

INTISARI

Skripsi ini berjudul “Krisis Integritas dalam Kesalehan Publik: Tinjauan *Virtue Ethics* Aristoteles di Era Digital.” Penelitian ini berangkat dari transformasi praktik keberagamaan di era digital. Fenomena ini menunjukkan praktik keberagamaan tidak lagi semata dijalani sebagai pengalaman spiritual personal, tetapi juga dikonstruksikan, ditampilkan, dan dinilai di ruang publik digital melalui media sosial. Fenomena tersebut menunjukkan paradoks moral: di satu sisi, ekspresi religius berpotensi menjadi medium penyebaran nilai moral dan spiritual, namun di sisi lain kerap tereduksi menjadi representasi simbolik yang tidak selalu selaras dengan integritas moral individu.

Penelitian ini bertujuan untuk mendeskripsikan fenomena kesalehan publik di era digital, menganalisis krisis integritas dalam kesalehan publik melalui kerangka etika kebajikan Aristoteles, serta mengkaji relasi antara karakter moral dan ekspresi religius dalam konteks media sosial. Metode yang digunakan adalah pendekatan kualitatif-filosofis dengan analisis konseptual. Kerangka analisis bertumpu pada konsep kebajikan karakter (*arete*), pembiasaan moral (*habituation*), kebijaksanaan praktis (*phronesis*), dan orientasi pada tujuan hidup yang baik (*eudaimonia*).

Hasil penelitian ini menunjukkan bahwa krisis integritas dalam kesalehan publik pada hakikatnya merupakan ketidaksatuan antara karakter moral internal dan tindakan religius yang diekspresikan secara publik, sehingga kesalehan cenderung tampil sebagai simbol tanpa kedalaman etis. Krisis ini mencerminkan kegagalan pembentukan kebajikan melalui habituasi serta lemahnya *phronesis* dalam mengarahkan tindakan religius. Media sosial bersifat ambivalen: dapat mendukung penyebaran nilai, namun juga berpotensi mereduksi kesalehan menjadi sarana pencitraan dan personal *branding*.

Kata kunci; kesalehan publik, krisis integritas, etika kebajikan, Aristoteles, media digital.

ABSTRACT

This undergraduate thesis is entitled “The Crisis of Integrity in Public Piety: An Aristotelian Virtue Ethics Perspective on Religious Representation in the Digital Era.” This study is grounded in the transformation of religious practice in digital area. It demonstrates that religious practice is no longer experienced solely as a personal spiritual activity but is also constructed, displayed, and evaluated within digital public spaces through social media. This phenomenon reveals a moral paradox: on the one hand, religious expression has the potential to serve as a medium for disseminating moral and spiritual values; on the other hand, it is often reduced to symbolic representation that does not always align with individual moral integrity.

*This research aims to describe the phenomenon of public piety in the digital area, analyze the crisis of integrity within public piety through the framework of Aristotelian virtue ethics, and examine the relationship between moral character and religious expression in the context of social media. The study employs a qualitative-philosophical approach using conceptual analysis. The analytical framework is based on key concepts of virtue ethics, namely moral virtue (*aretē*), moral habituation, practical wisdom (*phronesis*), and orientation toward the good life (*eudaimonia*).*

*The findings of this study indicate that the crisis of integrity in public piety stems from a disconnection between moral character and religious expression, such that piety not shaped by virtue and practical wisdom risks being reduced to symbolic performance within public spaces and social media. Through the lens of Aristotelian virtue ethics, this study emphasizes that the moral evaluation of piety should focus on the quality of character, processes of moral habituation, and *phronesis*, rather than on visibility or popularity, in order to restore piety to its ethical purpose—namely, the formation of an integrated moral character and the realization of a good and flourishing human life (*eudaimonia*).*

Keywords; public piety, crisis of integrity, virtue ethics, Aristotle, digital



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