



Learning Outcomes on the Importance of Ethics in TikTok Social Media

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Abstract

In the era of digital and globalization, social media platforms have become an important part of daily life throughout society, especially among teenagers. One platform that is growing in popularity is TikTok, a short video sharing application that allows users to create, edit and share their creative content with an audience. However, the rapid growth of TikTok also raises concerns about its impact on teenage ethics. The method used is literature study, a technique carried out by collecting data from various sources, such as books, journals, etc. This research examines the ethics of using social media, especially the TikTok platform, through a literature study. TikTok, as one of the most popular video sharing applications, has a significant impact on user behavior and digital culture. This research identifies various ethical aspects, including privacy, dissemination of correct information, and the influence of content on teenagers. The analysis was carried out by referring to various literature that discusses ethical challenges in social media, such as privacy violations and the negative impact of harmful content. The findings suggest that users and content creators need to increase awareness of their ethical responsibilities to create a safer and more positive digital environment. Recommendations are aimed at developing ethical guidelines that are acceptable to TikTok users and other stakeholders.

Keywords: Ethics, Social Media, TikTok.

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I. Introduction

According to Suwardana (2018), the Industrial Revolution 4.0 has changed the way technology is used. The emergence of this digitalization era is based on a mental revolution that focuses on how to benefit in three ways: thoughts, beliefs, and social attitudes. With the emergence of the internet as the primary communication tool, information technology and technology (IT) have developed, and this development will impact people's lives (Rosana, 2010). According to Puslitbang Aptika IKP Kominfo (2017), the age group 20-29 years old uses social media the most. Those of that age are called

Generation 2, the Millennial Generation. They are the generation most familiar with the advancement of information and technology because they are immersed in a time when technology and information are developing very, very quickly (Magan, Martin, and Anggara 2022).

Rambe and Khoiri (2024) identify In the world of technology and information, social media serves two purposes. In a dualist perspective, everything has good and evil. The use of the internet for social media has provided virtual forums that can form virtual communities, Web forums, such as discussion forums, can do many things, such as respect the ideas, opinions, and information of their members and allow members to talk to each other or exchange ideas Online forums usually only discuss one topic, but they may cover many things and fields.

In situations like this, social media can be both beneficial and harmful to individuals. as is the case with Tiktok. This social networking site is currently very favored by teenagers. TikTok is growing quickly among millennial teenagers because of its interesting and fun features. TikTok is growing, allowing it to serve as a platform to showcase one's interests and skills, an educational tool, and a way for people to express themselves creatively through its content. In his research Arenda et al. (2022) aims to educate the public about good ethics in communicating or social interaction on social media so that the actions taken can have a positive and beneficial impact.

According to Rahmawati (2018), Tiktok is a social networking application containing music videos from China that is widely used in the Indonesian digital industry. TikTok utilizes the user's phone as a portable studio, offering special effects that are interesting and easy to apply, making it possible for anyone to create engaging videos with ease. Today, video has become one of the most in-demand content around the world, including in Indonesia, and has even become a new source of income for millennials through advertising on their video channels. Video has also become an effective marketing tool in brand communication strategies. To support creativity in video creation, many developers compete to create video editing apps. compete to create video editing apps.

Social media has continued to evolve and change over time and plays an important role in how we communicate and interact in modern society, especially when it comes to language. Social media has become an important part of modern digital culture and influences various aspects of our lives. Language, according to Hasbullah et al. (2020), is a human modality to show his identity as a creature of God Almighty, which is God's gift to humans to worship, do good, and show gratitude to Him. Irhamdi (2018) stated that social media, as a means of community communication, plays an important role in building sound and correct language values and morals in accordance with the rules of freedom. Linguistic values in communication refer to the way humans communicate verbally or non-verbally. Nevertheless, things that contradict the norms and ethics prevailing in society are often found. Amirah (2021) said that the phenomenon was caused by low public awareness about filtering content spread on social media. People's understanding of ethics and linguistic norms affects the way people communicate through social media. This understanding can create a communication environment in social media, both positively and negatively (Firmansyah et al. 2024).

A broader and deeper explanation is the purpose of the definition of ethics. "Ethics" comes from the Greek word "ethos," which means "custom" or habit relating to human actions or behavior, and can also mean "character." (the entire spectrum of human behavior in action). Ethos means "an action that is one's own" or an action that is one's own. "Moral" comes from the Latin word "mores," which has the same meaning as "ethos." Therefore, "morals" and "ethics" are the same word. Ethics is the field of study of morals.

