

THE BEHAVIOR OF SOME UNMARRIED MUSLIM WOMEN ON TIKTOK IN NORTHERN NIGERIA: ISLAMIC DA'WAH AS A WAY FORWARD

E-ISSN 2721-2521

<https://uia.e-journal.id/Tahdzib/article/view/3454>

DOI: <https://doi.org/10.34005/tahdzib.v6i2.3454>

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Abstract (In English). *TikTok is a new social media site that offers a lot of features to let its users create expressive content on their own. Most of the users on this platform create indecent video content about dancing excessively and other immoral acts, particularly by women. This paper, therefore, aims to discuss the behavior of some unmarried Muslim women on TikTok in Northern Nigeria. It was observed that the attitudes of some unmarried Muslim women on social media, especially on TikTok, are unbecoming and go against the moral teachings of Islam as it relates to social engagement. The researchers also discovered that most of the women are involved in indecent behaviors on the TikTok platform, where some of these unmarried Muslim females either in the name of becoming celebrities or advertising a brand for the public to see via videos that were uploaded to the platform thereby exposing their bodies to those who are not their Mahram to see. This study was conducted using a survey method, and data were collected through in-depth interviews. The researchers, therefore, recommend that Islamic Da'wah is the only way forward to curtail such unethical behaviors among Muslims in Northern Nigeria. The study also recommended that there was an urgent need for Muslim scholars in Northern Nigeria and beyond, to intensify efforts through preaches in Masjid, schools, and other public gatherings on the menace of TikTok on Muslim Ummah most importantly the Youth.*

Keywords: Unethical Behaviour, Unmarried Women, TikTok, Northern Nigeria, Islamic Da'wah

INTRODUCTIONS

In the era of globalization, we are familiar with social media technology,

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where social media is very useful for everyone to communicate and spread information to the public. The social media that is very popular with people of all ages is TikTok. TikTok has many uses, ranging from creating video content to spreading information or news, even TikTok can be a place to make money if we create content that many people like.³ However, TikTok can also harm its users if it is not used wisely, for example, TikTok is used by its users, especially teenagers to judge content if they don't like it, they will even give a negative comment on the content which will have an impact on basic ethics. Therefore, the researcher wrote this article to discuss the consequences of using TikTok for in the contemporary generation which will affect their ethics in real life.⁴

And with the development of the times, it makes it easier in various fields, especially in modern communication. With these advances in modern technology, making developments in the communication arena continue to grow, one of which is the emergence of the Android device, which facilitates and accelerates both work and remote communication. Then came various new applications, such as social media networking platforms.⁵

TikTok is a mobile app that makes it easy to create short videos It doesn't even require a lot of equipment the only is Mobile support. These videos made from It doesn't even need editing. In August 2018 Music was added to this app and it started to be used all over the world. Chinese video sharing is a social networking service owned by Byte Has a company called Dennis ISAAC.⁶ TikTok is a social media that has millions of users around the world. Historically, TikTok was created by Zhang Yiming in September 2016. It allows users to create videos creatively with backsong and filter options. TikTok is a social media platform that allows users to create short videos easily and its idea derives from previous apps named Douyin.⁷

Currently, TikTok has become a common social media platform used by youth around the world. Before now, TikTok was only used by persons who wanted to exist in the cyber world and listen to music. But recently, TikTok has been commonly used by persons either for business, politics, or by those who want to be celebrities. The existence of TikTok as a popular social media is influenced by the global pandemic.

TikTok is a short video on social media that has both positive and negative values.⁸ One of the negative impacts that parents must watch out for on their children is pornographic content or the use of sexy or impolite clothing.⁹ For example, in mid-February 2020, the TikTok video went viral because of the immoral scene of a couple of teenagers doing scenes like husband and wife

³ A.I. Maulida, P. Noviyanti, and W. Wahyunengsih, The Effect of Using Tiktok on Z Generation Etiquette, *IJIP Indonesian Journal*, 4(2), 2022, 80-87.

⁴ *Ibid*

⁵ F.R.D. Muhamad, & S.I. Karsa, The Relationship Between the Use of Simamaung Instagram and the Fulfillment of Followers' Information Needs. *Journal of Communication Management Research*, 1(1), 2021, 23–29. <https://doi.org/10.29313/jrmk.v1i1.66>.

⁶ V. Barker, Older Adolescents' Motivations for Social Network Site use: The Influence of Gender, Group Identity, and Collective Self-Esteem. *Cyberpsychology & behavior*, 12(2), 2009, 209-213.

⁷ E. Anggraini, *Mengenal Sosok di Balik Popularitas Tik Tok*, 2018. www.Cnnindonesia.Com. <https://www.cnnindonesia.com/teknologi/20180704152351192-311496/mengenal-sosok-di-balik-popularitas-tik-tok>

⁸ Demmy, D., Fathul, Q., "Persepsi Mahasiswa Universitas Tribuana Tungga Dewi Malang Terhadap Penggunaan Aplikasi Tik Tok." *Jurnal Ilmu Sosial dan Ilmu Politik* 7, no. 2 78, 2018.

