



## Ethics in social media in the millennial generation from Pancasila's point of view

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ARTICLE INFO	ABSTRACT
<p>Keywords: ethics social media Pancasila millennial generation</p>	<p>The purpose of this article is to provide an overview of the communication ethics of the millennial generation on social media from a Pancasila perspective and according to the role of Pancasila moral values in dealing with technological developments. Advances in technology and science are directly eroding the ethics of using social media, thereby slowly reducing the noble values of Pancasila, which is the life guide and ideology of the unitary state of the Republic of Indonesia. In the era of the millennial generation, the use of social media is often misused. The reason is, the millennial generation tends to be susceptible to content spread on social media without filtering it critically. They truly believe that the content is fact, so they try to defend it with their stance. Socialization, regulatory enforcement, and social media literacy are some of the external ways in which this problem can be solved. Another internal way is to instill in the millennial generation various values and standards of life based on Pancasila and encourage the millennial generation to be involved in various positive productive activities on social media.</p>

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## Introduction

Technological developments to date will be difficult to stop and will continue to develop. Information and communication technology has developed significantly in the last ten years which can be seen that technological developments have not only attracted the attention of global industry players, but also in the world of social media by the current millennial generation (Palinggi & Ridwany, 2020).

The biggest challenge faced by the millennial generation is the spread of hoax issues on social media without caring about the truth. The millennial generation is still emotionally and psychologically vulnerable to being influenced. Awareness of the importance of empowering the nation's generation with the principles in Pancasila as a strong shield or fortress is expected to minimize negative impacts (Lestarinigrum, 2021).

Pancasila is the foundation or way of life of the Indonesian nation which contains nationalist values and must be promoted in the nation's next generation or the millennial generation. Pancasila is also a guide to life, especially for the millennial generation who are known to pay little attention to Pancasila values and standards. In the era of the millennial generation, Pancasila is only used to be studied silently, not to be implemented. The millennial generation must be critical of new things. Therefore, the role of Pancasila can also be said to be a very important national understanding in guiding the millennial generation in Indonesia (Wijayanti et al., 2022).

The millennial generation's social media seems to have become part of everyday life, so its position is almost like a primary need. One of the things that differentiates the millennial generation from the previous generation's communication patterns is that

they have three main characteristics, namely: creative with a tendency to think outside the box, confident with the courage to express opinions and even discuss on social media, and fun because they are good at getting along with other people, one of which is having lots of friends on social media (Reka, 2019).

Social media is developing very rapidly nowadays, so the existence of social media is classified into several types, including 1) social networks, for interaction and socialization, such as Facebook, Myspace, LinkedIn; 2) chatting, such as Skype, Yahoo! Messenger, Google Talk; 3) sharing, namely social media for sharing files, photos, videos, music and others, such as YouTube and Instagram; 4) publish, namely social media for sharing writing or ideas, such as WordPress, Wikipedia and blogs; 5) live stream, namely social media for sharing events, such as Socializr; and 6) microblogging, namely social media for sharing short information or short updates with other users who follow, such as X (Twitter), Plurk and Pownce (Reka, 2019).

Globally, some people are known to use excessive information on social media to spread content and propaganda. It is not uncommon for there to be a group of individuals who use social media because it is more popular with the target group, namely the millennial generation (Kusuma & Azizah, 2018).

The presence of social media among the millennial generation has created a lack of barriers between private life and public life for many people. The majority of Indonesian netizens do not pay attention to communication ethics when consuming social media. Polite communication can be recognized, among other things, through the application of communication ethics. Communication ethics is not only related to good language but must also be distinguished

from sincere intentions expressed through our calm, patience, and empathy in communicating (Rawanoko et al., 2021).

The millennial generation uses social media to discuss everything from trivial matters such as whether fake photos are fake, favorite football clubs, to important issues in people's lives. At first, they were just discussing, but it turned into criticizing each other, insulting each other and slandering each other. In addition, these discussions are usually heated regardless of their content and without valid data references, thus wasting valuable time and often ending in arguments. This is of course a bit absurd, because conversations that are a positive thing in the search for truth, instead become activities that are reasoned, continuous, and end in ambiguity (Sabani, 2018).

The millennial generation, who often receive and consume content similar to hate speech or fraud on social media, ends up believing things whose reality in real life is questionable. Because of this, many millennial generations of social media users are interested in spreading hate messages, attacking certain parties, publishing provocative news headlines without paying attention to and adhering to social ethics, including journalistic ethics. They compete to share and spread news according to their personal version of the truth because they are used to receiving things like that (Sabani, 2018).

