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Building digital civility of Indonesian net citizens from a digital citizenship perspective

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ABSTRACT

The Digital Civility Index (DCI) survey, conducted by Microsoft in 2020, was based on the findings of its annual Civility, Safety and Interactions Online study. The objective of the DCI survey, or Digital Civility Index, is to ascertain and enhance the digital civility of internet users globally with regard to their online communication. The results of the survey revealed that Indonesian netizens exhibited the lowest level of digital civility among their Southeast Asian counterparts. The objective of this article is to provide an understanding of the digital civility of netizens in their online interactions, with a view to facilitating constructive interactions based on a digital citizenship perspective. This article was prepared using the bibliography method. The results of the study demonstrate that the digital civility of Indonesian netizens is deficient due to their limited capacity to interact online, which renders them susceptible to the propagation of misinformation. Proficient netizens must possess the capacity to navigate novel challenges by upholding human rights (HAM), embracing cultural differences, and demonstrating the requisite digital intelligence competencies, namely information literacy, media and digital empathy.

Introduction

The increasing number of internet users is based on the very rapid development of technology, information and communication. This increase in the number of internet users also occurred in Indonesia. Based on survey results from the Indonesian Internet Service Providers Association (APJII), it is stated that in the period 2019—second quarter of 2020, the number of internet users in Indonesia reached 196.71 million people. Or equivalent to 78 percent of the total population of Indonesia. However, the large number of internet users is not directly proportional to the civility of Indonesian citizens in using the internet. As reinforcement, this statement is supported based on the results of the annual study report conducted by Microsoft, namely Civil, Safety and Interactions Online in 2020.

From the data findings of the Digital Civility Index (DCI) report which measures the level of politeness of world internet users when interacting in cyberspace. This report was attended by 16,000 respondents in 32 countries, which was held in the period April–May 2020. Of the 16,000 respondents who participated, 503 of them came from Indonesia. The survey results show that the level of civility among Indonesian netizens is very low. Where Indonesia is in the lowest ranking position, namely at number 29 out of 32 countries.

The report's scoring system ranges from a scale of zero to 100. The higher the score obtained, the lower the online politeness in that country. Indonesia's online politeness score rose eight points. From 67 points in 2019 to 76 points in 2020. There are three risk indicators presented by Microsoft in its assessment, namely hoaxes and scams (increased by 13 points), hate speech (increased by five points) and discrimination (decreased by two points).

The civility referred to in this report itself is related to surfing behavior in cyberspace and social media applications. Where the risks that occur can be the spread of fake news or hoaxes, hate speech, discrimination, misogyny, *cyberbullying*, acts of harassment

Figure 1. *The results of the Digital Civility Index (DCI) survey*
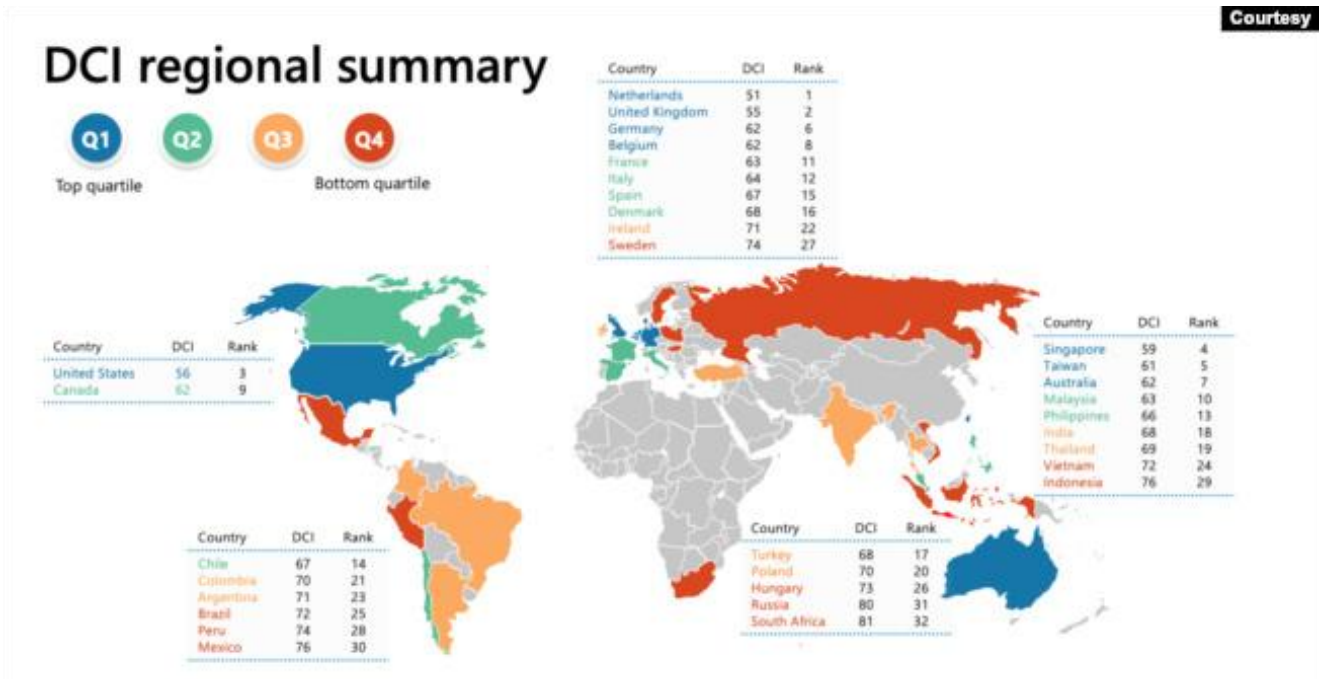
Source: DCI survey by Microsoft

