

Students' Perception of Communication Ethics in Social Media

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Abstract

This study aims to describe students' perceptions of communication ethics on social media content and platforms. The approach used in this study is a qualitative descriptive approach. . Through the use of qualitative methods, more complete, certain, and reliable data collection techniques will be obtained through interviews, observations and questionnaires to students of Buddhist religious universities in Central Java. Students' perception of communication ethics in social media content includes written content, photos and videos, student perception states that social media users are in accordance with communication ethics. The percentage of student perceptions of written content stated that they agreed according to communication ethics by 79 percent, in photo content student perceptions agreed according to communication ethics by 57 percent, and in video students, perceived social media users according to communication ethics by 61 percent. Students' perception of users of social media platforms Whars.App, Instagram and Youtube mostly upholds communication ethics because more than fifty percent of students perceive it as such. Meanwhile, two platforms, namely Facebook and Tiktok, students perceive that most social media users do not uphold communication ethics

Keywords: *Perception, Students, Communication Ethics, social media*

Introduction

Communication is a process by which a person or several groups, organizations, and societies create, and use information to connect with the environment and others. In general, communication is carried out orally or verbally that can be understood by both parties (Mulyana, 2007).

Social media is a new medium for people to communicate in addition to print and electronic media. This has an impact on various aspects of people's lives. The presence of social media has had a very significant impact on communication. The use of the internet as a means of communication became more and more rapid after the internet began to be accessible through mobile telephones and even then the term smartphone appeared. With the presence of *Smartphones*, the facilities provided in communicating are getting easier.

With such easy access to information on social media, so that public knowledge also develops. However, not all information on social media is positive. There is also negative information, such as the spread of fake news (*hoax*), harassment and defamation, deviant behavior and so on.

It is unfortunate that the development and advancement of internet technology is only used for less productive activities, such as simply updating statuses or responding to each other's comments and photos uploaded on social media. In fact, advances in internet technology should be able to be used for more positive and useful things. With the right utilization, this technology can have a significant impact on various aspects of life, such as education, business, health, as well as social development and innovation.

According to the App Store release, there are five social media that are widely used and free of charge, namely:

1. WhatsApp, the first most widely used social media is Whatsapp. This app provides messaging and calling services with only the internet. Whatsapp was released from 2009 and became one of the most widely used media until now.
2. Instagram is the next most used social media. On the App Store, Instagram ranks in the top 3 free apps with a rating of 4.8 out of 5. Instagram is a social media that provides online photo or video sharing services. In addition to being able to upload photos or videos, Instagram also has several other features such as Instastories, IGTV, reels, Direct Messages, video calls and many more. In addition, Instagram is also used as a place for people to sell online.

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3. Youtube social media with the next most users is Youtube. Listed on the App Store, Youtube ranks in the top 4 free apps and ranks 2nd in photo and video apps. In 2021 Youtube

is increasingly popular in Indonesia, with various content creators. Youtube is a video-sharing website created by three former PayPal employees in February 2005. The website allows users to upload, watch, and share videos.

4. Tiktok is one of the most widely used social media in Indonesia. Tiktok occupies the top 5 free apps and occupies the 1st position of entertainment apps on the App Store. This social media is a platform that allows users to create and share creative music videos. Tiktok is considered a social media that is very quickly popular, because this social media was released in 2016.
5. Facebook is still one of the social media with the most users as well. Founded in 2004 by Marc Zuckerberg, Facebook continues to grow and survive today. Recently Facebook has changed its company name to Meta. Meta itself is a company that oversees various social media, namely Whatsapp, Instagram, including Facebook itself (Lifestyle.kontan.co.id, 2023).

The large number of social media users in Indonesia can provide an opportunity to optimize the presence of social media as a communication medium. In reality, there are still social media users who do not apply communication ethics properly. Social media users should apply communication ethics well so that communication runs effectively with mutual respect and empathy. The question is how students perceive communication ethics in social media.

