

The Urgency Of Public Communication Ethics In The Era Of Cyber Society

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Abstract

The development of communication technology with various new media platforms forms a new society called Cyber Society. The massive digital content consumed by the cyber community causes frequent interruptions in communication and disharmony due to lack of responsibility and communication ethics. This research is qualitative research using a literature review. Based on the results of this study, ethics plays a very important role in communication in the cyber era. Using communication ethics can prevent cyber crimes that harm yourself and others. Internet ethics must be applied in cyberspace society, starting from oneself, family and those closest to them, and learning to use the internet safely and responsibly. the occurrence of violations of the law contained in Law Number 19 of 2016 amendment to Law Number 11 of 2008 concerning Information and Electronic Transactions. A prison sentence with a fine of hundreds of millions to billions of rupiah awaits if you violate the ethics of communication in cyberspace.

Keywords | Communication, Ethics, Cyber Society Era

INTRODUCTION

The emergence of various digital information technologies with various new media platforms has become a social phenomenon throughout society, just like telephones and television, digital application software such as social media have become basic elements in people's daily activities. The advent of the Internet and the increased use of information systems have fundamentally changed people's lives. The Internet, with all its new media platforms, has transformed growth in many countries, removed barriers to trade, and provided people around the world with opportunities to communicate, collaborate, and exchange ideas regardless of traditional class, geographic location, and time constraints. The combination of the internet, information systems and connected people has created a global virtual world. A new virtual space but able to answer various kinds of human needs, ranging from information needs, economic, social, political and cultural interests. A space in which almost all regions of the earth can be connected and interacted, namely cyberspace or cyberspace (Nugroho, 2020: 91-92)

According to Manuel Castells (1996: 461), the strong influence of the internet as a new communication system mediated by social interests, government policies and business strategies, creates a new culture, namely cyber society. In addition, Castells expressed his opinion about cyberspace as a new society or commonly called cyber society. Cyber Society with a wider and unlimited environment with so many kinds of information that makes it possible for the public to be unable to distinguish true information from hoax information. (Castells, 1997: 10-11) added that society is currently experiencing a rapid evolution from the unstoppable modern industrial revolution 4.0 to society 5.0. In line with Junaedi (2019: 12) that the industrial revolution in the Middle Ages became the starting point for modernity which progressed rapidly in various aspects of human life. Along with advances in computer



technology, a new style of industrial revolution was introduced with the name industrial revolution 4.0. The industrial revolution is accompanied by new challenges in ethics, such as how the role of humans is now slowly being shifted by robot technology, as well as about the security and privacy of personal data. Human ability to act autonomously and responsibly is challenged in the era of the industrial revolution 4.0. As stated by Nugroho (2020: 93-94) today there is a transition from the physical world to virtual space which is supported by the evolution of computers, telecommunications, human responsiveness, and rapid advances in communication and information technology. Humans do not only live in physical (social) reality but are also present in virtual spaces which become new "public spaces" where people involved in them can participate and interact according to their individual wishes. Virtual space has connected individuals and communities in a network that are connected to one another, the world is not just a physical reality, but also a virtual reality.

The emergence of a new society or Cyber Society through social media allows citizens to create social solidarity, although the negative impact of using social media cannot be avoided (Rahardjo, 2011: 14-15). The negative impacts of using social media include exposure to hoaxes, exposure to negative content, cyber bullying, cyber crimes and so on. According to Rahardjo (2011: 22) the presence of new types of media expands and changes the whole spectrum of socio-technological possibilities for public communication. Social media is a new media that is included in the category of online media that allows people to interact and create networks online. The act of communicating intensively through social media can be carried out between users intensively and expressively. Therefore, digital skills and ethics have a very important role in communicating in cyberspace. If you violate communication ethics which causes other people to suffer losses, you will be faced with Law Number 19 of 2016 amendments to Law Number 11 of 2008 Concerning Information and Electronic Transactions. Imprisonment sentences accompanied by hundreds of millions to billions of rupiah in fines are inevitable if they violate the ethics of communication in the cyber world.

