

# Study of Perceptions of Social Media Users Regarding Digital Ethics

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## Abstract

This study aims to determine: 1) an overview of the social demographic characteristics of social media users, 2) knowledge of social media users regarding digital ethics, and 3) perceptions of social media users regarding digital ethics from the social media they use. The

method of collecting data in the field is a survey using a questionnaire distributed to respondents online with the help of google forms and sampling is done by purposive sampling, with a total sample of 250 respondents. The variables used in this study include: demographic and social characteristics, user knowledge of ethics in the use of social media, and user perceptions of ethics in the use of social media. The data analysis technique used descriptive analysis. The description of the knowledge of social media users regarding digital ethics includes the Law on Information and Electronic Transactions (UU ITE) and the regulations and sanctions contained in the ITE Law, it was found that most respondents stated they knew, while there was a large percentage of respondents answered that expressed Doubtful and didn't know, as well as a small percentage of answers: knew very well and didn't really know. Respondents' perceptions of digital ethics include privacy and security, ethics in posting on social media, cyber bullying, Hoax, plagiarism, End-User piracy, Software Piracy, Unauthorized Use, Hackers, Terms of use, Personnel security, Fair Use, it was obtained that the outline has a positive perception and only a small percentage of respondents have a negative perception.

**Keywords:** social media, social media users, user perception, digital ethics

## 1. Introduction

Along with the rapid development of information technology today, internet users also increase with the various services provided. Various types of internet services include web browsers, social media, and others. Changes in lifestyle caused by the increase in information technology services have led to an increase in the need to interact and communicate through social media, so in line with this, the use of social media has also increased as a means to communicate directly between users.

According to Kominfo in November 2013 the number of internet users in Indonesia reached 63 million users, with 95% of internet users using the internet to access social networks. The most accessed social networking sites are Facebook and Twitter. Indonesia is ranked as the 4th largest Facebook user after the USA, Brazil and India.

Social media overview in January 2019 based on monthly active users of the most active social media platforms (Indonesia Digital, 2019), the number of active social media users is 150 million users, this number represents 56% of the total 268.2 million population in Indonesia, with the number of mobile-based users (smartphones and tablets) of 130 million users, which is 48% of the total population of Indonesia.

The most active social media platforms, based on a survey of internet users who reported using each platform it was reported that YouTube was ranked the highest, which was used by 88% of users, followed by WhatsApp (83%), Facebook (81%), Instagram (80%), Line (59%), Twitter (52%), FB Messenger (47%), and other media. In terms of age, according to an article on Kompas.com (04/02/2019) (Pertwi, 2019), the millennial generation dominates the use of social media. Most social media users in Indonesia are in the age range of 18-34 years, and by gender, male users are dominated by that age group. Time spent using social media was 3 hours

26 minutes for various purposes, including for work (37%), individual business (24%). On average, one internet user in Indonesia has at least 11 various social media accounts.

The above conditions indicate the large role of social media in meeting the needs of today's social life. The high use of social media today as a place to socialize, obtain, and disseminate information, has a positive impact as well as a negative impact. The positive impact is the potential for the national digital economy, such as the emergence of e-commerce, online transportation, online shops and other internet-based businesses in Indonesia, communication can be done quickly and cost-effectively, social media as a means for business, and others. In addition, there are also negative impacts from the misuse of social media in disseminating information, namely the number of users who enter the legal realm as a result of disseminating information that does not follow ethics, one of which is caused by a lack of user knowledge about digital ethics in socializing. Taking into account the problems mentioned above, it is important to research the knowledge and perceptions of users about digital ethics in social media.

Social media is a global network that connects all its users. Social media with its various platforms, has a positive or negative impact on its users. Social media has a positive impact in terms of helping users to stay connected with other users, utilizing useful information from social media sites, and is a potential for the national digital economy (e-commerce, online transportation, online shops and other internet-based businesses). . Meanwhile, the negative impacts of using social media include: 1) not maintaining the privacy of private and confidential information that can trigger criminal incidents, 2) aspects of data security that can be easily broken into by irresponsible people, 3) a lot of circulating information misleading, so that a social media user policy is needed in capturing good and correct information, 4) the dissemination of information that does not follow ethics causes many users to enter the realm of law, one of which is caused by a lack of user knowledge about digital ethics in social media.

The large number of social media users and the high access to the use of social media in its various forms, as well as the positive and negative impacts caused, are the development of changing human needs due to changing eras. On the other hand, in the use of social media users are also required to know the ethics in their use. It would be much better if users knew what etiquette to pay attention to when using social networks. Lack of public awareness regarding ethics in social media will trigger several social problems. So the question arises, do users know about digital ethics in the use of social media? Based on these questions, this research becomes very important to do.

Based on the background and research questions above, the formulation of the research problems include: What are the social demographic characteristics of social media users?; Are there differences in user characteristics according to the social media used (YouTube, WhatsApp, Facebook, Instagram, Line, Twitter)?; How is the knowledge of social media users regarding digital ethics from the social media they use?; and what is the user's perception of the digital ethics of the social media they use? What recommendations can be given to improve the security and privacy of users in using social media?