Therefore, the author is interested in researching students' perceptions of communication ethics in social media. For this reason, the author formulates the following problems: how do students perceive communication ethics on content or content on social media and how do students perceive communication ethics on social media types or platforms.

Methods

The type of research is descriptive with a qualitative approach. According to Bogdan and Taylor, the qualitative approach is as a research procedure that produces descriptive data in the form of written or spoken words from people and observable behaviors (Moleong, 2000).

With qualitative methods, the data obtained will be more complete, more in-depth, credible and meaningful so that the research objectives can be achieved. Through the use of qualitative methods, more complete, certain, data will be obtained, so that it has high credibility. The problem in this study is more appropriate to find data with qualitative methods.

The final result of qualitative research is not only to produce data or information that is difficult to find through quantitative methods, but must also be able to produce meaningful information, even hypotheses or science new that get Used to help overcome problem and improve the level of human hydration (Sugiyono, 2020).

The informants in this study are parties who are considered to be able to provide information in this study. The parties in question are students of the Buddhist Religious College (PTKB) in Central Java, namely students of the Raden Wijaya Wonogiri State Buddhist College and students of the Smaratungga Boyolali Buddhist College of Religious Sciences.

To obtain accurate and accountable data, the data collection technique is carried out through several stages in accordance with the data collection technique, namely in-depth interviews, observations, and questionnaires through google forms. Data analysis is carried out interactively and continuously until it is complete, and the data is saturated.

Result and Discussion

According to the Great Dictionary of the Indonesian Language (KBBI), perspective is a point of view, a point of view. However, when discussing in art, perspective is a way of describing an object on a flat surface as seen by the eye with three dimensions (length, width, and height) (KBBI, 2024). According to Sarlito Wirawan Sarwono, perception is a person's skill in conducting an observation, these skills include the ability

to discriminate, the ability to group, and the ability to focus. Therefore, different people may have different perceptions even though the subject is the same. This may be due to differences in values and differences in the characteristics of each individual (Sarwono & Meinarno, 2015).

Abdurrahman Saleh also added that perception is a process that combines and organizes our sensory data (sensing) to be developed in such a way that we can be aware of our surroundings, including being aware of ourselves (Saleh, 2009).

Jalaluddin Rahmat, said in his book "Communication Psychology" argues that "Perception is the experience of objects, events or relationships obtained by inferring information and interpreting messages". Perception is giving meaning to sensory stimuli (Rahmat, 2008).

From the description above, it can be concluded that perception is a way of looking at an object, or perception is the act of interpreting information to describe and understand the environment

Communication Ethics

Communication ethics is an ethical standard used by communicators and communicators. Ethics are guidelines or moral rules for situations where the media has a negative effect and the law cannot maintain behavior.

Ethics is a moral rule that guides a person's behavior. Ethics is distinguished in three main meanings, namely the science of what is good and moral obligations, the collection of principles or values related to morals, and the values regarding right and wrong embraced by a group or society (Mufid, 2009). Meanwhile, according to Maulinda & Suyatno, communication ethics is a norm, value, or measure of good human behavior in communication activities in a society. In other words, ethics is a science that discusses a person's moral behavior (Keller, 2012).

In principle, communicating on social media has ethics that are not much different from direct communication in the public domain. Ethics is very closely related to the behavior, deeds, and behavior of an individual. That way, generally, ethics will be formed naturally due to the behavior, deeds, and behavior of the individual. However, communication ethics in social media must still be a concern for its users.

Social Media

Social media is one of the media that currently does have various functions in its role. In addition to functioning as a tool for communication, social media is also a means to explore various information. According to Phillip Kotler and Kevin Keller, social media is a means for consumers to share text, image, video and audio information with each other and with companies and vice versa (Keller, 2012) Meanwhile, according to Henderi, the definition of social media is a web-based social networking site that allows for each individual to build a public or semi-public profile in a limited system. a list of other users with whom they are connected, and view and explore a list of their connections made by others with a system (Henderi & Graha, 2007).