## Method

The research method used in this research is descriptive qualitative. The descriptive research method is defined as a problem-solving procedure investigated by describing or describing the state of both the subject and the research object (Huberman, 2022). While data collection uses literature review, this is used in this study where

researchers use secondary data in the form of documents derived from journals and books, through various print and electronic media, websites or blogs, or other sources. Content analysis was used to analysis 34 reference journal articles global citizenship education published from 2010 to 2022. Content analysis is a research technique usually applied to the social sciences and humanities. The literature review method was a critical cornerstone of this research, enabling an in-depth understanding of the development of related concepts and theories. The approach involved a detailed analysis of the relevant literature, identifying knowledge gaps and detailing the contribution of this research to the existing conceptual framework. Methodological procedures included the selection of information sources, evaluation of credibility, and synthesis of information supporting the research arguments. Critical analysis of key concepts provided a solid foundation for the development of the theoretical framework. By adopting the literature review method, this study aims to present a comprehensive synthesis and direct future research directions.

## Results and Discussion

The growth in the number of internet users in Indonesian society is increasing from year to year. The computer network, which became known as the internet, has become a means of fulfilling the most important needs in the world and especially in the lives of Indonesian people. This can have positive and negative impacts that can arise from technological developments for the millennial generation. The negative impacts that can be caused include increasing juvenile delinquency and deviance through social media platforms, weakening the sense of cooperation and enjoyment of Indonesian

society, especially reducing human interaction, the trend of making people addicted to internet technology, the rise of cybercrime and hate speech via social media, even inequality. gender, and the biggest one is the emergence of fake news on social media (Palinggi & Ridwany, 2020).

The purpose of creating fake news is to fake or deceive the message by using *clickbait* which is a link statistically placed on a website to lure people to another website. The content of these links is factual, but the headlines are exaggerated or accompanied by memorable images to attract readers. Propaganda activities spread information, facts, arguments, gossip, half-truths or even lies to influence public opinion. However, many technological advances have also reduced the impact of fake news that is currently spreading in society. By utilizing technological developments on a larger scale, artificial intelligence can reduce the spread of fake news online (Palinggi & Ridwany, 2020).

### ***Characters of the millennial generation***

Technological developments seem inseparable, which of course has caused changes in people's lives in various fields and has greatly influenced people's cultural values, including people's way of life, and thinking. This is because the device is versatile and very attractive and has many functions apart from communicating, sharing, creating, and entertaining through audio, video, images, writing and music. These features lead to a new way of communicating with millennials that seems to be replacing the traditional face-to-face communication that is usually done. Millennial teenagers rely heavily on technology *smartphone* to communicate with other millennial generations. Room for *hanging out* and *chatting* has become more modern and *stylish*. The attraction

of the internet and social media plays an important role in building communication skills. The current millennial generation is very sensitive to changes that occur, so they follow these developments. The following are several factors that cause millennials to embrace social media as a lifestyle (Rofiq et al., 2022):

- a. *Existence*. Everyone needs to have their existence recognized, especially millennial youth who are looking for their identity. Active on social media, millennials are easy to notice.
- b. *Attention*. Everyone needs attention, both directly and indirectly. Attention can be shown through words or actions. The simplest and easiest attention is through words. Therefore, the millennial generation from childhood to adulthood who needs attention is more likely to want instant attention and still choose social media to get attention.
- c. *Opinion*. An opinion is an opinion about something according to your own opinion and thoughts. So, opinions cannot be equated with other people's because every person's opinion is different. Opinions are necessary in life, whether to broaden your point of view, make choices, or get positive thoughts to solve a problem. Because of this, the millennial generation sometimes uses social media to exchange opinions or thoughts, but sometimes this use is misused or used excessively.
- d. *Cultivate image*. Everyone wants to have a good image. Especially millennial teenagers who tend to be fickle and want to be seen by everyone and want a good image. Social media is an easy way for millennials to show off their strengths and get noticed instantly.
- e. *Communication and socialization*. Every person is a social creature who needs relationships with each other and

living creatures. To fulfill these needs, millennials tend to stay in touch with family and friends, and even make new friends through social media.