In rapidly evolving modern communication, the intersection of principles and ethics in the utilization of new media is the cornerstone. This multifaceted world traverses the merging of technology, human interaction, and ethical considerations, encapsulating the complex tapestry that shapes our digital interactions (Putra et al., 2022). From an Islamic perspective, communication has

ethics, where ethical communication ensures that others can understand what we say when we communicate with them. What is meant is communication that has al-Karima morals and is commonly called ethical communication, which has meaning derived from the Koran and hadith (Zahzuli, 2022).

Due to the progress of the times, the ethics of communication have begun to decline. However, ethics should not be neglected at any time. Due to the phenomenon of declining human ethical awareness, we must instill these values in the next generation. determine the best way forward. With the advancement of communication technology, people can now interact with people from other cultures without regard to the rules of communication. To create an environment where good communication occurs, we must understand the basis of sound and correct communication (Sari 2020).

Ethics are clearly very important in social interactions on social media. The freedom of communication on social media often makes people ignore communication ethics, which can cause problems for society as a whole. Therefore, everyone who uses social media should be responsible for what they do (Rianto, 2019). In addition, there are no strict regulations on video sharing, unlike on the social media platform TikTok. As a result, people can interact, speak, and express themselves freely without being constrained by rules set by ethical norms. As a result, this can trigger various immoral acts and speech that are harmful to the public welfare (Rambe and Khoiri 2024).

Social media ethics are guidelines and principles that govern user behavior on social media platforms; some important aspects of these ethics include:

1. Adherence to Rules: Respect the platform's community policies and guidelines, including prohibitions against offensive, hateful, or violent content.
2. Authenticity and Transparency: Produce original content, do not copy or steal others' work, and disclose the sources of information used.
3. Respect for Privacy: Do not share other people's personal information without permission and keep one's own personal data safe.
4. Responsibility in Sharing Information: Ensure that information shared is accurate and reliable, especially regarding sensitive issues.
5. Interacting Politely: Respect the opinions and feelings of others in communication, avoiding harassment or negative comments.
6. Support Mental Health: Being mindful of the impact of social media use on mental health, both of oneself and others.

By adhering to these etiquettes, users can create a more positive, safe, and productive social media environment. This research was conducted to understand how ethics on social media, particularly TikTok, is important and urgent. It can help reduce negative impacts such as the spread of harmful content, influence social norms, and protect users from abuse. This research also has the potential to increase content creators' awareness of their responsibilities, as well as help shape more ethical and safe policies, creating a more positive and healthy digital environment for users, especially among the younger generation.

2. Methods

The method used is library research. A literature study is a research method carried out by collecting data from various sources, such as books, journals, articles, and certain writings. Literature study is a series of activities related to library data collection methods, reading and recording research materials from journals, books, documents, and media articles, both print and electronic, that support research for results that are relevant to writing. Data collection techniques used in the literature research method, or this literature is by collecting data from things or variables in the form of articles, journals, notes, books, and so on (Latifah, Marini, and Maksum, (2021).

Qualitative descriptive analysis is a method that involves analyzing, describing, and summarizing various conditions obtained from a collection of information collected from direct observations in the field or interviews about the problem being studied. However, descriptive qualitative research is a research method based on the philosophy of positivism. This is usually used to research objective conditions, with the researcher being the key tool (Ridwan et al. 2021). Library research, also known as "library research," is a series of actions that include reading, recording, and processing research materials; library research is a method of collecting data by examining literature, notebooks, and reports related to research topics (Nazir, 1988). According to Prastowo (2012), not much different from Nazir, library research is a qualitative research method that utilizes documents, archives, and other types of documents as research material so it can be concluded from the above opinions, it can be concluded that literature study can be used in research by reading and reviewing relevant topics (Sandra et al., 2016) (Syafitri and Nuryono 2020).

According to Sarwono (2006), literature study is an activity of studying various reference books and previous research findings to obtain a foundation or theory about the problem to be studied. In simple terms, Sarwono said that literature study is the process of reading many books or references with the aim of gaining a deeper understanding of a topic or theme, which is in accordance with the topics discussed in technical writing in conducting literature studies:

2.1 Determination of Topic and Research Objectives

The first step is to determine a clear and specific research topic. The purpose of the research must be well understood so that the focus of the search for literature sources is in accordance with the theme being researched.