Social media has a role and impact on people's lives that must be designed in such a way that social media remains on the function and purpose of social media itself and has benefits in the life of every individual. The function of social media is to build personal branding through social media without knowing tricks or pseudo-popularity, because it is the audience that determines (Nasrullah, 2015).

Various social media have become a medium for people to communicate, discuss and even provide a popularity on social media. In addition, too. Social media provides an opportunity to interact more closely with consumers. Social media offers a more individualized communication content. Through social media, marketers can also find out the habits of their consumers and have a personal interaction, and can build a deep interest.

According to Puntoadi in his book *Creating Sales Through Social Media*, social media is in the form of social networking applications, namely: 1).

Facebook

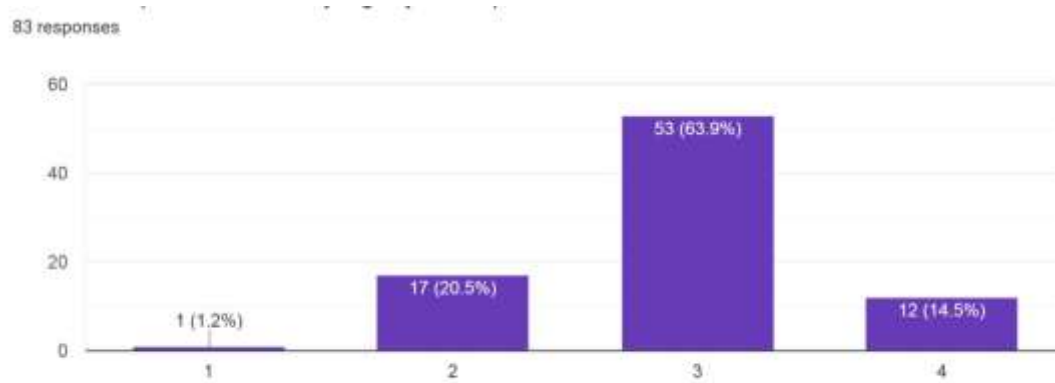
This social networking service launched in February 2004 by Mark Zuckerberg has more than a billion active users and more than half of them use mobile phones to access it. 2). WhatsApp: is a cross-platform messaging application since its appearance in 2009 until now, which allows exchanging messages free of charge, because it uses internet data. WhatsApp can be easily interacted with through text messages or voice messages and is equipped with a video call feature, which can be face-to-face when on the phone. 3). Line: almost similar to whatsapp, line was launched in 2011 by a Japanese company. The difference is that if WhatsApp does not have emoji characters in the message, then Line has this facility, 4). Youtube: a video-sharing website created by a former PayPal employee in February 2005 that allows users to upload, watch and share videos. 5). Twitter: an online social networking and microblogging service that is almost similar to Facebook, which allows its users to send and read text-based messages of up to 280 characters. 6). Instagram is a social networking application platform that allows its users to take photos, edit, apply digital filters, and upload them with various features, such as comment columns, and DM or Direct Message features that allow its users to exchange messages. (Puntoadi, 2011)

Students' perception of communication ethics in social media content/content Perception is a way of looking at an object. Perception also is the act of interpreting information to describe and understand milieu. Perception also get Interpret Skills A deep Conducting a observation, these skills include the ability to discriminate, the ability to group, and the ability to focus. Different people may have different perceptions even though the subject is the same. This may be due to differences in values and differences in the characteristics of each person.

