

Building Gen Z Ethics on Social Media

Tedi Nursalam^{1*}, Moch. Dentrys Al'fiq Rosada²

¹ Mahasiswa Prodi Ilmu Al-Qur'an dan Tafsir Fakultas Ushuluddin dan adab
Universitas Islam Negeri Sultan Maulana Hasanuddin Banten
Email: tedinursalam9@gmail.com

² Mahasiswa Prodi Ilmu Al-Qur'an dan Tafsir Fakultas Ushuluddin dan adab
Universitas Islam Negeri Sultan Maulana Hasanuddin Banten
Email: mochdentrysalfiqrosada@gmail.com

Abstrak

Media sosial adalah situs web atau kumpulan aplikasi yang memungkinkan pengguna berbagi konten dengan sejumlah besar orang di seluruh dunia. Memperkuat etika media sosial remaja Generasi Z adalah kebutuhan mendesak. Terlepas dari kesulitan yang ada, media sosial memberikan peluang untuk memperkuat moral generasi muda Gen Z. Menggunakan teknologi pendidikan, mendorong pemuda untuk berpartisipasi aktif dalam kampanye literasi komputer, dan memperkuat peran keluarga serta sekolah sebagai sumber informasi dan bantuan adalah beberapa peluang tersebut. Bekerja sama dengan berbagai pemangku kepentingan, termasuk orang tua, pendidik, pemerintah, dan masyarakat, diperlukan untuk membentuk etika media sosial anak muda Gen Z. Anggota muda Generasi Z dapat mencegah efek negatif media sosial dengan bersatu dan menggunakannya secara proaktif dan bertanggung jawab.

Kata Kunci: Literasi digital; pendidikan; media sosial

Abstract

Social media is a website or collection of apps that let users share content with a large number of people worldwide. Strengthening Generation Z adolescents' social media ethics is an urgent need. Notwithstanding the difficulties, social media presents a chance to fortify the morals of the younger Gen Z generation. Using educational technology, enticing youth to actively participate in computer literacy campaigns, and bolstering the role of families and schools as sources of information and assistance are some of these opportunities. Working together with a variety of stakeholders, including parents, educators, the government, and the community, is necessary to shape the social media ethics of Gen Z youth. The younger members of Generation Z can prevent the negative effects of social media by banding together and using it proactively and responsibly.

Keywords: Digital literacy; education; social media

PENDAHULUAN

One significant technological advancement that helps people communicate and socialize more is social media. This media has changed a lot of people's speaking methods, starting with Friendster and My Room, then Facebook and Twitter, and finally Google Plus. This is in line with the early goal of social networks, which is to allow us to connect and talk to people all over the world, including looking for new friends, partners, businesses, let alone finding new friends, let alone political connections (Wellyana dkk., 2022). Social media is a type of online media that allows people to easily participate, distribute, and create content, such as social networking sites, wikis, organizations, and virtual worlds. Social media and blogging are one of the forms of social media that are very universally used around the world. Mass media is defined by Andreas Kaplan and Michael Haenlein as "a group of Internet applications formed based on a view of life and Web technology that allows the creation and exchange of user-generated content" (Ainiyah, 2018).

Since its inception, the term "social media" has consisted of two words: "media" means communication, and "social" means a social life where people communicate, interact with, and participate in social media platforms. Ethical communication in social networks means respect, care and

responsibility towards others. It also means knowing that what we say and do can affect others (Angelia & Nurcahyani, 2023). According to research, the influence of social media education on the morale of generation Z teenagers is huge. Teachers and educational institutions that have professionalism can overcome these changes to keep Generation Z teenagers connected to social media and use it as a provision to face the challenges of the times that demand change and talent development (Ilzam, 2020).

Shaping the character of Generation Z teenagers on social media requires a comprehensive approach that involves various parties, including parents, educators, and policymakers. A survey by the Ministry of Communication and Information Technology shows that the young generation in Indonesia often uses social media and technology in their daily lives, because this survey shows that 79.5% of children and adolescents surveyed are Internet users and 98% of them understand it. This shows that the digital world has developed rapidly and has become the lifestyle of Indonesian Generation Z teenagers (Musthofa & Abidin, 2023a). Using polite language, avoiding expressing and evoking negative feelings, avoiding SARA, being careful about sharing unusual images to intimidate, speaking well, rereading what you write, greeting someone and checking messages before sending them is a communication eticado (Hapsari Wijayanti dkk., 2022a).