RESEARCH METHODS

Jennys The research conducted is a type of qualitative research with a qualitative descriptive approach. The reason for using a qualitative descriptive method is because by using a qualitative research method information is obtained in detail and in depth so that problems that occur in the field can be focused and qualitative research helps the writer to present more information because the method used is in the form of interviews and direct observation when conducting research. The method used in this research is descriptive qualitative, so in this study there are no known samples, but informants. This is needed to be able to obtain clearer information about the research problem being discussed.

DISCUSSION RESULT

Cyber Society, New Form of Society

The development of digital technology resulted in the emergence of a new society called cyber society or Cyber Society. The emergence of this virtual society certainly

requires a security system to protect information data and information services. It provides an understanding of the concept of information based on the concept of virtual society knowledge, which includes the relationship between the community of reality and computer networks. Cyber Society is a term from a virtual society that is commonly used in various formal, informal and academic discussions, especially in the field of communication studies. The term virtual society is emphasized from a socio-cultural point of view in digital or virtual technology. Theoretically, With the development of cyber society, everyone is required to be literate or must know how to use digital information technology (digital media literacy) as a condition for becoming consumers and producers of information. The emergence of cyber society will have an impact on the exploitation of information, where real reality and symbolic reality information is mixed with fake reality so that cyber people find it difficult to find the truth of information. Seeing the reality of the condition of the cyber community on social media such as Facebook, Twitter, YouTube, TikTok, Instagram, there are lots of accounts with fake identities that dominate the dissemination of information. even there is a disruption of information (information disturbance) in cyber society, the amount of information that can be accessed, and the increasing level of interdependence between information needs and digital information, so that the continuous communication process results in unexpected vulnerabilities, threats and risks. This excess of information sources allows people to get trapped which results in difficulty differentiating between true information and false information. in line with Jean Baudrillard's thinking about hyperreality, in cyber society there is implosion of reality, where real reality and symbolic reality are mixed with false reality which eventually causes an explosion inward and obscures the reality within it. It is increasingly difficult to find the truth in the life of cyber society, due to the proliferation of "false realities". in line with Nugroho, Its connection with communication, a new form of society or cyber society must be addressed wisely from both policy, education and society in general. Like people in the real world, cyber society also has communication ethics and rules that must be obeyed together. All types of information shared in the cyber world, whether in the form of text, sound or video, have legal consequences if they harm other people. This new form of society, or cybernetic society, must be approached with caution. Just like humans in the real world, cyber communities have ethics and rules that must be obeyed collectively. All types of messages shared in cyberspace, whether in the form of text, audio or video, have legal consequences if they harm other people.

Communication Ethics in Cyber World

Etymologically ethics comes from the Greek word ethos. In the singular, ethos means the usual place of residence, pasture, stables, habits, customs, morals, feelings, way of thinking. Habits are things we do often, like brushing our teeth or sleeping. In the Big Indonesian Dictionary, the word "ethics" means the science of what is good and what is bad. Etymologically ethics comes from the Greek ethos. In the singular, ethos means the usual place of residence, pasture, stables, habits, customs, morals, feelings, way of thinking. Habits



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According to Mufid (Darji Darmodiharjo and Shidarta, 2004:263), ethics is essentially critical, therefore ethics is responsible for: 1) questioning the norms that are considered valid. find out what the standard is based on and whether it justifies the compliance required by the standard with applicable standards; 2) posing questions to their legitimacy, which means that norms that cannot defend themselves against critical questions automatically lose their legitimacy; 3) also question the right of every institution such as parents, schools, state and religion to issue orders or prohibitions that must be obeyed; 4) provide provision for everyone to have an acceptable attitude towards all norms; Ethical discourse includes behavior and ethical value systems that belong to each individual or collective society. Therefore, ethical discourse has fundamental elements, namely freedom, responsibility, conscience, and basic moral principles. Freedom is the most important and important element in ethical discussions. Ethics becomes rational because ethics always demands freedom. Existential freedom is the ability of humans to determine themselves. Of course, freedom in everyday life has various forms, namely physical and mental freedom, social freedom, psychological freedom, moral freedom. Responsibility is an individual ability. to answer all questions that may arise from the action. Accountability means not flinching when asked to explain your actions. People are responsible for everything they cause. Conscience is the appreciation of good and bad values in relation to concrete situations. Conscience, which commands or prohibits action in certain situations, times and circumstances So conscience is connected with consciousness. Consciousness is a person's ability to know himself and thereby reflect on himself. The principle of moral awareness is a set of levels that must be known to place individual actions within the framework of certain moral values. Ethics always contains an essential element in all programs of moral action base.

