



# Ethics of Using Social Media in the Global Era: As an Effort to Build a Dignified Young Generation

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**Abstract.** This research focuses on ethics in using social media in the global era as an effort to build a dignified young generation. Social media is a communication medium that is very important for human life, but reality shows that these ethical values are often ignored. The aim of this research is to analyze the important role of ethics in utilizing social media through communication and information technology and its consequences for the young generation in Indonesia. This research is qualitative research in the field of philosophy. The theoretical basis used by researchers is Franz Magnis Suseno's ethical concept, while the object of study is social media. The methods used are description, interpretation, and analysis-synthesis. Results achieved: using social media through communication and information technology is very necessary and beneficial for humans in this global era. Social media is a platform that can be used to communicate and obtain information, including WhatsApp, Facebook, Twitter, Instagram. Thanks to advances in science which have had logical consequences in the birth of sophisticated communication and information technology, it has made it easier for individuals to communicate. Communicating on social media must be based on ethical values so that healthy communication occurs, namely mutual respect and spreading love. Good communication includes using polite language and positive diction, because language shows a person's quality and self-esteem. Building communication and relationships is useful for humans to find their identity, but remain autonomous. Communication can enrich insight and make someone more mature. These ethical values are reflected in moral attitudes, including honesty, authentic values, responsibility, moral independence, moral courage and humility. These moral attitudes are imperative as a basis for the young generation in Indonesia in using social media so as to produce a dignified generation.

**Keywords:** Ethics, Dignified, Moral Attitudes, Social Media, Young Generation

## 1 Introduction

Social media is always attached to it with advances in the internet sector in today's global era. Social media has become something that cannot be separated from human life. Social media sometimes becomes a necessity. Of course, social media has various beneficial aspects in human life, but on the other hand, there are bad impacts if it is used by individuals who ignore ethical values. The study of ethics always remains current in relation to crucial issues in Indonesia, in this study it is related to social media. The following is data on social media users in Indonesia as of May 2024. The

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total number of users is 191 million users (73.7% of the population), while active users are 167 million users (64.3% of the population). Internet users number 242 million (93.4% of the population). Social Media Platforms include Youtube : 139 million users (53.8% of the population), Instagram : 122 million users (47.3% of the population), Facebook : 118 million users (45.9% of the population), Whatsapp : 116 million users (45.2% of the population), TikTok : 89 million users (34.7% of the population). In terms of age, social media users aged 18-34 years dominate (54.1%), with details of women (51.3%) and men (48.7%). 81% of Indonesian people access social media every day for around 3 hours 14 minutes per day, by sharing photos/videos (81%), communicating (79%), accessing news/information (73%), accessing entertainment (68%), and online shopping (61%) [1]. This data shows that social media is an application that is often accessed by Indonesian people.

However, the problem is, social media is sometimes used as a medium for negative purposes, whereas social media should be used by humans for the noble goals of life in order to dignify humans. Based on this reality, the study of ethics in the use of social media in the global era: as an effort to build a dignified young generation is very urgent.

## 2 Methods

This research is qualitative research in the field of philosophy with a foundation in ethical theory and the object of study is the use of social media in the global era.

Research stages

- a. Exploration of library sources. At this stage the researcher determines the location of the data source, including libraries and online journals.
- b. Collecting library data in the form of books and other literature related to the theoretical basis and objects of research study.
- c. Data processing by carrying out inventory, systematization and data classification.
- d. Data analysis. Data relating to ethics; social media ; the concept of human dignity that has been inventoried and systematized is then analyzed using methods and several methodical elements.
- e. Preparation of research results.

The methods used by researchers in data analysis are description, interpretation, and analysis-synthesis.

### 3 Result and Discussion

#### 3.1 Definition of Ethics

The definition of ethics according to the Big Indonesian Dictionary online is the science of good and bad and of moral rights and obligations (akhlak) [2]. Ethics is a branch of axiology that examines the predicates of right and wrong values in understanding morality and immorality. In essence, ethics discusses the characteristics that cause individuals to be categorized as moral or virtuous [3].

Ethics is systematic thinking related to morality, a basic and critical understanding. Ethics examines values, norms, moral views critically. Ethics demands accountability. Ethics observes moral reality logically and systematically. Ethics helps humans find orientation in order to be able to take responsibility for their lives [4].

Ethics in Kattsoff's view is divided into two, namely descriptive and normative ethics. Descriptive ethics provides an understanding of the predicates and responses of decency that have been accepted and implemented, while normative ethics is related to measures of decency [3].

The benefits of ethics for human life, namely:

- a. The reality of society is increasingly diverse, including morality.
- b. The reality of society is in a period of transformation. Changes occur in every line of life in the wave of modernization. Transformations taking place in the economic, social, cultural and intellectual fields are experiencing major challenges. Ethics in this regard provides an orientation so that various decisions can be accounted for.
- c. In the process of social, cultural and moral change, irresponsible individuals sometimes take advantage of them by offering various ideologies. Ethics is able to face various ideological offers in a critical and objective way.
- d. For religious people, on the one hand they find the basis of faith and belief, on the other hand they participate by opening themselves up to every dimension of society's life which is always changing [4].