Based on the research questions above, it is important to conduct this research in order to examine the perceptions of social media users regarding digital ethics, including: 1) general description of social demographic characteristics of social media users; 2) differences in user characteristics according to the social media used (YouTube, WhatsApp, Facebook, Instagram, Line, Twitter); 3) knowledge of social media users regarding digital ethics (digital ethics) from the social media they use; and 4) the perception of social media users regarding the digital ethics of the social media they use.

## 2. Literature Review

Social media is an online medium, with its users being able to easily participate, share, and create content, including blogs, social networks, wikis, forums and virtual worlds. Blogs, social networks and wikis are the most common social media used by people around the world (Mulyana, 2014). 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”. Kaplan and Haenlein divide social media into six parts, namely Collaboration Projects (wiki, bookmarks), Blogs and Microblogs (twitter), Content (youtube), Social networking sites (facebook and Instagram), and Virtual Game Works (3D).

Social media has become an indisputable means of overcoming cultural barriers and connecting people from different backgrounds. The notion of 'network' is based on trust and the creation of relationships and bonds between individuals, groups of people, organizational departments or companies, leading to the creation of social networks (Wasserman & Faust, 1994). Social media is a global network that connects all its users. Social media with its various platforms, has a positive or negative impact on its users. Jucan et al. (2013), explain that there are four benefits of using social media by users, namely communication, collaboration, community, and agreement for collective intelligence. Many sites and applications can be accessed for free on social media, which provides a cost-effective business solution.

The use of social media in the business sector has a positive impact (Turban et al., 2015). Social media has become the new buzz area in the field of marketing that includes businesses, organizations, and trademarks, and helps create news, add friends, make connections, and increase followers. The business sector uses social media to improve organizational performance in various ways, such as increasing the organization's annual sales (Siddiqui & Singh, 2016). While the negative impact of social media on business, namely: 1) there is a risk that allows fans and followers to upload negative comments that can actually cause business failure/loss, 2) many large organizations have become victims of hackers, 3) online brand strategies that wrong can harm the company and implementing social viral can be a boomerang, 4) most companies have difficulty measuring the results of social media advertising.

The use of social media in the social field, according to Shaw (as cited in Power & Phillips-Wren, 2011), includes: 1) social media is a tool to increase connectivity between two or more people/groups/organizations; 2) social media creates “a new form of peer pressure” in a wider and faster scope than face-to-face situations; 3) social media can encourage crowds or mobilize the masses with fatal consequences or other negative effects; 4) social networking as

a saturation effect that has an impact on making unwise decisions. The “saturation” effect refers to the communication overload experienced by members of a communication network group because a person can have more than five social network groups.

Social media has a positive impact in terms of helping users to stay connected with other users, utilizing useful information from social media sites. Meanwhile, the negative impacts of using social media are: 1) not maintaining the privacy of personal and confidential information, triggering criminal incidents, 2) data security aspects that can be easily broken into by irresponsible people, 3) a lot of misleading information circulating. , so that a social media user policy is needed in capturing good and correct information, 4) the dissemination of information that does not follow ethics, causing many users to enter the realm of law, one of which is caused by a lack of user knowledge about digital ethics in social media.

Digital ethics refers to the study of the implications of technology on the social, political, and moral spheres of society (Yasser & Adel, 2019). Capurro (2008) has researched a lot about digital information and the implications of existing communication technology on the wider community. Floridi and Taddeo (2016), explained that the biggest challenge in digital ethics is the study of elements that cannot be seen with the naked eye, or that do not exist, with various impacts and outcomes on social morals and established traditions. Uncontrollable risk is inherent because of the uncertainty created by new technologies, as well as questions about new technologies. Uncontrolled events and outcomes in digital ethics are common, due to the inability to predict the implications of new technologies on society, due to the theoretical nature of perceived outcomes. According to Sklavos (2017), new information technology applications have led to online interactions between people and even commerce, which has both positive and negative implications. Online interactions with online retail individuals or organizations lead to the exchange of large amounts of data, collected and analyzed by organizations for marketing and organizational-based decision making, without the owner's consent.

The main problem that modern technology poses to digital ethics is the invasion of privacy by today's big data analysis technologies, which are used by business organizations to improve their decision-making (Custers et al., 2018). Data aggregation technology is very important in the collection of personal data, and there are significant questions whether such activity by businesses is ethically acceptable, as the data is used to make decisions about marketing and production (Damen et al., 2017).

According to Rezgur et al. (2003), privacy is any personal information regarding behavioral, financial, biometric, medical, and biographical data obtained from business analytics. In this regard, it can be summarized that data analysis violates personal privacy if it is used without the consent of the owner of the information. Richards and King (2014), explains that while there are privacy concerns about how businesses collect personal data, it is not always unacceptable for businesses to seek consent from data owners. In most cases, companies collect user data for use in improving their customer service by offering more personalized services and products.

Not a few social problems that occur due to lack of public awareness related to ethics in using social media. In fact, users are sometimes blinded by untrue news as a result of incitement circulating on social media. Some important things about ethics in using social media include: 1) ethics in communication, 2) avoid spreading information containing elements of ethnicity, religion and race, pornography, and acts of violence, 3) checking the truth of the news, 4) appreciating the work of other people, spreading information in the form of photos, writings or videos belonging to other people by including the source of information as a form of appreciation for someone's work, 5) don't be too revealing of personal information, this could cause other contacts in the user list to become information for those who want to commit crimes against users.

