



# Communication Ethics In Social Media Among The Millennial Generation

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## ABSTRACT

The purpose of this article is to provide an overview of the communication ethics of the millennial generation on social media from a Pancasila perspective and according to the role of Pancasila moral values in dealing with technological developments. Advances in technology and science are directly eroding the ethics of using social media, thereby slowly reducing the noble values of Pancasila, which is the life guide and ideology of the unitary state of the Republic of Indonesia. In the era of the millennial generation, the use of social media is often misused. The reason is, the millennial generation tends to be susceptible to content spread on social media without filtering it critically. They truly believe that the content is fact, so they try to defend it with their stance. Socialization, regulatory enforcement, and social media literacy are some of the external ways in which this problem can be solved. Another internal way is to instill in the millennial generation various values and standards of life based on Pancasila and encourage the millennial generation to be involved in various positive productive activities on social media.

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## Introduction

Technological developments to date will be difficult to stop and will continue to develop. Information and communication technology has developed significantly in the last ten years, as technological developments have not only attracted the attention of global industry players, but also in the world of social media by the current millennial generation (Palinggi & Ridwany, 2020).

The biggest challenge faced by the millennial generation is the spread of hoax issues on social media without caring about the truth. The millennial generation is still emotionally and psychologically vulnerable to being influenced. Awareness of the importance of empowering the nation's generation with the principles in Pancasila as a strong shield or fortress is expected to minimize negative impacts (Lestarinigrum, 2021.).

Pancasila is the foundation or way of life of the Indonesian nation which contains nationalist values and must be promoted in the nation's next generation or the millennial generation. Pancasila is also a guide to life, especially for the millennial generation who are known to pay little attention to Pancasila values and standards. In the era of the millennial generation, Pancasila is only used to be studied silently, not to be implemented. The millennial generation must be critical of new things. Therefore, the role of Pancasila can also be said to be a very important national understanding in guiding the millennial generation in Indonesia (Wijayanti et al., 2022.).

The millennial generation's social media seems to have become part of everyday life, so its position is almost like a primary need. One of the things that differentiates the millennial generation from the previous generation's communication patterns is that they have 3 (three) main characteristics, namely: Creative with a tendency to think outside the box, confident with the courage to express opinions and even discuss on social media, and fun because they are good at getting along with other people, one of which is having lots of friends on social media (Fatmawati & Habibah, 2023; Habibah, 2022).

Social media is developing very rapidly nowadays, so the existence of social media is classified into several types, including 1) Social networks, for interaction and socialization, such as Facebook, Myspace, LinkedIn, 2) Chatting, such as Skype, Yahoo! Messenger, Google Talk, 3) Sharing, namely social media for sharing files, photos, videos, music and others, such as YouTube and Instagram, 4) Publish, namely social media for sharing writing or ideas, such as Wordpress, Wikipedia and blogs 5) live stream, namely social media for sharing events, such as Socializr, and 6) Microblogging, namely social media for sharing short information or short updates with other users who follow, such as Twitter, Plurk and Pownce (Reka, 2019). Globally, some people are known to use excessive information on social media to spread content and propaganda. It is not uncommon for there to be a group of individuals who use social media because it is more popular with the target group, namely the millennial generation (Kusuma & Azizah, 2018).

The presence of social media among the millennial generation has created a lack of barriers between private life and public life for many people. The majority of Indonesian netizens do not pay attention to communication ethics when consuming social media. Polite communication can be recognized, among other things, through the application of communication ethics. Communication ethics is not only related to good language, but must also be distinguished from sincere intentions expressed through our calm, patience and empathy in communicating (Rawanoko et al., 2021).

The millennial generation uses social media to discuss everything from trivial matters such as whether or not fake photos are fake, favorite football clubs, to important issues in people's lives. At first they were just discussing, but it turned into criticizing each other, insulting each other and slandering each other. In addition, these discussions are usually heated

regardless of their content and without valid data references, thus wasting valuable time and often ending in arguments. This is of course a bit absurd, because conversations that are actually a positive thing in the search for truth, instead become activities that are reasoned, continuous, and end in ambiguity (Habibah, 2020).

The millennial generation, who often receive and consume content similar to hate speech or fraud on social media, ends up believing things whose reality in real life is questionable. Because of this, many millennial generations of social media users are interested in spreading hate messages, attacking certain parties, publishing provocative news headlines without paying attention to and adhering to social ethics, including journalistic ethics. They compete to share and spread news according to their personal version of the truth because they are used to receiving things like that.