- f. *Event for achievement.* Millennials who are still active and involved in the technology industry need social media to improve their skills through this event. For example, competitions to create blogs, write short stories that are often posted on social networks.
- g. *Adding insight.* For millennial teenagers who basically like new things that they didn't know before, this can also be a shortcut for them to find out. For example, Instagram provides food recommendation features, tourist attractions and other information.
- h. *Express what you feel.* People usually use social media just to have an opinion, but sometimes they don't realize that the opinion expressed is too painful to read. Especially among millennial teenagers, the sensitive and irritable side dominates. That's why they choose social media to express their feelings because in cyberspace they can express their feelings because they have created a world like that. Regardless of what people read later.

### ***Social media in the role of character education for the millennial generation***

Social media in the millennial generation cannot be separated from each other, this cannot be separated from the existence of several communities on social media that are popular with the millennial generation. Social media is a means of communication and interaction in the digital era, with the help of computers forming a system whose use is supported by the internet. Social media offers maximum use of space for virtual communities as a place that provides

freedom to express identity and opportunities to expand networks (Febriyanto et al., 2022). Easy access to social networks, its features play a role in forming the self-concept of millennial generation children who are stimulated to subconsciously change their concept of development. The use of social media has shaped the millennial generation's mindset to behave in ways they consider popular, depending on what they see is not appropriate for their age (Febriyanto et al., 2022).

Social media has a huge impact on the character development of the millennial generation. The millennial generation is one of the users who is easily influenced by the impact of current technology. The impact of this technology can be seen in the attitudes of the millennial generation who prefer to be alone and find it difficult to interact with their peers, students who are addicted to digital media, tend to be lazy and have disabilities, etc. Character education is a way to equip the millennial generation with a good life so that they can continue to increase their motivation and academic achievement. Often, it is difficult for the millennial generation to build good character in their own place, so education is the ideal platform to help them develop (Febriyanto et al., 2022).

### ***Provocation of social media content***

The millennial generation carries out conversations on social media only for personal interests and is not supported by the right information and sources. On average, those who engage in conversations are offended by content that disparages their sponsored partners, want to form an opinion about their sponsored partners, and correct content they don't believe is correct. If the conversation continues, it will influence the direction and outcome of the conversation which is also usually unclear. Thus, the topics

discussed are usually used as a reference for including hate speech to provoke other parties (Sabani, 2018).

In addition, content related to hate speech is no longer carried out by individuals alone but is regulated by organizations that are deliberately created to spread hate content. One example is the Saracen group, whose police arrested several members in August 2017 on charges of participating in a syndicate for spreading hate speech and fraudulent content. In fact, this content is planned through accounts created by this organization, according to subscriptions and with the aim of saving, namely obtaining maximum profits. This example shows that the spread of hate speech and deceptive content now has a great opportunity to spread on social media and influence society, especially the millennial generation due to not only individual practices but also organized activities (Sabani, 2018).

The large amount of exposure to social media content causes millennials to be provoked into conversations when there is content that is not in line with their thoughts. They constantly consume what is circulating on social media, giving rise to the assumption that reality is what is presented in the media. Believe that everything that happens on social media is a representation of reality in the real world, so they do not feel accepted or offended and need to do something to correct what they think they are following (Sabani, 2018).

### ***Ethics in using social media by the millennial generation***

Considering the various impacts resulting from the development of social media, appropriate regulations are needed for the concept of understanding social media ethics. This is regulated in Indonesian

Law Number 19 of 2016 which emphasizes recognition and respect for the right to freedom fairly in accordance with public security and public order, a harmonious understanding of freedom in the context of human rights is a rule that limits freedom (Faldiansyah & Hidayatullah, 2022).

Etymologically, ethics is the science of moral rights and obligations, while communication is the relationship between individuals who share messages to understand each other. Terminologically, communication ethics is the relationship between mutual understanding and knowledge about the message of forgiveness. The moral core of communication ethics is the continuity between freedom, responsibility, and conscience, so that the principles of wise and fair attitudes emerge (Faldiansyah & Hidayatullah, 2022).

No different, everyday communication is the same as the communication system on social media. Therefore, customs and customs as well as other ethical values must be respected. Unethical behavior on the internet and social media is very difficult to control because anyone can have more than one account with a fake avatar. However, understanding the internet is at least a guide for the millennial generation to be open to the internet (Rawanoko et al., 2021).