There are four articles in the Law on Electronic Information and Transactions (UU ITE), which regulates social media ethics, namely Law No.19 of 2016 concerning Amendments to Law No.11 of 2008 concerning Information and Electronic Transactions (UU ITE). There are four articles that regulate social media ethics, articles 27 to 30 of the ITE Law. Article 27 includes rules for distributing and/or transmitting and/or making accessible Electronic Information and/or Electronic Documents that have content that violates decency, content of gambling, charge of insulting and/or defamation, charge of extortion and/or threats. Article 28 regarding the rules: 1) spreading false and misleading news that results in consumer losses in Electronic Transactions and 2) disseminating information aimed at causing hatred or hostility to certain individuals and/or community groups based on ethnicity, religion, race, and between groups. . Article 29 regulates sending Electronic Information and/or Electronic Documents containing threats of violence or intimidation aimed at personally. Article 30 regulates: 1) accessing Computers and/or Electronic Systems belonging to other Persons in any way, 2) accessing Computers and/or Electronic Systems in any way with the aim of obtaining Electronic Information and/or Electronic Documents, 3) accessing Computers and/or Electronic Documents. /or Electronic Systems in any way by violating, breaking through, exceeding, or breaking the security system. In addition, a number of social media have actually set a minimum age limit for users, for example 13 years for Facebook and Instagram, while Twitter stipulates the minimum age for users to be 15 years.

A previous study on the awareness and perception of computer ethics by students from Nigerian universities was conducted by Oyewole (2017), aiming to examine the awareness and perception of computer ethics by students at Nigerian universities. The findings indicate that the level of awareness of the respondents about issues related to computer ethics is high. The majority of respondents have a good perception of computer ethics and the most prominent factor identified that can hinder compliance with computer ethics is the poor economic situation of the country.

Research on perceptions of social media users regarding digital ethics, based on the results of searching online references and journal articles, has not been carried out by other researchers. Most of the research that has been done leads to marketing research studies related to e-commerce, online transportation, online shops, and other internet-based businesses using social media users as research respondents.

### 3. Research methods

The study was conducted in Denpasar City, Bali Province, Indonesia with the consideration that Denpasar City is the economic center of Bali Province and has a high number of social media users and with high access. According to news at [https://www.techno.id/tech-news/\(29/07/2015\)](https://www.techno.id/tech-news/(29/07/2015)), it was reported that Internet and Google users in Denpasar are among the highest in Indonesia.

Respondents in this study are individuals who have criteria as social media users, who are currently using one or more of the following social media platforms: Youtube, WhatsApp, Facebook, Instagram, Line, Twitter, FB Messenger, BBM, LinkedIn, Pinterest, Skype, WeChat, Snapchat, Path, Tumblr, Reddit. A user who accesses social media through smartphones, tablets, laptops, or through personal computers.

Sampling in this study was carried out by purposive sampling which is a non-probability sampling technique, which is a sampling technique in which sample selection is carried out with certain subjective considerations based on several characteristics possessed by the sample, which are considered to be closely related to the characteristics of the population that have been known previously. The considerations used in the selection of respondents are as users of one or several platforms of social media (YouTube, WhatsApp, Facebook, Instagram, Line, Twitter, FB Messenger, BBM, LinkedIn, Pinterest, Skype, WeChat, Snapchat, Path, Tumblr, Reddit, and other social media). The number of samples in this study was set at 250 respondents, taking into account the limited number of respondents who were willing to answer the research questionnaire.

The method of collecting data in the field uses an online survey by utilizing the google form Application. The questionnaire used to collect data contains a list of questions in accordance with the desired data. The data collected includes: demographic and social characteristics of social media users, user knowledge about ethics in the use of social media, and User Perceptions regarding ethics in the use of social media.

Demographic and social characteristics include the following variables: Age, Gender, Marital status, Last education level, Type of work, Type of social media currently/already used (in the last month), Type of social media most frequently used today (in the last month) in the last one month), Length of time using social media (from the most frequently used social media today) since the first time using it until now, Average length of access/duration of accessing social media in one day, What social media was used for the first time, Long time using social media (first used social media) from the first time using it until now, Purpose of accessing social media, Parties with whom to relate, Topics that are most frequently accessed from social media.

User knowledge about ethics in the use of social media, including: Law on Electronic Information and Transactions (UU ITE), rules for distributing electronic information/documents that have content that violates decency, rules for distributing electronic information/documents that have gambling content, rules for distributing electronic information/documents containing insults and/or defamation, rules for distributing electronic

information/documents containing extortion and/or threats, spreading false and misleading news that results in consumer losses in Electronic Transactions, disseminating information that intended to create feelings of hatred or hostility towards certain individuals and/or groups of people based on ethnicity, religion, race, and between groups, the rules for sending electronic information/documents containing threats of violence or intimidation are aimed at personal data, accessing other Persons' Computers and/or Electronic Systems in any way, accessing Computers and/or Electronic Systems in any way with the aim of obtaining Electronic Information and/or Electronic Documents, accessing Computers and/or Electronic Systems in any way by violating, break through, exceed, or break the security system, and the minimum age limit for social media users.

