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Abstract Book

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Synergy for Future Sustainability: Quran and Hadith-Based Communication as an Approach to Building a Prosperous Society in Malaysia

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ABSTRACT

This article discusses the role of communication based on the Quran and Hadith in shaping a prosperous society in Malaysia, in line with the theme *"Synergy for Future Sustainability: Bridging Science, Technology and Humanity."* As a pluralistic nation comprising diverse ethnicities, religions, and cultures, Malaysia requires a communication approach that fosters harmony and social sustainability. Communication grounded in Islamic principles such as *sidq* (truthfulness/honesty), *tabayyun* (verification of truth), *hikmah* (wisdom/appropriateness), and *ihsan* (goodness/compassion/courtesy) has the potential to serve as a vital foundation for managing differences, strengthening cross-cultural understanding, and integrating scientific and technological progress with human values. This conceptual study also examines contemporary challenges such as the spread of false information, hate speech, and political polarization, and proposes implementation strategies through education, training, and legal enforcement. The proposed Islamic communication model emphasizes synergy between religious principles, technological platforms, and active community participation. In conclusion, prosperous communication guided by divine revelation can serve as the foundation for unity and a pillar of sustainable development in Malaysia.

Keywords: Islamic communication; Prosperous communication; Quran; Hadith; Future sustainability; Plural society