

Communication Ethics of Criticism in the Public Space of Twitter Social Media *Etika Komunikasi Kritik di Ruang Publik Media Sosial Twitter*

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ABSTRAK

This study aims to find out how communication ethics critiques in the public space of social media Twitter. This study uses a qualitative approach because in this study it describes the phenomena studied in the form of descriptions that show how communication ethics criticizes the public space of Twitter's social media. The subject in this study is social media twitter. The object of this study is the ethics of communication to criticize in the public space of Twitter's social media. This study uses secondary data. The results of this study indicate that the ethics of communication in conveying criticism on Twitter social media must pay attention to, among others: using good language, avoiding the spread of criticism that contains racism, pornography and acts of violence and propaganda, re-checking the correctness of information, respecting the work of others when conveying criticism either in the form of photos, writings or videos belonging to other people, it must include the source of the information. Communication ethics has a legal basis, namely Law Number 19 of 2016 concerning Amendments to Law Number 11 of 2008 concerning Information and Electronic Transactions (UU ITE).

Kata Kunci: Communication, Ethics, Twitter

ABSTRACT

Tujuan dari penelitian ini adalah untuk mengetahui bagaimana kritik etika komunikasi diterima di Twitter. Penelitian ini menggunakan metodologi kualitatif karena menyajikan fenomena yang diteliti dalam bentuk deskripsi yang menyoroti cara etika komunikasi mengkritisi platform media sosial ruang publik Twitter. Twitter menjadi fokus investigasi penelitian ini. Fokus penelitian ini adalah wacana publik platform media sosial Twitter tentang etika komunikasi. Data sekunder digunakan dalam penyelidikan ini. Temuan penelitian ini menyarankan bahwa etika komunikasi dalam menyampaikan kritik di media sosial Twitter harus memperhatikan antara lain: penggunaan bahasa yang baik, menghindari penyebaran kritik yang mengandung rasisme, pornografi, dan tindakan kekerasan dan propaganda, pengecekan ulang keakuratan informasi, menghargai karya orang lain ketika menyampaikan kritik berupa foto, tulisan, atau video milik orang lain, dan mencantumkan sumber ketidakakuratan tersebut. Undang-Undang Nomor 19 Tahun 2016 Tentang Perubahan Atas Undang-Undang Nomor 11 Tahun 2008 Tentang Informasi dan Transaksi Elektronik (UU ITE) memberikan landasan hukum bagi etika komunikasi.

Keywords: Etika, Komunikasi, Twitter.

INTRODUCTION

Social media is a kind of media platform that emphasizes user interaction and supports users' activities and interactions. As a result, social media may be seen as an online facilitator that improves user interactions as well as a sense of community (Arshad et al., 2021). Social media are internet platforms that encourage interpersonal communication. Web-based technology is used by social media

to transform communication into interactive discourse (Can & Alatas, 2019; Chancellor et al., 2019).

Twitter is one of the well-known social media platforms. The decision to use Twitter media was made since there are numerous communities there where information can be shared in real time (Blasi et al., 2020; Hussain et al., 2021; Medina Serrano et al., 2020). Users may more easily see news that is now being

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discussed from all corners of the globe in real time as well as send and read text-based communications of up to 280 characters known as tweets (tweets) (Bruns, 2019).

Twitter is a microblogging social networking platform that is run and controlled by Twitter Inc. Because of its design—a microblog that enables users to send and receive messages, as well as read messages, often referred to as tweets or tweets—and because it allows users to do so (Bruns, 2019; Chancellor et al., 2019; Edo-Osagie et al., 2020). Tweets are postings that are visible on a user's profile page and may be widely accessed, while sending messages to their friends list alone is also possible (protect account). The tweets of other writers, also known as followers or followers, are visible to users (Haupt et al., 2021; Huda, 2021; Hussain et al., 2021).

The social media platform Twitter has changed the way that people communicate publicly. Communication ethics are affected by these modifications as well. The media serves as a vehicle and instrument of change in mass communication by directly connecting sources and receivers so that everyone may see, read, and hear it (Park et al., 2020; Piedrahita-Valdés et al., 2021).