2.2 Develop a Research Question or Theoretical Framework

Before searching for sources, develop a research question that will form the basis of your literature search. A theoretical framework must be prepared to map out the important concepts to be studied.

2.3 Searching for Literature Sources

Use a variety of relevant literature sources, such as Libraries, Books, research reports, dissertations, theses, and articles from academic journals. Online databases: Use digital platforms such as Google Scholar, JSTOR, PubMed, or other relevant databases. Source: Secondary: News articles, organization reports, and other references that can provide additional information related to the research topic.

2.4 Source Evaluation

After finding the sources, evaluate their quality. Please make sure they are from reliable sources that are relevant to the research topic. Good sources usually come from academics or professionals in the relevant field.

2.5 Collecting and Organizing Information

Read and extract important information from each source found. Note down key points that support your research topic or question. Organize these notes systematically for easy access

2.6 Analyze and Synthesize Information

After collecting various literature sources, analyze and compare the information found. Identify patterns, theories, or findings that are consistent and relevant to the research. Synthesize information from multiple sources to generate a more comprehensive understanding.

2.7 Writing the Report or Literature Review

Based on the analysis and synthesis, write up the results of the literature study in the form of a report or literature review. This literature review serves to present relevant information from various sources and point out gaps or areas that still require further research.

2.8 Bibliography Preparation

Each source used should be recorded in the appropriate format, e.g., APA, MLA, or Chicago, depending on the guidelines followed. It is important to give credit to the original author and provide information that makes it easy for readers to find the source.

3. Results and Discussion

Human lifestyles have changed as a result of the rapid development of information and communication technology (ICT). Social media, such as TikTok, has dominated communication in cyberspace because it allows people to communicate without being hindered by space and time to make friends or simply exchange information. Therefore, all users are forced to react, comment and share information in a fast and unlimited time. Moral and moral disputes have emerged on the internet and social media (Besley & Chadwick, 1992; Fahrimal, 2018). Because social media allows many people to interact and communicate, ethics there are not considered (Hapsari Wijayanti et al. 2022).

People who actively use the internet are usually called "netizens" or warganet. The term "netizen" comes from the words "citizen" and "internet" (Hauben, 1997: 43). community). Netizens are people who actively participate in online communities, such as talking and doing other online activities. Therefore, we can say that Netizens are internet users (users) who actively communicate, express opinions and cooperate in the media. Now we know that Indonesia still faces significant challenges to these things. We witness many comments that some people consider unethical. The ethics of communicating on the Internet are almost the same as the ethics of communicating in the real world, such as staying honest, using polite, friendly words, speaking clearly, and being easy to understand. However, in digital media, it also means respecting things like data protection, privacy of security regulations, copyright, and usage rights (Ramadhan et al. 2022).

Social media is now a great place to share messages, information, news, and other things. Social media, on the other hand, allows people to socialize, build relationships, and cooperate with others through unreal relationships. Data shows that the use of social media in Indonesia is increasing rapidly. According to Data Reportal, by 2023, there will be 167 million people using social media, with 153 million of them-79.5% of the total population over the age of 18. In addition, it is estimated that 78.5% of internet users have at least one social media account. According to a report by research firm Statista, the number of TikTok social media users will be 113 million by 2023, with 113 million overall users; Indonesia is considered to be the country with the largest number of TikTok users in the world at that time. Millennials are the group that uses the TikTok app the most in Indonesia. The Indonesian government once stopped access to the TikTok app because it was deemed to frequently violate regulations related to pornography, religious harassment, and other offenses that appeared on its social media platform. Since the Indonesian government blocked the app on July 3, 2018, Tik Tok has turned into a very popular culture in Indonesia (Solekhah 2024).

According to research by Afriani & Azmi (2020), the application of ethics that respect the privacy of others is very effective; this shows that there are no accusations and personal attacks, the dissemination of personal information, or bullying in the group. With the development of technology today, we cannot avoid negative treatment on social media. Social media will have a significant negative impact if misused. To create a friendly social media environment without SARA, harassment, intimidation, or threats, it takes self-awareness to control what needs and what doesn't need to be expressed there. And that is already regulated in the ITE Law, along with its hulk men. Therefore, we must be good at keeping things wise in social media, especially on TikTok social media (Muzaki et al., 2023)

The TikTok app was first introduced as a video and music-based social network platform app in China. The TikTok app is a platform for creating short videos complemented by music. TikTok also

allows users to watch short videos featuring various expressions as entertainment from its content creators. In addition, users can also try to imitate videos from other users, such as making music videos with the lizard on the wall and dancing from Vadel, which is popular with many people today. Now, many children under 18 years old are faking their age to create an account on TikTok. This is clearly absurd because TikTok contains a lot of adult content that children under 18 should not watch. As a result, many children under 18 are doing the same thing. Moreover, many TikTok users who are over 18 years old want TikTok to make a special application for children.

