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Communication ethics in distribution of information through Youtube social media (Case of teacher sexual harassment on Santriwati)

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Abstract. In social life, YouTube as a social media is often used to spread messages and information quickly on a large scale to its users at a relatively low cost. The purpose of this study is to identify and describe communication ethics in the use of youtube social media as a means of information media for youtube users through a geographic method approach, which is a method used to understand the culture of social media users as a safe space for youtube social media users in sharing information. Netnography is a method for investigating social media users' behavior (culture) or habits. This research is only focused on communication ethics in the use of YouTube social media as a medium for disseminating and fulfilling information for the community by raising a case about the harassment and rape of a religious teacher as well as the owner of a boarding school to his students to give birth to a baby. The problems studied were cases of harassment and rape against female students that occurred in several Islamic boarding schools that were carried out by the teacher/ustad himself.

Keywords. Ethics, Communication, Information, Social Media, Youtube

A. Introduction

At first, the use of the internet in Indonesia was actually only an internal communication medium for several universities for research activities, but now it has become a new medium that everyone needs, especially during this COVID-19 pandemic, this is because the internet is a very popular new media. So they are easily accepted by the younger generation. Tapscott's in Buckingham (2009: 32) states that those born in the 1980s deserve to be called the digital generation because they use new media in every activity they do. (Wahyuni 2013: 68-69)

On the internet, media are also available social networking site facilities that can be used as a means of interacting and socializing with other people, both individuals, groups, and masses, as well as to get various information needed quickly such as WA, LINE, INSTAGRAM, FACEBOOK, TWITTER and etc. The need for information encourages people to better understand and master the sophistication of communication technology through the internet media that is present today. The information needed includes many things ranging from health, economy, socio-politics, business, sports, education, etc.

Through social media, individuals can interact with each other in real-time. Various advantages and disadvantages derived from mediated interactions, new media may provide flexible time in use and create new time demands. For example, social media users can interact

through chat applications anytime and anywhere, but they will spend much time on the same thing every day. (Soliha, 2015, 7)

Of all the developed social media, one of the social media that is often used by the public to deliver various kinds of information is through YouTube, where YouTube is a popular video-sharing website where users can load, watch, and share. Video clips for free. They were founded in February 2005 by 3 former PayPal employees, namely Chad Hurley, Steve Chen, and Jawed Karim. Generally, the videos on YouTube are video clips of movies, TV, and videos made by the users themselves. (Tjanatjantia. Widika, 2013)

One of the services from Google facilitates its users to upload videos and can be accessed by other users from all over the world for free. You could say YouTube is the most popular video database on the internet, or even the most complete and varied.

It has more than one billion users, almost a third of all internet users, and every day people watch hundreds of millions of hours of videos on YouTube and generate billions of views. YouTube, as a whole, has reached more viewers aged 18-34 and 18-49 years than any other cable network in the World. The number of hours people spend watching videos (aka watch time) on YouTube is up 60% annually and is the fastest growth we have seen in the last 2 years. The number of people who watch YouTube per day has been up by 40% annually since March 2014. The number of users who visit YouTube and start it from the YouTube homepage is more than 3 times per year. (Youtube, 2016).

In social life, YouTube is often used to spread messages and information quickly on a large scale to their loyal fans at a relatively low cost. Today, personal opinions and experiences are among the most valuable sources of information to assist consumers in their decision-making processes (Chua & Banerjee, 2015; Dellarocas, 2003).

One of the problems that occurred in the city of Bandung, which was very viral which was widely presented by YouTube social media, was a case of rape committed by a teacher named HW, who is also the owner of the Pondok Tahfiz Al-Ikhlas Islamic Boarding School, the Manarul Huda Antapani Foundation and the Cibiru Madani Boarding School to at least 13 female students became victims of cases of alleged sexual violence carried out from 2016 to 2021.

The students who were victims of sexual violence were on average 13-16 years old, with some of them have given birth to babies. One of the victims has given birth to two children. This case was first reported to the police in May 2021 but only became known to the public when the seventh trial with the agenda of hearing witness statements at the Bandung District Court in early December 2021.

Apart from being a teacher and the owner and administrator of Pondok Tahfiz Al-Ikhlas, Manarul Huda Antapani Foundation, and Madani Boarding School Cibiru, HW was accused of raping several female students who were staying at the boarding school.

The case of rape committed by the teacher is certainly very tarnished in the world of education, especially a boarding school teacher who is supposed to provide religious teaching and education, and this is not by the teachings contained in it. In the Qur'an, that the teacher has a special position which is classified as a person who is lucky both in this world and in the hereafter, which is explained in the QS. Al-Mujadilah verse 11.

