonistic life they live because they have a lot of money so it is very easy to do whatever they want. In this case, it is for the sake of giving satisfaction to his partner. Even though Islam forbids someone from wasting their wealth. Some of the assets we have are the assets of other people who need them more. Give close relatives their due, also the poor and those on a journey. Do not squander your wealth wastefully" (QS. Al-Isra (17):26).
	In this article, the author wants to convey to readers that the life the couple lives is very luxurious because of the

<p>Connotative Meaning (Figurative Meaning)</p>	<p>large amount of wealth they own. So the author conveys this information to the audience with connotation or figurative meaning. This is shown in the sentence "Tajir Melintir" where the word is a figurative word that shows someone who is very rich and can afford to buy and do whatever they want. So it is in accordance with the concept of hedonism here which shows that enjoyment and pleasure are necessary things in living one's life.</p> <p>The couple's fun is not only shown in the real world, but they show it in cyberspace by posting about their luxurious life through their social media. In the sentence "The post was immediately flooded with comments from netizens who wanted the gold bullion souvenir", there is a connotative meaning in it which is shown in the words "flooded with comments from netizens". Being flooded here means that people or netizens flocked and commented on the hedonistic couple's post to get the gold bullion souvenirs they distributed.</p>
<p>Mythical Meaning</p>	<p>The meaning of the myth contained in the article above is that someone who feels he is rich will spend a lot. This hedonistic style makes people think that people who waste a lot of money only do things that are not very important according to other people but are important to themselves. In this way, the myth that has developed in society is that people who do things that other people don't generally do, means that these people have a consumptive and hedonistic lifestyle because they like to be extravagant in whatever way they can with the money they have. So the article shows the hedonistic life of an artist couple.</p>

In the article presented by lifestyle dream.co.id content, it shows the hedonistic lives of non-Muslim public figures who are seen spending tens of dollars just for daily needs. Don't just spend money on shopping, but on buying souvenirs in the form of gold bars. This is actually not a good thing to show to general readers, especially since the content in dream.co.id is content that focuses on Muslim women's news, whereas the couple is a non-Muslim couple who might be happy with a glamorous and luxurious life because of what they have. The

representation shown in the article shows that this hedonistic lifestyle is carried out to attract the attention of netizens who see it. This will later become trending and will be widely discussed by the public with what they are doing. However, Islam does not forbid its ummah to attain happiness in its life. However, the pursuit of happiness will make him forget in worshipping God (Huzili Hussin dan Shuhairimi Abdullah Pensyarah Pusat Kemahiran Komunikasi et al., n.d.).

Apart from the representation of the hedonistic lifestyle obtained, the article published on the dream.co.id website also lacks appropriate (clickbait) content from the title. In the past, the purpose of the title was to be read and provide information to readers about the content of the news being conveyed. Currently, titles are used to get clicks, which is known as clickbait. The use of clickbait in this title is done to get readers interested and then click on the news link or to visit the news site (Romli, 2014). It can be seen that the title sentence or headline contains the word "Wow!", this word is too excessive. Apart from that, the title should not use interjections like the words at the beginning of the title.

c) Analysis of Dream.co.id articles

Title: Syahrini's Limited Edition Bag Collection, Curious about the Price?

Source: Dream.co.id

Article content: Syahrini is seen holding a white bag with the C logo typical of the Chanel brand



Figure 1.3: Syahrini's Limited Edition Bag Collection

Dream - Syahrini is often seen wearing unique fashion items that other celebrities rarely have. Like the bag from the Chanel fashion house that she recently wore. Reino Barack's wife looks classic and classy when wearing black brocade inner. This long-sleeved inner is combined with a classy light gray blazer. Syahrini was seen holding a white bag with the C logo typical of the Chanel brand. This mini bag is part of a limited edition collection made of leather and a puff touch with stripes.