User perceptions regarding ethics in the use of social media, including: ethics in communicating dissemination of information containing elements of ethnicity, religion, race, and between groups, pornography, and acts of violence, news truth, respect for the work of others, dissemination of personal information, values data and obligations of those who provide data, confidentiality of data and protect participants, Nature and value of data, National and organizational privacy frameworks, Consent and transparency. Data analysis was carried out descriptively to get a description of the demographic and social characteristics of social media users, by determining the percentage of variables univariately.

#### 4. Results and Discussion

Data collection of research respondents, namely social media users, was carried out in four sub-districts in Denpasar City, namely West Denpasar District, South Denpasar, East Denpasar, and North Denpasar District, carried out on 250 respondents who were willing to fill out online questionnaires. Data analysis was carried out descriptively to get a general description of the social demographic characteristics of social media users based on the social media used by determining the percentage of variables univariately.

##### 4.1 Description of Respondent Characteristics

The general description of the socio-demographic characteristics of social media users based on the results of data analysis obtained that the average age of social media users who became respondents in this study was 29.32 years with the lowest age being 14 years and the highest being 73 years. Gender is dominated by female users, which is 64.4 percent of the total 250 respondents. The pattern shows that social media users who are respondents in this study are dominated by unmarried users, namely 57.6 percent, while those with marital status are 40.0, only a small proportion are divorced.

Table 1. Social Demographic Characteristics of Social Media Users

Variable	Category	Frequency	Percent
1. Sex	1. Female	89	35.6
	2. Male	161	64.4
2. Marital status	1. Unmerried	144	57.6
	2. Merried	100	40.0
	3. Divorced	5	2.0



	4. Widowed	1	0.4
3. Level of education	1. Not attending school	0	0.0
	2. Elementary School	1	0.4
	3. Middle School	0	0.0
	4. High School	131	52.4
	5. Higher Education	118	47.2
4. Type of work	1. Not Working	11	4.4
	2. Student	121	48.4
	3. Government Workers	72	28.8
	4. State-Owned Enterprises	3	1.2
	5. Private	22	8.8
	6. Entrepreneur	21	8.4

Sources: Primary data

Based on the level of education, respondents in this study were dominated by social media users with a high school education level (54.2 percent), followed by a college education level (47.2 percent), and elementary school only 0.4 percent. There are no respondents with education level No School and Junior High School.

The descriptions of respondents by type of work obtained are mostly students (48.4 percent), followed by government workers 28.8 percent, Private (8.8 percent), Entrepreneurs (8.4 percent), Not working (4.4 percent), and State-Owned Enterprises (1.2 percent).

Description of respondent data based on the type of social media that is being/has been used in the past month, it was found that the average respondent used 5 (4.96) media, types of social media include: YouTube, WhatsApp, Facebook, Instagram, Line, Twitter, FB Messenger, BBM, LinkedIn, Pinterest, Skype, WeChat, Snapchat, Path, Tumblr, Reddit and more (Telegram, Tinder, KakaoTalk). On average, one respondent in this study used 5 social media in the past month.

The most actively used social media platform currently in the past month, dominated by WhatsApp which is used by 76.8 percent (192 respondents), followed by Instagram (9.6 percent), YouTube (6.8 percent), and followed by a small percentage for Facebook, Line, Twitter, FB Messenger, LinkedIn, and Tumblr users. The distribution of the percentage of social media most frequently used by research respondents is presented in Table 2.

The duration of using social media from the most frequently used social media from the first time using it until the time of data collection was carried out, based on the respondents' answers, it was found that respondents used the social media platform an average of 6.48 years, with a minimum span of 1 year and a maximum of 25 years.

**Table 2. Percentage Distribution of the Most Used Social Media**

Social Media Platforms	Frequency	Percent
Facebook	5	2.0
FB Messenger	3	1.2
Instagram	24	9.6
Line	3	1.2
LinkedIn	2	.8
Tumblr	1	.4
Twitter	3	1.2
WhatsApp	192	76.8
YouTube	17	6.8
Total	250	100.0

Sources: Primary data

In using social media, the time spent using/accessing social media is 6.25 hours per day for various purposes, with a minimum access range of 0.5 hours per day and a maximum of 18 hours per day.

The main purpose of respondents in accessing social media, it was found that 40.8 percent (102 respondents) stated that the main purpose of accessing social media was as a means to obtain and disseminate information, 18.8 percent (47 respondents) stated that it was a means for entertainment, 17.2 percent (43 respondents) as a place to socialize, 17.2 percent (43 respondents) as a means to work, and the rest for the purposes of individual business facilities (2.0 percent) and other purposes (4.0%).

**Table 3. Percentage Distribution of Respondents' Main Purpose in Accessing Social Media**

Access purpose	Frequency	Percent
Means for work	43	17.2
Tools for individual businesses	5	2.0
An event to socialize	43	17.2
Means of obtaining and disseminating information	102	40.8
Facilities for entertainment	47	18.8
Other	10	4.0
Total	250	100.0

Sources: Primary data

Respondents' answers regarding parties who are often invited to relate using social media, obtained most of the respondents are related to friends (50.8 percent), followed by relationships with colleagues (25.6 percent), relationships with relatives/family (14.0 percent), business/consumer relations (7.2 percent) and others 2.4 percent.