⁹ Gemiharto, T. D., Ilham. "Trie Damayanti. Ilham Gemiharto, Kajian Dampak Negatif Aplikasi Berbagi Video Bagi Anak-Anak Di Bawah Umur Di Indonesia." *Communication* 10, no. 1, 2019.

which was recorded by a colleague who was dancing without realizing it.¹⁰ This incident is one of many cases, so it is necessary to supervise children and teenagers in using smartphones, especially the TikTok application.

The instant gratification and “viral” hit to a TikTok user’s video are what has allowed the app to continue its popularity. Teens look to this app as a source of external validation and rely heavily on its use to provide what they believe is total happiness.¹¹

Social media has become an important need for the community, this fast and advanced era make people complacent with the ease and convenience of social media. Currently, TikTok social media video-sharing application is available on smartphones. Social media TikTok is an online media, with its users can easily participate, share, and create content, including blogs, social networks, wikis, forums, and the virtual world.¹²

The use of TikTok by the contemporary generation can develop meaning and self-awareness due to continuous social interaction between users.¹³ During the pandemic, children experienced moral degradation which was influenced by the use of gadgets, one of which was the Tiktok application which contained various content that became a problem if the content viewed or imitated did not reflect something that could be seen and imitated which hurt morals of youth. A lot of young adults use the TikTok application which harms them and those nearby.¹⁴

The social media TikTok is a medium for self-expression, providing entertainment, and information, enlarging social networking, and developing the creativity of its users. However, TikTok is frequently showing behavior contrary to Islamic religious values only to be popular. Phenomena on TikTok such as dancing and swaying by showing some body parts that identify as pornography. as reported by online media Kompas.com on 24 February 2020 with the title “*Fakta Video Tik Tok Berlatar Adegan Mesum, Pelaku Umur 14 Tahun, Terlibat Prostitusi Online*”¹⁵

Islam plays a central role in the lives of Muslims, even in their usage of social media. The lives of Muslims ought to be holistically guided by the Islamic principle of social engagement.¹⁶ Allah has spoken of the believers about upholding the teachings of Islam, Allah says:

Those that turn (to Allah. In repentance, that serve him, and praise him; that wander in devotion to the cause of Allah: that bow down and prostrate themselves in prayer; that enjoin good and forbid evil; and observe the limit set by

¹⁰ Wandl. “Social Media TikTok in Islamic Perspective.” *Media and Islamic Communication* 1, no. 1, n.d. https://scholar.google.co.id/scholar?hl=id&as_sdt=.

¹¹ Kiira Sisman, “The Effects of TikTok on Teenagers”, 2023, <https://mentalhealthmatch.com/articles/youth/the-effects-of-tiktok-on-teenagers>.

¹² A. S. Cahyono, Pengaruh media sosial terhadap perubahan sosial masyarakat di Indonesia. *Jurnal Publiciana*, 9(1), 2016. 140–157.

¹³ F. I. R. Firamadhina and H. Krisnani, “PERILAKU GENERASI Z TERHADAP PENGGUNAAN MEDIA SOSIAL TIKTOK: TikTok Sebagai Media Edukasi dan Aktivisme,” *sswj*, vol. 10, no. 2, 2021, p. 199. doi:10.24198/share. v10i2.31443.

¹⁴ R. Rosnaeni *et al*, “Model-Model Pengembangan Kurikulum di Sekolah,” *ED*, vol. 4, no. 1, 2021, pp. 467–473. doi: 10.31004/edukatif. v4i1.1776.

¹⁵ Kompas, Fakta Video Tik Tok Berlatar Adegan Mesum, Pelaku Umur 14 Tahun, Terlibat Prostitusi Online, n.d. Retrieved from, <https://regional.kompas.com/read/2020/02/24/16170051/fakta-video-tik-tok-berlatar-adegan-mesum-pelaku-umur-14-tahun-terlibat>

¹⁶ A. Mokhtar, and C.A. Bahari, social media, and Islamic Ethics: An Insight to Instagram Use by Muslim University Students in Malaysia. *Intellectual Discourse*, 29:1, 2021, 175–206.

*Allah. - (These do rejoice). so, proclaim the glad tidings to the believers.*¹⁷

This marks the importance of using social media ethically. Other than social media usage, the TikTok ecosystem needs to be conducted in an ethical manner for ethical usage of the social media platform to take place effectively. This is because behavior that is not by norms and religious values that can harm the morals of TikTok users are found in the platform, therefore it is important to understand morals. Morals is defined as behaviors possessed by humans, both praiseworthy morals (*akhlakul karimah*) and despicable (*akhlakul madzmumah*).¹⁸ Considering some social phenomena on TikTok usage in the community, then this study aims to overview social media TikTok in Islamic perspective.

