

## Communication Ethics in the World of Digital Media

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**ABSTRACT.** Social media is a medium for interconnecting and because it happens online, people can interact with each other without being restricted by space or time. Social media eliminates human boundaries for social, space and time limits on this social media. People can communicate with each other anytime, anywhere. Indonesian society is in the digital age, and the use of the Internet as an information and communication technology is inseparable from the aspect of life. Changes in thinking and behavior make it easier for people to use digital technology platforms that provide interactive information. The importance of communication ethics in digital media to control emotions and respect the privacy of others. So speak good and polite words and don't use harsh and Keywords: Ethics, Communication, Digital Mediaprovocative pornography or Sarah's words.

**KEYWORDS:** Ethics, Communication, Digital Media

### INTRODUCTION

Advances in communication technology from time to time continue to experience significant progress. The digital world has entered all sides of life. many internet users receive information directly without time limit and good filtering. make it easy for everyone to access, upload whatever they like. This of course results in many people being exposed to incorrect and inaccurate information, giving rise to very bad communication ethics in the world of digital media. People are not fully aware that digital media can have positive and negative impacts if they are not wise in using and utilizing digital media which are also able to provide benefits for people who are wise in managing and using them.

Aspects of life can not be separated from the use and utilization of information and communication technology. So that there is a shift in mindset, attitude patterns and patterns of community action in accessing and distributing information. The public will find it easy to access information technology information from various platforms that offer information features from interactive communication media. As an ethical and responsible user of digital media, you need digital literacy to receive information and communication. Digital literacy enables them to think, be creative, innovate and solve problems.

Quoted from <https://adv.kompas.id/baca/pentingnyaetikakomunikasidigital/> The importance of ethics in digital communication culture to understand digital literacy. When communicating, you need to control your emotions, practice politeness, and respect the privacy of others. Ethics, including things that are often forgotten in this case. Ethics is an important element of communication. If you don't use ethics for communication, it's a problem in itself. Similarly for digital communication. Conflicts can arise simply because someone has forgotten the ethics in them. The digital communication model has become a new trend in society with the development of various social media sites on the Internet such as Instagram, Facebook, Twitter, Myspace, YouTube and Google Plus. The advantage of this website or application is its cross-platform design that can be accessed and connected by a variety of digital devices. With advances in digital technology, especially the Internet, we are now living in a "connected world" or "connected era." digitala /). Analysis by Didik Purwanto (2012) Almost the majority of Indonesian Internet users are mobile Internet customers. Most of these mobile internet users only use the internet features to chat and access social media sites, not to access or download important information.

As a result, the construction of technically generated digital spaces causes people to flow into real space and be interrupted by it. In other words, tampering with social relationships is a simulation of

social reality, a reality that is built when communicating without reference from a smartphone. In addition, the growing spread of hoax news on social media is causing conflicts that undermine the social cohesion of society.

Carrying verbal exchange ethics withinside the virtual generation in order that the relationships constructed on social networks end up a human network that upholds human dignity. (<https://indodian.com/etika-komunikasi-di-generation-virtual/>)

To face an generation complete of complicated demanding situations like these days because of the development of the arena of generation, statistics, and verbal exchange, it's miles right that moral ideas have to be maintained and their life have to be constantly pursued. This is associated with the information of virtual media customers approximately the usage of virtual media in a high quality and accountable manner, observed with the aid of using methods of speaking on line safely.

Secure verbal exchange is supposed with the aid of using the method of forming, delivering, receiving, and processing messages. In phrases of virtual media verbal exchange ends in communicators and communicants. The freedom of communicants and communicators to obtain and disseminate statistics thru virtual media have to be observed with the aid of using a experience of responsibility. This method that the statistics conveyed have to be accurate, the technique of transport is likewise accurate and may create advantages for virtual media customers. In reference to this, there are 4 moves that may be applied, specifically forming, conveying, receiving, and processing messages. In phrases of forming a message method growing an concept or ideas. This takes place withinside the thoughts of the communicator thru the operating method of the worried gadget. Then the message that has been fashioned is then conveyed to the communicant thru virtual media. The subsequent method after the message is sent, the communicant will obtain the message conveyed with the aid of using the communicator. The message obtained with the aid of using the communicant will then be processed thru the worried gadget and interpreted. After being interpreted, the message can purpose a reaction or response from the communicant. This state of affairs can inspire the communicant to perform verbal exchange messages as anticipated with the aid of using the communicator. (<https://mmc.kalteng.go.id/berita/read/4124/etika-statistics-dalam-gunakan-media-virtual>)

The implementation of ethics withinside the use of virtual media is completed responsibly. This calls for the capacity to filter, kind statistics, and get entry to high quality content material withinside the use of virtual media. This ethics refers back to the right, safe, and moral use of virtual media. In line with Reitz (2004) describes statistics ethics as a department of ethics that specializes in the connection among the creation, organization, dissemination, and use of statistics in addition to moral requirements and ethical necessities that govern human moves in society. Ethics pertains to appropriate dwelling conduct and may be a manage device in sporting out an action. Ethics while the usage of right diction while speaking, now no longer offending others, and now no longer presenting private statistics. The implications in query are aimed now no longer most effective at clinical development, however additionally the formation of personality, independence, social skills, and character (Zuchdi, 2010).