### ***Millennial generation strategy with a view of Pancasila values***

Education in this millennial era is required to improve quality in an era full of challenges from outside and within today. Because the target is the millennial generation which is said to be the smartest generation in human history. Some of the knowledge and skills that the millennial generation must know include (Rofiq et al., 2022):

*Pancasila values*

Pancasila has a series of values, namely divinity, humanity, unity, democracy, justice which are universal, meaning that these values can be used by all. The values contained in each Pancasila principle are as follows (Rofiq et al., 2022):

- a. Almighty God in carrying out His commands. The millennial generation seems to be indifferent regardless of the religious beliefs of a person or group of people on social media. Divine values also empower the millennial generation to think about whatever comes next and not just apply or accept it without considering whether they conform to the standards of the religion they follow.
- b. Just and civilized humanity includes moral awareness, attitudes, values based on norms, rules and culture towards oneself, others, and the environment. Although everyone grows up with different norms and rules, these can influence the way individuals think, speak, and behave. However, we have the same goal of using these values to get individuals who can adapt to their environment and how they should behave.
- c. Indonesian unity is a value that is reflected in the Indonesian, which is full of diversity such as ethnicity, custom, race, gender, etc., so it really needs a foundation to unite each other. By supporting a sense of nationalism, all people will have a tolerant attitude towards each other. Indonesian unity includes unity, oneness, personal and group interests. Wider access to communication, wider relationships with everyone everywhere, this value can lead people to understand how to respect and tolerate each other in different ways, so that there are no differences.
- d. Democracy is led by wisdom in representative deliberations. Values that have social value and wisdom, namely values determined by human unity. As we have heard, this is called settlement negotiations to reach a good agreement, carried out responsibly. Likewise, by not imposing your will, being big-hearted, accepting other people's opinions or choices, and being democratic. For the millennial generation, reflection is very necessary so that they are not easily provoked and understand what is good and what is bad.
- e. Social justice for all Indonesian people is the value of developing noble morals, kinship, mutual cooperation and fair attitudes towards others and fulfilling obligations and respecting the honor of others. Referring to the value of justice in the era of globalization for the millennial generation as an offer on how to become a leader or follower of a just nation, not choosing the best among others. Understand how to carry out appropriate responsibilities, rights, and obligations.

*Pancasila values are starting to fade*

Many of the millennial generation currently only memorize Pancasila and do not practice it in their daily lives. Pancasila will always exist and always must become a guide in the life of the nation and state. Pancasila will never disappear, but its implementation may disappear in the future. There are many factors that cause Pancasila to disappear in the fabric of people's lives, starting from culture and along with developments over time, the millennial generation sees foreign culture which they think is cool and interesting and which is finally starting to be imitated. What attracts attention is the fact that they deviate from the ethical standards of an orderly society and

threaten their national identity. They still do what they want because currently there is freedom of speech which they misinterpret as freedom of speech (Rofiq et al., 2022).

From a digital media point of view, now we can communicate with people from other parts of the world because the millennial generation is a technology-oriented generation with very high curiosity, and they have started playing social media which has a very deadly effect on today's young generation. Because a lot of information spread on social media servers is not even known to be true, they easily get this information without processing it first, which leads to many crimes on social media and the internet, such as cheating, intimidation, hate speech, etc. This is also because the Pancasila values taught are not implemented. The fading value of Pancasila can also be caused by a lack of socialization of Pancasila because very few people raise this issue. There have been people who raised the issue of Pancasila, but only the main points (Rofiq et al., 2022).

#### *Pancasila values and efforts to maintain it*

Pancasila values have a very important position for the millennial generation in the Indonesian nation. We must preserve the values of Pancasila so that they are not lost. Pancasila is the foundation of the Indonesian state, which is expected to shape the ideology and opinion of the Indonesian nation and unite the nation. Pancasila is also a national identity which contains core values of social ethics which are expected to shape the nation's character (Wijayanti et al., 2022.).

Therefore, the values of Pancasila must be emphasized to the millennial generation to continue building the nation and state based on Pancasila. Maintain and continuously apply the values of Pancasila. Several examples that we can apply in maintaining

Pancasila values (Wijayanti et al., 2022.):