Twitter is a social networking platform that anybody can use to interact, share information, and express thoughts and views. Social media makes use of internet networks with widespread involvement to allow users to exchange information, provide feedback on it, post comments, and generate ideas and critiques without being constrained by space or time (Nasution et al., 2021; Piedrahita-Valdés et al., 2021).

social media criticism of a person or organization Twitter seems to be a popular trend right now. Many individuals or organizations use Twitter as a social media outlet to express their disapproval (Edo-Osagie et al., 2020; Haupt et al., 2021; Huda, 2021). The tragic riot in Kanjuruhan is one of the critiques made on Twitter. A tragic incident that will go down in football history is the killing of hundreds of fans during a soccer match between Arema FC and Persebaya on Saturday, October 1, 2022, at the Kanjuruhan Stadium in Malang, East Java. The tragic riot also claimed the lives of a number of women, kids, junior high, high

school, and vocational students in Malang City. Many individuals were allegedly killed as a result of the security forces' deployment of tear gas during the game.

On Twitter, a lot of notable figures also sent their sympathies for the clashes in Kanjuruhan (Nasution et al., 2021). In fact, the condolences received criticism. Internet users believe that authorities are still using the Kanjuruhan event to further their political agendas. Photos of the authorities taken from different perspectives were placed between the rows of condolences (Can & Alatas, 2019; Chancellor et al., 2019). On Twitter, the images of the condolences quickly gained popularity. A lot of online users criticized the authorities' sympathies.

For regular people who rarely use social media, changes in communication patterns in the form of language styles that use many terms will be very confusing. Similarly to writing language, there is a chance that the meaning displayed will be unusual for those who read it. In contrast, Twitter users often utilize propaganda languages that seek to influence people's opinions, the behavior of society, or a particular group of individuals. It must be constructive and not intended to drag down the person being criticized. appropriate and proper criticism must utilize appropriate language and be backed by arguments and explanations.

METHOD

This research employs a qualitative methodology since it presents the phenomena under investigation in the form of descriptions that highlight the ways in which communication ethics critiques the social media platform of Twitter's public space (Sugiyono, 2018). Twitter is the focus of this research's investigation. This study's focus is on social media platform Twitter's public discourse on communication ethics.

Secondary data are used in this investigation. The study's secondary data came from sources including journals, books, data, films, newspaper clippings, and other research-related papers. A literature review was employed as the method of data collecting in this research.

RESULT AND DISCUSSION

Communities may acquire information in a variety of ways, particularly via social media like Twitter. On Twitter, though, a variety of information is still being shared. Additionally, the individuals that study the data continue to be different. This is due to the fact that individuals have varying degrees of knowledge, comprehension, and capacity for developing unique methods for assessing any material on Twitter social media.

On social media sites like Twitter, information may also take the shape of criticism. Users of Twitter may express their dissatisfaction on this social network. The objective of a criticism is excellent, and it is really helpful. It will be possible to make corrections and changes if it can be accepted with grace. If not, little more than pain and a feeling of not having done the task properly occur. Giving critique, on the other hand, is seen to be simpler since it just transmits what is unappealing, even when it is not truly (Huda, 2021; Medina Serrano et al., 2020). The tragic incident that took place at the Kanjuruhan Stadium in Malang during the match between Arema FC and Persebaya was one of the critiques shared on Twitter. About 125 individuals perished as a result of the catastrophe. The victim's family is not the only one who feels profound sadness; everyone, particularly Indonesian football fans, does.

Twitter users have expressed a lot of displeasure about PSSI Ketum's remarks made during a news conference held outside the Kanjuruhan stadium. The Ketum PSSI said, "Thank you, Mr. Menpora, Mr. Kapolri who we respect, Mrs. Governor, all of you who are happy," which was deemed improper for the circumstance at the time. Several organizations on social media, notably Twitter, protested this comment. This is due to the fact that these phrases are deemed improper in light of the profound grief caused by the Kanjuruhan tragedy.

On a day when everyone was depressed, it was seen improper for the Ketum PSSI to say this phrase. Following are some of the complaints made by users on Twitter:

Twitter account @dapaduh** : "Where are you coming from sir, there is mourning here".

*Account @Syarii *** : Permission, sir. We are not happy, sir.*

*Account @Fatihah *** : "Happy how many people died".*

Based on several critical tweets submitted by Twitter users, it is clear that communication on social media Twitter is often carried out using non-standard language. One of the reasons is that in cyberspace it is often unclear who the communication partner is and where they are located, although many people have interacted and met in the real world, and continue to communicate in cyberspace (social media Twitter).

The language on social media Twitter is not the official language as writing scientific articles. Very few Twitter social media users write criticism in accordance with Enhanced Spelling (EYD) while standard writing is very important because it is related to ethics in communicating with fellow Twitter social media users. Netizens also criticized the organizers for the security system which was not up to standard. Also, the shooting of tear gas by security forces did not comply with FIFA standards, the organizers ignored capacity, the playing time was postponed and justice for the victims' families.