According to Bertens (2013), ethics begins when a person reflects on the ethical elements in his or her spontaneous opinions. The differences of opinion that arise are the main reason why this reflection is needed. Very common in social media, especially conversational applications, Harvatmoko (2007) states that communication ethics aims to reconcile freedom of expression and responsibility. However, creating social media ethics is not an easy task (Sudibyo, 2022). That is because it is very difficult to choose which ethics to use. James (2009) provides some frameworks for social media ethics especially for young people. such as respect and ethics, and responsibility. Respect means being tolerant of differences, informing others, and being polite. While the media has the freedom to report, that freedom is not always complete. Freedom must be accompanied by responsibility. Media users definitely need ethics in communication. Carrie (Nurhajati & Keliat, 2016) found two important things to consider regarding how to behave ethically when using online media. First, roles and responsibilities in thinking include realizing that one has responsibilities when one considers what one will do. Second, complex perspectives include trying to understand how one's actions on the internet should be, which can have an impact on many people (Pratiwi and Rianto 2023).

Everyone who uses social media should follow these ethics, but children under 18 may not know the ethics of using social media or even be taught about it. They may also be influenced by the characters they idolize, which may not be good for them. Conversely, there are concerns about the negative effects that Tik Tok content may have. Some content may show inappropriate behavior or violate social norms. Teenagers' perception and understanding of ethics may be affected by overexposure to this kind of content. The impact of TikTok content on teenagers' ethics is not necessarily negative. Moreover, the widespread educational and inspirational content on the website can help teens develop strong moral views and understand good principles. However, it cannot be ignored that content that stimulates risk behavior, such as self-harming behavior or inappropriate sexual behavior, can also be found on TikTok. negatively affecting adolescents' moral perceptions (Andika Putra et al. 2023).

TikTok was named the best app in 2018 by the Google app store (Rosyadi, 2018). Tiktok reached more than two billion downloads in the first three months of 2020, making it one of the popular digital marketing platforms among the public. In Indonesia, the Tiktok application is highly used by people to communicate quickly (Budiman, 2020; Priatama et al., 2021). Indonesia is the second country with 20 million active TikTok users every month, beating the United States. In 2021, 38.7% of Indonesians aged 16 to 64 used Tik Tok, according to data from We Are Social and Hootsuite. TikTok has become increasingly popular since the new normal era, which is a change in people's habits in doing normal activities outside the home while adhering to health protocols to prevent an increase in the country's COVID-19 cases in Indonesia. Since physical encounters are restricted and limited, most people are more actively interacting via the internet since the pandemic (Adiba et al., 2021). In addition, people have to stay indoors more often than do activities outside. This encourages people to seek practical entertainment without having to leave the house (Lovita et al., 2023).

Communication ethics can reduce the negative impact of this Tiktok application. People who communicate correctly will have a good and harmonious relationship with each other. Misunderstandings will arise if they cannot communicate properly, which in turn will cause disputes

that can divide human life. Communication ethics, which are standards for how people communicate or behave in daily life, significantly affect human life.

The results of the discussion of this study are Ethics in using TikTok include respecting the privacy of others, avoiding harmful content, using polite language, respecting copyright, behaving positively, complying with platform policies, and maintaining self-awareness. With good ethics, Tik Tok can be a safe and fun space for all users. By respecting others, obeying the rules, and behaving well, users can utilize this platform wisely without harming themselves or others.

4. Conclusions

Conclusions about TikTok's current social media ethics suggest that the platform faces significant challenges related to user privacy, the dissemination of accurate information, and the social impact on its users. Users are often caught up in viral dynamics that can lead to unethical behavior, such as plagiarism and cyberbullying. TikTok's algorithm that prioritizes certain content can reinforce stereotypes and spread misinformation. Therefore, users need to be critical. Please pay attention to the ethics of sharing content and educate yourself about the impact of media use.

Conflict of Interest

The authors declare no conflicts of interest. They hope that this article will provide a deeper understanding and insight into the ethics of social media and TikTok.

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