- a. Raising awareness is the first thing that must be done to make the millennial generation aware of the importance of Pancasila values. The millennial generation has different characteristics and thought patterns from previous generations. They can no longer be given information monotonously like lectures because the millennial generation is open to a more modern perspective. A more effective way for the millennial generation is to use social media. As we know, the millennial generation interacts more on social media than in the real world. Combining verbal methods and social media to become a more effective facilitator for the millennial generation. Apart from that, using social media as a forum to discuss the importance of social values. Values are a way to improve the quality of communication with the millennial generation by providing them. Social media can increase their curiosity and provide deeper understanding.
- b. Accept that the values of Pancasila are the identity of the Indonesian nation. After realizing the importance of Pancasila values, the millennial generation must learn to live the values of Pancasila. The millennial generation has an open mindset and character that is difficult to define, because the millennial generation does not see their own character only through the assessment of one person who only takes one point of view, they judge themselves through the assessment of many people, giving rise to a broad and varied perspective. Therefore, the millennial generation sometimes finds it difficult to understand themselves to define the values they need.
- c. Instilling in the millennial generation the motivation that Pancasila values are in harmony with their beliefs, way of



thinking and character. One strategy that can be applied to generations at this stage is setting goals. The millennial generation plans the future very realistically. With a goal strategy that still contains value of Pancasila can help them and many more apply the values of Pancasila in their lives. Apart from setting goals, an actionable strategy is to create communities that work in social fields such as humanity. The millennial generation is very interested in issues related to the use of technology, especially in developing personal potential.

#### *Strengthening the character of the millennial generation*

Applications to overcome conversation phenomena for the millennial generation can be done in two ways, namely internal and external. The external way is to react to the cause. This means that hate speech does not easily spread on social media. This aims to prevent the realization of continuous lies so that the lie itself almost becomes the truth. Content like hate speech and cheating is received by every millennial who feels that their opinion is correct. Of course, it would be different if social media, which has become a basic need for today's millennial generation, contains positive things, reliable information and never discusses each other without clear data (Sabani, 2018).

How to receive content can first be evaluated for its truth using good media literacy, not by directly drawing conclusions about the content circulating. This is important so that the millennial generation becomes media-literate individuals. Namely, someone who understands, realizes, knows how to analyze, critically evaluate the information or media messages they receive and create from a literacy culture, which can prevent the negative effects of the media. That

way, the millennial generation can always take a wise attitude towards a particular topic or issue and not be quickly tempted and fall into negative opinions (Sabani, 2018).

Apart from external methods, you can also find internal methods where the millennial generation themselves need attitudes and actions to deal with these issues in order to avoid being consumed by *hoax issues*. This may sound cliché, but if it is true, then Pancasila is an important answer to educating the younger generation so that they are not influenced by hate speech and fraud in the recent rise in internet use (Sabani, 2018).

Pancasila is the basis of the state as well as the moral foundation for every human being in the Indonesian nation. Therefore, Pancasila can be the basis for regulating the attitudes and behavior of every individual, including social media. With such a position, Pancasila must be used as a principle for the millennial generation, so that content containing hate speech and *hoaxes* that is widely spread on social networks is not easily provoked (Sabani, 2018).

The appearance of social media containing positive activities carried out by the millennial generation, such as content based on Pancasila values, education, motivation, and other positive things, makes people, especially other young generations, believe that the reality of the world they live in consists of activities. Productive and positive, not busy commenting or arguing. The way the media presents things has a big impact on what people think in the real world. This means that if what is served is positive, then the fruit is also positive and vice versa (Sabani, 2018).

## **Conclusion**

The importance of good and correct communication ethics in the Pancasila

perspective while maintaining the identity of the archipelago even as the digital era advances. With ethics, we have more control over what we do on social media and are wiser in our use of social media. The millennial generation itself has characteristics that love technology, are flexible, intelligent, and tolerant of cultural differences. However, the millennial generation still lacks awareness of Pancasila values when playing on social media, which can result in the weakening of Pancasila values in the millennial generation. The current existence of the millennial generation needs to be addressed both externally and internally. Externally, the state can do this by working together with all levels of society by preventing the easy spread of content such as hate speech and fraud on social media, strictly implementing various related regulations and regulating the establishment of social media. The millennial generation itself must also take part in prevention, namely by spreading positive content and preventing the spread of negative content on social media. Pancasila values must be preserved as a sustainable foundation for forming a superior generation of the nation.

There are still many millennial generations currently processing an issue or thing on social media less wisely. Moreover, users who are still young make it easier to be instigated by social media hoax issues circulating. The role of the people around really helps the millennial generation to process it wisely and pay more attention to ethics in using social media. Starting from those closest to you, namely family. The role of parents in the family can guide their children to be wiser in using technology by instilling Pancasila values as a guide for behavior and wisdom on social media.

## Declaration of Ownership

This article is our original work.

## Conflict of Interest

There is no conflict of interest to declare in this article.

## Ethical Clearance

This study was approved by the institution.

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