LITERATURE REVIEW

Explained that the TikTok application is an application that can make users create a video that lasts approximately 30 seconds to 3 minutes with different music. The TikTok application is a social networking site used in the system for uploading a video by the application user, which is then given to other users. TikTok is the most prominent and trendy application among young people.¹⁹ Tiktok is now used to foster self-confidence and become a place of popularity and self-presence that causes other people's interest. The will is identical to someone who has narcissistic behavior.

The influence of the use of social media itself is very diverse, with both positive and negative impacts. Selfish behavior is acculturation showing itself excessively. Narcissism means a person's willingness to show that he is superior by feeling that he has potential that exceeds others to get more attention and praise.²⁰ The existence of this TikTok someone cannot be separated from selfish behavior, which can ultimately become arrogant self-perception.

The form of TikTok application is now used excessively, which causes narcissism among youths, particularly females. Ironically, some of these females apply this by showing themselves revealing their genitals when swaying by wearing sexy clothes so that the behavior attracts the attention of others who are watching.²¹ Explained that Islam has regulated human life as well as possible.²² From the point of view of Islam, the Glorious Qur'an is a source of law and a source of knowledge filled with lessons, wisdom, and examples on how a believer is to his life most importantly as it relates to social engagements.²³

Tiktokers are individuals or people who carry out activities to create unique and exciting video content on the TikTok application that makes the user known and therefore has many followers because of the exciting and inspiring content created by these individuals. At the transitional age, adolescents have begun to

¹⁷ Qur'an Surah At-Taubah 9:112.

¹⁸ I. Izza, Media Sosial, Antara Peluang Dan Ancaman Dalam Pembentukan Karakter Anak Didik Ditinjau Dari Sudut Pandang Pendidikan Islam. *Attalim*, 1(1), 2019.

¹⁹ H.A. Wardah et al, Guidance and Counseling Teachers' Efforts in Reducing the use of Tiktok social media in 23 Banjarmasin Junior High School Students, 2020, 1–5.

²⁰ K.F. Faradis, "The Effect of the Tiktok Applications on the Students' Learning Concentration", Faculty of *Tarbiyah*, Institute of Al-Qur'an Science (IIQ) Jakarta, Institute of Al-Qur'an Science (IIQ) Jakarta, 2021.

²¹ Ansarullah, Muslimah Clothing in the Perspective of Hadith and Islamic Law. *Sharia and Law*, 17(1), 2019.

²² *Ibid.*

²³ M. Hikami, Transcendental Awareness is the Main Pillar of Character Education in Luqman Al Hakim's Advice Trade. *Mudarrisa*, 1(1), 2009.

have specific interests, such as interest in self-appearance. Adolescents try to be able to look as attractive as possible to get recognition and attractiveness.²⁴ TikTok also allows users to create short music videos.

A study by Ridgway & Clayton looks at social media from a different perspective and focuses on the direct effects of social media use on body image as it affects women folk. This study examined social media platform users that promoted their body image for satisfaction either through selfie posts, encountering the risk of social media-related conflicts and negative romantic relationship consequences.²⁵

Another research with a more direct effect explored the impacts of social media on the body image of youth. The results demonstrated that while using social media, the youth particularly female felt pressured to lose weight, look more attractive or muscular, and change their appearance to become attractive.²⁶

According to Ajao, Bhowmik, & Zargari, social media is being used to spread false news and other immoral acts. It was established that Twitter, Instagram, Facebook, TikTok, LinkedIn, Snapchat, etc., sites that have a presence in Muslim societies are also useless and are very much filled with dirtiness. These sites are being misused by a lot of blogs to spread unwanted behaviors to the cyber.²⁷

METHOD

The methodological survey was utilized in the conduct of this research. There are a variety of ways to collect data for survey-based research, the most popular of which are interviews and questionnaires. However, the primary data used for research is obtained through the interview methods. Finding and gathering reference materials that are relevant to this research is the first of three processes the researchers adopted when putting this piece together. Secondly, several interviews have been conducted, analyzed, and elaborated to fully understand the intersections of this essay. Thirdly, the researchers conclude the research by giving a highlight and the outcome of the research for further study.

RESULT AND DISCUSSION

A. Islam and Morality

The goal of Islamic moral values is to govern human behavior within Muslim communities, to encourage and regulate such behavior for the advantage of society as a whole and its members, and to ensure that each person has a happy afterlife. To prepare followers of the Lord, whom Islam explained and made clear the road of virtue for, it seeks to unify human characteristics, behavior, and activities. Therefore, all Islamic moral values of individuals like honesty, tolerance, compassion, love, and soul-fighting, as well as communal ones like

²⁴ W. Mega, *Description of Adolescent Narcissistic Behavior using "Tiktok" social media in Class 2 Students of SMP N 1 Batusangkar*. State Islamic Religion Institute (IAIN) Batusangkar, 2021.

