


The Digital Communication Ethics Is Important For Gen Z Polytechnic Medan Aviation

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Article Info	ABSTRACT
Keywords: Communication Ethics, WhatsApp, Gen Z, Education, and Conflict.	This study aims to investigate the importance of communication ethics in the context of WhatsApp usage among students of Medan Aviation Polytechnic. In addition, this study also wanted to identify factors that influence ethical communication, including the role of education, digital learning, self-awareness, and response to conflict. Overall, this study analyzed the impact of communication ethics on interaction quality and stress reduction among university students. In this study, a qualitative research design with a case study approach was used. Participants consist of Medan Aviation Polytechnic students from various study programs. Data were collected through in-depth interviews and surveys to explore students' views on communication ethics on WhatsApp. Data analysis was conducted using thematic analysis to identify patterns and themes that emerged from the data obtained. The results showed that understanding communication ethics among students can reduce misunderstandings and improve the quality of interactions on WhatsApp. In addition, communication ethics education has an important role in developing self-awareness and good communication skills. Quick responses in conflict situations have been shown to be effective in reducing stress and improving interpersonal relationships. Students equipped with good communication ethics are better able to face communication challenges in the digital era.
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INTRODUCTION

Ethics comes from the word “ethikus” and is also known as “ethics” in Greek. Ethics refers to deviations from norms, values, and standards that are considered good and appropriate for human behavior. As a result, communication ethics refers to the most appropriate norms, values, or levels of communication. communication activities in a particular community. According to Richard J (Karimah, 2010) ethics is an effort to determine the quality of human life based on what is in their environment or within themselves. The third lesson on ethics focuses on the importance of communication ethics in social media.

Communication in terminology refers to the process of transmitting statements from one person to another. Communication of a statement from one person to another. So in this sense, the participants in communication are people. (Ruben, 2005), in terms of communication between humans, it is stated as follows Human communication, namely: *“Human communication is the process by which people—in relationships, groups,*

organizations, and societies—respond to and create messages to adapt to their environment and each other.”

According to (Weaver in Marhaeni Fajar, 2009) Communication is the entire process by which one person's thoughts influence the thoughts of another. Communication is the entire process by which one person's thoughts influence the thoughts of another. In addition, according to Shannon and Weaver in Changara (2010), communication is a form of interaction. According to (Fajar, 2009) Communication is the entire process by which one person's thoughts influence the thoughts of another. Communication is the entire process by which one person's thoughts influence the thoughts of another. In addition, according to Shannon and Weaver in Changara (2010), communication is a form of interaction. Humans influence each other both intentionally and unintentionally. This is not limited to forms of communication that use spoken language, but also includes facial expressions, images, art and other forms of communication. Forms of communication that are not limited to the use of verbal language, but also include facial expressions, images, art and technology. In general, the purpose of communication is to expect feedback from our interlocutors, and all the information we convey will be received by our interlocutors. All messages we send are received by our interlocutors, and the effects of the communication. Effects of communication.

METHOD

This study uses a qualitative approach to understand ethics in communication among students of Medan Aviation Polytechnic. In this study, the case study used is Generation Z students who actively use WhatsApp as a communication tool. Respondents in this study consisted of 12 students. Data were collected through a questionnaire survey. Through this method, it is hoped that a deeper understanding can be obtained regarding communication ethics among Generation Z students at Medan Aviation Polytechnic and how they can avoid mistakes in communicating digitally.