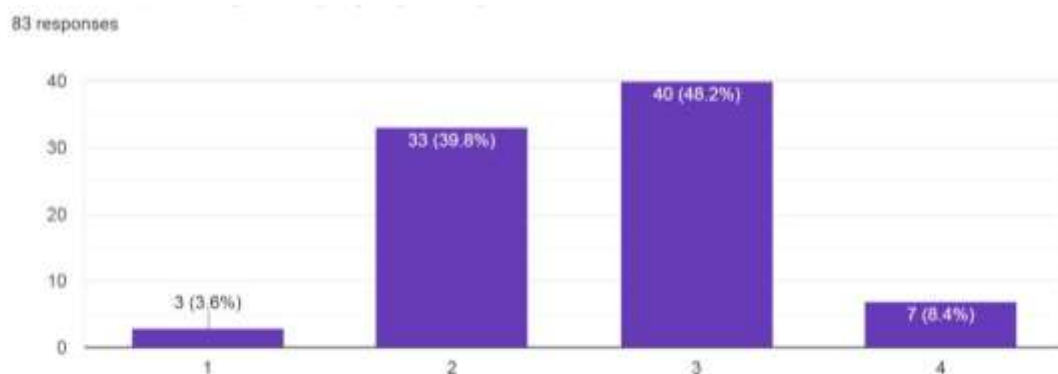
For content or content on social media, the author focuses on the form of content or message content including writing, photos and videos in social media and communication ethics in social media including Facebook, instagram, whatsapp, Youtube, and Tiktok, which are widely used by students as communication media in social media.

This research was conducted on students of Buddhist religious colleges in Central Java. The students who became respondents were undergraduate program (S1) students of study programs at STABN Raden Wijaya Wonogiri Central Java and STIAB Smarungga Boyolali. A questionnaire in the form of a questionnaire given through a google form as many as 83 students have expressed their views or perceptions. Based on gender, the students who were respondents were 26 women or 31 percent and 57 men or 69 percent. A total of 83 students are mostly active in using social media, namely 88% are active in using social media, while the remaining 12% are less active in using social media. Based on the respondent's choice in using social media, then the first or most often used is WhatsApp. This social media is the most widely used at 66.3%. While the second place is Tiktok, which is 19.3%, followed by Instagram, Facebook and You Tube.

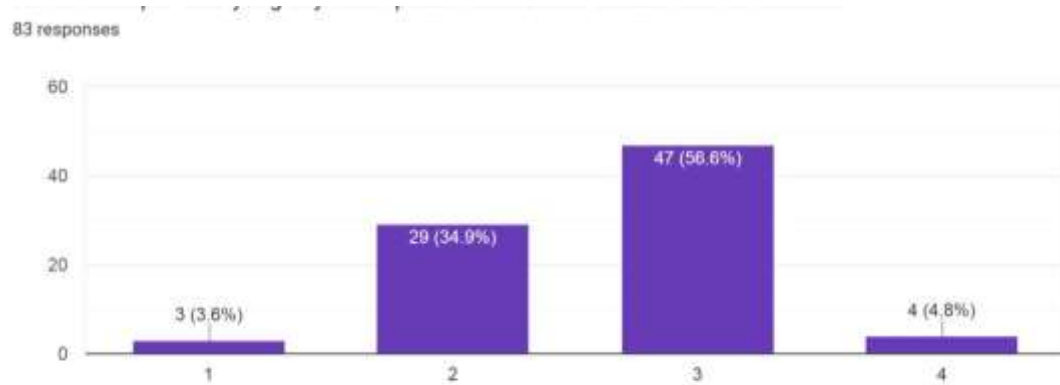
The author asked students about perceptions in the form of narratives or writings seen on social media, the results were mostly more than 78% viewed or understood according to communication ethics. This means that most students view or perceive that communication ethics in the form of writing on social media is mostly in accordance with communication ethics and a small part, namely 22%, perceive it as less or not in accordance with communication ethics.

Tables: 1. Perception of writing on social media

The results of the questionnaire asked about students' perceptions of the content or content seen in the form of photos or images on social media, the results were 56.6% stated that they were in accordance with communication ethics, while the remaining 43.4% were not or lacked in accordance with communication ethics. Some students who expressed their perception that social media users found photos or images lacking or not in accordance with communication ethics because images or photos that according to them contained pornographic elements were still found. This is very natural because each student's point of view is different.

Tables: 2. Perception of foto on social media

The results of the questionnaire that asked about students' perceptions of the content or content viewed in the form of videos on social media were in accordance with communication ethics, the results were 63% stated that they were in accordance with communication ethics, while the remaining 37% stated that they were lacking or not in accordance with communication ethics. Based on the results of interviews for students who perceive that there are still videos that are not in accordance with communication ethics, namely videos that can be considered to contain pornography.