²⁵ J. L. Ridgway, & R. B. Clayton, Instagram Unfiltered: Exploring Associations of Body Image Satisfaction, Instagram# Selfie Posting, and Negative Romantic Relationship Outcomes. *Cyberpsychology, Behavior, and Social Networking*, 19(1), 2016, 2-7. <https://doi.org/10.1089/cyber.2015.0433>

²⁶ G. Pepin, & N. Endresz, Facebook, Instagram, Pinterest, and Co.: Body Image and social media. *Journal of Eating Disorders*, 3(1), 2015. <https://doi.org/10.1186/2050-2974-3-S1-O22>

²⁷ O. Ajao, D. Bhowmik, & S. Zargari, "Fake News Identification on Twitter with Hybrid CNN and RNN Models", Paper Presented at the Proceedings of the 9th International Conference on social media and Society, 2018.

self-feeling, duty, and calling for Islam—are intended to promote and safeguard the welfare of both the individual and the community.

According to Islam, morality is the set of virtues and good behavior that a person possesses to uphold societal harmony, foster peace, and defend it against vices like enmity, indecency, lust, and so on. The Qur'an declared Prophet Muhammad (S.A.W.) to have the best manners and he was shown as an example of a decent person to the rest of humanity since he had embraced these virtues to such an extent. In the Glorious Qur'an, Allah states:

*You have indeed in the Messenger of Allah a beautiful pattern (of conduct) for anyone whose hope is in Allah and the final Day, and who engages much in the Praise of Allah.*²⁸

Islam undoubtedly commands Muslim *Ummah* to uphold the moral principles of Islam, which are the only thing that bind them together. A Muslim has a duty to treat non-Muslims as well as other Muslims with honesty, tolerance, keeping one's word, generosity, mutual aid, and manliness. A peaceful society must first create and maintain moral principles, which are so crucial that the Prophet Muhammad stated:

*I have been sent to bring the moral values to perfection (al-Baihaqi 1994, Hadith No. 20371)*²⁹

As a universal text, the Qur'an speaks to all people, not only Muslims. Its plethora of moral lessons is evidence that it speaks to all people, everywhere, always. The moral principles outlined in the Qur'an apply to nearly every facet of life, including being modest when walking, being truthful when conducting business, being kind and responsible to one's parents, caring for plants and animals, and being a good neighbour by upholding kinship. Above all, must properly care for and keep spouses and children.

Imam Ghazali stated that morality symbolises a kind of high point deeply ingrained in the soul from which different human actions flow naturally, effortlessly, and without the need for prior thought. He says this place is considered morally beneficial if it leads to good deeds in the context of the Shari'ah and common sense. On the other hand, the source of a negative deed is referred to as a disastrous moral source.³⁰

B. Da'wah

Essentially, *Da'wah* has two dimensions: external and internal. External *Da'wah* is to invite non-Muslims to Islam and teach them about Islamic beliefs and practices. Internal *Da'wah* is to teach Muslims about aspects of Islam.³¹ *Da'wah* is a *fard kifaya* (an obligation that rests upon the community, not the individual), if there are individuals within a community inviting people to *Da'wah*, then others within the community are relieved of the obligation. If no-one in the community issues the invitation, the sin falls on every individual within that community.³² A person who performs *Da'wah* is known as a *da'i* (persons carrying

²⁸ Qur'an, *Surah Al-Ahzab* 33:21.

²⁹ Baihaqi, Ahmad Ibn Hussain, *As-Sunnah*, Makkah: Maktabatu Darul Bajh, Vol. 1, Hadith No: 20571, 1994, p. 191.

³⁰ A. Al-Ghazali, *Some Moral and Religious Teachings of al-Ghazzali*, (2nd ed.) Lahore, Pakistan, 1946.

³¹ Abu Ammar, *Principles of Da'wah Its Principles and Practices in History*, 2016). www.islamicinformationcentre.co.uk/dawah.htm.

³² *Ibid*.

out *Da'wah* duty). Although their effectiveness will vary according to their ability, all *da'i* (those carrying out *Da'wah*) should be, at the very least, familiar with the basic teachings of Islam.³³

Technical meaning of *Da'wah*: It has two broad applications in this context: The first is with the meaning of Islam as a religion and the Message sent to Prophet Muhammad (may peace and blessings of Allah be upon him) that is the true call of worship to Allah alone and to be far from polytheism. It is the comprehensive principle for the behavioural act of mankind as well as the establishment of rights and commandments. The second meaning is the extensive spread of Islam and the message of Allah to the people.³⁴ In the Qur'an, Almighty Allah says instructing the believers and guiding them to the successful way of calling to the Path of Allah:

*Invite (mankind, O Muhammad) to the Way of Your Lord (i.e. Islam) with wisdom (i.e. with the Divine Inspiration and the Qur'an) and fair preaching and argue with them in a Way that is better. Truly, Your Lord knows best who has gone astray from his path, and He is the best Aware of those who are guided.*³⁵

Ibn Taimiyah sees *Da'wah* as belief and having trust in Allah, calling to the word of testimony with full identification of good application of the teaching of Islam which includes, consideration of the five compulsory daily Prayers, giving out of *Zakat*, Fasting the month of *Ramadan*, Pilgrimage to the Holy House of Allah, as well as to believe in Allah, His Angel, His Books, His Messengers, Day of Resurrection after death, good and bad destiny and to worship Allah as if you are seeing Him (Ibn Taimiyyah nd).³⁶ Shukri Ahmad Muwaffaq defined *Da'wah* as motivating people over doing good deed and keeping away from evil attitude, by bringing the people out from the darkness of *Kufr* to the Light of Islam (Shukri 1988).³⁷ As a career, *Da'wah* should be carried out practically and verbally by a knowledgeable and qualified scholar and to be in accordance with the legitimate methods and strategies in line with the circumstances of those to be invited at anytime and anywhere.

C. Unmarried Muslim Women and Unethical Behaviours on TikTok

TikTok have become a breeding ground where Muslim youth in Nigeria showcase and displayed immoral acts to the wide world to see. This aspect diagnosed the behaviour of some unmarried Muslim women on TikTok particularly as it relates to Northern Nigeria. An in-depth interview in relation to the views of some concerned social media users that relates the ugly behaviour of some of these women on the TikTok application have been captured below.

To Isa Idris Lukumbogo, who avers that the way he understands TikTok social media communication tool from its inception is a music and video sharing site which has not given room for censoring and for that it allows teens to make

³³ *Ibid.*

³⁴ Arrawi, Muhammad Abdur-Rahman, *Ad-Da'awah Islamiyyah D'awatun*, 'Alamiyyah, Dar Alqauimiyyah, 1965.

³⁵ Qur'an, Surah An-Nahl:125

³⁶ Ibn Taimiyyah, Abu Al-Abbas Ahmad Alhirni, *Mjmoo' Fatawah Shaikh Al-Islam Ibn Taimiyyah*, Taqiq bu Abdur-Rahman Bn Muhammad Bn Qasim, Ibn Taimiyya's Library, 2nd Edition, n.d.

³⁷ Shukri, Ahmad Muwaffaq, "*Ahl-Al-Fartah wa man fi hukmihim*", M.A. Dissertation, Kulliyatu Usul Al-Din, Imam Muhammad Bin Sa'ud Islamic University, Riyadh, Dar Ibn Kasir, Beirut, First Edition, 1988.

and share immoral messages in the form of videos to the public without regard to religious morals. According to Isa Idris Lukumbogo, the harm associated with TikTok about the morality of Muslim youth is far more than its benefits to the *Ummah* because before one comes across any *Da'wah* message by Muslim scholars on TikTok, users who navigate the platform will see a lot of videos which showcase indecency which includes nudity, female dancing and showing what is not supposed to be exposed of their body.³⁸

This act as asserted by Isa Idris, is also found amongst some Muslim youths who see it as a way of socialising and forgetting their Islamic identity which is against such acts. Most of the Muslim youths that engage in TikTok do not in any way propagate Islam to the public but rather music and other unethical behaviors that do not align with the teachings of Islam. Bullying has also become the order of the day, as some of these youths have no regard for the rules of social engagement.³⁹ This attitude by Muslim youth on TikTok is a serious setback to Islam and Muslim *Ummah* in general and for that, there is the need by scholars to enlighten the *Ummah* particularly the youth on the danger of engaging in such acts of immorality not only on TikTok but other social media platforms. That is why in my opinion, there needs to be TikTok as a social media platform because it promotes nudity, pornography, and other social vices.

Munirat Halilu Abubakar opined that most videos by youths on TikTok that emanate from the Northern part of Nigeria are always about indecent activities that are geared towards the moral bankruptcy of the young generation of the youthful population in the Muslim-dominated society.⁴⁰ At times, some of the short videos by either young males or females show a lack of regard for religious teachings by most of the users who utilize it to spread their thoughts through the short video messages they send via TikTok.

Muhammad Maishanu Aliyu evinced that some Muslim women are misusing the TikTok social media application for their selfish interest by doing what is against the teachings of Islam. Most of these women displayed their nudity through videos and selfies which they share on the TikTok thereby accompanying it with immoral statements. Not only that, the activities of some these TikTok users has poses a great danger to Muslim *Ummah* in Northern Nigeria and some of the menace include among other things; destruction of good Islamic moral and deviation from the good path.⁴¹ Women are advertising and exposing their bodies on TikTok by way of sharing videos of themselves dancing and altering words that are unethical and affect the moral teachings of society.