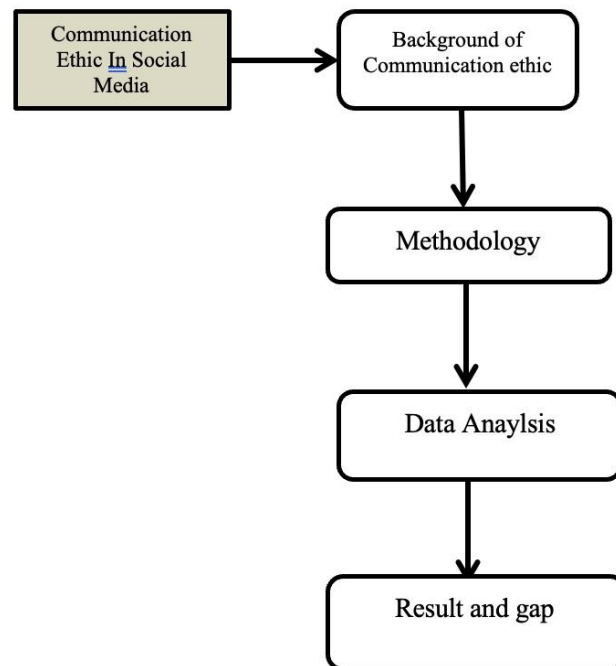


Figure 1. Flow Chart

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RESULTS AND DISCUSSION

Respondent Profile

This study involved 12 students of Medan Aviation Polytechnic, especially Gen-z aged 20-22 years. This profile supports respondents who come from technical backgrounds in understanding soft skills and attitudes relevant to the world of aviation. Gen-Z plays a role as an agent of change in Indonesian politics, which aims to realize a relevant democratic life. Political education is very important to equip Generation Z with critical thinking skills and prevent apathy. Their lifestyle is simple and straightforward. This study uses a qualitative method based on the data found in the following questionnaire:

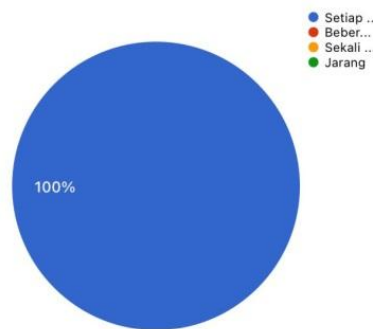


Figure 2. Indicators of students using social media every day

In Pie Chart figure 2 the questionnaire findings show that 100% of students use social media every day. This result shows that every student involved in the survey considers social media platforms to be an integral part of their daily lives. This consistent use of social media can reflect the tendency of the younger generation, especially students, to connect with friends and family and to access various content. This result shows the importance of understanding the ethics and norms of communication that apply on the platform, considering its impact on their social interactions and identity formation.

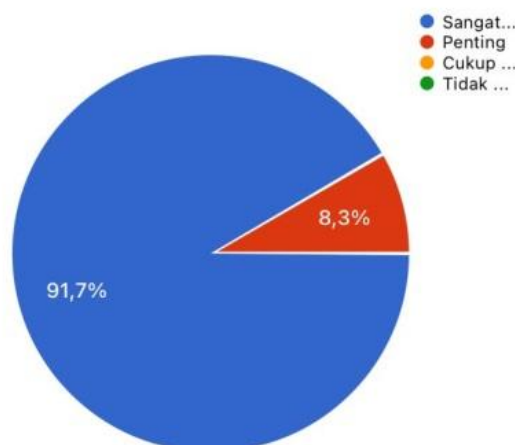


Figure 3. Student indicators are important for maintaining ethics

The results of the questionnaire survey on the importance of maintaining communication ethics among students showed that 91.7% of respondents considered this very important, while 8.3% considered it important. This significant figure reflects a high awareness among students of the role of ethics in communication, especially in the context of the use of social media which increasingly dominates daily interactions. Students who

rated communication ethics as very important realized that the behavior and decisions they make on digital platforms can have a broad impact, both on themselves and on others. Thus, these results indicate that communication ethics is an aspect that needs to be understood and applied by students in their daily lives.

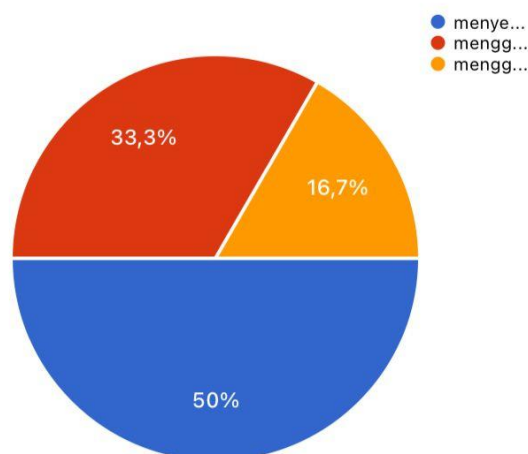


Figure 4. Student indicators who considers behavior unethical nature of digital communication

Unethical behavior in digital communication among college students shows that 50% of respondents consider spreading fake news as the most significant unethical behavior. Followed by the use of bad language, which is considered unethical by 33.3% of students, and the use of other people's personal information, which is considered unethical by 16.7% of respondents. This figure reflects students' awareness of the various forms of unethical behavior that can occur in the digital world. The spread of fake news shows concern about the negative impact of inaccurate information, which can damage an individual's reputation and create distrust in the community. Meanwhile, the use of bad language and other people's personal information also shows the need for ethics in communication to maintain good relationships and respect the privacy of others.