Tables: 3 Perception of video on social media

Based on the results of questionnaires and interviews and the data above, it shows that students' perception of social media content or content in the form of writings, photos and videos, most of the students are more than fifty percent of students perceive it in accordance with ethics communication and only a portion under fifty percent perceive social media users as lacking in upholding communication ethics.

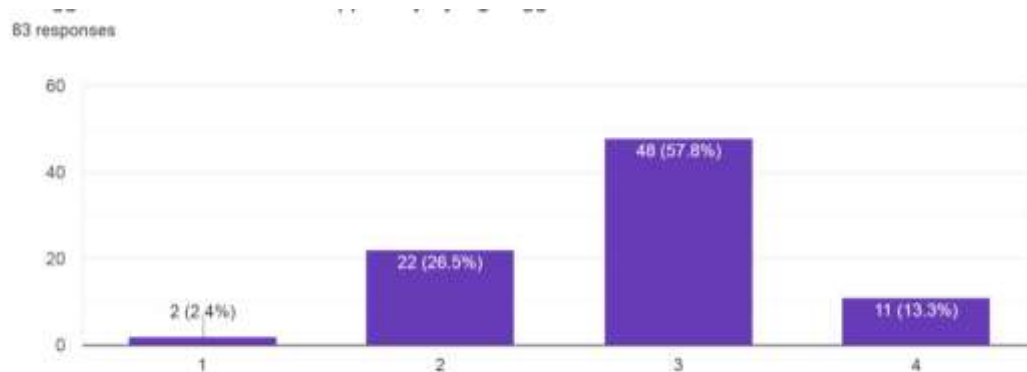
Student perception of communication ethics on social media platforms

WhatsApp

The most widely used social media by Indonesian people, including students, is WhatsApp. This app provides messaging and calling services for free, only with the internet. WhatsApp was released in 2009 and is one of the most widely used media until now.

The results of questionnaires and interviews that asked about students' perceptions of WhatsApp users in relation to communication ethics on social media, the results showed that 71% stated that WhatsApp users uphold communication ethics, while the remaining 29% of WhatsApp users do not or lack uphold communication ethics.

Through interviews with some students who say that WhatsApp media users are lacking or unethical in communication, there are still dirty or rude words in this media, besides that there are also photos and videos that according to him are not polite. In addition, fake news or hoaxes are still found, as well as narratives that are proctored and incitement.

Tables: 4 Student Perception of WhatsApp Users

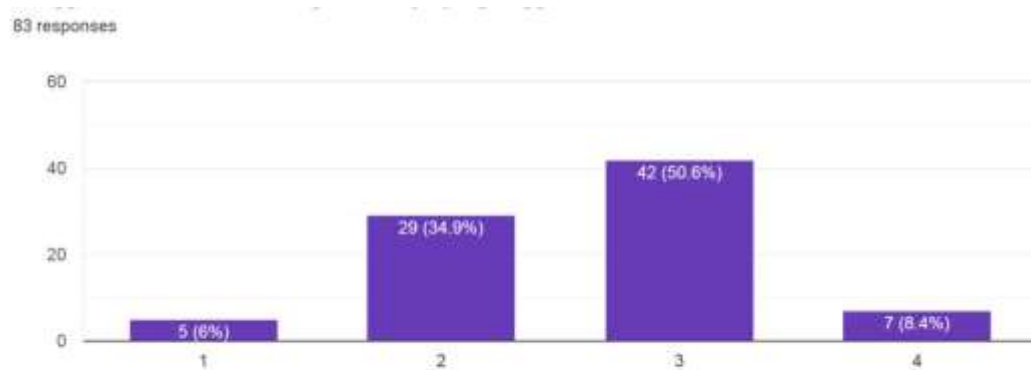
Instagram

Instagram is a social media that provides online photo or video sharing services. In addition to being able to upload photos or videos, Instagram also has several other features such as Instastories, IGTV, reels, Direct Messages, video calls and many more. In addition, Instagram is also used as a place for people to sell online.