### **Method**

In this study I used the library research method in English referred to as library research. Literature research is research that is done in a way open magazines, books, and other data sources in the library. Besides that I use Reference sources come from scientific journals, articles, and data information from the internet on official blogs. After collecting various relevant sources of literature. This information will be adjusted with problems related to the attitude of communication ethic millennials. Collected data then analysed by data reduction, data presentation, data analysis, further analysis and withdrawal conclusion.

### **Results and Discussion**

The growth in the number of internet users in Indonesian society is increasing from year to year. The computer network, which became known as the internet, has become a means of fulfilling the most important needs in the world and especially in the lives of Indonesian people. This can have positive and negative impacts that can arise from technological developments for the millennial generation. The negative impacts that can be caused include increasing juvenile delinquency and deviance through social media platforms, weakening the sense of mutual cooperation and enjoyment of Indonesian society, especially reducing human interaction, the trend of making people addicted to internet technology, the rise of cybercrime and hate speech via social media, even inequality, gender, and the biggest one is the emergence of fake news on social media (Sabani, 2018).

The purpose of creating fake news is to fake or deceive the message by using *clickbait* which is a link statistically placed on a website to lure people to another website. The content of these links is factual, but the headlines are exaggerated or accompanied by memorable images to attract readers. Propaganda activities spread information, facts, arguments, gossip, half- truths or even lies to influence public opinion. However, many technological advances have also reduced the impact of fake news that is currently spreading in society. By utilizing technological developments on a larger scale, artificial intelligence can reduce the spread of fake news online (Habibah et al., 2023; Habibah & Sapriyah, 2022).

#### **A. Characters of the Millennial Generation**

Technological developments seem to be inseparable, which of course has caused changes in people's lives in various fields and has greatly influenced people's cultural values, including people's way of living and thinking. This is because the device is versatile and very attractive and has many functions apart from communicating, sharing, creating and entertaining through audio, video, images, writing and music. These features lead to a new way of communicating with millennials that seems to be replacing the traditional face-to-face communication that is usually done. Millennial teenagers rely heavily on technology *smartphone* to communicate with other millennial generations. Room for *hanging out* and *chatting* has become more modern and *stylish* . The attraction of the internet and social media plays an important role in building communication skills. The current millennial

generation is very sensitive to changes that occur so they follow these developments. The following are several factors that cause Millennials to embrace social media as a lifestyle: (Rofiq et al., 2022).

- a. Existence. Everyone needs to have their existence recognized, especially millennial youth who are looking for their identity. Active on social media, millennials are easy to notice.
- b. Attention. Everyone needs attention, both directly and indirectly. Attention can be shown through words or actions. The simplest and easiest attention is through words. Therefore, the millennial generation from childhood to adulthood who definitely needs attention is more likely to want instant attention and still choose social media to get attention.
- c. Opinion. Opinion is an opinion about something according to your own opinion and thoughts. So, opinions cannot be equated with other people's because every person's opinion is different. Opinions are necessary in life, whether to broaden your point of view, make choices, or get positive thoughts to solve a problem. Because of this, the millennial generation sometimes uses social media to exchange opinions or thoughts, but sometimes this use is misused or used excessively.
- d. Cultivate image. Everyone wants to have a good image. Especially millennial teenagers who tend to be fickle and want to be seen by everyone and want a good image. Social media is an easy way for millennials to show off their strengths and get noticed instantly.
- e. Communication and socialization. Every person is a social creature who needs relationships with each other and living creatures. To fulfill these needs, millennials tend to stay in touch with family and friends, and even make new friends through social media.
- f. Event for achievement. Millennials who are still active and involved in the technology industry need social media to improve their skills through this event. For example, competitions to create blogs, write short stories that are often posted on social networks.
- g. Adding insight. For millennial teenagers who basically like new things that they didn't know before, this can also be a shortcut for them to find out. For example, Instagram provides food recommendation features, tourist attractions and other information.
- h. Express what you feel. People usually use social media just to have an opinion, but sometimes they don't realize that the opinion expressed is too painful to read. Especially among millennial teenagers, the sensitive and irritable side dominates. That's why they choose social media to express their feelings because in cyberspace they can express their feelings because they have created a world like that. Regardless of what people read later.

