

Analysis of the Flexing Phenomenon “Mario Dandy Satriyo” in the Perspective of Islamic Communication Ethics

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Abstract

This research discusses the flexing phenomenon carried out by the son of official Mario Dandy Satriyo based on the perspective of Islamic communication ethics. This research aims to determine the ethical views of Islamic communication through 6 (six) qawlan on the flexing content of official Mario Dandy Satriyo's children on social media. The type of research used in this thesis is qualitative research, with library data collection techniques, namely observation and documentation, and analyzed using qualitative data analysis techniques proposed by Miles and Huberman. The results of this research show that the flexing phenomenon of Mario Dandy Satriyo who shows off his luxury vehicles on his social media platforms is contrary to the perspective of Islamic Communication Ethics in 6 (six) forms or types of speaking styles (qawlan). The six qawlan (qawlan sadidan, qawlan baligha, qawlan ma'rufan, qawlan karima, and qawlan layyina) emphasize the importance of words or actions that are correct, effective, right on target, noble and gentle. This is in contrast to the flexing action to show off luxury vehicles carried out by Mario Dandy Satriyo.

Keywords: *Flexing Phenomenon; Flexing of Officials' Children; Islamic Communication Ethics.*

INTRODUCTION

Social media as a platform to facilitate social interaction has been widely used in terms of 'self-marketing' or personal branding, which in this case is how people will package themselves as well as possible to look attractive when seen by other users on social media, although sometimes in reality there is a discrepancy with what is displayed on social media. Including flexing (showing off) wealth which is currently widely done by artists, celebrities and many netizens also follow this action, which is usually done by using branded goods by teenagers and even adults. The flexing phenomenon that occurs on social media is more directed at consumer behavior by buying luxury goods and then showing them to others to gain recognition for their financial ability. The word flexing literally, in English means "showing off". A more specific definition of flexing is showing something ownership or achievement in a way that others consider unpleasant according to the Cambridge Dictionary (Hestianingsih, 2023). In the Merriam-Webster Dictionary, the meaning of flexing is to show or display something (property)

or something owned conspicuously. In economics, flexing behavior is understood as a highly visible or conspicuous consumer attitude, spending money only on luxury goods and premium services to demonstrate financial ability or status (Merriam-Webster, 1996).

One of the most highlighted cases by the media is the Abuse Case carried out by Mario Dandy Satriyo-Putra, an official of the Directorate General of Taxes, Ministry of Finance, Rafael Alun Trisambo against a 17-year-old child with the initials D which went viral on social media. Along with the increasingly widespread case and further investigation, it was discovered that the son of a former Echelon III tax official of the Directorate General of Taxes, Ministry of Finance, apparently has a hobby of riding luxury vehicles, Harley motorbikes and Jeep Rubicon cars. The series of luxury vehicles he uses are used as content via social media on the TikTok account @mariodandys and are considered as a flexing action by showing off wealth in the form of luxury vehicles.

Flexing which is done is influenced by the increasingly wide public space that allows everyone to access social media as a popular place to do flexing today. The media seems to have no limits, so that in the end there is no secret that is covered, flexing as a major revolution that can change the order and perception of society. So that control or controllers are needed so that virtual ethics and people's media behavior can be maintained.

The flexing phenomenon that occurs is considered to have an impact on society. The emergence of envy, jealousy and even influencing to obtain the same thing in the wrong way or even breaking the law. Therefore, it is necessary to see this phenomenon from the perspective or perspective of Islamic communication ethics. Communication ethics are values, norms or measures of behavior that are considered good in communication activities in the community. One society with another certainly has differences as standards or measures of behavior, norms or values that are considered good and bad. These differences are conditions that are based on differences in each culture. Communication ethics based on a religious perspective (point of view) are communication ethics based on the Qur'an and the Sunnah of the Prophet SAW. or with another name, namely Islamic communication ethics. This is based on the belief that the doctrines (teachings) of Islam as a religion that contains universal values that include truth and goodness for all mankind. Islamic communication can be understood as a process of conveying messages or information from the communicator to the communicant using the principles or rules of communication contained in the Qur'an and the Sunnah of the Prophet SAW. (Joko Susanto, 2016:13).