The results of the questionnaire and interviews that asked about students' perceptions of Instagram users about communication ethics on social media, the results showed that 59% stated that Instagram users had upheld communication ethics, and the remaining 41% of students stated that Instagram users did not uphold communication ethics.

The results of interviews with students stated that there was content that showed off body poses by dressing in semi-pornographic or bikinis, in the form of photos and videos. That is the reason why some students perceive that Instagram social media users do not uphold communication ethics.

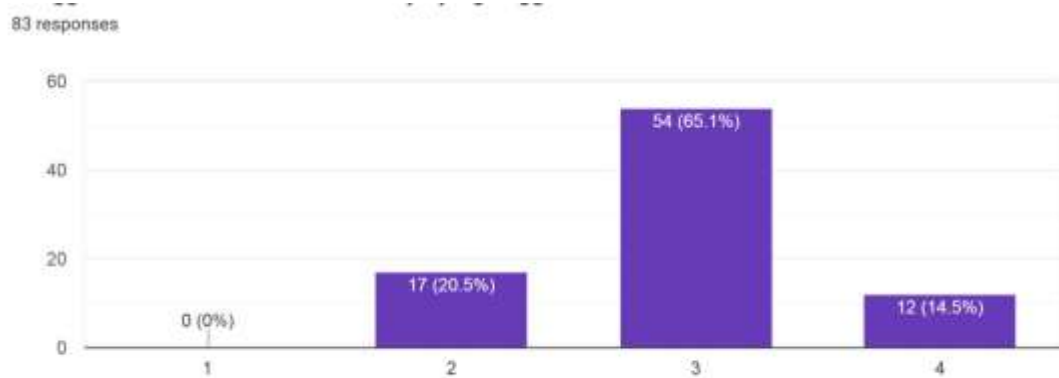
Tables: 5 Instagram user perception according to communication ethics



YouTube

Youtube is the social media with the fourth user according to students, according to the diagram above. Listed on the App Store, Youtube ranks in the top 4 free apps and ranks 2nd in photo and video apps. In 2021, Youtube is increasingly popular in Indonesia, with its various content creators. Youtube is a video-sharing website created by three former PayPal employees in February 2005. The website allows users to upload, watch, and share videos

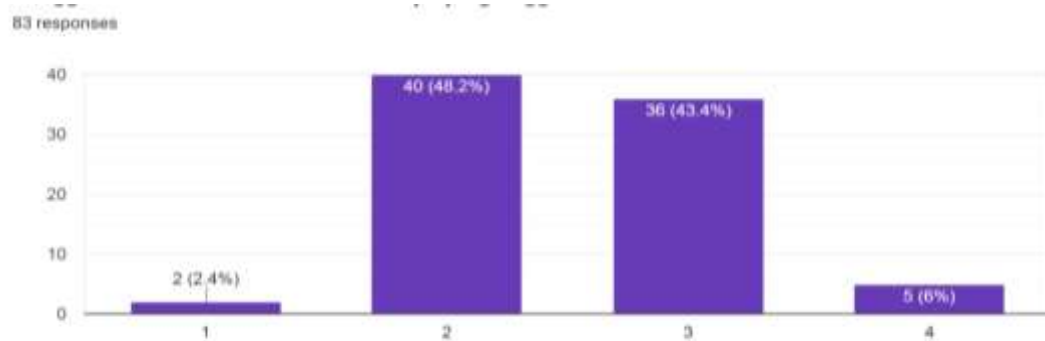
The results of questionnaires and interviews that asked about students' perceptions of YouTube users about communication ethics on social media, the results showed that 80% of YouTubers thought or perceived that YouTube users had upheld communication ethics, while the remaining 20% perceived that YouTube users did not uphold communication ethics. Through interviews, students argued that content in the form of photos and videos that were not polite or did not comply with moral norms and contained pornographic elements. For more details, see the following table.