**Table 4. Distribution of Percentage of Social Media Used for the First Time**

The first social media used	Frequency	Percent
YouTube	15	6.0
WhatsApp	26	10.4
Facebook	118	47.2
Instagram	3	1.2
Line	11	4.4
Twitter	3	1.2
FB Messenger	2	0.8
BBM	57	22.8
Skype	3	1.2
Tumblr	1	0.4
Friendster	5	2.0
Other	6	2.4
Total	250	100.0

Sources: Primary data

Respondents' answers regarding the most frequently accessed topics from social media, it was found that most respondents accessed music/entertainment, namely 38.4 percent (96 respondents), Knowledge was accessed by 28.4 percent (71 respondents), news topics were accessed by 20.8 percent (52 respondents), Business/marketing/advertising topics were accessed by 9.2 percent (23 respondents) and the rest most frequently accessed other topics.

The history of using social media platforms used includes social media which was first used, it was found that 47.2 percent of respondents said they used Facebook for the first time, 22.8 percent said they used BBM for the first time, followed by WhatsApp users 10.4 percent, and the rest used YouTube, Line, Friendster, Skype, Twitter, Instagram, FB Messenger, Yahoo Messenger, and Tumblr.

The length of time using social media (social media that was first used) from the time it was first used until now, the average length of time using social media was first used is 7.39 years, with a minimum span of 1 year and a maximum of 26 years.

#### *4.2 Differences in User Characteristics According to the Social Media Used*

Relationship between variables Age, Average number of social media used in the last month, Length of using social media (from the most frequently used social media), Average length/duration of accessing social media in one day, and Length of using social media (the first social media used) is presented in Table 5.

Table 5. Correlation between Research Variables

		<b>Correlations</b>				
		Age	Number_social media_used	Length of using-social media	Average_length_access	Length_first_ social media
Age	Pearson Correlation	1	-.381**	.328**	-.196**	.301**
	Sig. (2-tailed)		.000	.000	.002	.000
	N	250	250	250	250	250
Number_Social media_used	Pearson Correlation	-.381**	1	-.014	.163**	-.016
	Sig. (2-tailed)	.000		.827	.010	.805
	N	250	250	250	250	250
Length of using-social media	Pearson Correlation	.328**	-.014	1	.093	.554**
	Sig. (2-tailed)	.000	.827		.145	.000
	N	250	250	250	250	250
Average_length_access	Pearson Correlation	-.196**	.163**	.093	1	.034
	Sig. (2-tailed)	.002	.010	.145		.596
	N	250	250	250	250	250
Length_first_ social media	Pearson Correlation	.301**	-.016	.554**	.034	1
	Sig. (2-tailed)	.000	.805	.000	.596	
	N	250	250	250	250	250

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Based on the results of the analysis in Table 5, it can be explained that the respondent's age variable has a negative correlation with the variable the average number of social media used in the last month, which shows a correlation value of -0.381. The Age variable is positively correlated with the Length of using social media, with a correlation value of 0.328. The correlation between age and the Average length/duration of accessing social media in one day shows a negative correlation with a correlation coefficient of -0.196. Furthermore, the correlation between Age and Length of using social media (the first social media used) shows a positive correlation, with a correlation coefficient of 0.301.

Broadly speaking, it can be explained that age is negatively correlated with the average number of social media used in the last month and the average length of access/duration of accessing social media in one day. This means that as the age of the respondent increases, the

number of social media used is less and the average length of access also decreases. Furthermore, age is positively correlated with the length of time using social media (the most frequently used social media today) and the length of time using social media (the first social media used).

Based on table 5, it can also be explained that the variable Average number of social media used in the last month is positively correlated with the variable Average length of access/duration of accessing social media in one day. The variable duration of using social media (the most frequently used social media today) is positively correlated with the length of time using social media (the first social media used).

The results of the cross tabulation analysis between the variable Type of social media that is most often used today and the type of work of the respondent, WhatsApp is dominated by student and Government Workers, Instagram is dominated by student, and YouTube is dominated by student. Cross tabulation analysis is used to determine the relationship between two nominal scale variables. The output of the analysis is the results of the Chi\_Square test. According to Santoso and Tjiptono (2001) for the basis of decision making based on probability, if the probability is  $> 0.05$ , then  $H_0$  is accepted and if the probability is  $< 0.05$ , then  $H_0$  is rejected. The hypothesis of this case is  $H_0$ : There is no relationship between the Type of social media that is most often used today and the respondent's type of work.  $H_1$ : There is a relationship between the Type of social media that is most often used today and the respondent's type of work. The results of the Chi-Square test in Table 6 in the Asymp column. Sig. shows a significance value of 0.000, which means  $H_0$  is rejected, so it can be concluded that there is a relationship between Type of social media that is most often used today and the respondent's type of work.

Table 6. Chi-Square Test Results for the Types of Social Media Most Often Used with Respondents' Types of Work

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	85.212 <sup>a</sup>	40	.000
Likelihood Ratio	54.997	40	.057
N of Valid Cases	250		

a. 46 cells (85.2%) have expected count less than 5. The minimum expected count is .01.