يَا أَيُّهَا الَّذِينَ آمَنُوا إِذَا قِيلَ لَكُمْ تَفَسَّحُوا فِي الْمَجَالِسِ فَافْسَحُوا يَفْسَحِ اللَّهُ لَكُمْ وَإِذَا قِيلَ

انشُزُوا فَانشُزُوا يَرْفَعِ اللَّهُ الَّذِينَ آمَنُوا مِنْكُمْ وَالَّذِينَ أُوتُوا الْعِلْمَ دَرَجَاتٍ وَاللَّهُ بِمَا تَعْمَلُونَ

خَيْرٌ

Meaning: "O you who have believed, when you are told, "Space yourselves" in assemblies, then make space; Allah will make space for you. And when you are told, "Arise," then arise; Allah will raise those who have believed among you and those who were given knowledge, by degrees. And Allah is Acquainted with what you do." (al-Mujadilah: 11).

Degree, which is meant in verse above according to Ibn Abbas, is that knowledgeable people have seven hundred degrees above the believers.

There is a discrepancy between the teacher's behavior and the owner and administrator of Pondok Tahfiz Al-Ikhlas With the teachings of the Koran, there are many comments and opinions from the public through YouTube with blasphemous sentences, cursing, blaming, and so on. With the variety of comments and opinions on youtube social media related to these problems, the authors are interested in researching communication ethics in disseminating and fulfilling information through youtube.

B. Literature Review

New Media

According to McQuail (1992), new media are places where all communication messages are decentralized; distribution of messages via satellite increases cable and computer networks, increasing audience involvement in the communication process. New media or new media is intended to cover the emergence of digital, computer, or information and communication technology networks in the late 20th century.

New media or new media is defined as a product of technology-mediated communication that co-exists with digital computers (Creeber and Martin, 2009). Another definition of new media is media consisting of a combination of various elements. That means there is media convergence where several media are combined (Lievrouw, 2011). Another definition suggests new media is digitalization, an understanding concept of technology and science, from everything manual to automatic and everything complicated to concise. Digital is a complex and flexible method that makes it a staple in human life.

McQuail (2011) explains, the main characteristics of new media are: a) The existence of interconnectivity (interconnectivity), b) Access to individual audiences as recipients and senders of messages, c) Interactivity, d) Multiple uses as an open character and e) Its nature which is everywhere.

Internet is a medium with all its characteristics. The Internet has its technology, way of use, the scope of service, content, and image. The Internet is not owned, controlled, or managed by a single entity but is a network of intentionally connected computers and operates based on

mutually agreed protocols. Several organizations, especially telecommunications providers and agencies, play internet operations (McQuail, 2009). While the understanding of the internet, according to Mac Bride (1995), is an open global communication network that connects computer networks through public and private telephone connections. The network components are managed individually by government agencies, universities, commercial organizations, and volunteers.

Online media is defined as a product of technology-mediated communication that co-exists with digital computers (Creeber and Martin, 2009). Another definition of online media is media consisting of a combination of various elements. That means media convergence is in it, where several media are combined (Lievrouw, 2011). Online media uses the internet, technology-based online media has a flexible character, has the potential to be interactive, and can function privately and publicly (Mondry, 2008).

Online media has different characteristics from conventional media (print/electronic), the following are the characteristics of online media: (1) Multimedia can load or present news/information in the form of text, audio, video, graphics, and images simultaneously. (2) Actualization contains actual information because of the ease and speed of presentation. (3) Fast, once posted or uploaded, immediately accessible to everyone. (4) Update, updating (updating) information can be done quickly in terms of content and editorial, for example, typos/spelling errors. (5) Large capacity web pages can accommodate very long manuscripts. (6) Flexibility, loading, and editing of manuscripts can be done anytime and anywhere, also the publication schedule (update) can be done at any time. (7) Wide, reaching all over the world with internet access. (8) interactive,

Youtube Social Media

Social media uses web-based technology that turns communication into interactive dialogue. Some of the most popular social media sites include blogs, Twitter, Facebook, and Wikipedia. Another definition of social media is also explained by Antony Mayfield (2008).

Kaplan and Haenlein (2010) define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and which enable the creation and exchange of user-generated content". Social media are ordinary people who share ideas, work together, and collaborate. The point is that using social media is tantamount to making us ourselves (Mayfield, 2008).

Communication on social media is now interactive, open, and allows everyone to participate. Today, some of the most popular social media sites include blogs, Twitter, Facebook, Wikipedia, and YouTube.