Ethics is needed in human life which is always changing because ethics demands accountability.

### 3.2 Definition of Social Media

The definition of social media according to several thinkers is as follows:

- a. B.K. Lewis (2010) explains that social media is a digital medium that allows individuals to interact, produce and share messages.
- b. Mark Hopkins (2008) explains that social media are various New Media platforms such as FriendFeed, Facebook, etc. as social networks. This media platform has a social component which is a public communication medium.
- c. Michael Cross (2013) explains that social media is a term to describe various kinds of technology aimed at individuals collaborating, sharing information and interacting on a web basis.
- d. Caleb T. Carr and Rebecca A. Hayes (2015) explain that social media is internet-based media that allows users to interact with each other and present themselves.
- e. Tracy L. Tuten and Michael R. Solomon explain that social media is a means of communicating and collaborating online for individuals, communities and organizations strengthened by mobility (Ambar, 2017).

The function of social media according to Jan H. Kietzmann, Kritopher Hermkens, Ian P. McCarthy and Bruno S. Silvestre as quoted by Ambar states identity, experiences, sharing, presence, relationships, reputation and groups [5].

Nasrullah explained that social media has several characteristics, namely:

- a. Network. A network is an infrastructure that connects computers with hardware so that communication occurs and data transfer occurs.
- b. Information. Information allows users to create content and interact based on information.
- c. Files. Archives make information stored and accessible.
- d. Interaction. Using social media means building interaction between users.
- e. Social Simulation. Social media will shape society in cyberspace, where sometimes the problems that arise are not found in real society.
- f. Content on social media completely belongs to the account owner [6].

Social media is a digital medium that allows users to interact with each other, produce and share messages. Social media includes Facebook, Instagram, WhatsApp, TikTok and YouTube.

### 3.3 Definition of Dignity

Dignity in the Big Indonesian Dictionary online means the level of human dignity, self-respect. Meanwhile, dignified means having dignity [7]. Talking about human dignity is always related to the ethical values that humans should have, or in other words,

human values are rooted in human dignity. Universal human values are rooted in human dignity. Ali Mudhofir quoted Magnis Suseno's opinion, dignity is the degree of a human being as a human being. Dignity is related to human nobility. Recognition of human dignity is a belief and basic principle that humans have a conscience and are obliged to be accountable. The study of human dignity is related to values so that it is related to understanding and appreciation. Human nobility lies in the reality that humans are rational. With reason, humans are able to overcome various limitations towards an unlimited horizon. As a logical consequence, when dealing with other humans, they are able to face the universe consciously. Humans can determine attitudes and choose what to do. Humans are free creatures, this freedom is one of the noble values or human dignity [8].

Wahyu Atmaji, a writer on literature and culture, explains that human dignity is the value of humans as God's creation who have reason, feeling and will. Humans also have human rights and obligations. Meanwhile, dignity is understood as the degree of human dignity and honorable position [9].

### **3.4 Ethics, Social Media, Dignified Generation**

Ethics is very necessary as a basis for utilizing social media in the global era. Social media is a digital medium that allows individuals to communicate with each other and share messages. Through social media, people can get to know various cultures from all over the world. Therefore, it is very risky if its implementation is not based on ethical values. The increasingly rapid and pluralistic development of human life requires ethical values which are the basis of social media so that the orientation is clear. Apart from that, various problems have entered every line of human life in this global era, therefore the attitudes taken must be accountable. Through social media, we are always open to various ideological offers, ethics are able to face ideologies that want to replace the Pancasila ideology. Using social media must continue to prioritize humanitarian interests that are rooted in human dignity. The use of social media must maintain one's own nobility, which means also maintaining the nobility of other humans. Using social media must continue to uphold ethical values, including protecting the privacy of oneself and others, not degrading one's dignity, and not attacking individuals who offend feelings. Maintaining self-respect when using social media is a must, as a form of responsibility.

Human dignity is always related to the nature of human nature as both individual and social creatures. Human dignity means humans as valuable creatures in the context of themselves as social creatures, not personal interests. Therefore, interacting with each other, opening up, giving and receiving, respecting each other, being loyal to each other, loving each other and respecting each other are forms of upholding human dignity.

Using social media for the community, especially the younger generation, which uses ethical values as its foundation so that they become a responsible young generation, as an effort to build a dignified young generation.

## 4 Conclusion

1. Social media is a medium that allows individuals to interact, collaborate and share messages online. Social media is a platform that is inseparable from human life, it is even a necessity in this global era.
2. Humans really need social media, therefore the realization of the use of social media must be based on ethical values.
3. Using social media must be accompanied by responsibility towards oneself, the social environment and God. Responsible use of social media is an effort to build human dignity, especially for the younger generation.

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