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OPTIMIZING COMMUNICATION ETHICS IN THE DIGITAL AGE

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Abstract

The current Covid-19 pandemic has an impact on life today. One of them is the development of digital media which is changing very rapidly, all activities of people's lives that are transformed into all digital, of course, also have an impact on the style of communication between humans. This study aims to explain the ethics of communicating in today's digital era. One of them is the existence of social media. Due to the ease of using social media on digital media, users are often negligent in using communication etiquette. This research uses qualitative and descriptive research methods. From the results of the study, information was obtained that ethics and politeness norms are very necessary in communicating, especially in digital media. Communication ethics can be explored through a good understanding of grammar, early education about manners, learning to understand and limiting curiosity about the privacy of others.

Keywords: *Ethics, Norm, Communication, Digital Media, Social Media*

1. INTRODUCTION

Social media is a crucial requirement for many people in today's technologically advanced world. We are frequently connected to the outside world through social media. Diverse relationships are formed with persons we don't know, relatives, friends and family, or parties we only know through internet. The rapid technological growth in the sphere of communication has given rise to numerous inventions and new ideas, concepts that have agreed to facilitate the communication process, and humans have become more effective as a result. Communication through social media enables us to communicate easily

It is undeniable, that modern humans today are very dependent on technology for their lives.Media is seen as a means of communication in the most basic sense. According to McLuhan & Fiore (2001) "medium is the message" this shows that the medium or media is a message that has the potential to influence everything from communication patterns, culture to language in human life communication.

In today's world, one form of technological development can be seen and felt in the presence of various social media features (hereinafter referred to as social media), such as Facebook, Twitter and Instagram, as well as WhatsApp, Line, Telegram, and other features that are commonly used to communicate. The inclusion of numerous social media features, on the other hand, must be examined from both a positive and negative perspective.

The Covid-19 pandemic that is currently engulfing the world has created a more rapid development of digital media where this is intended to assist all daily human activities which are limited by various government policies in order to prevent the transmission of the Covid-19 virus. As a result, communication can be done with only a smartphone screen/smartphone through various applications.

Various applications have been made to facilitate communication nowadays, but social media users often forget the ethics in using them, such as using communication with bad grammar and impoliteness, violating the privacy of social media users, spreading the disgrace of other users, and using everything as a means of joke communication. This is because users still cannot control their behavior and are not responsible for the consequences of their actions. Therefore, it is necessary to be self-aware in using social media and the internet wisely so as not to make other users feel uncomfortable.

Thus, communication ethics is simply a reference or pattern of measuring human actions that are carried out according to the norms that exist in communicating in order to maintain the comfort and safety of fellow users of communication tools. Not only related to polite speech, communication ethics also departs from sincere intentions which are expressed in our calm, patience and empathy in communicating (Corry, 2009). Ethics reflects respect for others, makes it easier for someone to be accepted in positive relationships, maintain good relations with anyone in the long term (Zafar et al., 2021).

Technology that gradually changes various aspects of life certainly has positive and negative effects. Therefore, the communication process can also be done by using the existing media roles. The more technology develops, the media development becomes more sophisticated. One of them is the existence of social media.Based on this background, this research was conducted with the aim of knowing the optimization of ethics in communicating through digital media in everyday life.

2. RESEARCH METHOD

This study uses a qualitative and descriptive methodology. Descriptive research methods are used to describe ongoing phenomena in order to provide a complete picture or explore and clarify a phenomenon or social reality (Anggito & Setiawan, 2018). This study also uses a descriptive qualitative and analytical research approach. The highlighted research result is the process. For the topics to be discussed, the researcher looks at the paradigms that are usually present in the age range of students and college students. The scope of the study focuses on the “why” in extracting relevant information and data.