This study focuses more on the use of YouTube, where YouTube has the meaning of a digital media site (video) that can be downloaded, uploaded, and shared throughout the country (Baskoro, 2009). Youtube is a social media site that is often used and is phenomenal among the public. People use YouTube to view the latest news, look for information, even for entertainment such as watching movies, listening to songs, or watching various tutorials.

According to Sianipar (2013), YouTube is a database containing video content that is popular on social media and a provider of various very helpful information. Youtube has a function to search for video information or view videos directly. Youtube is designed as a very popular video-sharing site, especially among the younger generation, and even YouTube to share information in today's digital era. The younger generation almost mostly uses youtube in their daily life.

Communication Ethics

Understanding ethics, in general, is the intention, whether the act is permissible or not according to the consideration of good or bad intentions as a result, and ethics is conscience (bathiniah), how to behave ethically and well, which arises from self-awareness. Ethics is absolute, meaning that it is non-negotiable if good deeds get praise and wrong ones must be punished. Ethics applies, does not depend on the presence or absence of other people present (Bartens, 1991). While the understanding of communication itself, according to Effendy (2009), "communication is the process of delivering messages by someone to others to inform, change attitudes, opinions, or behavior, either verbally (directly) or indirectly (through the media)."

Thus, communication ethics are norms, values, or measures of good behavior in communication activities in society. As for the application of ethics in communicating in cyberspace, Shea (1994) explains that communicating on the internet (cyberspace) provides 10 rules when interacting. The following is communication etiquette on the internet. Core Rule of Netiquette:

1. Remember the human. Do not forget that people who read your emails or posts are human beings who have feelings.
2. Adhere to the same standards of behavior online that you follow in real life. Internet communication ethical standards are the same as communication ethics in the real world, such as being ethical, respecting the opinions of others, and not breaking the law (breaking the law is bad netiquette).
3. Know where you are in cyberspace. Every site or online forum usually has rules of the game.
4. Respect other people's time and bandwidth. Post messages appropriate to the discussion group. Do not ask stupid questions.
5. Make yourself look good online. Check grammar and spelling (grammar) before posting.
6. Share expert knowledge. Share your knowledge and insights.
7. Help keep flame wars under control. Control your emotions. Do not post anything angry. Do not post or post highly angry comments.
8. Respect other people's privacy. Respect people's privacy. Do not read other people's emails, messages, or private inboxes.
9. Do not abuse your power. Do not abuse power.
10. Be forgiving of other people's mistakes. If someone else is wrong, forgive. (UIN Journal Online, 2013).

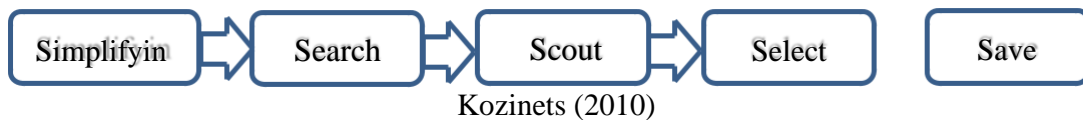
In this study, communication ethics in disseminating and fulfilling information needs through YouTube is to maintain etiquette, manners, and manners by paying attention to 1) considering we are humans, 2) complying with online behavioral standards, 3) knowing that we are in cyberspace, 4) Mrespect other people's time and bandwidth, 5) Make yourself look good online, 6) Spread useful knowledge, 7) Help keep hostility at bay, 8) Respect others' privacy, 9) Do not abuse our power, 10) Forgive mistakes others.

C. Method

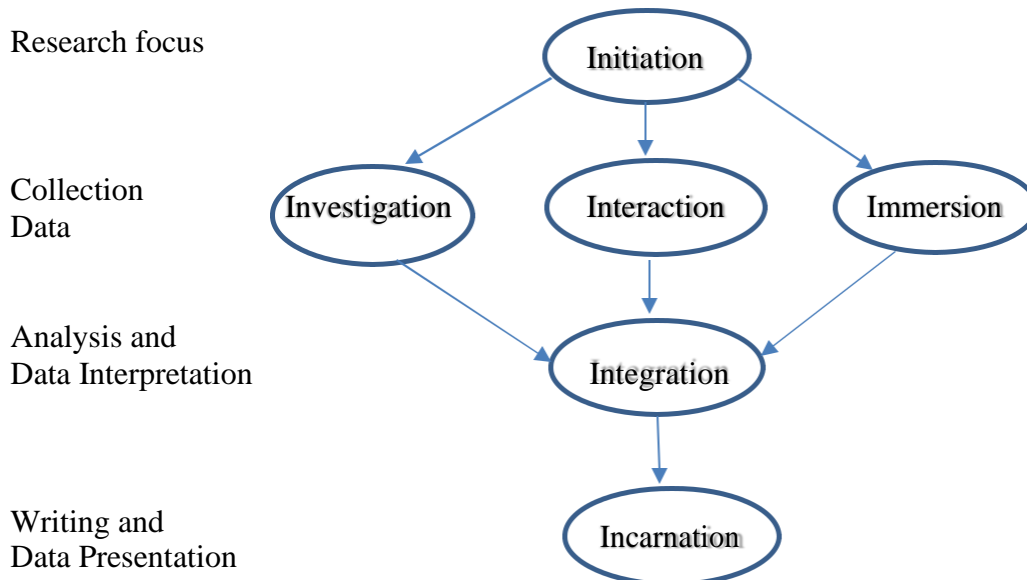
Based on the problems studied, the research approach used is qualitative with research methods ethnography, which is a method used to understand the culture of social media users (Kozinets, 2010). The culture referred to here is social media (Youtube) as a safe space for