Likewise, the results of the cross-tabulation analysis between the variables. The type of social media most frequently used today and the respondent's education level shows that WhatsApp users are dominated by users with high school and college education levels, as well as Instagram and YouTube. The results of the Chi-Square test in Table 7 show a significance of 0.000, which means that there is a relationship between the most frequently used social media variables and the respondent's level of education.

Table 7. Chi-Square Test Results for the Types of Social Media Most Often Used with Respondents' Education Levels

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	85.146 <sup>a</sup>	16	.000
Likelihood Ratio	12.093	16	.738
N of Valid Cases	250		

a. 21 cells (77.8%) have expected count less than 5. The minimum expected count is .00.

Cross tabulation analysis between the Topics most frequently accessed variables and the types of social media most frequently used today, it was found that music/entertainment topics were most dominantly accessed by respondents who most frequently used WhatsApp users, as well as news and knowledge topics dominated by users who most often use WhatsApp. The results of the Chi-Square test show a significance value of 0.000, which means that there is a relationship between the Topic variables that are most frequently accessed and the types of social media that are most often used today.

#### *4.3 Knowledge of Social Media Users Regarding Digital Ethics*

Data regarding user knowledge about digital ethics in this study were collected using several question items on a questionnaire that had been distributed to 250 respondents with an online survey. Description of knowledge of social media users regarding digital ethics, for the question of respondents' knowledge of the Law on Information and Electronic Transactions (UU ITE), 40.4 percent of respondents said they knew, 34.0 expressed doubt, 20.8 percent answered they did not know and a small part answered very well and really don't know.

Questions related to respondents' knowledge of regulations and sanctions in distributing electronic information/documents containing content that violates decency, most of the respondents (49.6 percent) answered Know, Doubtful were answered by 26.0 percent of respondents, 16.8 percent said they did not know, and the rest stated very know (5.6 percent) and really don't know (2.0 percent).

Respondents' knowledge of regulations and sanctions in distributing electronic information/documents containing gambling content, as many as 40.4 percent of respondents answered Know, Doubtful were answered by 21.2 percent of respondents, 29.2 percent said they did not know, and the rest said they knew very well (6.8 percent) and very don't know (2.4 percent). Distribution of respondents' answers regarding regulations and sanctions in distributing electronic information/documents containing insults and/or defamation, it was found that most of the respondents 56.0 percent stated they knew, 18.4 percent said they were unsure, 14.8 percent stated they did not know, and the rest stated very knowledgeable (8.4 percent) and very ignorant (2.4 percent).

Respondents' answers regarding regulations and sanctions in distributing electronic information/documents containing extortion and/or threats were found that most of the respondents 46.8 percent said they knew, 23.2 percent said they were doubtful, 19.6 percent

said they did not know, and the rest said they knew very well (8.0 percent) and really don't know (2.4 percent).

The extent to which respondents' knowledge of regulations and sanctions in spreading false and misleading news that results in consumer losses in Electronic Transactions, the results of respondents' answers show that as many as 51.2 percent answered Know, Doubtful were answered by 22.4 percent of respondents, 15.6 percent said they did not know, and the rest stated very knowledgeable (8.8 percent) and very ignorant (2.0 percent).

Distribution of respondents' answers regarding regulations and sanctions in disseminating information aimed at causing feelings of hatred or hostility towards certain individuals and/or community groups based on ethnicity, religion, race, and between groups, the results of data collection showed that most of the respondents (55.6 percent) stated know, 17.2 percent said they were unsure, 14.4 percent said they didn't know, and the rest said they knew very well (11.2 percent) and didn't really know (1.6 percent).

Respondents' answers to questions regarding regulations and sanctions in sending information/electronic documents containing threats of violence or intimidation aimed at personally, obtained 46.4 percent of respondents answered Know, Doubtful answered by 24.0 percent of respondents, 19.6 percent said they did not know, and the rest stated that they knew very well (7.6 percent) and didn't really know (2.4 percent).

Respondents' knowledge of regulations and sanctions in accessing other people's computers and/or Electronic Systems in any way, the results of respondents' answers showed 36.0 percent answered Know, Doubtful were answered by 27.2 percent of respondents, 26.4 percent said they did not know, and the rest said they knew very well (8.0 percent) and really don't know (2.4 percent).

For questions regarding regulations and sanctions in accessing Computers and/or Electronic Systems in any way with the aim of obtaining Electronic Information and/or Electronic Documents, 35.2 percent of respondents answered Know, Doubtful was answered by 28.4 percent of respondents, 27.6 percent stated don't know, and the rest stated that they know well (6.0 percent) and didn't really know (2.8 percent).

Distribution of respondents' answers regarding regulations and sanctions in accessing computers and/or electronic systems in any way by violating, breaking through, exceeding, or breaking into the security system, the results of data collection showed that 39.6 percent said they knew, 23.2 percent said they were doubtful, 24.0 percent stated that they did not know, and the rest stated that they knew very well (9.2 percent) and didn't really know (4.0 percent).