3. RESULT AND DISCUSSION

There is little doubt that ethical behavior has a significant impact on an individual's life. In this case, morality and ethics cannot be separated. Despite the fact that both have a significant impact on human life, they have different meanings. In other words, morality has more to do with how we behave, whereas ethics has to do with how we behave in relation to other people. Ethics which includes moral aspects are reflected in human behavior. Meanwhile, communication ethics is clearly related to the way language is used in the exchange of ideas/information. The language in question is a symbol, the content of the message or rather is a syllable. If there is no rules of ethics for digital media users to follow, a person's sense of security and comfort will be shattered (Afandi et al., 2017)

3.1. Digital Ethics

What is meant by "ethics" is a standard, guideline, regulation, and reference process in carrying out daily activities. Without ethics, it is impossible to define the boundaries between good and bad behavior. Therefore, ethics must be integrated into people's lives so that every

activity carried out is not considered as bad value and is not perceived negatively by the community.

A set of rules and methods for mitigating the harm caused by the use of digital technology has been developed as part of digital ethics. To maintain the convenience of digital technology, it is necessary to establish a digital code of ethics. Thus, a certain set of digital ethics must be adhered to when using social media. Courtesy and decency are the two most important values to have. Although there is no universally accepted standard for digital ethics in cyberspace. Internet ethics is a major focus in digital ethics. Individuals can use digital ethics as a guide when interacting with others on social media. Awareness, accountability, integrity, and respect for the importance of compassion will be instilled in those who use digital media as a result of digital ethics.

Aspects of digital ethics occupy the space between technological and moral aspirations. Therefore, it is not possible to control digital ethics only through formal law because of moral considerations. This evaluation regulates all digital interactions between humans on the internet (Basuki, 2019)

3.1.1. Impact of Violation

Advances in digital media that accelerate the flow of information have increased a number of ethical violations. The existence of digital ethics can limit the attitudes and behavior of digital citizens (netizens) regarding the use of digital media. Digital ethics also makes use of digital space as a place for people to gather. Therefore, without digital ethics, criminal acts such as hoaxes, hate speech and other negative things will occur in the internet world. Besides that, the absence of digital ethics can lead to sexual harassment and pornography in the digital world.

According to Surbakti et al. (2021), there have been various of ethical violations through facebook such as defamation or insulting even innuendo or inappropriate words spoken in a social media against a group or individual posted by an irresponsible person.

3.1.2. Digital Concept

Everything manual becomes automated, and everything complicated becomes simple is a concept known as "digital" in the Technological Age. Digital is a complex and versatile approach that has become an essential part of our daily lives. Media is closely related to digital philosophy. The media landscape is always changing. The pace of technological change towards an all-digital world has increased significantly in recent years. Humans have adopted a new way of life in the digital age which is closely related to their technological gadgets. In today's world, technology is a resource that can fulfill almost every need of a person. To understand digital theory, it is important to understand how the five characteristics of digital, namely numerical representation, modularity, automation, variability, and transcoding, or everything is related to how the media evolves as technology advances, making it easier for humans in every aspect of their lives (Kaun & Uldam, 2018; Manovich, 2001).

3.2. Age Of Digital Media

The digital age refers to the period of time in which personal computers and subsequent technologies were introduced to give users the ability to transfer information easily and quickly. In this digital era, change is good as a positive impact that can be used as well as

possible. On the other hand, in addition to the positive impacts there are also negative impacts which are certainly detrimental to the users.

Advances in technology have led to the emergence of the digital age, which in turn has led to changes in many parts of our daily lives. Internet technology has made it easier for people to live a life that is closely related to the internet and changed the existence of the previous media. It is this convenience and convenience that is the driving factor behind people's desire for digital tools that allow them to access all their information anywhere and anytime (Darmalaksana, 2020).

The development of digital technology is now making big changes to the world, the birth of various kinds of digital technology that is increasingly advanced and its development continues to increase. Various users are facilitated in accessing all information through many ways, and can enjoy the facilities of digital technology freely and in control. The digital age also makes one's privacy seem lost. The large number of user's personal data that is clearly printed and easy to access in it makes many people irresponsible to misuse the data. The digital age is not a matter of being ready or not and not an option but a consequence. The consequence in question is that where a person has dared to use it, then the person must accept the consequences whether it is negligence from oneself or others.