Perception of YouTube users according to communication ethics

Facebook

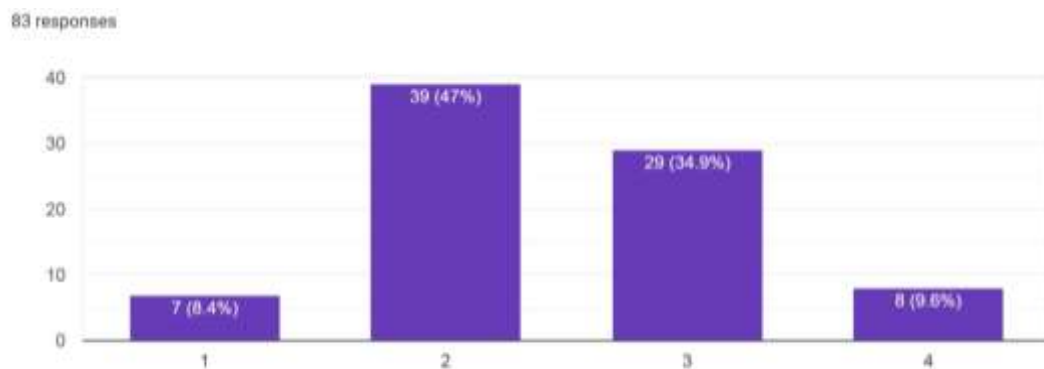
Facebook is one of the social media with the most users as well. According to the student's choice, Facebook ranks 5th as shown in the diagram above. Founded in 2004 by Marc Zuckerberg, Facebook continues to grow and survive today. Recently Facebook has changed its company name to Meta. Meta is a company that oversees various social media, namely WhatsApp, Instagram, including Facebook

Based on the results of a survey of students about Facebook social media users, the results show that 49% of students think or perceive that Facebook social media users follow communication ethics, and the remaining 51% state or disagree if it is said that Facebook social media users follow communication ethics, meaning that Facebook social media users do not uphold communication ethics. Thus, it can be said that there is almost a balance between students who agree and disagree with social media users, Facebook has upheld communication ethics. For more details, see the following table.

Tables: 7 Perception of Facebook Users*Tiktok*

Tiktok is one of the most widely used social media in Indonesia. Tiktok occupies the 1st position of entertainment applications on the App Store. This social media is a platform that allows users to create and share creative music videos. Tiktok is considered a social media that is very quickly popular, this social media was released in 2016. According to the results of a survey of students, this social media ranks second most used by students, as stated above. .

The results of a survey of students about Tiktok social media users showed that 44.5% of students thought or perceived that Tiktok social media users were in accordance with communication ethics, and the remaining 55.5% stated that they did not agree if it was said that Tiktok social media users were in accordance with communication ethics. This means that most students perceive that Tiktok social media users do not uphold communication ethics. Thus, it can be said that students perceive Tiktok social media users to lack upholding communication ethics, because less than fifty percent of students state that Tiktok social media users are in accordance with communication ethics. For more details, see the following table.

Table 8. Perception of Tiktok users

Conclusion

Students' perception of communication ethics in social media content/content includes written content, photos/images and videos, most students perceive social media users in accordance with communication ethics. The percentage of student perception of written content stating that they agree according to communication ethics is 79 percent, the content of photos/images of student perception agrees according to communication ethics is 57 percent, and in video content, students perceive social media users according to communication ethics by 61 percent. Students' perception of communication ethics on social media types/platforms, each has its own way. A total of five social media platforms are; WhatsApp, Instagram, YouTube, Facebook and Tiktok. Three social media are perceived by students according to communication ethics, namely WharsApp, Instagram and Youtube, because more than fifty percent of students perceive according to communication ethics, while two platforms, namely Facebook and Tiktok, students perceive social media users to lack upholding communication ethics because students who agree with the users of the two social media uphold communication ethics below fifty percent.

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