#### **B. Social Media in the Role of Character Education for the Millennial Generation**

Social media in the millennial generation cannot be separated from each other, this cannot be separated from the existence of several communities on social media that are popular with the millennial generation. Social media is a means of communication and interaction in the digital era, with the help of computers forming a system whose use is supported by the internet. Social media offers maximum use of space for virtual communities as a place that provides freedom to express identity and opportunities to expand networks (Habibah & Florence, 2023).

Easy access to social networks, its features play a role in forming the self-concept of millennial generation children who are stimulated to subconsciously change their concept of development. The use of social media has shaped the millennial generation's mindset to

behave in ways they consider popular, depending on what they see that is not appropriate for their age (Febriyanto et al., 2022).

Social media has a huge impact on the character development of the millennial generation. The millennial generation is one of the users who is easily influenced by the impact of current technology. The impact of this technology can be seen in the attitudes of the millennial generation who prefer to be alone and find it difficult to interact with their peers, students who are addicted to digital media, tend to be lazy and have disabilities, etc. Character education is a way to equip the millennial generation with a good life so that they can continue to increase their motivation and academic achievement. Often, it is difficult for the millennial generation to build good character in their own place, so education is the ideal platform to help them develop (Maharani et al., 2023).

### **C. Provocation of Social Media Content**

The millennial generation carries out conversations on social media only for personal interests and is not supported by the right information and sources. On average, those who engage in conversations are offended by content that disparages their sponsored partners, want to form an opinion about their sponsored partners, and correct content they don't believe is correct. If the conversation continues, it will influence the direction and outcome of the conversation which is also usually unclear. Thus, the topics discussed are usually used as a reference for including hate speech to provoke other parties (Sabani, 2018).

In addition, content related to hate speech is no longer carried out by individuals alone, but is regulated by organizations that are deliberately created to spread hate content. One example is the Saracen group, whose police arrested several members in August on charges of participating in a syndicate for spreading hate speech and fraudulent content. In fact, this content is planned through accounts created by this organization, according to subscriptions and with the aim of saving, namely obtaining maximum profits. This example shows that the spread of hate speech and deceptive content now has a great opportunity to spread on social media and influence society, especially the millennial generation due to not only individual practices but also organized activities (Sya'bani et al., 2021).

The large amount of exposure to social media content causes millennials to be provoked into conversations when there is content that is not in line with their thoughts. They constantly consume what is circulating on social media, giving rise to the assumption that reality is what is presented in the media. Believe that everything that happens on social media is a representation of reality in the real world, so they do not feel accepted or offended and need to do something to correct what they think they are following.

### **D. Ethics in Using Social Media by the Millennial Generation**

Considering the various impacts resulting from the development of social media, appropriate regulations are needed for the concept of understanding social media ethics. This is regulated in Law Number 19 of 2016 which emphasizes recognition and respect for the right to freedom fairly in accordance with public security and public order, a harmonious understanding of freedom in the context of human rights is a rule that limits freedom (Faldiansyah & Hidayatullah, 2022).

Etymologically, ethics is the science of moral rights and obligations, while communication is the relationship between individuals who share messages to understand each other. Terminologically, communication ethics is the relationship between mutual understanding and knowledge about the message of forgiveness. The moral core of communication ethics is the continuity between freedom, responsibility and conscience, so that the principles of wise and fair attitudes emerge (Zahrah & Habibah, 2022).

No different, everyday communication is the same as the communication system on social media. Therefore, customs and customs as well as other ethical values must be



respected. Unethical behavior on the internet and social media is very difficult to control because anyone can have more than one account with a fake avatar. However, understanding the internet is at least a guide for the millennial generation to be open to the internet (Rawanoko et al., 2021).

### Conclusion

The importance of good and correct communication ethics in the Pancasila perspective while maintaining the identity of the archipelago even as the digital era advances. With ethics, we have more control over what we do on social media and are wiser in our use of social media. The millennial generation itself has characteristics that love technology, are flexible, intelligent and tolerant of cultural differences. However, the millennial generation still lacks awareness of Pancasila values when playing on social media, which can result in the weakening of Pancasila values in the millennial generation. The current existence of the millennial generation needs to be addressed both externally and internally. Externally, the state can do this by working together with all levels of society by preventing the easy spread of content such as hate speech and fraud on social media, strictly implementing various related regulations and regulating the establishment of social media. The millennial generation itself must also take part in prevention, namely by spreading positive content and preventing the spread of negative content on social media. Pancasila values must be preserved as a sustainable foundation for forming a superior generation of the nation.

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