The meant moral implantation turns into a dedication to perform and protect the formation of character. Communicators who're capable of exist with an moral identification are capable of speak properly withinside the midst of a virtual media environment. Appropriate and accountable conduct withinside the use of generation turns into the software of the idea of a mirrored image of the fact of well mannered verbal exchange.

## **THEORETICAL FRAMEWORK**

### **1. Definition of ethics**

Ethics derives from the Greek spirit (singular) and means: Place of residence, pasture, cage, customs, customs, personality, attitude, way of thinking. The plurals are ta and etha, meaning habits. In this case, the word ethics has the same meaning as morality. Morality comes from Latin: mos (s) or manners (s), which means habits, habits, behaviors, personalities, personalities, morals, ways of life. (Nata., 2012)

According to Bertens, ethics has two meanings. It's as practical as remorse. In reality, ethics means values and norms. Moral norms that are or are not practiced, even if they should or should not be

practiced. Practical ethics means morality and the same thing as morality. That is, what to do and what not to do.

Done, worth it, etc. Ethics as a reflection is moral thinking. (Berenz, 2007: 22).

Ethics is defined as a set of moral principles that distinguish what is right and what is wrong. Ethics is a normative field because it defines and suggests what people should and should not do. (Huda, 1997: 64)

## 2. Communication

The importance of communication can be seen from etymology (language) and terms (concepts). According to the book Roudhonah, from the etymological point of view. Communication science can be divided into several words, including "communicare", which means participation or notification, and Communiis Opinion, which means public opinion. (Roudhonah, 2007: 27). Raymond S. Ross, quoted by Deddy Mulyana in his book Communication Science An Introduction, suggests: Communist, that means doing the same. (Muljana, 2007: 46). From this understanding, we can conclude that communication is a messaging aimed at creating the same perception or meaning between communicators. As Forsdale pointed out, "termically" is being defined by many experts, such as Hovland, Janis, and Kelley. (Muhmmad, 2014: 4) According to Lasswell, "Communication is the response to who has what effect on whom in which medium (who has what effect on whom in which medium).

John B. Hoben assumes that communication is (always) successful. "Communication is the verbal exchange of thoughts and ideas." (Muljana, 2007: 61). From some of the above definitions, communication can be summarized as the process of communicating a message from a communicator to communication using a specific medium that is useful for understanding. The information conveyed between them can have some impact on the communion. Communication is the transmission of information from one place to another through the transmission of information, ideas, emotions, skills, and so on. Uses words, numbers, graphics and other symbols to provide compelling languages and sentences. Communication is the process or act of transmitting a message (message) from a sender (sender) to a receiver (receiver), usually via a noisy medium (channel). By this definition, communication is intentional and needs to cause change. Communication or communication in English comes from and comes from communication in another language.

## DISCUSSION

Social media is an online media that allows its users to join, share and create content easily. The development of social media is currently progressing very fast. Instagram is a social media application that allows us to upload photos instantly and easily. The development of social media has a direct impact on human behavior as a means of information and as a means of social interaction between humans or the communication process. Social media seems to be a place for all daily activities that sometimes override various existing ethics. For example, the use of informal language that is not standard in communication. Communication is the process of conveying information in the form of messages, ideas, or ideas from one party to another. Communication will be more effective if the message that has been conveyed can be directly understood by the recipient.

Good communication etiquette on social media is to speak well and politely, not to use abusive, provocative, pornographic, or racial language. Do not post things that are inappropriate for the general public. Don't post fake articles or statuses. Do not copy, paste, or post comments on copyright-related articles or images. In the digital era, social media has become an important need for most people. We can still connect with the outside world through social media. We can build relationships with people we already know, relatives, relatives, or parties we don't know only through social media.

Social media has become a very promising means of information in Indonesia. Due to the large number of social media users in Indonesia, social media applications are used for friends and information sites. In other words, the majority of people in Indonesia have social media that can be accessed at any time. Various social media such as facebook, twitter, instagram, path, etc. have emerged and become the needs of people's choice. Interaction in social media pays attention to ethics. This is very important to ensure that all activities on social media do not directly have a negative impact on life

Technological advances that have led to the erosion of norms of decency and ethics in all respects have had a bad impact on society. In addition, technological advances cause a decline in the ethics and morality of society in communicating, building physical violence, or even fighting.

Communication ethics has several rules, aiming to regulate how we communicate with each other without harm and maintain ethics as respect for the other person. However, the way of communicating and the use of words that are considered unethical can cause discomfort and misunderstanding with each other. (<https://www.kompasiana.com/syulatudifa1605/61b3eb8e75ead67d3c615c74/komunikasi-era-digital-etika-komunikasi-dalam-media-social-instagram>).

## CONCLUSION

Social media has become a very promising means of information. So good communication ethics is needed that does not contain words of pornographic elements, Sara and violence. However, all social media communities can provide unlimited positive comments. So use mass media communication literacy, which is useful for reducing negative things that can harm media users.

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