

The spiritual values in *Seloko Melayu Jambi*: A systematic review study from the perspective of prophetic counseling

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ABSTRACT

The advancement of science and technology in the modern era has brought significant changes to human thought and behavior, particularly in moral, spiritual, and social aspects. Amid globalization, local wisdom and spirituality have begun to erode, highlighting the urgency of strengthening cultural values in character education. One cultural heritage that carries deep spiritual meaning is *Seloko Melayu Jambi*, traditional expressions containing advice, proverbs, and life philosophy that reflect the wisdom of the *Jambi* Malay community. This study aims to explore the spiritual values embodied in *Seloko Melayu Jambi* and analyze their relevance to the principles of Prophetic Counseling. Employing a qualitative approach through literature study, this research interprets the philosophical meanings within *Seloko* texts and relates them to the three pillars of Prophetic Counseling: tauhid (divinity), insaniah (humanity), and akhlaqiyah (morality). The findings indicate that values such as honesty, patience, responsibility, justice, and deliberation are strongly reflected in *Seloko* and are aligned with the spirit of Prophetic Counseling. The study concludes that *Seloko* can serve as a cultural and spiritual medium in counseling practice, fostering counseling approaches that are more contextual, religiously grounded, and rooted in local wisdom.

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1. Introduction

Indonesia is a country rich in cultural heritage and local wisdom passed down across generations (Indrawati & Sari, 2024). One form of this cultural wealth is traditional expressions or proverbs used in daily communication. In *Jambi*, these expressions are known as *Seloko Melayu Jambi*, concise and rhythmic sayings imbued with meaning. They function not only as a form of communication but also as reflections of worldview, social norms, and moral values within the *Jambi* Malay community (Armansyah, 2017). *Seloko* is more than just oral literature it serves as a moral compass and behavioral guide in various aspects of life, from social relations and conflict resolution to religious practice. Interestingly, although rooted in local tradition, many *Seloko* expressions are in harmony with Islamic teachings. They embody universal values such as honesty, justice, patience, trustworthiness, and consultation (*musyawarah*), all of which are fundamental Islamic virtues (Purba et al., 2025).

The congruence between *Seloko Melayu Jambi* and Islamic values demonstrates that local culture and religion are not oppositional but complementary, capable of mutually reinforcing each other. As a form of local wisdom, *Seloko* provides an effective means of communicating moral and

spiritual messages that resonate with the community's cultural context (Nugroho, 2018; Rosdiana et al., 2024; Qudsiyah et al., 2024). Therefore, it is essential to reinterpret the meanings embedded in *Seloko Melayu Jambi* not merely for cultural preservation but also for their application in education and character development, particularly in the field of guidance and counseling (Desfianti & Hudaidah, 2025).

In the context of Prophetic Counseling, this approach emphasizes holistic human development, physical, psychological, and spiritual. It is founded upon three core principles: tauhid (divinity), insanियah (humanity), and akhlaqiyah (morality) (Nurhayati, 2025). These principles align closely with Islamic values reflected in *Seloko Melayu Jambi*. Thus, examining *Seloko* through the prophetic counseling perspective represents an important effort to design counseling models that not only address psychological dimensions but also integrate moral and spiritual values deeply rooted in local culture (Asrofi et al., 2025).

Moreover, studying *Seloko* from the prophetic counseling perspective fills a gap in counseling practices that often appear overly theoretical and less contextual. By grounding counseling in local wisdom, it becomes more integrated with everyday life, culturally relevant, and spiritually meaningful (Da Costa et al., 2025). Therefore, this study seeks to identify Islamic values embedded in *Seloko Melayu Jambi* and explore their connection to prophetic counseling principles, supporting the development of a culturally rooted and value-based counseling model.

2. Method

This study employed a qualitative library research approach focusing on the analysis and interpretation of Islamic values found in *Seloko Melayu Jambi* and their relationship to prophetic counseling principles. Content analysis methods were utilized. The systematic literature review approach was used to interpret symbolic, philosophical, and religious meanings in *Seloko* texts, while content analysis was applied to identify and classify Islamic values related to tauhid, amar ma'ruf nahi munkar, liberation, humanization, and transcendence.

Data were collected through literature searches on Google Scholar, DOAJ, Garuda, ResearchGate, and various university repositories (UAD, UNJA, UIN Sunan Gunung Djati, and others). Sources included journal articles, theses, dissertations, seminar proceedings, and e-books published between 2014–2025, using keywords such as “*Seloko Melayu Jambi*,” “spirituality,” “Islamic values,” “Prophetic Counseling,” and “local wisdom.” A total of 47 sources were initially identified, with 20 meeting the inclusion criteria after screening for relevance. The final analysis focused on literature that directly addressed the research objectives and questions. Table 1 shows the identification of literature sources.