The advancement of digital technology today has a significant impact on the world, with the creation of various new and more sophisticated digital technologies. All the benefits of digital technology are at the user's fingertips, where they can do as much or as little as they like. However, one's sense of privacy also diminishes in the digital age. Where, people are more likely to misuse personal information that is clearly visible and easily accessible because of this. The digital age is not a question of whether you are ready or not, but a fact of life. The question is whether the person who uses it is responsible for their actions or not, be it their own negligence or the negligence of others.

3.3. Communication

The process by which humans interact with each other to convey information that can be understood by both parties is referred to as general communication. Basically, communication is the act of conveying information from one location, person, or group to another. Almost every communication consists of three components: the sender, the message, and the receiver. Although this may appear to be a simple topic, communication is actually a very complex subject (Skills You Need, n.d.)

Therefore, communication is closely related to human activities and is full of messages and behavior. The rapid development of technology has an impact on developments in the realm of communication. Developments in the field of communication with digital technology have created various types of communication media, especially on smartphones that are used in everyday life, whether in business or just asking someone close to social life.

According to Turnip & Siahaan (2021) found that in the current era of digital media, communication ethics, especially on social media, are classified in 3 ways, namely in the context of time, age, and message content. For example, in the context of "time" where there are still many students who often send messages to their lecturers at the wrong time, in the context of "age" it is necessary to have insight into things that are negative or need guidance from their parents for children who are not enough. age in using social media. In addition, in the context of "message content" it is hoped that digital communication users will understand and seek the truth about what they want to convey so as not to cause inconvenience to fellow social media users.

Digital communication that can be accessed anywhere and by anyone, which is also juxtaposed with slang which is increasingly being used, is often in the spotlight because of the loss of ethics and norms of politeness in communicating. Communication ethics can be explored through understanding good grammar, early education about manners, learning to understand and limiting curiosity about the privacy of others (Doho, 2019).

3.4. Social Media

Social media is a medium to socialize with each other based online that allows humans to interact with each other without being limited by space and time. With social media, anyone can communicate with someone in any part of the world at any time.

Social media is a type of online medium in which users may easily engage, share, and create material. It includes blogs, social networks, wikis, forums, and virtual worlds. People all across the world utilize blogs, social networks, and wikis as their primary form of social media. The good influence of social media is that it allows us to engage with many people, expand relationships, location and time are no longer barriers, we can express ourselves more freely, information can be disseminated quickly, and expenses are lower. While the negative consequence of social media is that it keeps individuals who are close apart, face-to-face contacts tend to decline, getting people addicted to the internet, producing disagreements, privacy issues, and leaving them open to unwanted influences from others. The presence of social media has had an impact on social life in society. Changes in social relationships or changes in the balance (equilibrium) of social relations, as well as all forms of changes in social institutions in a society that affect the social system, such as values, attitudes, and behavior patterns among groups in society Positive social developments include the simplicity with which knowledge may be obtained and communicated, as well as the acquisition of social and economic rewards. While most social changes are unfavorable, such as the creation of social groupings based on religion, race, or particular behavioral patterns that occasionally stray from current norms.

Someone who can make good use of social media will benefit from making their life easier, such as finding friendship connections, facilitating learning, facilitating the shopping process and many more benefits that can be obtained if social media is wise. However, if someone misuses social media, then he will get losses such as criticism from netizens, lack of relationships, disclosure of privacy, etc. Social media can turn a person into 2 different sides of life, because someone can have a very different life between social media and real life (Janah & Yusuf, 2020).

4. CONCLUSION

Based on the results of the research above whose data were obtained through qualitative questionnaire and descriptive methods, it can be seen that communication ethics in the digital media era, especially social media, is still very much needed. In communicating through social media, users have a big challenge because their responsibility for freedom of expression must also be accompanied by a moral responsibility. Communication ethics in the era of digital media, especially on social media, can be classified in 3 ways, namely in the context of time, age, and message content. To maximize the use of communication ethics in social media, it is recommended that every communication institution can provide socialization on how to communicate in good and right social media and in various social media applications it is also necessary to have guidelines for communicating using good ethics. Therefore, understanding and using communication ethics is very important in supporting the security and comfort of each user.

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