Babagana Mallam Abatcha harped that the behavior of Muslim youths, including women, on TikTok in Northern Nigeria can vary widely as individuals express themselves differently. However, according to Abacha, there have been concerns globally particularly Muslim communities about content on TikTok platforms conflicting with cultural and religious values. Some potential dangers of TikTok social media site for Muslims in Northern Nigeria could include exposure to content which are been shared and posted mostly by females that go against Islamic teachings, privacy concerns, and the risk of spending excessive time on

³⁸ Isa Idris Lukumbogo, (41 Years), Civil Servant, interviewed at Nassarawa Eggon, Nasarawa State, Nigeria, 28th November 2023.

³⁹ *Ibid.*

⁴⁰ Munirat Halilu Abubakar, (21 Years), Student, Nafisattu College of Nursing and Midwifery, Kwankwaso, interviewed at Kano State, Nigeria, 24th November 2023.

⁴¹ Muhammad Maishanu Aliyu, Lecturer, Department of Islam and Development Studies, Nasarawa State University, interviewed at Keffi, Nasarawa State, Nigeria, on 13th December 2023.

the platform, which might interfere with religious obligations or other responsibilities. Individuals and communities need to promote responsible and mindful use of TikTok while respecting cultural and religious values.⁴²

One of the drawbacks to TikTok, most young adults often use TikTok as they wish, which constantly causes negative videos to appear on this platform. This can be seen as uploaded media content such as photos or videos. The excessive use of TikTok allows everyone to express themselves, even exploiting their bodies for pleasure or just self-existence. However, avers that many of these young adults especially females use it to create harmful content; For example, a woman intends to show her body shape through her mini clothes, which causes negative views. This type of attitude leads to selfish behavior among females. Strong immoral are what some of these women propagate on the TikTok site.

The youth today have been abusing the opportunity provided by TikTok as a social media platform to communicate and disseminate vital messages to the world. Ahmad Kassim harped that there are some Muslim youth out there who are bound to destroy the morality of the young general through the utilization of TikTok social media platforms to display all sorts of vices to the wide world. Daily, young Tiktokers are always online with the name of becoming a celebrity or want to have many fans on social media, will resort to posting videos of his/herself either singing and dancing or making indecent utterances that are not supposed to come a true Muslim believers.⁴³ Some of these Muslim youth consume whatever comes their way from the new media technology without recourse to Islam and what it teaches, and in some cases, most of these youths are being sponsored by the western world help them in their agenda of destroying the Islamic culture and teachings among Muslim youths.

Hajara Usman El-Kasim asserted that it has gotten to a point where some female Muslims are trading themselves like commodities in the market on TikTok with utmost disregard to the moral teachings of Islam and the culture of the people of Northern Nigeria. It has gone to a point where sexy videos and photos are posted on TikTok by Muslims to become celebrities and have plenty of followers and likes on this platform. In Northern Nigeria some unmarried women shamelessly embrace their sexuality, flirt, dance, and lip-synch to songs on TikTok. They disregard rules of gender seclusion, purdah, sexual modesty, and middle-class feminine comportment by uploading such eye-catching TikToks.⁴⁴ The researchers asked an online business lady who had a public TikTok account with over 5,000 followers if her parents knew about her TikTok dancing and public videos. The Tiktoker laughed and said, her parents knew nothing about her Tiktok activities, and if they knew that, they would kill her.

It has also been observed by the researchers some unmarried women engage in explicitly sexualized performances, women also involved in covert sexualized performances. For example, a popular trend consisted of women making a series of innocent, yet sexual, facial expressions to different sounds: a startled suggestive look, a shy smile, blowing a kiss, and a petulant expression. Such memes channeled the trope of "sexy schoolgirl" and while appearing to be innocently playful, were also instances of expressive sexuality. Women also

⁴² Babagana Mallam Abatcha, Lecturer, Ramat Polytechnic Maiduguri, Borno State, Nigeria, interviewed on 13th December 2023.

⁴³ Ahmad Kassim, (36 Years), Businessman/Social Media User, interviewed at Sokoto, Sokoto State, Nigeria, 10th November 2023.

⁴⁴ Hajara Usman El-Kasim, Student, Department of Islamic Studies, Nasarawa State University, Keffi, interviewed on 12th November 2023.

uploaded “funny” videos and acted out entertaining scenarios and dialogues, which poked fun at societal norms and engaged in crude humor. In such videos, women appeared confident, irreverent, and self-possessed. These bold performances undermined local norms of respectable femininity centered on docility, tradition, and respect for authority. Many TikToks did reproduce heteronormativity by uncritically relaying normative ideas of feminine beauty and heterosexuality. Yet, such sexual and/or “frivolous” TikToks also challenged local gender norms.