RESEARCH METHODS

The research to be conducted is a type of qualitative research, which produces descriptive data to present data systematically, facts or characteristics of certain data carefully and based on facts (Jalaluddin Rahmat, 2000:1). The research to be used uses a communication science approach, where the theory to be used is Islamic communication ethics. The primary data source in this study is flexing content on social media TikTok related to the child of an official (Mario Dandy Satriyo). The data to be used in the study that will be used is information from library materials, reference books, photos and videos related to flexing content and other sources of information that are relevant in this study. The data analysis technique to be used by the author is qualitative data analysis following the concept given by Miles & Huberman.

RESULTS AND DISCUSSION

Perspective (Point of View) of Islamic Communication Ethics on the Phenomenon of Flexing of Official Mario Dandy Satriyo's Children on Social Media

Islamic communication ethics as a theoretical basis is divided into six forms or types of speaking styles (*qawlan*) which will view the flexing action of Mario Dandy Satriyo's Official Child from a perspective or point of view that is categorized as rules, principles or ethics.

1. Qawlan Sadidan(correct words)

The concept of *qawlan sadidan* emphasizes the importance of speaking honestly and correctly. In the context of the flexing action carried out by Mario Dandy satriyo where he showed off his luxury vehicle with the intention of creating a false image or covering up the truth about the origin of his wealth. Thus, it violates the principle of honesty in communication and violates honesty in self-representation.

Flexing often involves attempts to create a better or more accomplished self-image than is actually the case. This can result in dishonest and inaccurate imaging of one's wealth or status, which is contrary to the principle of *qawlan sadidan* where there is a tendency for dishonest imaging. *Qawlan sadidan* also emphasizes the importance of maintaining integrity in speaking and acting. Flexing is done with the aim of deceiving or misleading others about one's status or wealth, such as what Mario Dandy Satriyo did by deceiving his followers because he uploaded flexing actions showing off his luxury vehicles on social media. This can be considered a violation of the ability to communicate.

Excessive flexing can lead to arrogance and pride in a person. Showing off luxury vehicles excessively or conspicuously on social media can trigger feelings of superiority or arrogance that are contrary to the values of humility taught in Islam.

The interpretation of Surah An-nisa verse 9 explains about 'Getting Used to Gentle Speech'. Not only correct speech, in other verses, other important ways of communication that should be instilled by us, including parents, include good words, gentle words, noble words, words that hit the target, and words that are easy to understand. All of these ways of communication are one unit, so every parent should always speak correctly, well, clearly, firmly, fluently, easily understood by children and gently in front of their children. That parents are obliged to strive for the development of piety through their own example, as well as the importance of parenting patterns that pay attention to good and correct ways of communicating in front of their children (Tanwir.id, 2024).

In Surah An-Nisa verse 9 reminds of the importance of responsibility towards the family, especially weak children, and the command to fear Allah SWT. And to speak the right words. Responding to excessive flexing actions in showing off luxury is often not in accordance with priorities. Rather than prioritizing the welfare and needs of the family, the perpetrators (individuals) involved in flexing actions tend to focus more on external image and imaging, so that they can ignore the responsibility for the welfare of the family.

According to this verse, those who fear Allah and speak the truth will prioritize the welfare of their families. This means that they will take responsible actions in managing family finances, including saving for the future, avoiding waste, and prioritizing family needs over personal desires. In addition, this verse reminds us of the importance of maintaining a balance between worldly and afterlife interests. Being too focused on the image of luxury and material wealth can obscure spiritual priorities and social responsibilities, which can later have a negative impact on relationships between family members.

Thus, the act of flexing to show off luxury vehicles with the aim of creating a false or dishonest image of one's wealth is contrary to the principle of *qawlan sadidan*.

2. *Qawlan Baligha*(effective, right on target)

The principle of *qawlan baligha* emphasizes the importance of effective and targeted communication. The flexing action of showing off luxury vehicles on social media may not always be effective in achieving clear communication goals. Sometimes, the flexing action can be considered a shallow or meaningless form of communication, which is ineffective in conveying meaningful messages or building strong relationships with others, so the flexing action carried out by Mario Dandy Satriyo by showing off luxury vehicles has questionable communication effectiveness.

The flexing action that occurred was considered not to take into account the social context or common interests in communication. When Mario Dandy showed off his luxury vehicles without considering how the message in his action would be received by his followers or whether

it would provide real benefits to others, then it might not be in accordance with the principle of qawlan baligha.

The principle of qawlan baligha also includes the need to avoid causing dissatisfaction or disagreement among followers. When the flexing action is carried out, followers who see it through social media will trigger feelings of envy or jealousy among followers, or the action carried out by showing off luxury vehicles by Mario Dandy will be considered a form of impolite or inappropriate action. Therefore, the form of showing off luxury vehicles will not be considered effective and targeted communication.