This white bag with the Chanel logo has a gold zipper accent which looks beautiful. In line with the logo, the chain strap of this mini bag is also gold with a touch of matching white strap. Are you curious about the price of Syahrini's adorable box bag? Based on Instagram review @fashionsyahrini2, this Small Vanity bag with Chain Case is priced at IDR 70 million.

Analysis	
Denotative Meaning (True Meaning)	ntence "Syahrini is seen holding a white bag with the C logo typical of the Chanel brand" shows that Syahrini's lifestyle is not like that of ordinary people who have a lower middle economic level. You can see from the bag he is carrying that it is branded and limited edition, only certain people can buy it. As is known, the Chanel brand is a foreign brand that has fantastic prices. Syahrini often shows her hedonistic and glamorous lifestyle with the items she wears. What Syahrini does is a form of consumer behavior because one indication of a hedonistic lifestyle is that she likes buying and using branded goods at high prices without looking at needs and tends only to fulfill personal desires and satisfaction.
Connotative Meaning (Figurative Meaning)	eaning that is not actually represented in the article above is the sentence "Reino Barack's wife looks classic and classy when wearing black brocade inner". The figurative meaning of classic and classy here is that the appearance is expensive, elegant, glamorous, and impresses other people with its appearance. Syahrini feels satisfied with the lifestyle she lives. In the concept of hedonism, pleasure is something one seeks in living one's life. A person will feel satisfaction if his lifestyle needs are met.
Mythical Meaning	ore money one makes, the higher a person's desire to buy luxury goods and spend that money. It is not difficult for rich people to buy various luxury goods, such as branded bags, new limited edition cars, and even collections of items that are not too important to make themselves feel happy. They do it because they can get pleasure from these things.

In the article presented, lifestyle dream.co.id content shows the hedonistic life of public figures who seem to enjoy buying and wearing branded goods and living a luxurious life in their daily lives. Meanwhile, Islam has prohibited its

servants from being extravagant in their lives as stated in the Koran, Al-Isra verse 27, which firmly rejects hedonistic living in the form of a prohibition on extravagance.

The representation shown in the article shows that a hedonistic lifestyle is carried out to please oneself and feel satisfied with what one uses, which is an indication of a hedonistic lifestyle. Apart from that, the article published on the dream.co.id website is also less appropriate (clickbait) than the title. "Curious about the price?" This sentence is not appropriate if included in the title or headline. The use of punctuation marks such as question marks should not be used, this is done to create curiosity so that readers are interested and then click on the news link or visit the news site.

CONCLUSION

Based on the analysis carried out on articles on dream.co.id, the public figures' representation of hedonistic style through Roland Barthes's semiotic analysis approach, the conclusion contained in the articles published on the online media platform Dream.co.id is that there is a denotational meaning that represents the style. The artist's life can be seen from the sentences that show his hedonistic lifestyle. The tendency towards a hedonistic lifestyle among the characters shown in the article on the Dream.co.id website is shown by their consumptive behavior such as liking to buy or wear branded bags and clothes, enjoying going on holiday abroad, using branded cars, holding luxurious weddings and giving various kinds of gifts. wedding souvenirs, likes to spend money lavishly, and spend excessively to fulfill personal satisfaction. The meaning of the myth that has developed in society also shows that consumer behavior is usually carried out by people who have a tendency towards glamorous style in their daily life and someone who has quite a lot of wealth.

Even though Islam has prohibited and firmly rejected worldly life which is all about luxury or hedonism in the form of a prohibition on extravagance. Dream.co.id, which claims to be an Islamic website that disseminates information about Islamic values, in fact displays a lot of hedonistic lifestyle news in the articles it publishes. This will trigger people to imitate bad things. Apart from that, the three articles used clickbait titles and were written incorrectly.

Apart from that, the connotative meaning of each article was also found which shows the lifestyle of the public figures. Starting from the words crazy rich and crazy which attract public attention to what hedonists do. The representation shown in the article shows that a hedonistic lifestyle is carried out to please a person's personality and he will feel satisfied with what he does which is one indication of the lifestyle.

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