According to Abdurashheed Ishiaku, TikTok as one of the most recently used social media sites has greatly influenced the life of youth most especially women nowadays but its adverse effects can be clearly seen in some of its user's particularly on unmarried women in the north part of the country where morality is regarded with high esteem due to the Islamic religious teachings which have dominated the region. Some unmarried Muslim female uses it to serve as an avenue for publicizing nudity and public abuses, as well as a means of connection with other gender far and near. Moreover, TikTok is time-consuming and a waste of resources for many of its users.⁴⁵

Never in human history has our society faced a tragedy of such immense proportions and far-reaching consequences as we do today regarding the unethical moral display by young women on social media particularly on TikTok. Unrestrained social media use has, in a sense, diminished our moral and cultural standards to the point that some things that were formerly considered taboo have become the norm. The tendency is so concerning that dangerous precedents are being formed.⁴⁶ Mallam Saudatu Ayuba Sabo also observed that these days, anyone may rise from relative obscurity to the limelight and even become a 'celebrity' by sharing a video or photo of themselves in their nudity on one or more social media sites and encouraging others to like, comment, and share it. Sometimes people will commit such an aberration in the hopes of earning partnerships with corporate entities for brand endorsement.

Rahamat Yahaya observed that part of the major problem with TikTok is that it is primarily focusing on dancing and music, which are both not permissible in Islam. That is why one sees many girls dancing and singing on social media; their videos have been viewed by millions in the world, and those people watching them are not their Mahram. Not only that, most of the females who are involved in these unethical acts on the TikTok social media site do it because of the temporary fame that they have observed other TikTok users to have garnered from the platform. They do not mind if the fame is temporary or not, which is more likely to make a person feel isolated and do all sorts of stuff to gain the attention of people like her page on the platform.⁴⁷

The negative impacts of TikTok as social media platform Muslim on youth cannot be over emphasis. This is because Islam have dealt in total all aspects of human life be it social interaction, politics, and economic which also include that of morality. Mustapha Ibrahim Muluku acknowledged that despite the role of parents in instilling better morals for their children, reverse have been the case

⁴⁵ Abdurashheed Ishiaku, Ph.D. Student, Department of Islamic Studies, interviewed at Usmanu Danfodiyo University, Sokoto, on 13th December 2023.

⁴⁶ Mallam Saudatu Ayuba Sabo, (44 Years), Teacher, interviewed at Kuje Area Council, Abuja, Nigeria, on 25th November 2023.

⁴⁷ Rahamat Yahaya, (33 Years), Businesswoman/Social Media Influencer, interviewed at Bannex Plaza, Wuse, Abuja, Nigeria, on 19th November 2023.

with some unmarried Muslim females who by all costs are emulating the social lifestyle of the Western world thereby making short videos of themselves either half naked or bullying some through the TikTok.⁴⁸ Not only that the advent of TikTok has affected morals and caused a lot of harm to the youthful population around the world. Many times, some of the parents are not even aware that their children are into such illicit acts. This is because most of the youth hide their escapade away from their parents and as such it becomes hard for the parent to understand what they do online. In addition, another deviant behaviour of female TikTok users in the Northern part of Nigeria is an obsession with popularity. This is an encouragement to own which TikTok is a trending today, so they take advantage of it to gain popularity because many TikTok users are famous on social media through the content they create. Some other users are also interested in feeling the same way to get the popularity of TikTok users to do anything to get it. Whereas pursuing popularity is merely worldly a pleasure, which is condemned by religion, as Allah says Suratul Hud: 15-16:

*Whosoever desires the life of the world and its glitter; to them we shall pay in full (the wages of) their deeds therein, and they will have no diminution therein. They are those for whom there is nothing in the Hereafter but fire; and vain are the deeds they did therein. and of no effect is that which they used to do.*⁴⁹

Humans are commanded to have prepared for life in the hereafter by doing righteous deeds, but humans who are only busy with the pleasures of this world will oppose and deny Allah and His Messenger. The reward for them is none other than Hell because of all their useless actions while in the world, so humans who are only busy chasing popularity in the world are despicable morals where popularity can bring 'ujub or arrogant and *riya'* (.....). Even though the world is a test for humans and a place to collect good deeds, for those who have ambitions to gain worldly benefits and deny the values and teachings of the Qur'an, all the time spent pursuing the world is a waste and gives a loss.⁵⁰ For Like the solutions provided by other TikTok users to not only pursue popularity, it would be nice if TikTok users were not obsessed with popularity, especially since he achieved popularity in a way that is not allowed in Islam.

It can be understood from the response of the Qur'an to the non-deviant behaviour of TikTok users in Northern Nigeria is a behaviour that must be maintained, and the deviant behaviour of TikTok users in Northern Nigeria is a behaviour that must be avoided.