According to Mufid (2018: 185-186), communication is presented as a science related to various other information. This shows that communication affects various areas of human life. Communication ethics develops ethical standards used by communicators and communication media. There are seven perspectives in communication ethics, namely:

1. The political perspective, namely ethics, develops scientific methods in communication practices, promotes justice based on freedom, prioritizes motivation and instills an attitude of respect for differences.
2. Human perspective, which is human nature, is the ability to think and the ability to use symbols. That is, human actions that are truly humane are born from rationality which is aware of what must be done and is free to choose to do so.
3. The perspective of dialogue, namely communication, is a mutually beneficial process of dialogue events. A dialogical attitude is the attitude of each participant in communication, which is characterized by superior traits such as openness, honesty, harmony, intensity, and others.
4. Situational perspective, e.g. situational factors, relevant to any moral judgment. This means that ethics considers the role and activities of the medium, the audience's standards,

- the level of awareness, the urgency of the medium's implementation, the goals and values of the audience, the audience's standards for ethical communication.
5. The perspective of religion, i.e. the scriptures or religious customs, can be used to judge the ethics of communication. The biblical approach to religion helps people find more or less certain guidelines in all human activity.
 6. The utilitarian perspective, namely the utilitarian standard for assessing the means and ends of communication, can be seen from the presence of utility, enjoyment and pleasure.
 7. Legal legality perspective, namely communication behavior that is legal according to applicable regulations and is considered as ethical behavior.

Based on the definition of ethics above, it can be concluded that communication ethics is very important, ethics greatly influences all activities, as well as activities in cyberspace. According to Junaedi (2019: 52), ethics always influence the flow of communication at various levels, starting from interpersonal communication, group communication, organizational communication to mass communication.

Social Media Communication Ethics in the Cyber Age

As part of the Digital Civilization Index (DCI). Indonesia ranks 29th with a DCI score of 76, indicating that Indonesians' roaming politeness is very low compared to Singapore and Taiwan. Politeness mentioned in this report refers to cyberspace and social media browsing behavior, including the risk of spreading fake news or hoaxes, hate speech, discrimination, misogyny, cyber intimidation, trolling, or intentional acts that promote hatred, micro-aggression, or marginalized groups (ethnic causes). or religious groups, women, people with disabilities, LGBT groups and others) that are intended for harassment, fraud, disclosure or collection of personal data to be disseminated in cyberspace to disrupt or damage someone's reputation.

In today's digital era, with the freedom to communicate regardless of time and place, many things are overlooked. Indonesian people who are expected to maintain eastern customs can display Indonesian cultural values that are well known to the world such as friendliness and politeness. Unfortunately, it seems to be forgotten and ignored while browsing the Internet. When we visit social media platforms such as Instagram, Facebook or Twitter, or video sharing services such as YouTube, we can easily encounter sensitive content, such as content with political, ethnic, religious and racial themes. Words that no longer respect the standards of decency that exist in Indonesian society.

In direct social interaction within the community, people tend to be more introspective and careful. It could be to avoid ridicule, reprimand or social sanctions that apply in society when these values are violated. The situation is different in the world of social media, where anyone can create fake or anonymous accounts which can be deleted or abandoned when they are no longer in use. Anyone who wants to commit a crime via social media, by insulting, defaming, harassing or even cheating, can easily do so without the social sanctions they face in the real world. Bad behavior in cyberspace reinforces the phenomenon of cyberbullying. Victims usually report the person doing the cyberbullying to the authorities. This is to create a deterrent effect for people who deliberately attack other people on social



media. According to Law Number 19 of 2016 which is an amendment to Law Number 11 of 2008 concerning Electronic Information and Transactions (UU ITE), the ethics of social media are regulated in five articles 27 to 30 Both regarding content not downloading and spreading fake news and speech hate speech, including the unauthorized extraction of other people's information. Relevant social media ethics are as follows: the ethics of social media are regulated in five articles 27 to 30 Both concerning content not downloading and spreading false news and hate speech, including the unauthorized extraction of other people's information. Relevant social media ethics are as follows: the ethics of social media are regulated in five articles 27 to 30 Both concerning content not downloading and spreading false news and hate speech, including the unauthorized extraction of other people's information. Relevant social media ethics are as follows:

1. Use polite and wise language. Every individual must always use good and correct language when interacting on social media to avoid misunderstandings. It would be nice if everyone communicated via social media in polite and correct language, avoiding ambiguous words or sentences. This is because everyone has different language preferences and may interpret content differently, at least in clear and simple language. They also try to download clear content.
2. It would be nice if you communicate on social media in polite and correct language, not using ambiguous sentences that might offend other people. This is because everyone has different language preferences and may interpret content differently, at least in clear and simple language.
3. Avoid spreading SARA, pornography and acts of violence, do not spread information that smells of SARA (Ethnicity, Religion and Race) and pornography when interacting with social media. Make it a habit to spread useful information and not cause conflict between people. avoid uploading images of violence, such as images of victims of violence, images of traffic accidents or photos of other forms of violence.
4. Check the correctness of the received message. be careful and alert when we receive information from social media that contains messages that discredit someone by spreading fake news. So, this requires people to be smarter when collecting information. If you intend to disseminate this information, it is advisable to first check the veracity of the information.
5. Appreciate other people's work. If sharing information in the form of photos, writings or videos belonging to other people, make it a habit to cite sources of information as an acknowledgment of someone's work It is not customary to copy and paste without a source of information.
6. Don't give out too much personal information, especially phone numbers or home addresses. This allows people who wish to commit crimes against also obtain information about other contacts on the victim list.

Citizen Journalism Communication Ethics in the Cyber Age

The era of information openness and the emergence of new media facilitate the development of the media world, including journalism. Press activities that were previously

only carried out by professional media agents can now also be carried out by the general public. Bowman & Willis (2003) explains that "... citizen action plays an active role in the process of gathering, reporting, analyzing and disseminating news and information". is the notion of citizen journalism, which means citizen journalism is a collection of research activities, collection, processing and presentation of information carried out by non-professional citizens.

Talking about journalistic activities cannot be separated from journalistic communication ethics. This is related to the existence of citizen journalism, which is open and free, anyone can report anything, and often the information products transmitted by citizen journalism are difficult to explain, both in terms of the truth of the news and its positive or negative content from the news. News This is certainly a challenge, because citizen journalism moves within the corridors of the prevailing journalistic communication ethics.

One of the government's efforts is to enact ITE (Electronic Transaction Information Act), whose general contents are regulations governing electronic information and transactions as well as actions that are prohibited on the Internet, such as pornography, defamation, SARA content and so on. However, the implementation of the ITE Law is not the only filter for the dissemination of news and information that is in accordance with citizen journalism ethics.

This is because citizen journalism is practiced freely by every individual. Therefore, the need for prevention starts from oneself, the family environment, community leaders, religious leaders, educational institutions and the government take an important role in conducting communication ethics education to provide education that share information they must understand that what they send or write will be able to access and read by people around the world and will impact society. Individuals should also understand that personal information becomes public when it is uploaded or transmitted over the Internet.

According to Junedi, 2019 provides the view that media institutions open opportunities for all people to participate in citizen journalism practices by providing space for readers to participate in filling out media content. In newspapers, the editors provide opportunities for readers to participate through opinion rubrics and reader letters. Of course, with the size of the space for readers to participate is limited. The limited reach and space for citizen journalism in the era of print and broadcast media was overcome when internet technology arrived. Through the internet, citizens can own media and at the same time are free to use it without any space restrictions, such as when writing opinions and letters to readers in newspapers. Furthermore, according to Badri, (2013: 133) also gave the opinion that citizen journalism in various parts of the world has many names, including netizens, participatory journalism, and grassroots journalism. There are also those who call it citizen journalism, public journalism, and civic journalism. The difference in this mention is only about the name, while the process and meaning are still the same in principle, although there are also those who consider it different. In addition, citizen journalism is not a simple concept that can be applied universally by all news organizations because citizen journalism is far more complex with many potential variations (Badri, 2013: 133). The difference in this mention