Table 1. Identification of literature sources

Search engine	Form of literature	Total literature
Google Scholar	Research Articles Academic Journals	28
DOAJ	Thesis / Dissertation	6
Garuda	Seminar Proceedings	5
ResearchGate	Scientific Books and E-books	3
Respositori Universitas (UAD, UNJA, UIN Sunan Gunung Jati).	Supporting Articles on Social, Cultural, and Religious Issues	5
Total		47

Following a thorough review for duplication and thematic relevance, twenty-seven articles were excluded due to their lack of alignment with the research focus. Several studies examined *Seloko* within the context of Jambi culture but did not explore its embedded Islamic spiritual values. Additionally, some articles discussed Prophetic Counseling without incorporating the cultural dimension of *Seloko Melayu Jambi*. Consequently, based on the inclusion criteria, twenty articles were identified as relevant and qualified for the screening stage. These selected studies represent the most pertinent and contextually grounded works that reflect the intersection between cultural wisdom and Islamic-based counseling approaches. Table 2 presents the identification results based on the applied keywords, providing a clear overview of the filtering process that ensured the rigor and relevance of the final dataset.

Table 2. Identification results based on keywords

No	Keywords	Total literature
1	Islamic values	9
2	Prophetic counseling	4
3	Traditional Malay proverbs from <i>Jambi</i>	7
Total		20

The researchers then selected and identified articles from a total of 20 articles that could answer the research question. After reviewing and identifying, sorting the results and discussions in the articles, the researchers found 20 articles that matched the research question. Next, they will be processed in depth, as shown in Figure 1.

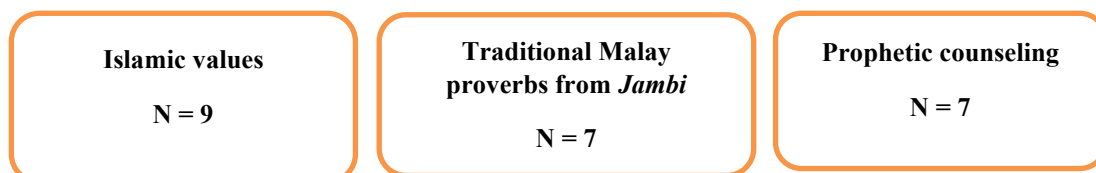


Fig. 1. Literature identification image

The identification was carried out using Prisma Flow, which identifies journals with duplicate titles, abstracts, or research results. Then, screening was conducted on the titles and abstracts of articles that matched the research questions, followed by determining the appropriate and complete articles that could answer the research questions, and finally obtaining articles that matched the research objectives. The flow of the identification and screening process, from the initial search to the final selection of relevant articles, is illustrated in Figure 2.

