



The Effects of ICT-Based Social Media on Ethical Communication Motivation

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ABSTRACT

The use of the internet, especially social media applications, is now seen as public consumption. Most of modern society has been addicted and dependent on the internet. The thing that needs attention is what benefits are obtained from social media that need to be classified. A social problem was born when today's children have addiction and dependence on the use of social media. From the survey that has been conducted, various negative impacts emerge and trigger social problems for children in Indonesia. Most of the children in Indonesia actively use the internet and most of these children use social media as the dominant interaction in using the internet. The effects of ICT-based social media need attention. Unsupervised use of social media has the effect of decreasing ethical communication motivation. It is this impact that is felt that needs attention and immediately gets a response from the closest environment as the role and control of the closest person is able to become a filter for children to use social media.

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1. INTRODUCTION

The rapid development of technology requires adaptation and responsibility from humans. As is the case with people's addiction to using smart phones today, where this phenomenon can be temporarily concluded that modern society is very dependent on technology (Sugeng Cahyono, 2018). Rapid technological developments lead to accelerated adaptation to the use of technology. Especially the use of technology on social media that affects family communication, namely behavior change. The resulting impact depends on the selective exposure (Setiyaningsih et al., 2021).

Based on data from a survey conducted by We Are Social Singapore in 2017, total Indonesian population who use social media is 106 million people out of a total population of 262 million people, of which 92 million people access the media social media from mobile devices. The most social media in Indonesia, namely Facebook, Instagram and Twitter (Triastuti, Endah, Dimas Adrianto, 2017). The development of information technology brings a change in society. The birth of social media makes people's behavior patterns experience a shift in culture, ethics and existing norms (Istiani & Islamy, 2020). The visible impact of globalization is increasingly sophisticated technology, everything that is needed is easily obtained. Just an example of mobile

phones that are easily obtained with guaranteed quality and affordable prices. In fact, every day there are always changes and additions to the latest versions. Technology and Information in Indonesia is growing over time. The use of internet media is also growing and increasing. This growth is supported by the growing use of mobile devices, especially smartphones (Reni Ferlitasari, Suhandi, 2020).

Motivation is a series of efforts to provide certain conditions, so that someone wants and wants to do something, and if he doesn't like it, he will try to eliminate or avoid that dislike. In addition, motivation can increase if it is supported by effective stimuli or influences, and can invite children to actively communicate well. Motivation is very influential on whatever the child does, because with the motivation in the child will arise the desire to achieve life goals.

Motivation is a mental impulse that makes a person perform an activity that has a specific purpose. In this case, what we discuss specifically is the motivation related to ethical communication motivation. The use of social media has positive impacts such as gaining broad knowledge, facilitating communication and training children's creativity. In addition, it has negative impacts, including eye fatigue, reduced sleep and study hours, and emotional disturbances in children. Children's social behavior still shows good, respecting others, helping, being polite, but children are less sensitive and care about the people around them (Saniyyah et al., 2021).

Motivation functions as a driving force, direction and at the same time as a person's behavior to achieve a goal. Motivation to learn ethics can be influenced by internal and external factors of children. Internal factors can be in the form of talents, interests, personality, and perseverance in learning, as well as physical abilities and intelligence abilities of children. While external factors include the ability of adults in the environment where they live, facilities and infrastructure as well as encouragement and attention from parents. The most influential external factor on the motivation to learn ethical communication is the support of parents' ability to accompany their children when using social media. Communication is a human process of responding to the symbolic behavior of others. Language, words, gestures, signs, are part of the symbols used by humans in defining something or convey something to someone else. use the symbol. Human communication takes place at various levels of communication. Starting from intrapersonal communication, interpersonal communication, group communication, public communication, to mass communication (Watie, 2018).

2. RESEARCH METHOD

The research conducted in this research is a quantitative research that is quasi-experimental. In this study, the pre-experimental design of this research was the one group pretest-post test. This method was chosen because the main purpose of this study was to reveal the effects of a treatment. The implementation of learning applied to the experimental group between before using ICT-based media and after using ICT-based learning media.

