
Communication Ethic on Internet

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Abstract

The advance of communication and information technology nowadays have contributed to a major impact on social life in the global world, one of them is the activity of communicating on the internet. The tendency and habit of communicating using the internet sometimes makes netizens forget the ethics in communicating and speak as they want, making rude comments, verbal abuse, bullying, blaspheming, and even offending the SARA (Ethnicity, Religion, Race, and Intergroup). From this phenomenon, this study aims to focus at the communication ethics the internet. This study employed a Library Research which is descriptively explained. The results of the study report that good ethics in communicating on the internet is very vital to maintain human relationships and survival among other humans. Therefore, there are some ethics in communicating on internet that we need to understand, such as considering about the good and bad impacts before sending messages on the internet, Using polite language, Having mutual respect in communicating on internet. Therefore, when communicating on internet, it must maintain good ethics and be wiser in using the internet so as to create harmony and happiness in social, national, and state life.

Keywords: *Ethics; Communication; Internet.*

INTRODUCTION

The advances in communication and information technology nowadays have contributed a major impact on social life in the global world, one them is the activity of communicating on internet. Someone can communicate using the internet with other people in a network around the world quickly, easily, cheaply, and simultaneously. Internet (interconnected network) is a network that connects computer devices around the world without being limited by the number of devices into one network to access each other (KBBI, 2008)(Dwimaulana, 2019). The ease with which a person uses the internet has turned the internet into a basic or primary need, almost all the needs can be fulfilled through the internet so that activities to access the internet are getting bigger.(Tempo.co, 2011)(Kompas.com, 2020).

Based on the survey results of the Indonesian Internet Service Providers Association (APJII) conducted in 2020 which involving 7000 respondents that spread across almost all parts of Indonesia, it was stated that internet penetration reached 196.71 million users or

reached 73.7% of the total population in Indonesia with a total of 266.91 million, from the survey. It is also known that the reason people use the internet reports that 29.3% of respondents use the internet to communicate, 24.7% for social media and others for entertainment, public services and online shopping. (Apjii.or.id, 2020). It is undeniable that the presence of the internet as a medium of communication for the community has become something that is very influential and important, especially considering the current state of the covid-19 pandemic that has hit Indonesia which has brought people to use the internet more intensely to maintain health protocols(Antaraneews.com, 2020)(Kompas.com, 2021b).

The tendency and habit of communicating using the internet sometimes makes netizens forget about ethics in communicating and speak as they want, making rude comments, verbal abuse, bullying, blaspheming, and even offending SARA (ethnicity, religion, race, and intergroup) without considering and without being controlled. (Kompas.com, 2021a)(Kabar24.bisnis.com, 2021).

By looking the phenomenon that occurred in Indonesia, where most internet users no longer pay attention to the ethical element in communicating on the internet, it is proven by the results of Microsoft research which measured the politeness level of internet users throughout 2020 which resulted in Indonesia being ranked 29th out of 32 countries. (Kompasiana.com, 2021)At the same time, this is a big concern for Indonesian netizens in commenting on the official Microsoft account, there are positive comments and not a few negative comments so that the Microsoft account closes the comment column. (Cnnindonesia.com, 2021).

The results of Microsoft's research were not only responded to by netizens on social media but also received responses from the Government of Indonesia, based on the official account of the Ministry of Communication and Information of the Republic of Indonesia that the Minister of Communication and Information Johnny G. Plate formed the Internet Ethics Committee or Net Ethics Committee (NEC) as a strategic step, collaborative and sustainable to make Indonesia's digital space clean, healthy, ethical, productive and provide justice for the community (Kominfo.go.id, 2021). In line with Prof. Dr. Ahmad M. Ramli, MH, FCB., Arb. a professor of law faculty at Padjadjaran University who stated that the government needs to organize a healthy internet user ecosystem and there needs to be parental assistance for school-age children who access the internet to prevent an increase in disrespectful attitudes and access to inappropriate content.(Unpad.ac.id, 2021)

By looking at several social phenomena in communicating using internet media in the society, this study aims to see how to use ethics to communicate on internet.

RESEARCH METHODS

The method employed is a qualitative type of the Library Research where researcher collected the materials for data purposes which obtained from books, journals, thesis research results, dissertations and the internet as well as other sources that relevant to the research problem.

Meanwhile, in presenting the data, the researcher focused on collecting data findings from books and journals and other relevant sources, then triangulated the data to check the correctness of the data and then present the data descriptively.