Respondents' answers to questions regarding the minimum age limit for social media users, obtained most of the respondents 52.0 percent said they knew, 21.6 percent said they were doubtful, 13.6 percent said they knew very well, 12.0 percent said they didn't know, and only 0.8 percent said didn't really know.

#### *4.4 Perception of Social Media Users Regarding Digital Ethics*

The fourth objective of this research is to determine the perception of social media users

regarding the digital ethics of the social media they use. Question items related to respondents' perceptions of digital ethics, with answer choices of Strongly Disagree, Disagree, Doubtful, Agree, and Strongly Agree. Descriptions of respondents' perceptions of the items in the questionnaire are described in the next section.

Respondents' answers to questions regarding the actions of social media users to stay safe online, then information related to the user's full name and residential address should not be posted online, it was found that most of the respondents 57.2 percent agreed, 22.8 percent strongly agreed, 13.6 percent doubted -undecided, a small percentage disagreed (5.6 percent) and strongly disagreed (0.8 percent). Respondents' perceptions of the things users should think about before posting something online are: Does the post have any personal information? and can it disappoint or offend someone who sees it, obtained most of the respondents (60.4 percent) agree, 33.6 percent strongly agree, and a small percentage of the answers are undecided (2.8 percent), disagree (2.8 percent) and strongly disagree (0.4 percent).

Respondents' perception of things that social media users should do if they want to meet someone who is only known online is to bring an adult/other person with the user and meet in a public place, obtained most of the respondents (54.8 percent) agreed, 37.2 percent strongly agree, and a small percentage of undecided (4.4 percent), disagree (3.2 percent) and strongly disagree (0.4 percent).

Respondents' perception of users not sending photos, if random people in the chat room asked for a user's photo, it was found that 52.4 percent of respondents stated strongly agree, 43.2 percent agreed, and a small percentage expressed doubt (3.6 percent), and disagreed (0.8 percent). For statement items regarding more than 50% of teenagers today think that sending personal information online is okay, the answers obtained are 37.2 percent agree, 24.0 percent disagree, 24.0 percent are unsure, 10.8 percent strongly disagree, and 4.0 percent strongly agree. Respondents' answers to the statement items regarding 64% of teenagers currently posting their own videos, it was found that some respondents (50.8 percent) agreed, 26.8 percent were undecided, 11.6 percent strongly agreed, 8.4 percent disagreed, and 2.4 percent strongly disagreed.

Statement items regarding postings on social media that negatively describe or comment on certain races or cultures, constitute a matter of violating the ethics of social sensitivity that must be avoided, obtained most of the respondents stated strongly agree (51.6 percent) and agree (46.0 percent).

The statement item regarding someone who uses technology to hurt or harass other people is an act of Cyber Bullying that must be avoided. Most of the respondents stated that they strongly agree (64.0 percent) and agree (34.4 percent). Respondents' answers to the statement item regarding the act of posting rude comments about someone online on social media and using other people's passwords without the owner's permission is a cyber bullying practice that must be avoided, the majority stated strongly agree (56.8 percent) and agree (40.8 percent) .

Respondents' perceptions regarding the statement of things that should be done by users if they are harassed online is to report or block people who intimidate users, it was found that most of the respondents agreed (50.0 percent) and strongly agreed (46.8 percent). Respondents' answers to the statement items that making embarrassing pictures of your friends and forwarding them to your friends' email addresses, sending malicious texts to someone, and threatening someone in an instant message are cyberbullying actions that



should be avoided, the majority of respondents stated strongly agree (55.2 percent) and agree (40.8 percent).

Based on the respondents' answers to the answer choice items that adopt the Likert scale, with the answer choices of Strongly Disagree, Disagree, Doubtful, Agree, and Strongly Agree, in general it can be explained that most of the respondents stated Agree and Strongly Agree for the following statement items:

- The spread of deliberately constructed lies, in the form of news articles, intended to mislead the public, is an act that must be avoided.
- If you have doubts about whether the news you get is genuine or a hoax, then the things you can do are verify the truth of the source and news content by looking for it in trusted sources.
- The practice of taking and passing on (other people's ideas or words) as one's own: using someone else's production without citing the source is a practice to be avoided.
- Copying and pasting sentences from the Internet into your paper is an example of plagiarism that should be avoided.
- Using parts or writings that have been copied from others and presenting them as your own, is a practice to be avoided.
- To give credit to the people who created it, you should cite your sources.
- Legal copies purchased and installed on more computers than licensed copies are an act of End-User piracy to be avoided.
- Unauthorized Downloading/Copying of a software is an act of Software Piracy which should be avoided.
- To protect your online identity on social networking sites, you must ensure that only your friends can see your personal details.
- Business Facebook posts including client identification, purchases, or any personal information related to clients, are privacy ethics violations that should be avoided.
- If you need software, then you will only use Freeware which is copyrighted computer software provided for you to download and use for free.
- Unauthorized Use is illegal or inappropriate use of the software — there is no license to use it, is an act that should be avoided.
- Copying and using commercial software purchased by others is a Software Piracy act that should be avoided.
- Terms of use are rules that must be agreed to be obeyed in order to use the services of a site or social media.
- Don't use open WiFi and keep your anti-virus software up to date is what you should do to reduce the chances of being hacked.
- Guessing passwords or using brute force to crack other people's passwords are hacking attempts that should be avoided.
- Illegal hackers (black hat hackers) - intending to commit a crime, stealing for personal gain, for example taking credit card details, is an act that must be avoided.

