Revitalizing Shame as a Moral Fortress for the Young Generation in the Digital Era: An Analysis of Decadence and a Strategic Framework for Moral Preservation

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Article Info	ABSTRACT
	This study aims to analyze the phenomenon of the decadence of al-ḥaya' (sense of shame) values in the younger generation amidst the massive flow of digital modernity and to formulate a comprehensive strategic framework for the preservation of Islamic morals in the virtual space. With a qualitative approach of Library Research, data were collected through documentation techniques and systematic recording from primary sources (religious texts and scientific journals) and secondary sources (KPAI and APJII reports), then analyzed using Qualitative Content Analysis. The results of the study indicate that the decline of al-ḥaya' values which function as syu'batun min al-iman (a branch of faith) is mainly triggered by a spiritual crisis (deficit in the concept of ihsan) and the dominance of digital media that normalizes excessive self-disclosure behavior, erodes awareness of Divine supervision (muraqabah), and weakens self-control. Therefore, a Comprehensive Strategic Framework was formulated that focuses on the synergy of three educational centers: the integration of al-ḥaya' in the curriculum through habituation (ta'wid) and role modeling (qudwah ḥasanah) in schools, revitalization of the family ecosystem through parental digital role models, and strengthening Islamic value-based digital literacy. This study confirms that this holistic approach is effective in reactivating al-ḥaya' as an optimal self-regulation mechanism, providing practical and theoretical contributions to ensuring Muslim integrity and the preservation of morals in both physical and virtual public spaces.
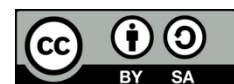
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