RESULTS AND DISCUSSION

Ethics in communication is the discussion in this study, mainly how to understand the ethics of communicating on internet, seeing from several phenomena that occur that ethics in using tinternet is an important part to understand in today's society, because with an understanding of the ethics of communicating on the internet can help the community in dealing with problems that occur both in the community environment and in cyberspace.

For this reason, it is important to have in-depth knowledge of ethics in communicating on internet.

A. Internet

The internet in the current digital era has become an inseparable part of everyday life, from young people to adults the majority use the internet to help solve problems efficiently, accurately and effectively. The internet is a communication network that has a function to connect one electronic media to another quickly and precisely. The communication network will convey some information that is sent on signal transmission with an adjusted frequency. For global standards in the use of the internet network itself using TCP / IP (Transmission Control Protocol / Internet Protocol).(Adani, 2020)

In general, the internet functions as a channel for exchanging information and connecting people who are separated by distance, and along with the development of communication and information technology, the benefits of the internet now affect almost every human activity, for example learning through the internet, shopping through the internet, banking transactions on the internet and even working through the internet.

There are several benefits of the internet in human life, including:

1. Socialization

The existence of an internet-connected media platform can assist people to communicate with each other from any part of the world.

2. Business

The existence of an online marketplace is growing so that it is easier for us to find any product we need effectively and efficiently.

3. Self Development

There are online courses that can be used to improve self-development that can be followed from home.

4. Entertainment

Getting entertainment with the internet is like eliminating boredom through watching movies to online games.(Kumparan.com, 2021)

In addition to the benefits generated, of course the presence of the internet also has a negative impact on its users, there are several negative impacts that can affect the community, especially the younger generation such as: (Adiel, 2020):

1. Lack of face to face
2. lack of creativity,
3. cyber bullying,
4. Wasting time,
5. Ignoring family and people around
6. privacy threatened,
7. Insomnia,
8. lack of physical activity,
9. Internet addiction that can lead to depression,
10. Moral corruption.

B. Communication Ethics

Ethics is the knowledge of what is good and what is bad and about moral or moral rights and obligations (KBBI, 2021). Ethics is related to morals and manners, ethics refers to human actions as a whole, leading people to how to be good. Ethics thus proposes the values of how humans can live well and also offers ethical patterns and various moral considerations in examining human actions. Ethics also offers norms for a good life and wants to lead people to good behavior, a responsible attitude, upholding the values of life, and prioritizing humanity.(Sari, 2020). Communication is also an important part in influencing human ethics in interacting.

The term Communication in English comes from another language Communication, and comes from the word communis which means "same". Same here means the same meaning, the similarity of meaning is when two or more people communicate with each

other and understand each other and understand what the meaning has been communicated, because sometimes even though the language used in communicating is the same, it does not necessarily have the same meaning in communicating.

According to Onong Uchjana, communication is the process of delivering messages by one person to another to inform or to change attitudes, opinions, or behavior, either directly orally or indirectly through the media. (Nazaruddin & Alfiansyah, 2021). Then according to Jane Pauley in Liliweri provides a special definition of communication that, there are three elements that must exist in the communication process, namely the transmission of information, the transmission of understanding, which uses the same symbols and if one is not present then communication does not work. (Nikmah, Rahwani, & Fitriani, 2018).

After understanding the definition of ethics and communication, it can be concluded that communication ethics is a knowledge that teaches about good and bad morals and morals in conveying messages or information to humans that are delivered directly or indirectly (using media). Communication ethics is also a procedure or rules and norms that regulate humans in communication processes or activities. To achieve effective communication, people need to understand the principles of human communication (Nikmah et al., 2018). So that good communication ethics will create good and harmonious relationships between humans. Conversely, without knowledge of communication ethics, there will be misunderstandings that lead to disputes and fights that can divide human life (Sari, 2020).

Some of the communication ethic between humans that we can apply in everyday life :

- a. Keep the speech or message conveyed.

One that makes a person feel offended or angry when other people convey dirty words or inappropriate words and speak lies. Therefore, conveying a message needs to be thought about before being spoken in order to consider the message conveyed is good or bad and use good, friendly and polite language in accordance with applicable ethical rules.

- b. Polite manners in conveying the message.

Communicating with others of course must also pay attention to good behavior, polite and not excessive. One of the good behaviors is self-awareness, we understand and know when, where and the right situation to convey communication.