social media users to share information. Netnography is a method for investigating social media users' behavior (culture) or habits.

Netnography uses online footprints (social media posts, comments on online shopping sites, comments on online forums/news sites). The ethnographic method utilizes this data to understand the culture of online media to find out the content and culture, which requires the author's participation and involvement (immersion). The author is involved with the phenomena, problems and objects studied. However, the involvement of researchers does not always have to be in a community or become a member of an online community, and so on. Netnography is a method that is data-sites. The author first dealt with data in the form of online (digital) traces in very large quantities, and not all of the data were relevant in the study. Hence, the authors only examined digital traces relevant to the research objectives.



In researching the ethics of communication, disseminating and fulfilling information needs through YouTube media related to the case of the rape of the teacher and owner of the Pondok Tahfiz Al-Ikhlâs Islamic Boarding School, the Manarul Huda Antapani Foundation, and the Cibiru Madani Boarding School, the research stages are as follows:



This research is only focused on communication ethics in the use of YouTube social media as a medium for disseminating and fulfilling information for the community by raising a case about the harassment and rape of a religious teacher as well as the owner of a boarding school to his students to give birth to a baby. Collecting data using the author investigating with the stages of looking for various channels that broadcast the case, then the author selects videos

that provide information on the case by using illustrations and titles that fall into the category of violations of communication ethics in disseminating information in cyberspace. The data that has been selected is then stored and further researched.

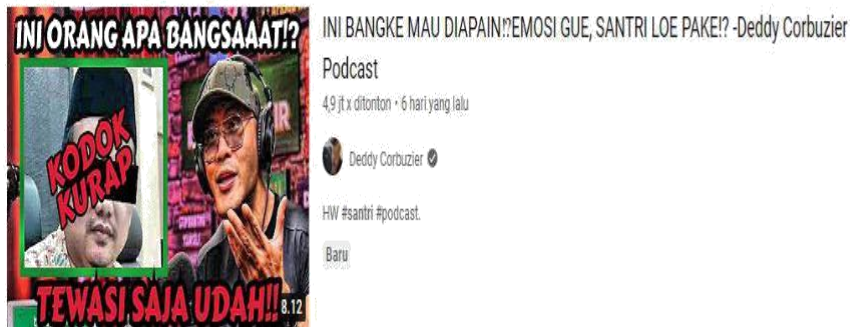
D. Research and Discussion

In research on communication ethics, the dissemination and fulfillment of information that must be applied in using YouTube social media as a means of information media are always to remember that we are social media users who must comply with online standards of conduct because we know you are in cyberspace so have to respect the time and bandwidth of others. Make yourself look good online by spreading useful knowledge to other youtube users and helping to prevent hostility or conflict between users on youtube. Strive to always respect the privacy of others by not interfering or making unnecessary comments, and never abuse our power through youtube to intimidate or corner others, and try always to forgive the mistakes of others.

The author's research focuses on cases of harassment and rape by a boarding school teacher to 12 female students until 9 babies are born. Then the author collects some data in the form of videos on YouTube from dozens of videos shown on YouTube. Then the author analyzes and interprets the videos to analyze the communication ethics used in disseminating the harassment and rape information.



The video's title above shows the use of sentences that do not comply with online behavior standards because they use barbaric words aimed at the pesantren teacher. The word is barbaric if it is addressed to someone who has committed a very immoral, cruel, inhumane act. The problem is that the video can be accessed and consumed by all groups so that the use of these barbaric sentences can influence and create hatred for someone to the teacher who is still on trial, and there has been no decision from the court. So it is better for the title with the word barbaric to use uncivilized sentences or immoral acts. It is better to upload content in videos on YouTube using more polite sentences by always maintaining ethics and always being respectful to friends or people connected to the YouTube account. Avoid using harsh words or containing elements of SARA. Respect others as we want to be respected.