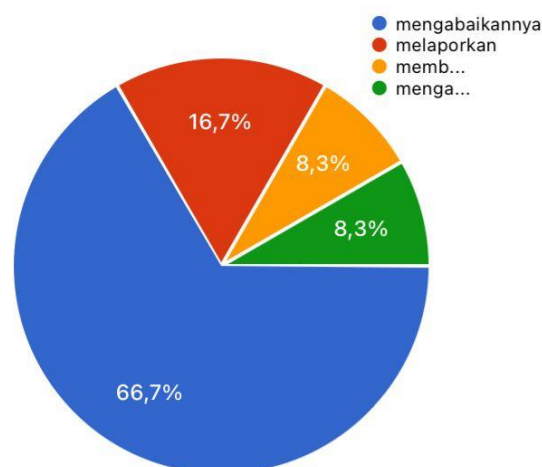


Figure 5. Student Indicators handle situations when viewing questionable or unethical content

Based on survey data regarding actions taken by students when encountering questionable or unethical content, it shows that 66.7% of respondents chose to ignore it. Meanwhile, 16.7% of students reported the content, 8.3% commented on it, and 8.3% invited discussion. The high number for the ignore option reflects students' tendency not to engage in issues that are considered controversial or questionable, perhaps due to uncertainty about how to respond or the risk of conflict. On the other hand, the act of reporting shows that some students are aware of the importance of maintaining ethics and security in the digital environment. The choice to comment or invite discussion, although small, shows that there are students who are willing to have a dialogue about these issues. However, the dominance of the choice to ignore questionable content indicates the need for further education on how to handle such situations more actively and ethically.

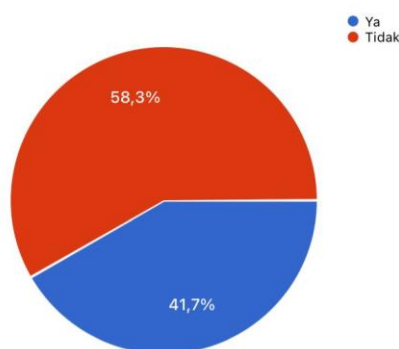


Figure 6. Student indicators have experienced conflict due to communication on social media

Based on the results of a survey on student experiences related to conflicts due to

communication on social media, it shows that 58.3% of respondents have never experienced conflict, while 41.7% admitted to having experienced similar situations. The higher percentage in the "never" category reflects that most students feel able to communicate well on digital platforms without causing friction or problems. However, the figure of 41.7% who reported having experienced conflict shows that although many have managed to avoid it, there are still a number of students who are caught in situations that can damage relationships or create tension. This can be caused by various factors, such as differences of opinion, misunderstandings, or inappropriate use of language. These results highlight the importance of understanding communication ethics and skills in managing interactions on social media to minimize the potential for future conflict.

According to (Unika Putry Mutiarani, 2024) Social media has become an important part of student life. However, the lack of communication ethics can cause problems such as the spread of fake news, negative comments and negative comments and bullying on this platform. Various theories about communication ethics on social media. The results of this study indicate that communication ethics have an important role in avoiding chat errors on WhatsApp among Medan Aviation Polytechnic Students. From the analysis of the data obtained, several main findings can be concluded. First, most students at Medan Aviation Polytechnic show good awareness of the importance of ethics in digital communication. They understand that word choice, tone, and context greatly influence the interpretation of a message.

Students who are more aware of communication ethics tend to be more careful in conveying messages, thereby reducing the potential for misunderstanding. However, there is ethical awareness, many students reported having experienced errors in communication via WhatsApp. These errors are often caused by a lack of clarification, inappropriate use of emojis, or limitations in conveying written expressions. In addition, Medan Aviation Polytechnic students showed that communication ethics education in academic environments is still lacking. In addition, self-awareness and empathy emerged as key factors in communicating ethically. Students who are able to put themselves in the shoes of others tend to be more careful in communicating, understanding that the messages they send can have an emotional impact on the recipient.

CONCLUSION

This study emphasizes that communication ethics play an important role, especially for Gen Z, in avoiding mistakes in WhatsApp chats among Medan Aviation Polytechnic Students. Awareness of the importance of word choice, tone, and context in communicating messages is key to reducing the possibility of misunderstanding. Overall, this study emphasizes the need to increase awareness and understanding of communication ethics among students, as well as the importance of communication ethics education in equipping them with the skills needed to interact effectively and ethically in the digital world.

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