The location of this research is the fourth grade of Al-Alifah Islamic Elementary School Palembang, first semester. A sample is something that is used to represent a larger group. The sample is also part of the population that has certain characteristics or certain conditions to be studied, using certain procedures so that it is expected to represent the population. The method used to determine the sample in this study is non-probability sampling, namely purposive sampling where the sampling technique is with certain considerations. The sample taken by the researchers amounted to one class, namely the fourth class. The data analysis technique in this research is using the Product moment correlation is used to find out the truth of the research hypothesis of the use of ICT-based learning media on students' learning motivation.

3. RESULTS AND DISCUSSIONS

Social media is a combination of three elements, namely content, community, and Web 2.0 technology. The development of social media will have an impact on three areas, namely society, companies and the local environment (Hidajat et al., 2015). Motivation comes from the word "motive" which means the effort that encourages someone to do something. Motivation can be said as a change in energy from within a person which is marked by the emergence of a feeling and is preceded by a response to a goal (Mariskhana, 2018). When people use ICT-based social media, they usually have certain goals or certain motivations. This discussion examines how social media relates to ethical communication.

Social media as a new set of communication and collaboration tools that enable many types of interactions that were previously not available to the common man (Prasanti & Indriani, 2018). The use of this smartphone has replaced the lifestyle of its users, smartphones that should be controlled by humans have turned into humans controlled by smartphones, besides that there are some users who cannot control time so they are too excessive in their use (Agianto et al., 2020). The presence of the internet has encouraged the developers to create new innovations. Various applications are created to fulfill human socialization needs. Applications online social network created with replicating networking patterns in real life only in a wider scope (Fahrimal, 2018). The mass media has power, so that its effect is able to change people's mindsets and even lifestyles. There are three mass media effects namely 1). Cognitive effects, including increased awareness, 2). Effective effect, related to emotions, feelings and attitudes, and 3). The conative effect relates to individual behavior and intention to do something (Mukti et al., 2021).

The use of social media has both positive and negative impacts on its users. The positive impacts of social media are as follows: The greatness of social media that is offered to the current millennial generation is very strong. Interesting things are always presented with attractive packaging. Users are influenced from social media and they are constantly looking for new things from social media. Like social media, it's sugar, which always makes it attractive to ants. That interest is what makes the millennial generation able to spend all the time in front of social media. The fun they get from social media makes them happier at home than going out. That's because social media offers various kinds, such as entertainment, creativity, games, looking for friendship to shopping. Even the necessary needs have been provided on social media so there is no need to go anywhere (Perdana & Yusuf, 2020). Dissemination of information through social media can take place more quickly. We can share ideas, photos, videos through social media easily. In addition, we can also find out what someone's feelings and thoughts are poured into social media. With social media, anyone can submit new information at any time, so that other people can also get information that is spread on social media at any time.

Social media gives children the opportunity to make new friends. The existence of social media such as Facebook and WhatsApp applications makes it easy for children to communicate with each other even over long distances. Children are not only friends at home, but social media can expand children's friendships. However, the important thing to note is to continue to provide supervision so that children do not make the wrong choice in making friends that can endanger themselves.

Social media allows children to further expand their association. The existence of social media, children are not only friends and hang out in the home environment, but children can get along widely, they can make friends with other people, different cities, different islands, or even different countries. This can expand their relationship with each other even though they are far away. Social media allows us to have many connections and wide networks.

Social media makes children more creative. With social media, children can see videos about works of art. It can make them take the initiative to imitate the works of art they enjoy, and it can also make them create their own art. And also children are able to develop their character and character consistently. Social media makes it easy for someone to communicate remotely. In addition, social media is a means for users to participate, share and create messages, including blogs, social networks, online wikis/encyclopedias, virtual forums, including virtual word.

Social media can also be used as a means of communication between the government and its people. Good government communication emphasizes responsiveness, transparency, participation and accountability. Responsiveness means that the attention of public management must be constant, intensive and fast towards information conveyed directly by citizens either to the bureaucracy or through legislators or politicians. In addition, transparency also provides information in a correct, honest and fair manner (Akasah, 2019).