In addition to the need for dissatisfaction, qawlan baligha also emphasizes the importance of communicating with deep and impactful meaning. Regarding the flexing action of showing off wealth, it is important to consider whether showing off luxury vehicles excessively or conspicuously really provides benefits or meaningful meaning for followers or will only create an impression that is not important in its benefits.

The interpretation of this verse according to the Ministry of Religion is that 'Such is the cunning of the hypocrites, but this verse states emphatically that they are people who already know what is stored in their hearts, namely the nature of envy and the desire to carry out deceit. detrimental to Muslims. Therefore, Allah ordered the Messenger of Allah and the Muslims not to trust them and not to be deceived by their tricks. Apart from that, they should be given warnings and lessons with words that can return them to awareness and realization so that they are free from hypocrisy and truly become believers' (QuranWeb, 2024).

Based on the interpretation of Surah An-Nisa verse 63, the act of flexing done to show off luxury can be an act of hypocrisy. When someone tries to show an image that does not match the actual situation, such as showing off something that is not their right so that people who see it think that they are richer than they really are. This will create a gap between what is shown and what is fully owned. This verse also shows the importance of giving advice and warnings to others honestly and sincerely. When someone is involved in a flexing action that is contrary to the values they hold, then family or close friends can give advice and warnings about the dangers of their actions.

3. *Ma'rufan's Word*(good, appropriate words)

The principle of qawlan ma'rufan in Islam requires an individual to speak and act in a manner that is in accordance with moral values, social norms and Islamic ethics. When looking at the flexing action where showing off luxury vehicles is seen from the suitability with the values of simplicity when the flexing action carried out by Mario Dandy Satriyo is too excessive when highlighting excessive luxury is not in accordance with the values of simplicity taught in Islam. Islam teaches the importance of living simply and not being excessive in terms of materialism.

Viewed from the suitability with the social context, showing off luxury vehicles in flexing action must be considered. If the action is done and causes discomfort or jealousy among others so that it is inappropriate in a certain environment. Then, it is not in accordance with the principle of *qawlan ma'rufan*.

The flexing action that is done to show off luxury and show superiority over a group as done by Mario Dandy Satriyo is considered contrary to the principles of politeness and honor in an inappropriate or excessive way will not give a meaningful or positive message to the individual who sees it. This is contrary to Islam which encourages communicating usefully and providing inspiration to others.

The interpretation of Surah Al-Ahzab verse 32 according to the Ministry of Religion is that 'In this verse, Allah warns the Prophet's wives. peace be upon him that those with the nickname "Ummahatul Mu'minin" cannot be compared to any female believer in terms of virtue and respect, if they are truly devout. No woman can resemble their position, let alone exceed their priority because their husband is "Sayyidul Anbiya' wal Mursalin". Therefore, if they hold conversations with other people, they are prohibited from lowering their voices which could give rise to unfavorable feelings about their holiness and honor, especially if they are dealing with wicked or hypocritical people whose good intentions are in doubt' (QuranWeb, 2024).

Based on the interpretation of Surah Al-Ahzab verse 32, ethics in communication are highly emphasized. Including in terms of doing good deeds and preventing evil. Mario Dandy Satriyo's flexing action was carried out to show off luxury which is considered not in accordance with communication ethics, especially if the purpose of the show-off is to show off luxury and belittle others.

One of the messages from this verse is the importance of fearing Allah in every action and word. Fearing Allah means doing what is right and avoiding what is wrong, including in communicating. Therefore, flexing actions that are contrary to Islamic values and communication ethics described in Surah Al-Ahzab verse 32 can be considered as actions that do not reflect piety to Allah.

Thus, the relationship between the act of flexing by showing off luxury vehicles with the ethics of communicating and good words in Surah Al-Ahzab verse 32 is that the act of flexing carried out without paying attention to religious values, ethics, and piety to Allah SWT. Can be considered as a deviation or violation of ethics in communicating.

4. *Qawlan Karima*(noble words)

The principle of *qawlan karima* in Islam explains more about the importance of speaking with good words, politely, and bringing benefits to others. Conformity with wisdom is one of the scopes of the principle of *qawlan karima* which teaches the importance of speaking wisely,

without hurting or degrading others. In the flexing action of showing off luxury vehicles by Mario Dandy Satriyo, consideration is needed whether showing off luxury vehicles excessively will create an impression of arrogance or degrading a particular individual or group who may not have the same luxury.