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Reducing Cyber Bullying

Cyberbullying is bullying that is carried out by individuals or groups of people against other individuals or groups of people by using online media to carry out their actions. It doesn't end there, cyberbullying doesn't only happen online, but can spread and occur in the real world (Junaedi, 2019:173). According to Junaedi (2019: 173-176), there are several forms of cyberbullying, namely:

1. Exclusion, which means victims of bullying are excluded from online interactions, groups, or social media. This exclusion can occur when there are people on a social network who are not part of the official social media group.
2. Hacking is an act carried out to hack a social media account without the owner's permission such as stealing passwords followed by uploading inappropriate content as if the victim had downloaded it. Even if the victim later finds out that his social media account has been hacked and deletes the hacked content, it doesn't mean that the content is lost because the data is always stored in the digital world.
3. Harassment on social media. This form of cyberbullying is sending harassing messages to victims, both individuals and groups. The most common form of harassment in public settings is sexual harassment. This form of cyberbullying can have a direct impact on the mental health of the victim.
4. Trolling is the behavior of uploading inflammatory content about the victim, which has no relevant relation to the topics discussed in online communities such as forums, chat rooms, blogs or social media. The perpetrators of trolling aim to provoke and stir up commotion and the emotions of other social media users towards the victim. That is, social media trolling is a provocation in cyberspace carried out by the perpetrator to make social media users hate the victim.
5. Outing means actively embarrassing the cyberbullying victim in public, such as in a group chat, forum, social media or directly to the victim. Humiliating others can be embarrassing because of the physical limitations of the victim and other disadvantages of the victim. Editing other people's photos without the owner's permission, which then becomes a meme on social media, can be classified as an outing.
6. Catfishing is the behavior of stealing personal information online and then re-creating the victim's social media profiles for fraudulent purposes or damaging the victim's reputation.

This shows that catfishing can be classified as an act of defamation committed by the perpetrator to the victim.

7. Cyberstalking. Cyberstalking is a very dangerous form of criminal behavior. So cyberstalking or stalkers in cyberbullying need to be wary of, because they snoop and follow all the online activities of their victims, in electronic mail and social media. Cases of sexual abuse perpetrated by adults against children (pedophilia) often start from outings. Ethically stalking other people's data for the benefit of the stalker which at the same time harms the victim cannot be justified.
8. Using fake profiles on social media. Fake social media profiles are usually created with hidden identities to harass the victim. Perpetrators usually use third-party accounts or emails to carry out their actions. There are also those who try to gain financial gain by lying to others. Social media accounts with fake profiles used to conduct fraudulent online business.
9. Dissin the conduct of spreading bad information about the victim with the aim of damaging reputation and friendship, such as posting edited photos, screenshots or videos online. Disagreement can be called defamation.
10. Trickery is a behavior that takes advantage of the victim's trust until the victim tells secret things and then uploads them to cyberspace. The mode is for the perpetrator to befriend the victim, win their trust, before sending the confidential information to the public. Thus, trickery is an act of disseminating personal information from the victim by the perpetrator that is detrimental to the victim.

CONCLUSION

The development of digital information technology has had a major influence on changes in people's social behavior. on the one hand it can have a positive impact, but it can also have a negative impact on all users if it cannot be used properly according to its purpose and function. Looking at the reality conditions, both the reality conditions that exist on social media and the real reality conditions in society, many phenomena occur due to the inability to process and filter various kinds of information that appear massively in cyber society. Seeing these problems, it is necessary to take preventive measures involving all elements of society, starting from the government, community leaders, religious leaders, educators, parents to jointly provide education on implementing communication ethics and responsible principles in the cyber era. Strong literacy and education are needed as a stronghold in stemming information from spreading in cyber society. Communication ethics, social media or internet ethics in the cyber era are knowledge that must be a guide in facing challenges due to the development of digital information technology. Prevention of all forms of crime through cyber society must start with yourself, your family and those closest to you. Social media or internet ethics in the cyber era is knowledge that must be used as a guide in facing challenges due to the development of digital information technology. Prevention of all forms of crime through cyber society must start with yourself, your family and those closest to you. Social media or internet ethics in the cyber era is knowledge that must be used as a guide in facing challenges due to the development of digital information technology. Prevention of



all forms of crime through cyber society must start with yourself, your family and those closest to you.

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