One example of a tweet that contains criticism of the Kanjuruhan tragedy above is: "The longer the Kanjuruhan tragedy is, can you comment?" and accompanied by the posting of several images sourced from other parties (Haupt et al., 2021; Piedrahita-Valdés et al., 2021). The criticism conveyed by @GIBOLofficial seemed more to exacerbate the grieving atmosphere and also seemed to be provocative. There are no limitations in conveying criticism on social media, but you still have to pay attention to ethics in communicating on social media.

In using social media, including Twitter, there are regulations or legal basis that regulate social media users so that they can use social media more wisely and do not violate the rules in using social media, including in conveying criticism on Twitter. Law Number 19 of 2016 concerning Amendments to Law Number 11 of 2008 concerning Information and Electronic Transactions (UU ITE) regulates information and electronic transactions, or information technology in general. In the ITE Law there are five articles that regulate ethics in social media, starting from Article 27 to Article 30.

Both regarding content that should not be uploaded and the spread of hoaxes and hate speech, including taking other people's data without permission.

Twitter social media is a place for netizens to spill criticism, stories and all kinds of activities, emotional outbursts in the form of writing or photos which often override existing communication ethics (Nasution et al., 2021; Park et al., 2020). If technological advances are not accompanied by progress in thinking, then the technological advances are inversely proportional in terms of mindset.

The ethics of communication in the use of social media also has a legal basis, namely Law Number 19 of 2016 concerning Amendments to Law Number 11 of 2008 concerning Information and Electronic Transactions (UU ITE). The ITE Law is a corridor for social media users in posting writing or photos. Therefore, when conveying criticism on social media, including Twitter, you must pay attention to the ethics of communication, which include the following:

1. Use good language

In activities on Twitter social media, you should always use good and correct language so that it does not pose a high risk of misunderstanding. It would be nice if you were communicating on Twitter using polite and appropriate language and avoiding using multiple words or phrases with multiple interpretations (Edo-Osagie et al., 2020). Everyone has different language preferences, and can interpret content differently, at least by using clear and straightforward language Twitter users have tried to upload clear critical content too.

2. Avoid spreading racism, pornography and acts of violence and propaganda

In conveying criticism, one must be able to avoid spreading information containing elements of SARA (Ethnicity, Religion and Race), pornography and propaganda on Twitter (Chancellor et al., 2019). Make it a habit to convey useful criticism and not cause conflict between people. Also avoid uploading photos of violence such as photos of victims of the Kanjuruhan riot in other forms. Do not add to the grief of the victims' families by distributing photos of the victims because it is possible that one of their families is in the photo.

3. Re-check the correctness of the information

Twitter users must always be vigilant when receiving information from social media that contains news of an incident such as the Kanjuruhan tragedy (Haupt et al., 2021). So that in conveying criticism it can be based on existing facts and not incited by information that is not yet valid. Therefore, Twitter users are required to be even smarter when capturing information. If you want to convey a criticism, it is best if the information received is re-examined or cross-checked first for the correctness of the information.

4. Appreciate the work of others

When conveying criticism in the form of photos, writings or videos belonging to other people, make it a habit to include sources of information as a form of appreciation for someone's work (Pond & Lewis, 2019). Don't get used to copying and pasting without including the source of the information.

Everyone can easily communicate and share with the Twitter social media. When people use Twitter social media, there is a slight change in the perspective of people who are starting to know the interaction with the outside world and trying to communicate with other users who are slowly changing people's attitudes, and slowly following other users who are considered to have a certain popularity in this media. In conveying criticism of a problem, there are still many Twitter users who do it freely and at will without considering the impact that will be caused by the criticism they convey on Twitter. But on Twitter social media many people in general see it, so that critical tweets like that are seen as violating communication ethics.

CONCLUSION

Communication ethics in conveying criticism on Twitter social media must pay attention to, among other things: using good language, avoiding the spread of criticism containing hate speech, pornography and acts of violence and propaganda, re-checking the correctness of information, respecting the work of others when conveying good criticism in the form of photos, writings or videos belonging to other people, the source of the information must be stated. Communication

ethics has a legal basis, namely Law Number 19 of 2016 concerning Amendments to Law Number 11 of 2008 concerning Information and Electronic Transactions (UU ITE). The ITE Law is a corridor for social media users in posting writing or photos.

Author declaration

Author contributions and responsibilities

The authors made major contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation and discussion of results. The authors read and approved the final manuscript.

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Availability of data and materials

All data is available from the author.

Competing interests

The authors declare no competing interests.

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