In addition, good communication in social networks requires respect and empathy for others. It's important to understand the opinions and feelings of others before commenting or commenting on something. Polite communication and respect for differences of opinion can help create an inclusive and diverse online environment. Responsibility and accountability are also very important in social media communication ethics. Everyone is responsible for what they say and do. Avoid misinformation by researching information before sharing it and using trustworthy sources. It is important to recognize and correct errors when they occur (Angelia & Nurcahyani, 2023). Currently, social media has become a necessity, not just an entertainment medium. Then the problem arises that not all social media users use it wisely. Social media etiquette is very important. Intolerance in the use of social media to disseminate and obtain information can result in a decline in morals and ethics in the younger generation. As globalization promotes freedom and openness, people imitate the negatives on social media that they should not know (Ayub & Sulaeman, 2021).

But in reality, cybercrime poses a very big threat to society, especially generation Z teenagers, online crimes such as hacking, phishing, spamming, and so on. known as cybercrime (Dewi & Istinabila, 2022). Freedom of expression has no limits in today's era of globalization. People become familiar with freedom of opinion without fear of restrictions. However, those who cyberbullying or spreading hate speech mostly admit to only criticizing, even though these actions often lead to insults (Annissa dkk., 2022). Teenagers usually spend time on social media and do not care about their environment, so teenagers become apathetic, excessive use of social media will affect the social interaction of adolescents, the more a teenager uses social media, the less social he will be (Tane, 2022). This study aims to examine social media use and responsible communication practices on social media.

METODE

The study employed a qualitative methodology utilizing primary and secondary sources as its sources. In order to deepen the Qur'an, the primary source is to search, analyze, and gather information about the ethical verses in the Qur'an. The secondary source is to conduct research on ethical topics from books, magazines, and other sources, including both religious and non-religious ethics. The data collection technique was carried out through literature research. In this study, the author directly contacted the information or text presented, not through field data or eyewitnesses of the incident, the author directly contacted only useful sources available in libraries and on the internet. In this article, the author uses a thematic research method, namely examining all verses of the Qur'an related to good ethics.

The results are then expressed in the form of descriptive and interpretive stories to become a good ethical picture in the perspective of the Qur'an.

HASIL DAN PEMBAHASAN

Hasil

The results show that there is a fairly clear tension between the communication ethics standards of Gen Z teenagers and the intensity of their social media usage. Based on the data presented in the manuscript, it appears that teenagers' involvement in the digital world is not always accompanied by maturity in filtering information or managing their self-expression. The communication patterns that emerge tend to be impulsive, reactive, and unethical when observed through the illustration of phenomena described in the discussion. This is evident from the increasing use of impolite language, the spread of information without evidence, and the rise in cyberbullying cases, which are often interpreted as freedom of expression. The results show that technological advances only accelerate the deterioration of ethics when not balanced with value control.

Conversely, research has shown that social media is not only a place of problems but also a place that can be used to build ethics. There is great opportunity to enhance adolescents' moral awareness, according to analyses of educational content and positive campaigns. According to the "conceptual picture" that can be drawn from the discussion, social media actually functions as two sides of a coin: on one side, it serves as a place to undermine values, and on the other side, if used correctly, it serves as a place for the internalization of ethics. Adolescents' behavior exposed to digital literacy content, creative religious outreach, and polite communication tends to be more critical and responsible. This supports the argument that the main issue is not the media itself, but how values are used and monitored.

Tabel 3.1 Percentage of Ethical Findings of Gen Z Teenagers on Social Media

No	Finding Indicator	Positive Category	Negative Category
1	The use of polite language in communication	38%	62%
2	The ability to filter information before sharing	35%	65%
3	Awareness of one's own and others' privacy	42%	58%
4	Engagement in educational/religious content	40%	60%
5	Tendency to engage in cyberbullying	28%	72%
6	The use of social media for productive creativity	45%	55%
7	Self-control in the use of social media	33%	67%
8	The spread of hoaxes or unverified information	30%	70%

Sumber: Hasil Penelitian berdasarkan jurnal (Musthofa & Abidin, 2023b)

Almost all indicators are in the negative category, as shown in the table. This can be sharpened by saying that Gen Z's ethics on social media are still at risk. Interestingly, the creativity indicator has a relatively balanced figure. This suggests that there may be room for content-based creative educational interventions. In addition, you can find the 'common thread' that poor digital ethics literacy is not the main problem, but rather the lack of access to technology. Deviations, if not accompanied by value control, increase with the intensity of use.