- c. Respect each other in communication.

The existence of mutual respect in communicating will help someone avoid problems or feel offended against the other person, and not emotional in accepting criticism or suggestions from the other person.

C. Understanding the Communication Ethic on Internet

Humans are social creatures, it is undeniable that humans need the help of other humans in solving problems and interacting with each other to meet their daily needs. The interaction or relationship that exists is a communication process, namely the delivery of messages or information through the media either directly or indirectly to achieve a goal.

Along with the development of communication and information technology in the digital era that provides more efficient and effective communication media so that it has a major influence on the process of communication between humans today, almost all human activities use the internet. The internet seems to be a basic human need that must be met at all times, the presence of the internet is indeed used in various aspects of life ranging from economic, social, political and educational aspects.

In addition to the convenience provided by the internet media, it turns out that it also has a negative impact on its users such as a lot of untrue information, acts of humiliating and harassing someone on the internet media and not infrequently we also find on the internet media mocking and conveying dirty words to fellow humans, as if the presence of the internet gives users the freedom to convey whatever they want without paying attention to ethics in communicating in cyberspace.

Communicating on the internet is indeed very different from direct communication, communicating on the internet can reduce or eliminate human sensitivity to the attitude of relaxation, consideration, respect and even encourage people to be more courageous in conveying all the problems they feel and the feelings they experience without paying attention to good communication ethics because they feel that he is not in the same place as his communication partner.

The lack of ethics in communicating on the internet occurs in almost all aspects of life as seen from the economic aspect that the buying and selling process is also available on the internet and sometimes someone wants to buy a product on the internet, the buyer does not respect the seller when they want to ask about selling products on the internet. (Florentina, 2021).

Judging from the social and political aspects, it also fulfills many inappropriate messages or words and even lies on the internet media, especially when the election season comes, it may have become a culture of spreading false information or hoaxes and debates

between political groups that convey words to each other. unethical rude and dirty words on the internet (Juditha, 2017).

No less important comes from the educational aspect, the lack of ethics in communicating on the internet also spreads to the academic world, Husna is a high school student and Rafa is an elementary student who has experienced cyber bullying and experienced trauma. (Sejiwa.org, 2021), and students sometimes do not understand good ethics in communicating with teachers and lecturers when using internet media. Therefore, there needs to be attention and supervision in using internet media because internet media provides open and free access to anyone who wants to use it because it is important that there are limitations in its use.(Wandi, 2020)

Some phenomena that occur are caused by a lack of human understanding of good ethics in communicating on the internet, therefore, it is important that we understand and instill in ourselves to create good ethics in communicating on the internet. There are several ways to maintain good etiquette over the internet, such as:

1. Think about the good and bad impacts before delivering messages on the internet. Lack of self-awareness in communicating on the internet and forgetting that internet media is only a channel in conveying messages aimed at other humans, so that we realize that our interlocutor also has the same emotional feelings as us so that we do not use words that lie or hoaxes, mocking and alluding to ethnic, religious, racial and intergroup differences. Some important points in preventing hoaxes include identifying and providing links to sources as much as possible. Then don't broadcast information if it's found to be inaccurate(Mustika, 2018).
2. Using polite language through the internet is no less important to maintain good etiquette through the internet, such as making calls
3. Having mutual respect in communicating on the internet, when we understand mutual respect, we can escape from actions that can harass, mock and insult other people we do not know on the internet.

CONCLUSION AND SUGGESTIONS

Conclusion

Good ethics in communicating through the internet media is very important to be understood, so that in communicating there is an awareness in humans that communicating on the internet is no different from communicating directly or face to face, and realizing that understanding good communication ethics can create mutual respect, politeness in speaking, and maintain the feelings of the interlocutor and to respect each other's differences in ethnicity, religion, race and intergroup (SARA).

So using the internet in communicating must maintain good ethics and be wiser in using the internet so as to create harmony and happiness in social, national and state life.

Suggestions

Good ethics of communicating through the internet must be instilled in generations of the nation's children who will then be the successors of the struggle of the Indonesian nation so that in the future the ethics of good communication on internet are maintained and not eroded by understanding that injures the sense of unity and integrity of the Indonesian nation. Therefore, there is a need for assistance from parents, especially for the millennial generation to avoid unethical attitudes in the internet media and there needs to be support from the government regarding strict policies against existing rules for someone who is not ethical in using internet media.

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