- Using at least 8 characters and using special characters, like # \* & @ is what you should do to make your password stronger.
- Your Name, Your Birthday and Your Address should never be used in your password.
- Personnel security should be used to ensure that the selection and application of an organization's human resources (both employees and contractors) is controlled to enhance security.
- Fair Use-related copyright laws allow you to use a limited number of copyrighted materials for educational use.
- If you use copyrighted material in a report or project, you should always give credit to the author or illustrator of the work you use (Fair Use), for example: when you use photos from the internet, quotes from books).

## 5. Conclusion and Recommendations

An overview of the socio-demographic characteristics of social media users, based on the results of data analysis, the average age of social media users who became respondents in this study was 29.32 years, gender was dominated by female users, and dominated by unmarried users. The education level of respondents is dominated by users with high school and college education levels. The type of occupation of the respondents is mostly students and followed by the type of work as government workers.

Types of social media that are currently/have been used in the past month, it was found that the average respondent used as many as 5 (4.96) social media platforms. The most frequently actively used social media platform in the past month is dominated by WhatsApp which is used by 76.8 percent of respondents, with an average length of time using the social media platform 6.48 years. The time spent accessing social media is 6.25 hours per day for various purposes. The main purpose of respondents in accessing social media, it was found that 40.8 percent as a means to obtain and disseminate information, 18.8 percent stated as a means for entertainment, the rest as a place to socialize, as a means to work, individual business facilities and other purposes.

The parties who are often invited to engage in relationships using social media, obtained most of the respondents are related to friends 50.8 percent and followed by relationships with colleagues 25.6 percent, relationships with relatives/family 14.0 percent, and the rest are business/consumer relations and others. The most frequently accessed topics from social media, it was found that most respondents accessed music/entertainment 38.4 percent, Knowledge accessed by 28.4 percent, news (19.5 percent), Business/marketing/advertising topics accessed by 9.2 percent and the rest accessed other topics.

The first social media used by respondents were Facebook (47.2 percent), BBM (22.8 percent), and WhatsApp users (10.4 percent), and the rest used YouTube, Line, Friendster, Skype, Twitter, Instagram, FB Messenger, Yahoo Messenger, and Tumblr. The length of time using social media from the first social media used, obtained an average length of use of 7.39 years.

The results showed that age was negatively correlated with the average number of social media used in the last month and the average length of time accessing social media in one day. There is a positive correlation between the Age variable and the length of time using social

media (the most frequently used social media today) and the length of time using social media (the first social media used). Variable the average number of social media used in the last month is positively correlated with the variable Average length of access/duration of accessing social media in one day. The variable duration of using social media (the most frequently used social media today) is positively correlated with the length of time using social media (the first social media used).

The results of the tabulation analysis between the variables. The type of social media that is most often used today and the type of work of the respondents, it is found that WhatsApp social media is dominated by student/student users and government worker, Instagram is dominated by student/student users, and YouTube is dominated by student. The results of the Chi-Square test show that there is a relationship between the most frequently used social media and the respondent's type of work.

The results of cross-tabulation analysis between the variables of the most frequently used type of social media today and the respondent's education level show that WhatsApp users are dominated by users with high school and college education levels, as well as Instagram and YouTube. The results of the Chi-Square test show a significance number of 0.000, which means that there is a relationship between the social media variables that are most often used and the respondent's level of education.

Cross tabulation analysis between the Topics most frequently accessed variables and the types of social media most frequently used today, it was found that music/entertainment topics were most dominantly accessed by respondents who used WhatsApp, as well as news and knowledge topics dominated by users who used the most frequently. WhatsApp. The results of the Chi-Square test show a significance value of 0.000, which means that there is a relationship between the Topic variables that are most frequently accessed and the types of social media that are most often used today.

Description of knowledge of social media users regarding digital ethics, including the Law on Electronic Information and Transactions (UU ITE) and the regulations and sanctions contained in the ITE Law, in general it can be explained that most of the research respondents stated that they knew, while there was a percentage which is quite large from the answers of respondents who stated Doubtful and Don't know, as well as a small percentage of the answers Know well and Don't really know.

Respondents' perceptions of statement items regarding digital ethics include online privacy and security, ethics in posting on social media, cyber bullying, Hoax, plagiarism, End-User piracy, Software Piracy, Unauthorized Use, Hackers, Terms of use, Personnel security and Fair Use, it is found that in general they have positive perceptions and only a small percentage of respondents have negative perceptions.

Based on the results of research which shows that there is still a large percentage of respondents' answers that express doubts about questions related to the knowledge of social media users regarding digital ethics, including the Law on Electronic Information and Transactions (UU ITE) and the regulations and sanctions listed on The ITE Law requires wider socialization to the digital community. Good knowledge of ethics in social media is expected to suppress the occurrence of actions that have a negative impact. User knowledge about the importance of maintaining security and privacy when using social media needs to be further disseminated in an effort to increase user security and privacy in using social media.

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