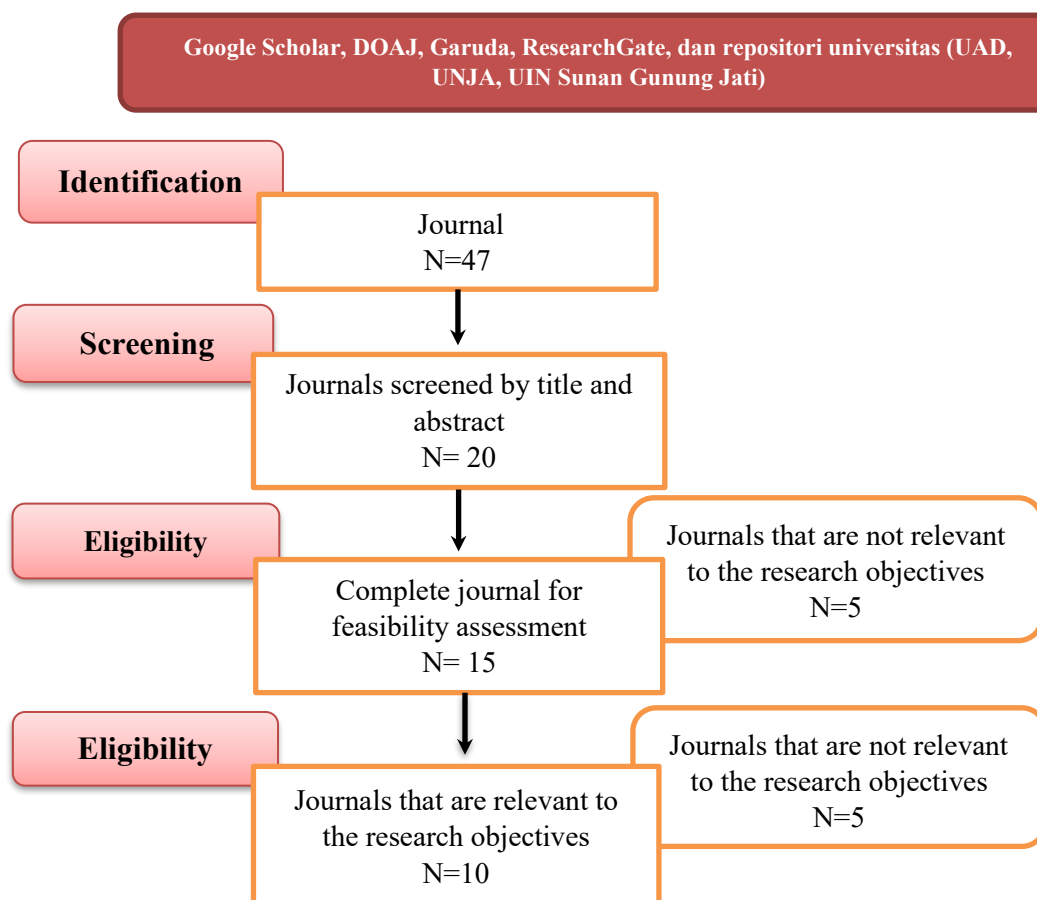


Fig. 2. PRISMA flow chart

The data were collected using Google Scholar from various literature sources, including research articles and e-books. Research articles were selected based on problem formulations that could answer the research questions, including: (i) Islamic values contained in *Jambi* Malay traditional proverbs, (ii) The relationship between Islamic values in *Jambi* Malay proverbs and the principles of prophetic counseling, (iii) The relevance of *Jambi* Malay proverbs as a source of values in counseling practices based on Islamic culture and spirituality.

Data collection in this study proceeded through several stages, including determining the research topic, searching for relevant keywords using article search engines, defining the research objectives, and formulating the research questions. Each stage was systematically conducted to ensure the accuracy and consistency of the data obtained. The overall process aimed to review Islamic values in *Jambi* Malay traditional proverbs based on the Prophetic Counseling perspective.

3. Results and Discussion

The findings of this study indicate that ten scientific articles were identified as relevant to the research objectives, namely to identify and explain the spiritual values contained in *Seloko Melayu Jambi* and to analyze their relationship with the principles of Prophetic Counseling. A summary of the articles' characteristics, research designs, instruments used, subjects, as well as findings and implications. Specifically, five key articles were found to identify and elaborate on the Islamic and spiritual values embedded in *Seloko* and to link them with the three fundamental pillars of Prophetic Counseling: tauhid (divinity), insaniyah (humanity), and akhlaqiyah (morality) (Santosa, 2022; Pratiwi et al., 2025; Fitriyanti et al., 2024).

This study employed a literature review approach focusing on scholarly works that discuss Islamic values within *Seloko Melayu Jambi* as well as the theoretical and practical foundations of Prophetic Counseling. The analysis revealed that *Seloko*, as an oral cultural heritage of the *Jambi* Malay community, contains not only moral and ethical advice but is also deeply infused with Islamic spiritual values. These values position *Seloko* as an effective medium for education, moral guidance, and character development within the cultural and religious life of the community (Rahma, 2022; Desfianti & Hudaidah, 2025).

According to Rahma (2022), "*Seloko* is not merely a traditional saying, but a system of values that reflects the faith and Islamic morality embedded in the life of the *Jambi* Malay community." These values include faith in Allah (tauhid), encouragement to uphold noble character such as honesty, patience, trustworthiness, and respect for parents, as well as teachings on justice and deliberation (Rahma, 2022; Rustaam, 2015; Angelita, 2024; Zahar, 2018). These values align with the fundamental principles of Islam that emphasize the balance between human relationships with God (habl min Allah), with others (habl min an-nas), and with nature (habl min al-'alam) (Desfianti & Hudaidah, 2025).

Similar findings were reported by Nasbih et al. (2020), who stated that *Seloko* serves as a medium of Islamic da'wah. According to their study, communication of da'wah using *Seloko* makes it easier for communicators or da'i to convey messages and for communicants to understand their meaning. This perspective demonstrates that local wisdom, such as *Seloko*, possesses transformative power in internalizing Islamic values in a contextual and grounded manner (Nasbih et al., 2020).

3.1 The relationship between *Seloko* values and the principles of prophetic counseling

The concept of Prophetic Counseling emphasizes holistic human development encompassing physical, psychological, and spiritual dimensions based on prophetic values. Prophetic Counseling is founded on three dimensions: humanization (amar ma'ruf), liberation (nahi munkar), and transcendence (faith in Allah). This approach aims not only to address clients' psychological issues but also to cultivate spiritual awareness and moral responsibility (Santosa & Prabowo, 2022).