Qawlan karima emphasizes to avoid arrogance or haughtiness in speaking. When the flexing action is done with the intention of showing off wealth to many people such as uploading photos or videos showing off vehicles on social media which was done by Mario Dandy Satriyo according to the principle of *qawlan karima* it is very contrary to honor and is even closer to arrogance.

Giving inspiring and constructive messages to others is included in the example of *qawlan karima* when an individual performs a flexing action. In the case of the flexing action of showing off luxury vehicles on social media carried out by Mario Dandy Satriyo, there is no inspiring and constructive message but his showing off will only create envy or dissatisfaction.

In da'wah communication, using *qawlan karima* is more targeted at older age groups. The approach used is more of an approach that is polite, gentle, with levels and manners that are prioritized. In the sense of giving respect and not being patronizing and fiery rhetoric. Likewise with an action or act of flexing that is measured based on the level of politeness, using good rhetoric. While Mario Dandy Satriyo's flexing that shows off luxury vehicles when measured from his politeness is still at a low level. The use of rhetoric through words in the video and captions or descriptions used in the video do not contain rhetorical elements that can attract the interest of followers and do not contain deep meaning or significance.

Flexing actions that are done with good intentions, without hurting or degrading others, and with the aim of inspiring or supporting the common good, can be in accordance with this principle. However, if flexing actions are done in a way that is arrogant, degrading, or does not bring benefits to others, then it is not in accordance with the principle of *Qawlan Karima* in Islam. Interpretation of Surah Al-Isra' verse 23 according to the Ministry of Religion is that 'And your Lord has commanded you not to worship other than Him and to do good to your parents. If one of them or both of them reaches old age in your care, then never say to both of them the word "ah" and do not shout at both of them, and say to both of them good words.' (QuranWeb, 2024). Based on Surah Al-Isra' verse 23 which reminds us of the obligation to be devoted to both parents. This includes not only providing physical and material attention, but also giving them proper respect. When the act of flexing is done by ignoring the needs or desires of parents, even by using wealth to show off vehicles without paying attention to the needs of the family, it can be considered a violation of the obligation to be devoted to both parents.

This verse also teaches respect for both parents, including when they are elderly and require special care. Using family resources to perform flexing actions, while parents need attention and

care, can be considered an act that does not reflect the respect that should be given to them. Therefore, demonstrate behavior that reflects respect, politeness and devotion to both parents according to Islamic teachings.

5. *Qawlan Layyina*(gentle words)

The principle of *qawlan layyina* involves speaking softly, politely, and lovingly in every interaction. *Qawlan layyina* teaches to speak in a way that respects others. In the flexing action, the individual as the perpetrator must ensure that when he performs the flexing action by showing off luxury vehicles, it is accompanied by a gentle attitude and does not belittle others. This is in contrast to Mario Dandy Satriyo who performs the flexing action by showing off luxury vehicles in a reckless manner and disturbing other drivers because he drives recklessly on public roads. This does not show respect for others. This principle also applies to avoid arrogance and boasting both in speaking and in doing actions. Judging from Mario Dandy Satriyo's flexing action, it is not in accordance with the gentle and loving attitude recommended in Islam.

Qawlan layyina encourage to deliver messages that bring goodness, comfort, and happiness to others. In the case of flexing, the person showing off luxury vehicles in this case Mario Dandy Satriyo must ensure that his luxury vehicles are intended to entertain or inspire, not to cause envy or discomfort. In addition, efforts to build harmonious relationships with others also include the principle of *qawlan layyina*. In this case, the relationship between Mario Dandy Satriyo and his followers requires a good and harmonious relationship so that there is no conflict or tension that will cause offense or neglect.

Flexing actions that are done in a friendly, entertaining, and good manner for others can be in accordance with this principle. However, if flexing actions are done with an arrogant, condescending, or disrespectful attitude towards others, then it is not in accordance with the principle of *qawlan layyina* in Islam.

The interpretation of Surah Thaha verse 44 according to the Ministry of Religion is that 'Allah taught Moses and Harun as how to deal with Pharaoh, namely with gentle words and gentle speech. A person who is confronted in this way will be impressed in his heart and will tend to welcome and accept the preaching and invitations that are called to him. On the other hand, if someone is confronted with violence and shouting, instead of being subdued and submissive, he will actually resist and distance himself. Apart from Allah's instructions to Moses and his brothers, that they should behave politely towards Pharaoh. With such methods and words, it was hoped that Pharaoh would realize his error and fear the punishment that would befall him if he remained disobedient' (QuranWeb, 2024).

