Ethics in the Information Technology Process: A Case Study of Social Media

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Abstract

Technological developments cannot be avoided with life, surely we do not just sit back and miss the development of the world. Keeping up with information technology actually makes it easier to obtain information or even to benefit mankind. Easiest way to communicate now is by using social media. Ethics applies not only to real life but also to the development of information technology with its broad array of ethical applications. On the basis of freedom of opinion, people feel that it is their personal right to share potentially inappropriate tips. Although the Electronic Information and Transactions, it is felt that it would have no effect on ordinary people. This has proved to be with the pervading of social media in slander, confrontation, bullying, abusive speech, or even vulgarity. The study uses case study methods on social media applications, noting how upload which is still very freely accessible to others may even trigger big problems to the legal realm. The policy and maturity of the account owner or individual individual is to be expected, so that how the upload is made may be useful and impact information for everyone who sees it regardless of age.

Keywords: Ethics, information technology, social media

1. Introduction

The development of technology makes it easier for all information to be obtained. So many applications have been developed to be a means of sharing stories and information, which even now there are no restrictions on the circles to access it. Now it is common to see when children have been introduced to *gadgets*, on the one hand it is a means of introducing technology to children, but on the other hand if without supervision by parents, the things that are encountered or accessed can be easily remembered. The same applies to adults who feel they have wide access to information.

Based on Napoleon Cat data, there were 174.3 million Facebook users in Indonesia as of April 2024. This accounts for approximately 61.8% of the total national population. The number of Instagram users in Indonesia in July 2024 is estimated to reach 90.18 million people, according to the Napoleon Cat report. From this data, it can still be predicted that it will continue to increase. The way problematic mobile phone use influences the occurrence of cyberbullying is examined. Findings from a longitudinal survey involving 2,161 adolescents in South Korea indicate that problematic mobile phone use correlates positively with involvement in cyberbullying. (Shin & Kim, 2023). Often social media users forget about ethics in social media so that they use disrespectful language, violate privacy, spread the disgrace of other users and make it a joke. It happens because users have not been able to fully control their

behavior in the social and internet world wisely. It cannot be denied that in today's life, every activity can be said to be inseparable from electronic devices, in this case, *Hand Phones*, which are easy to carry everywhere. Apart from the development of applications that are increasingly sophisticated and help the communication process, it is also very, very necessary to have ethics with morals in using communication facilities in order to create comfort in social media.

Previous research related to this title including that conducted by (Mutiah et al., 2019) states that technological developments have made a shift in thinking. Ethics that were once considered important by the Indonesian people seem to be unimportant. (Mustika, 2018) said that in terms of disseminating information, it must be in accordance with the facts, not exaggerated, not reduced and not distorted from the actual facts. (Afriani & Azmi, 2020) stated that the application of ethics to respect the privacy of others is very good, this is evidenced by the absence of accusing and attacking personally in the group, not spreading information that is private and there is no bullying in the group.

2. Methods

The research method used in this research is the case study method (Rahardjo, 2017). The implementation of this research, a case study was conducted by examining social media ethics per age level through social media accounts connected to the researcher's account. The data collection method in this case study research is participant observation in the field, interviews with documentary evidence.

3. Results and Discussion

Ethics in the use of social media is closely related to how the use of language, symbols included in the upload. Various types of posts are always uploaded on social media for various purposes.
Here's an example of an Instagram post in Figure 1.

Figure 1. Motivation post

The image above provides information about motivational words to all (Figure 2).

Figure 2. Post about bussiness

The image above provides information on items sold on the *facebook* application
Many also share news or comments that have not been proven true, and also use harsh, provocative, pornographic or SARA words. Like the example of the upload below:
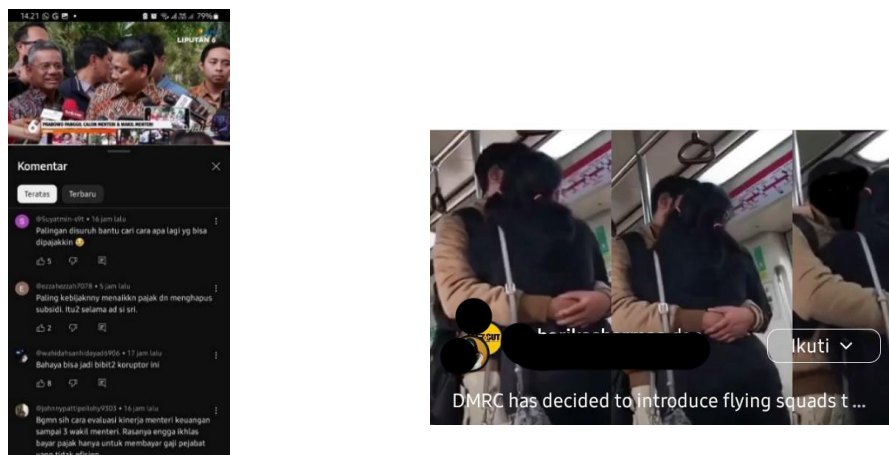

Figure 3. Negative thing in media social

The picture above provides a negative thing for readers who are not necessarily adults, the bad impact is that things like this are seen by children who are underage.
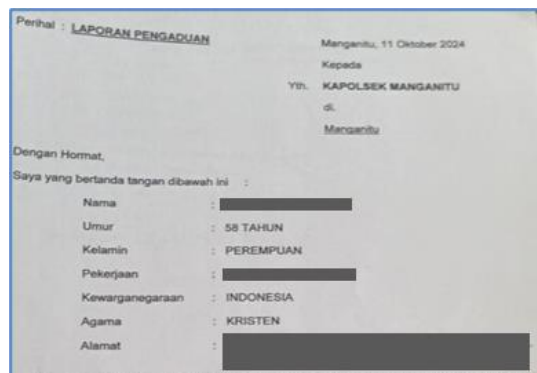

Figure 4. Report to the police about using media social in a wrong way

Based on the above uploads, it is concluded that each upload can provide useful information, both good and bad. It is unfortunate that every upload that has a bad impact on readers is considered normal because it is up to the account owner to upload anything. Maybe because the ITE Law is considered to have no effect on ordinary people.

The picture above is evidence of a report/complaint to the police for actions that use social media arbitrarily by editing photos that are used as stickers on the *WhatsApp* application. However, these victims feel that they have never been photographed and told that their personal photos will be used as stickers. The perpetrators considered what the perpetrators made was only a joke in the *whatsapp* group and easily shared the stickers with others. Unfortunately, this action is carried out by adults, some of whom even have higher education.

Based on the results of observations and interviews, information was obtained that there are still many social media users who still act arbitrarily on the grounds of freedom of opinion and expression. Misuse of social media has become a big issue because it can cause mood disorders and mental health problems such as depression and anxiety (Zhang & Rau, 2021). There must self-awareness in social media interactions reveals its impact on user behavior and content quality. Increased personal self-awareness, caused by visual cues such as watching one's own eyes or video, reduces aggressive comment intentions and improves comment quality (Sohn et al., 2018; Park et al., 2022)

Conclusions

The higher age has no effect on maturity and ethics in social media. avoid SARA and know the rules that apply in social media ethics in articles 27 to 30 of the ITE Law. The use of technology must be done consciously and responsibly so that there is no potential for crime and misuse of technology.

The conclusion of this research is that the development of information technology does not have to make us stutter technology, but we must be able to keep up, but that does not mean that in using social media we are arbitrary on the grounds that it is the right as an account owner, the wisdom of social media users is also very much expected because it is not only the same age or circle that accesses social media, all can give a different impression to each person.

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