against marginalized groups (certain ethnic or religious groups, women, disabled groups, LGBTQ groups and others), fraud, theft or data collection personal information of a person or institution to be disseminated in cyberspace in order to disturb or damage the reputation of a person or institution, terror and pornography.

Indonesia is considered impolite due to the high level of activity of netizens in exposing negative things. In other words, the decline in Indonesian politeness values is due to the interest in negative content. Based on the DCI report, 69 percent of correspondents said that the most common action taken by Indonesian netizens when interacting in cyberspace was defending themselves in making comments when treating other people on the internet.

In the survey, it was found that 47 percent of netizens surveyed had been involved in bullying in cyberspace, while another 19 percent had been targets of bullying. Based on data, the groups most exposed to bullying on the internet are generation Z or those born in 1997–2010 (by 47 percent) and the millennial group or those born in 1981-1996 (by 54 percent). This was then followed by generation X and the baby boomers.

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 reference journal articles digital

citizenship published. 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

From the data above, it can be concluded that the civility of Indonesian netizens is still low. In short, digital literacy can be defined as the skill of using media effectively so that individuals can know relevant places and information. Therefore, Indonesian netizens still do not have the skills to use social media effectively so that they are able to find out information and use it for purposes that are useful for themselves and society.

In the condition of Indonesian netizens like this, the Indonesian government is still trying to deal with technological developments by launching 4.0. so that Education must also develop according to the demands of the times. This means that education must be a place to prepare oneself to master the knowledge, abilities and skills that are important for oneself in the future. Namely by educating the public so that they are able to use and utilize technology for the benefit of human civilization. The aim of such

education is to form good citizens, who are also able to take responsibility for their roles or duties in society, protect the environment, and protect Human Rights (HAM).

Indonesia is the friendliest country with minimal politeness

InterNations Survey

Reporting from the Lonely Planet book "1000 Ultimate Experiences" edition. Indonesia is one of the friendliest countries. As described, this friendliness can be seen from the arrival of travelers who are greeted with smiles from residents throughout the country, from Aceh to Papua. This is the factor that attracts immigrants.

In fact, the friendliness of the Indonesian people can be seen in the Ease of Settling in Index survey which was released in 2019. The survey was conducted by InterNations which involved a membership poll of 20,259 respondents in more than 187 countries. In this survey, respondents were asked to rate several factors divided into four sub-

categories on a scale of 1 (bad) to 7 (very good).

The topic of the poll itself aims to find out which countries are the warmest and friendliest in welcoming expatriates, and how comfortable expatriates are with the existing local culture, including language issues and the ease of making friends. From the survey results, Indonesia is included in the list of the top ten most friendly countries out of 64 countries included in the Ease of Settling in Index survey.