Based on Surah Thaha verse 44, words of gentleness and compassion are important values in Islam. By speaking softly, a person can show respect and empathy for others. In the context of

flexing, behavior that humiliates or belittles other people by showing off wealth can be contrary to the gentle values taught in Islam.

In this verse, the reminder of Allah also refers to wisdom in words and actions. Gentle speech can create an environment of mutual respect and peace. When a person speaks gently, they are more likely to be respected by others for showing good manners and politeness. In addition, this verse emphasizes that the reminder of Allah should be a top priority in one's life. When a person focuses too much on the material world and showing off wealth, they may forget the spiritual aspect of life and the need to be gentle and empathetic towards others.

Thus, the relationship between the act of flexing to show off luxury vehicles and the gentle words to be appreciated in Surah Thaha verse 44 is that the act of flexing which is carried out without paying attention to spiritual values and gentle words is not in line with Islamic teachings which emphasize the importance of reminding Allah and good behavior towards others.

6. *Qawlan Maysura* (easy words)

Islam teaches the importance of speaking in a simple, easy-to-understand way, and not making things difficult for others. The principle of *qawlan maysura* is to encourage conveying messages in a simple and easy-to-understand way. In the act of flexing showing off luxury vehicles that are done excessively will make the message that is intended to be conveyed difficult to understand or too complicated for followers or followers on social media because it contains elements of showing off, creating a self-image that is certainly indirectly realized by followers. The overly flashy flexing action in highlighting luxury such as luxury vehicles will create an impression that will make you afraid or anxious. Caused by anxiety about the difference in social levels in vehicle ownership for followers of the lower middle class.

The word *maysura* also includes maintaining openness and simplicity in communication. In the context of flexing, it is important to consider whether excessively displaying luxury vehicles will convey a simple and open message, or create an impression of arrogance or unfriendliness.

The impression of modesty is an important lesson. In the act of flexing the actor must ensure that the action or action taken does not create an exaggerated or unrealistic impression of his wealth or social status because it is contrary to the values of simplicity and humility in Islam.

Thus, the view of the *qawlan maysura* principle on flexing is that individuals (flexors) should speak and act in a simple, understandable manner that does not complicate or alarm others. Flexing that is done in a modest and modest manner may be more in line with this principle, while flexing that is too flashy or arrogant may not reflect the values taught by the *qawlan maysura* principle in Islam.

The interpretation of Surah Al-Isra verse 28 according to the Ministry of Religion explains that 'How to have a good attitude towards people who really need help, even though the

person who is asked for help does not have the ability to help. If this happens to someone, then he should tell that person with polite and gentle words. If he has the ability at another time, then let him promise a promise that can be implemented and satisfies their hearts.' (QuranWeb, 2024).

Based on the interpretation above, Surah Al-Isra verse 28 contains the meaning of carrying out appropriate actions and deeds in order to obtain mercy from Allah SWT. In Islam, appropriate actions are actions that are in accordance with religious norms, ethics and teachings. Excessive flexing cannot be considered an appropriate action, because it is contrary to the moral and ethical values taught in the Islamic religion.

This verse also teaches the importance of giving advice or guidance to others in a proper and wise manner. Appropriate words are words that contain wisdom, truth, and the aim of bringing benefits to others. Regarding the flexing action carried out by Mario Dandy Satriyo which in its implementation did not provide any benefits, it means it is contrary to Surah Al-Isra verse 28.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

The flexing phenomenon of Mario Dandy Satriyo who shows off his luxury vehicles on his social media platforms is contrary to the perspective of Islamic Communication Ethics. In 6 (six) forms or types of speech styles (qawlan). The six qawlan (qawlan sadidan, qawlan baligha, qawlan ma'rufan, qawlan karima, and qawlan layyina) emphasize the importance of words or actions that are correct, effective, on target, noble and gentle. This is in contrast to the flexing action of showing off luxury vehicles carried out by Mario Dandy Satriyo. The impact of doing flexing can affect self-perception and social image so that negative consequences will emerge. Therefore, the flexing phenomenon that is currently emerging can be handled positively if it is done with values of simplicity, promoting wisdom in the use of social media, or raising awareness about social impact.

Suggestion

The impact of doing flexing can affect self-perception and social image so that negative consequences will emerge. Therefore, the flexing phenomenon that is currently emerging can be handled positively if it is done with the values of simplicity, promoting wisdom in the use of social media, or increasing awareness of social impacts.

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