Social media is coming to play an increasingly significant role in the social and emotional development of adolescents (Sudrajat, 2020). The rapid development of science and technology in the field of information, such as social media, has become a new problem. The unpreparedness of the community, especially the younger generation, for this development has led to distortions of behavior, actions and morals such as bullying, promiscuity, theft, brawls, alcohol and drugs, social media anxiety to cases of death due to violence (Patimah & Herlambang, 2021).

The negative impacts of social media are as follows: Unethical use of social media can break friendships. Excessive use of social media, can cause a real fading of friendship. This is because they only use social media to communicate. Communication is one way to connect brotherhood. However, with the existence of social media, this method can be broken, because someone prefers to use social media rather than visiting in person. Social media can make children less disciplined and less polite. This impoliteness occurs because the child only focuses on his own world and does not pay attention to the people around him. Discipline occurs because children do not do their assignments on time, but only play social media.

The use of social media in the family environment makes children no longer focused on making friendships. Most of them only focus on using Tiktok, Facebook, and Whatsapp applications for their own benefit. This can interfere with the process of communication between family members. The impact of using social media on children is that children become disobedient and do not respect their parents. This happens because children only like to play social media without paying attention to their parents' orders. Bullying that occurs on social media is cyberbullying, namely a violent behavior using social media as the main tool to threaten, harass, humiliate, and humiliate others. Victims of bullying are people who have problems in health (physical), emotional (psychological), and academic performance. In general, victims of bullying are reported to have high levels of anxiety, experience depression, and have low self-esteem (Hidajat et al., 2015).

The existence of social media makes it easy for users to do cyberbullying, perpetrators can post cruel writings or upload photos related to other individuals with the aim of intimidating and damaging the victim's good name so that the victim feels hurt and embarrassed, while the perpetrator feels satisfied and happy because his goal has been achieved (Siwi et al., 2018). Cyberbullying is also an effect of unethical communication, mostly done in various social media forums. One example of a cyberbullying case on social media is hate speech on the tiktok social network which is usually seen in terms of content or other factors. This can make children's self-confidence decrease because of the bullying that happens to them.

Besides that, the nature of wasting money is a result of the influence of using social media, namely buying a product that they see. The products they usually buy are the

result of promotions carried out by artists, celebrities, influencers, etc. Most of the products they buy are beauty, fashion, and food products. Some of the children who filled out the survey said that the prices promoted were cheap and were not available in offline stores. There were also children who said they bought the product because it attracted attention and decided to buy it.

The easy use of internet access via cellular phones along with living in the era of globalization in the digital generation produces generations that are dependent on the internet. The impact of the ease of accessing the internet creates the internet as the main reference source in finding information. As global connectivity increases, generational shifts may play a more important role in determining behavior (Firamadhina & Krisnani, 2021). Statistically the misuse of social media in Indonesia is caused by a lack of understanding or the benefits of using social media are not used wisely, but what happens is that the use of social media experienced by the community is not limited so that there is dependence and it has an impact on psychology and the person around them (Indah Roja Junaidi, Pristiyono, 2022). Thus parental assistance is needed.

Ethics comes from the word ethic and in Greek it is called *ethicos* which means habits, norms, values, rules and standards of good and bad behavior human behavior. So, communication ethics is a norm, value, or measure of good behavior in society communication activities in a society (Nasution et al., 2019). To determine the effect of ICT-based social media on the motivation of ethical communication in this study, the alternative hypothesis and the null hypothesis are whether or not there is an effect of the application of ICT-based social media on the motivation of ethical communication in fourth grade elementary school students. If the t-count obtained is greater than the t-table, then the null hypothesis is rejected, meaning that the alternative hypothesis is accepted.

The hypothesis proposed by the researcher is as follows: 1). H_a : There is a significant effect of implementing ICT-based social media on children's ethical communication motivation. It is explained that if t_0 is less than t_t , then the null hypothesis is rejected and the alternative hypothesis is accepted or approved. This means that between the variables X and Y variables studied have a significant difference. 2). H_0 : There is no significant effect of the application of ICT-based social media on students' ethical communication motivation. It is explained that if t_0 is less than t_t , then the null hypothesis is accepted and the alternative hypothesis is rejected. This means that there is no significant difference between variable X and variable Y.