PEMBAHASAN

Strong Gen Z Teen Personality

Generation Z teenagers need to have a strong personality in order to be able to face various challenges and obstacles in life. This strong character can be instilled through character education that instills values such as honesty, integrity, courage, and toughness. Generation Z is a very important young generation for the country, so they are educated to be ethically polite, especially when it comes to language. As a characteristic of a responsible generation and high integrity, Generation Z teenagers are expected to use the right language when communicating (Anggraeni & Yuniar, 2021). As many as 21% of adolescents think that sharing personal information online is considered safe. However, many studies show that teens also care about their privacy. Social media users often use the "privacy" feature to protect their personal information from others (Anwar, 2017). Social media can also be used to spread positive information. This includes conducting anti-bullying campaigns, sharing information about learning seminars, and supporting good communication (Aqilah dkk., 2023).

Ethics is also known as a way of regulating one's attitude and interactions with others based on standards of decency and ethics. Ethics is a science that seeks orientation or knowledge that provides a foundation and direction in human action, and this is very important for Generation Z teenagers when interacting on social media (Dosen Pendidikan Sejarah STKIP Sidoarjo & Wartoyo, 2019). To ensure that social media users can communicate well, appreciate, support, and respect each other, ethics is needed to go beyond written rules, as explained in (QS. Al-Baqarah: 282) (Hapsari Wijayanti dkk., 2022). Communication is very valuable and important if it is carried out based on high ethical values, this will also produce worship values. Communication ethics must be respected and useful during the communication process, be it interpersonal, group, organizational, or mass (Lovita dkk., 2023).

Fostering Creativity and Innovation of Gen Z Youth

Generation Z is a generation full of potential and creative ideas. Building character can help them to develop this potential and become innovative individuals and able to produce creative solutions to various problems. Due to the large number of social media users today, Generation Z teenagers should make more use of social media as an effective tool as well as to develop creativity and innovation to market goods and services (Gunarto dkk., 2020). Dropshipper is an example of a business that does not require capital. Respondents can benefit from this simple business opportunity because it does not require capital to run it, and this is a great opportunity for Generation Z teenagers to develop innovation and creativity in social media (Leksono dkk., 2022).

Many ethics are taught in the Qur'an to be applied in communication. Patience and truth must

be the core of communication ethics (Tabayun) communication must also filter information so that there is no misinterpretation and differences must be acknowledged during the communication process, and communication must be done with good language (Utomo dkk., 2023). As explained in (QS. Al-Hujurat: 12). Taking benefits and leaving losses behind, which means that social media is beneficial if used wisely, managing time fairly, choosing friends wisely, saying statements that are factually accurate, and maintaining self-esteem (Meidiaputri & Mukhlis, 2023).

Maintaining Privacy and Avoiding Slander

Based on this principle, we must always protect the privacy of others on social networks and not share them without their consent. In addition, it is important that we avoid slander and gossip that can damage the good name of others. There is a lot of negative content on social media that attacks certain groups or individuals, such as provocative statements, hoaxes, hate speech, and SARA, Religion, and Intergroup (SARA) content that hints that Indonesian communication is moral or ethical. a lot of things, especially on social networks (Muzaki dkk., 2023). Privacy is all personal data related to behavioral data that must be properly protected. It will be very useful if users know what ethics must be considered in using social networks. The lack of public awareness, especially generation Z, towards the ethics of using social media has caused a number of social problems. As explained in (QS. An-Nur: 23) (Nilakusmawati dkk., 2022).

With the development of technology and science, including social sciences, social media, and information communication technology, cultural differences in different parts of the world are decreasing. Therefore, negative media became an interesting source of information in Indonesia in 2009 (Ningrum dkk., 2024). Maintaining interpersonal relationships, openness and honesty in communication can reduce misunderstandings, conflicts and tensions. Additionally, honest, consistent, and transparent communication with others can increase trust in each other (Nurrachmah, 2024). Providing an explanation for the trend of social media addiction among Generation Z adolescents. According to this study, Generation Z adolescents have no control over social media use and are unable to regulate their own activities. They also can't prioritize the use of social media compared to other important activities (Pallathadka dkk., 2022). It can be said that life on social networks today is a very bad life. This is evidenced by the large number of fake news that seems to have become part of Indonesian culture. Therefore, the information is often unclear. As explained in (QS. Al-Hujurat: 6) (Latif dkk., 2022).