The title of the video above seems to use a title and illustration that is quite harsh, harsh, and very emotional because it uses sentences that are not intended for humans with the words “*bangke*”, “*kodok kurap*”, kill it. It should be noted that the word “*bangke*” is a corpse that has started to smell bad or a dead animal that has started to rot, while what is meant by ringworm frogs are frogs that have itchy and contagious skin disease. It is caused by a fungal infection that attacks the skin's top surface. Moreover, the word kills it, which means just kill it. The word “*bangsat* (*bastard*)” in the video above, according to the Big Indonesian Dictionary (2020), can be interpreted as bed bugs with the scientific name *Cimex Lectularius*. These animals live by drinking the blood of humans and other warm-blooded animals. His favorite place in the bedroom. Despite their small size, these animals can interfere with human health.

Even though the actions carried out by the religious teacher to his students were indeed outrageous because they had damaged the honor of the students so that the good names of the students were tarnished. They had to bear the shame of having children outside the knowledge of their families. However, the words or sentences used In creating content on YouTube social media must provide good information or knowledge to be consumed by the wider community who watch YouTube.

Thus, the channel can be said to have violated ethical communication standards by posting without spelling (grammar) before posting, posting content in an angry state, and posting or sending high-pitched comments. Should Interactions carried out on social media, especially YouTube media, must be more communicative, polite, courteous, and ethical.



The illustration and title of the video above are also inappropriate to use in conveying information about the condition of a person who is involved in a case, in which the court trial has not yet decided whether the person is guilty or not, even though it is proven that what has been done has violated religious and social norms. The use of the term evil still sounds very rude because a person can be lecherous if he has been damaged and can no longer be repaired,

both in terms of morality, character, and behavior, doing the same thing over and over again. In people like this, lechery has become an attribute and has become flesh and blood in him, so that it has become a form of behavior for that person.

Based on the analysis of communication ethics in disseminating and fulfilling information through YouTube social media above, it is known that YouTube social media users or YouTubers do not pay attention to and comply with online behavioral standards, which in cyberspace have to respect other people's time and bandwidth. When conveying information online, many YouTubers still use words or sentences that contain blasphemy, insults, and emotional outlets that violate communication ethics. They do not provide education and positive knowledge for netizens who want to get information from YouTube.

The use of sentences in some of the videos uploaded on youtube above is important when communicating using social media. Sentences with the right arrangement, accompanied by proper punctuation, are also important and must be considered so that communication ethics can be maintained properly. Avoid using blasphemous, insulting, and demeaning sentences so as not to give bad knowledge and understanding to the audience.

By the results of research conducted by Astajaya (2020), that social media seems to be a place to spill stories of all activities, emotional outbursts in the form of writing or photos that often override existing ethics. Social media is no longer a medium for sharing information but only for sharing sensations. If advances in thinking do not accompany technological advances, technology's progress is inversely proportional to the thinking pattern. (Astajaya, 2020).

In its implementation, communication ethics can be seen from polite communication. This is also a reflection of our personality politeness. Communication is like the connecting vein of life, as an expression of a person's character, nature, or character to interact, identify themselves and work together. We can only understand each other and understand what people think, feel and want through communication that is expressed using various verbal and non-verbal. The message to be conveyed through communication can positively or vice versa. Communication will be of more positive value if the communication participants know and master good and ethical communication techniques. communication etiquette is related to good speech and must depart from sincere intentions expressed in our calm, patience, and empathy in communicating. (Mutiah, 2019)

The ethics of good communication in social media are not to use harsh words, provocative, pornographic, or SARA; do not post fake articles or statuses; do not copy and paste articles or images with copyright, and provide relevant comments. (Mursito, 2006).

E. Conclusion

For YouTube social media users who disseminate or seek information from the media before downloading or uploading, writing, or commenting, it is better to check and check whether they meet the requirements in communication ethics on social media.

Wise netizens and YouTubers should pay attention and reconsider the content that is about to be downloaded or uploaded, which is then disseminated in cyberspace, to avoid conflicting comments that sometimes will have a long tail.

As for good communication ethics in uploading and consuming YouTube social media, it is not to use harsh words, insults, provocative sentences, pornography, or SARA issues; not post false articles or statuses that may cause conflict; do not copy and paste articles or images that demean someone, you should provide relevant comments in a more polite style of language.

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