To avoid deviant behaviour to maintain behaviour that is under the values of this source. It can be returned to the Qur'an as a way of life to solve these problems. As the response of the Qur'an to TikTok users in Northern Nigeria, we can see that there is also a solution in it that TikTok users in Northern Nigeria can practice, applying some commendable morals such as practising patience in fighting lust because there are many temptations as interesting content but contains much *mud'arat* in it. The second solution is that TikTok users should maintain Shame to prevent deviant behaviour in their content. If Shame is maintained properly, then Shame can be a shield for TikTok users from creating deviant content. Not being obsessed with the worldly is the next solution because

⁴⁸ Mustapha Ibrahim Muluku, (35 Years), Civil Servant/Journalist, Radio Nigeria Precious FM

⁴⁹ Qur'an, Suratul Huud, 15-16

⁵⁰ Zuhaili, Wahbah, *Tafsir Al-Wasith*. Jakarta: Gema Insan, 2012.

there are still many TikTok users who are so obsessed with popularity that they produce any content without first considering the behavior displayed in the content. TikTok users can practice this solution to avoid disobedience and slander so that there are no more moral deviations committed by a Muslim who uses TikTok.

D. Islamic *Da'wah* as Solution to the Menace of TikTok in Northern Nigeria

Mustapha Ibrahim Muluku emphasizes the need for Muslim scholars to widen the horizon of enlightening the *Ummah* most especially during congregational prayers on the harmfulness of the TikTok social media platform and ways to make the best use of the platform and by this, it will go a long way in minimizing the threat it posed to the Muslim *Ummah*.⁵¹

*Abu Mas'ud, (may Allah be pleased with him) said, the Prophet once said, one word of the earlier prophets to people: If you have no shame, you can do what you want.*⁵²

It means that if humans do not feel ashamed towards Allah and their fellow human beings, they commit immorality. Conversely, if the shame is still maintained, they will stay away from disobedience.⁵³ Thus, it would be better if TikTok users in Northern Nigeria still have limitations in creating content, maintain a sense of shame in themselves, and are not trapped in the release of lust by other social media users. Islamic *Da'wah* has the power to transform an individual into accepting and adopting better moral values in society. So, the need for *Da'wah* to intensify to eradicate and bring back such persons on track for their activities not to affect other members of the Muslim community in Northern Nigeria.

Muslim scholars need to utilize social media for *Da'wah* activities to enlighten Muslim *Ummah* on the need to properly make use of social media for social engagement rather than using it for immoral acts that would cause the wrath of Allah upon them. It is also important for Muslim scholars to use these platforms to remind Muslim women that Islam has honored them and for that, they do not need to make videos of themselves dancing on TikTok for the purpose of becoming a celebrity or advertise products to the public just to get money.

Through *Da'wah*, the menace of immoral behaviour on TikTok could be reduced and through this means Muslim youth particularly females will develop a clear mindset because the higher the level reminder of mankind of his duties to Allah, the higher of development in thinking, the greater the potential to achieve a better level of moral development in everyday life. Although shaping the mindset of youth to morality takes time, and the need for parents also to play a role to guide and checkmate the usage of their children's activities on smartphones. And through this also, most of those who engages in illicit behaviours on this social media platform would reduce and will likely not spread to their younger ones.

Parents have a major role to play in checkmating menace of TikTok among females in Muslim society most especially in their homes. This is because most of the parents are not aware of what their children engage in on social media

⁵¹ Mustapha Ibrahim Muluku, (35 Years), Civil Servant/Journalist, Radio Nigeria Precious FM

⁵² Sahih Al-Bukhari, Vol. IV, Hadith, 152

⁵³ Sayyid Sabiq, *Islam Dlpandang Dari Segi Rohani Moral Sosial*, terj. Jakarta: Rineka Cipta, 1994, 177.

platforms particularly TikTok which has become a centre where indecent activities are taken place daily by the so-called Muslim females with the name of becoming celebrities. It is, therefore, important for Muslim scholars and parents to intensify efforts in correcting the illness and menace being displayed by Muslim youths most especially females on social media platforms, particularly TikTok.

CONCLUSION

This study concludes that computers and smartphone devices are now a daily necessity due to technological advances realm of modern communication. The younger generation of users feels anxious and restless if they are far from their devices. Apart from these communication tools, gadgets will be interconnected with what is called social media, which TikTok falls under. Social media itself has many application features that attract users, one of which is the TikTok application. This application is one that many people like because of the exciting challenges to imitate, both from curiosity and as new content material, so that Users keep opening it. This application is so cherished by young adults, particularly women who do not care about the teachings of the religion, as the app allows dancing and exposure to a lot of immoral activities. In other words, it has been discovered that dancing is part of the phenomenon of TikTok, and Muslim scholars need to question it. In the digital sphere, most of the youth who use social media want self-expression in their accounts, which in turn leads to the breaking of Islamic values among Muslim *Ummah* if there is no guidance for Muslims using social media (TikTok). Moreover, there are occurrences where women who do not care about morals consider TikTok as an avenue for them to make money or gain fame in society through nude videos on TikTok.

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List of Informants

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