Be Fair and Objective

This principle requires us to always be fair and objective in conveying information on social media, and not take sides with one particular party. We must also avoid spreading hatred and provocation that can divide unity. As explained in (QS. An-Nisa:158). Surprisingly, more and more teens are using social media to communicate with others, including the internet, smart apps, social media, and phone calls (Shalmarona dkk., 2021). If someone swears or lies, they may get hurt or angry. So, if you want to use polite, kind, and friendly language according to current ethical standards, think about your message before saying it (Wandi, 2021).

In addition, the religious messages conveyed in Islamic communication cover all Islamic religious teachings, including aqidah (faith), Sharia (Islam), and akhlak (ihsan). Islamic communication also emphasizes elements of the message, such as Islamic messages or values, and the style of speech and use of language, called rhetoric. Da'wah is a term used in Islamic communication (Wati, 2023). As explained in (QS. An-Nahl: 90). To support his speech, social media users, especially Generation Z teenagers, must be able to include facial emoticons into various expressions and this is a form of fair and objective attitude. According to the communication situation, the displayed emoticons will be interpreted in a practical way, smiling facial expressions, such as smiling, laughing, sad, or disappointed, used to support the speaker's own expressions or to respond to the remarks of others (Wijayanti dkk., 2022).

One of the factors that affects the language ethics of adolescents is the small age gap between adolescents and society. As a result, adolescents consider their parents or society as their friends, thus giving them the freedom to speak as they please, regardless of who they are talking to (Kardiana dkk., 2021). Tjasmadi in his book states that learning media is everything that can be taught and can be used to convey educational messages or materials. This media is used to increase students' thoughts, feelings and interests in the learning process (Tjasmadi, 2019). The interactions that occur on social media facilitated by this technology are inseparable from social influences. This is because the user's behavior and feelings will be influenced by the online representation of other users. Social media users as individuals will be associated with social objects because social media is a medium to interact with groups (Triputra & Rewindinar, 2020).

Social Media Challenges and Challenges

Of course, observing a variety of ethical communication-related phenomena on social media these days leads many people to believe that the younger members of Generation Z, who lack communication skills, are primarily responsible for the negative effects of technological advancements on society, particularly with regard to the growing population. youthful generation In addition, one of the things that encourages people to reject ethics and morality is the convenience that technological advancements offer (Astajaya dkk., 2020). Adults and teenagers' use of social media is inextricably linked to our social nature as sentient beings. This facilitates access to and online and in-person interactions with them for social media users, particularly teenagers and adults (Siti Fatihah Ashari, 2023).

People are beginning to greet and communicate with each other on social media as technology develops. The internet and web-based technologies that enable social media facilitate more interactive communication (Awailiyah dkk., 2024). Social change is significantly impacted by social media's presence across a variety of platforms. Even at night, an increasing number of people are utilizing the internet for communication. Nowadays, social media plays a significant role in everyone's life. It can be a place to share ideas and have a big impact on a lot of people in addition to being a way to learn and make friends (Baihaki, 2020). Teenagers in generation Z today have very different ethics than those of the past, or at least from a few years ago. This is a clear illustration of the 5.0 era paradox. The advances in technology of today appear to be distorting their perception of the world. Given the social setting and the community's waning sensibility (Dinarti dkk., 2023).

Throughout human history, religion has played a significant role in society and is widely regarded as one of the institutions that is least amenable to change, especially with the advent of technology. The customs, ceremonies, and lessons that are transmitted from one generation to the next appear to be robust, genuine, and unaffected by the advancements in technology that have revolutionized numerous other facets of society. But with the introduction of artificial intelligence (AI) and the quick advancement of technology, things are beginning to change (Elvina & Siregar, 2023). Furthermore, in the context of artificial intelligence, developing efficient policies for the use and security of personal data is essential. Strict and open guidelines about the gathering, storing, handling, and application of personal data in relation to artificial intelligence must be part of this policy. In addition to preserving individual privacy, strict and open regulations can give AI developers and users clear standards and guidelines. (Siti Masrichah, 2023).