Prophetic learning assessment integrates spiritual, moral, social, and cognitive dimensions to develop students holistically (Asrofi et al., 2025). Grounded in Kuntowijoyo's prophetic paradigm, it emphasizes the values of humanization, liberation, and transcendence as essential pillars of education. Consequently, assessment serves not merely as a measure of academic achievement but also as a transformative process for nurturing character and spiritual growth (Saputra, 2020; Anwar et al., 2023).

The literature review demonstrates a direct synchronization between the values found in *Seloko Melayu Jambi* and the principles of Prophetic Counseling. For instance, expressions such as “Kalau tak pandai menahan diri, rusaklah adat negeri” (“If one cannot restrain oneself, the customs of the land will deteriorate”) represent the principle of humanization, encouraging self-restraint and moral refinement (Rustaam, 2015). Meanwhile, the *Seloko* “Barang siapa sombong di bumi, hilanglah keberkahannya” (“Whoever is arrogant on earth will lose its blessings”) embodies the concept of liberation, a reminder to free oneself from arrogance and immoral behavior that distances one from God (Rahima, 2017).

The principle of transcendence is reflected in *Seloko* expressions that remind humans of their dependence on Allah and the inevitability of death. As Rahma (2022) notes, each *Seloko* conveys a spiritual message urging individuals not to forget the Creator and to recognize the transience of worldly life. In this way, *Seloko Melayu Jambi* functions as a reflective medium within prophetic counseling services, strengthening the integration between cultural wisdom and Islamic spirituality (Rahma, 2022).

3.2 *Seloko* as a cultural medium in Islamic counseling

The integration of prophetic values into Islamic education provides a transformative foundation for character formation and holistic learning. As stated by Taqwim et al (2025), Prophetic education emphasizes the embodiment of humanization, liberation, and transcendence in the learning process. In this framework, the classroom becomes a space not only for intellectual development but also for nurturing spiritual consciousness and moral responsibility, reflecting the essence of the Prophet’s teachings (Taqwim et al., 2025).

Incorporating *Seloko Melayu Jambi* in counseling enhances clients’ emotional and spiritual engagement, as its symbolic and narrative language evokes cultural identity and a sense of belonging. This approach supports the prophetic counseling model, which focuses on character formation, spirituality, and social responsibility (Rasimin et al., 2023; Santosa, 2022). Therefore, the findings suggest that *Seloko Melayu Jambi* can be utilized as a cultural approach within Prophetic Counseling. Such integration enables students or counselees to understand Islamic values more deeply and contextually while strengthening the religious and cultural identity of the *Jambi* Malay community. This aligns with Kuntowijoyo’s view that prophetic values function as guiding principles for human liberation, enlightenment, and spiritual awareness.

4. Conclusion

Based on the results of the study, it can be concluded that the traditional proverbs of the Malay people of *Jambi* are a treasure trove of oral culture that is rich in Islamic values such as honesty, patience, justice, responsibility, deliberation, and other noble character traits. These values are in line with the principles of prophetic counseling, which are based on monotheism, humanity, and morality. This alignment shows that *Seloko* not only functions as cultural heritage, but also as a medium for moral and spiritual education that can be used as a basis for shaping individual and community character. Thus, the traditional *Seloko* of the Malay people of *Jambi* is proof that local culture and Islamic teachings can reinforce each other, while also strengthening Islamic identity in community life.

Furthermore, the relevance of *Jambi* Malay *Seloko* in the perspective of prophetic counseling provides a great opportunity for the development of Islamic culture and spirituality-based guidance and counseling practices. *Seloko* can be integrated as a down-to-earth and contextual cultural approach, so that counseling services are not only oriented towards solving psychological problems, but also instilling moral, social, and spiritual values. The implication of this research is the need for counselors, educators, and education practitioners to utilize *Seloko* as a source of values in developing Islamic counseling services that are responsive to local culture, while also strengthening the character and spirituality of students and the wider community.

The Islamic values embodied in *Seloko Melayu Jambi* encompass moral, social, and spiritual dimensions that are consistent with the core teachings of Islam. These values align closely with the principles of Prophetic Counseling: humanization, liberation, and transcendence which collectively emphasize the development of holistic human potential grounded in divine awareness and moral integrity. In this context, *Seloko* serves not only as a repository of local wisdom but also as a relevant

and effective medium for integrating Islamic values into counseling practices. Therefore, *Seloko Melayu Jambi* can be utilized as an educational and reflective tool in culturally based counseling to promote comprehensive moral, social, and spiritual character formation among counselees.

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