Table 1. Pretest and Posttest Comparison of Ethical Communication Motivation

Post Tes – Pre tes	Pre Test	Post Test
Kolmogorov-Smirnov	0.177	0.282
Df	23	23
Sig	0.58	0.000
Hapiro-Wilk	0.917	0.716
Df	23	23
Sig	0.058	0.000

The normality test is used to determine whether the data is normally distributed or not. Normal distribution is said if $\text{sig} > 0.05$ and if $\text{sig} < 0.05$ then the distribution is not normal. The normality test is assisted with the help of the SPSS 22 Shapiro Wilk program. Because the number of samples < 30 , the sample owned is 23 samples. From this table for the normality test, the distribution is not normal.

Table 2. Pretest and Posttest Average Rank

Post Tes – Pre tes	N	Mean Rank	Sum of Ranks
Negative Ranks	0	.00	.00
Positive Ranks	18	9.50	171.00
Ties	5		
Total	23		

Based on the table 2, it can be stated that the development of information technology, social media which aims to establish communication by cutting distance and time can turn human life into anti-social creatures in the real world and unethical creatures.. Based on the results of data analysis in the form of data descriptions for each variable and hypothesis testing, there are several things that need to be interpreted to determine the effect of ICT-based social media on ethical communication motivation. Based on table X, it can be seen that there was an effect for 18 samples seen from the Positive Rating and there were the same values at the beginning and end of the trial for 5 samples.

Based on the results of data analysis and hypothesis testing regarding the effect of ICT-based social media on ethical communication motivation of fourth grade students at Al Falah Elementary School Palembang, the results obtained show the effect of ICT-based social media on communication motivation. Wilcoxon test (sig <0.005) which means H₁ is accepted. The results of the average student scores before and after the use of social media experienced a decrease in ethical motivation. Judging from the results of the comparison before using social media it was 88.26 and after using social media it was 64.65.

The results of the post-test scores that the researchers obtained through a comparison of the results of the pre-test of students experienced a decrease in ethical communication motivation. This can be seen in the statistical data above as many as 18 children experienced an increase and 5 children had the same motivational results for the pre-test and post-test results. Thus it can be concluded that there is an effect of using ICT-based social media on children's ethical motivation, and the research hypothesis is acceptable.

Based on the results obtained from this study and the formulation of the conclusions above, the authors suggest that social media (Facebook, Twitter, IG, Whatsapp, Youtube) and gadgets have an impact on reducing ethical motivation. There are several factors that must be considered by parents, including the use of social media and gadgets that are outside the supervision of parents will direct children to the risk of excessive use which will lead to addiction or addiction. However, if the existence of social media (Facebook) and gadgets can be dealt with wisely by students, then social media (Facebook) and gadgets can have a positive impact in increasing creativity and making it easy to obtain information.

4. CONCLUSION

Based on the results of the previous research and discussion, it can be concluded as follows: ICT-based social media has a negative effect on assisting ethical communication processes. The average results of children's motivation before using ICT-based social media and after using social media are very significant. Implementation has decreased motivation of good communication. The results of the hypothesis test based on the Wilcoxon test's decision-making basis, namely if the significance value (2-tailed) < 0.05 then it indicates a significant difference but if the significance value (2-tailed) > 0.05 then indicates there is no significant difference. Based on the results of test analysis Wilcoxon, the result is that the value of Sig (2-tailed) > 0.005 for the wilcoxon test. Then H₀ is

rejected and H1 is accepted. So it can be concluded that there is a significant effect of the influence of ICT-based social media on ethical communication motivation.

The author hopes that adults should be able to accompany their children when using ICT-based social media to increase motivation for ethical communication. If the motivation to use social media increases, then efforts to assist children in ethics need to be increased. This is so that the younger generation can use social media well. Society should be more careful and selective in using social media such as choosing friendships, communities and not talkative to changes in behavior or negative trends among social media users.

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