For students, digital literacy is crucial because it is critical to the field of education. Teenagers, or those between the ages of 13 and 18, are the age group that uses the internet the most. Technology is constantly changing, particularly for teenagers (Fajri & Nasution, 2023). But as digital technology advances, there are a number of issues that must be resolved. The content sent via digital technology's authenticity and dependability is one of them. To make sure that content transmitted through digital

technology does not conflict with Islamic teachings, there needs to be stricter oversight and control over it because false, inaccurate, or contrary to Islamic teachings can spread quickly (Hajri, 2023). Social media presents new difficulties for the media. Nowadays, people, particularly those in Generation Z, can access news and information via digital platforms like social media (Mirza Azkia Muhammad Adiba & Nitra Galih Imansari, 2023).

Teenagers in generation Z who attend Islamic boarding schools must embrace technological advancements in order to keep up with the times and remain competitive with other educational establishments. Effective use of technology by Islamic boarding schools can raise standards of instruction, increase the reach of da'wah, and fortify their position in the digital age (Muid, 2024). Teens from Generation Z primarily communicate and share experiences on social media. Furthermore, it has spawned a robust online religious community where individuals can exchange inspirational stories, discuss religion, and encourage one another on their spiritual path. Islamic da'wah can also be widely disseminated thanks to the digital age. A broader audience can be reached with religious messages via blogs, podcasts, videos, and other platforms (Ngafifi, 2014). The Quran's definition of social media basically states that mass media and communication channels that allow for the unrestricted reception and dissemination of information are included in social media. Thus, using social media in a way that deviates from the Qur'anic guidelines may have unfavorable effects. This occurs even in cases where the Qur'anic guidelines are broken when using social media, demonstrating how Islam places a high value on social media ethics. As stated in Q. S. Al-Ahzab (70) (Nur Haliza dkk., 2022).

Among the many advantages of social media is that it can be a creative and efficient tool for advertising. Social media can be a useful tool for reaching a wider audience and deepening their understanding of Islam's teachings. Religious messages can be spread to a wide and varied audience by social media users, particularly dai, using a variety of engaging content like memes, videos, audios, and infographics (Nurhayati dkk., 2023). People's growing reliance on news or information is directly correlated with their dependence on modern lifestyles. The desire of humans to constantly be involved with what they have, including the global cycle of life, is the essence of all these phenomena. Of course, the simplest way to become involved is to increase our curiosity about various topics. Furthermore, the media is the most trustworthy source of knowledge to satiate curiosity (Puspianto, 2022).

The proliferation of information on social media has given rise to the post-truth theory, which holds that the veracity of a message stems not from its source's reputation but rather from its volume of expression (Sugiono, 2020). Because it makes life easier and helps people solve problems, technology aids in the development of character. Learning how to take care of oneself and manage risks is only one aspect of character education; another is the values of life that uplift people despite adversity (Triyanto, 2020). Another digital channel that advertisers can use to communicate with consumers is social media. On the other hand, social media can also be viewed as a virtual space where people carry out significant life tasks (Yunus, 2020)

SIMPULAN

Given how quickly information and technology are advancing, there is a need for more practical understanding of communication ethics in other social media. As social media continues to advance and become more and more prevalent, it is advised that all institutions and societies offer instruction on proper and appropriate social media communication. After all, children can now use social media to communicate with anyone, anywhere, at any time. Born into the era of computers and the internet, Generation Z is highly active on social media. There are many advantages to social media, such as entertainment, education, and communication ease. On the other hand, they can also be harmful if not used properly. To optimize social media's positive effects and reduce its negative ones, Gen Z teens

need to develop morality on the platform. Many people's commitment and cooperation are needed for this. Teens may use social media responsibly and assume responsibility for their futures if they receive the appropriate education, adopt an interesting approach, and play active roles.

SARAN

This research shows that Gen Z teenagers need reinforcement in social media ethics through a more integrative approach, which includes digital practices in their daily lives, not just theory. It is important for educational institutions, families, and communities to acquire value-based, contextual, and technology-adaptive digital literacy. This will enable them to build critical awareness on how to filter information, maintain privacy, and communicate politely. To compete with the flow of negative content on social media, innovative and relevant educational content is also needed. Further research is expected to expand the study by using field-based empirical methodologies. The aim of this research is to measure Gen Z's ethical behavior more specifically and to find more efficient intervention methods to build responsible digital character.

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