Digital civility index survey

From the results of a survey conducted by Microsoft, namely the Digital Civility Index (DCI) in 2020, suddenly the friendly characteristics of Indonesian society were disturbed. The reason is that from the results of the survey which included 32 countries, Indonesia was ranked 29th as one of the countries where netizens are the most impolite when interacting online.

The results of the two surveys are contradictory. Indonesia is known as a

Figure 2. *The ease of settling in index infographic*

Ease of Settling In | Ease of Settling In Index 2019

	Ease of Settling In	Feeling at Home	Friendliness	Finding Friends	Language
	1 Mexico	1 Portugal	1 Oman	1 Mexico	1 Malaysia
	2 Bahrain	2 Mexico	2 Mexico	2 Philippines	2 Singapore
	3 Malaysia	3 Spain	3 Portugal	3 Ecuador	3 Bahrain
	4 Portugal	4 Bahrain	4 Taiwan	4 Vietnam	4 Kenya
	5 Philippines	5 Ecuador	5 Vietnam	5 Bahrain	5 UAE
	6 Oman	6 Singapore	6 Colombia	6 Bulgaria	6 Oman
	7 Kenya	7 Bulgaria	7 Philippines	7 Costa Rica	7 Philippines
	8 Spain	8 Malaysia	8 Indonesia	8 Kenya	8 Qatar
	9 Ecuador	9 Taiwan	9 Costa Rica	9 Colombia	9 Mexico
	10 Costa Rica	10 Australia	10 Bahrain	10 Portugal	10 Nigeria
	11 Singapore	11 New Zealand	11 Spain	11 Greece	11 Indonesia
	12 Indonesia	12 Canada	12 Ecuador	12 Kazakhstan	12 Luxembourg
	13 Colombia	13 Costa Rica	13 Morocco	13 Israel	13 Spain
	14 Taiwan	14 Vietnam	14 Ireland	14 Taiwan	14 Panama
	15 Vietnam	15 Colombia	15 Brazil	15 Malaysia	15 New Zealand

www.internations.org/expat-insider

Source: InterNations

country that is rich in culture and sub-cultures which are involved in interactions that can encourage the growth of tolerance and high levels of mutual respect. As time progresses, the friendly characteristics of Indonesian society still persist, only the motives for compromise have changed. From initially aiming to mutually maintain the existence of a sub-culture and culture, it has now changed because of the desire to achieve certain benefits.

In cyberspace, netizens can show different personalities. Even the nature of a person in the real world and in the virtual world can be different. This is because when a netizen behaves rudely towards another person in the real world, that person's identity can be immediately known. As a risk, we could become the talk of our neighbors and even go viral in cyberspace. Meanwhile, on social media, someone can commit fraud, slander, or even assassinate the character of another person or agency by hiding behind a bot account.

Digital citizenship

The development of technology and information in the 21st century is very quickly affecting human life. The world is starting to shift to the digitalization of aspects of life, which means that society and education need to adapt in an effort to teach competencies in facing current developments. Education needs to develop character, talent, mental condition and physical abilities as well as teach understanding, peace and gender equality as well as friendship between people while still respecting each other's culture. This is in accordance with current citizenship, which is developing into global citizenship, which has a connection between the dimensions of social responsibility, global

competency capabilities and global citizen involvement. Where to form good citizens requires citizens who not only understand the theory but are also able to implement the theory.

So, to face challenges in the digital era, it is necessary to reconceptualize Citizenship Education in the 21st century so that it can effectively educate citizens. In line with this mission, Citizenship Education is a learning program that procedurally seeks to humanize, civilize and empower people and their lives to become good citizens as required by the nation's constitutional juridical imperatives.

Digital citizenship education aims to develop the ability to be actively involved in online communities, so that they can consume information critically and responsibly by engaging in more positive social and political discussions online. Digital citizenship teaches us to consider how to act as a member of a community of people that includes neighbors or individuals in countries around the world. This is useful for making people aware that technology bridges our participation in this network. So, digital citizenship can be interpreted as norms that are responsible for interactions in networks or attitudes and habits that have an impact on digital content and good communities.

Elements of digital citizenship

Digital citizenship has nine elements that are no less important. These elements have been used in countries such as Canada as the main foundation in making policies related to digital citizenship education at the elementary to senior levels. The following are the elements of digital citizenship proposed by Ribble.

Figure 3. *The elements of digital citizenship*
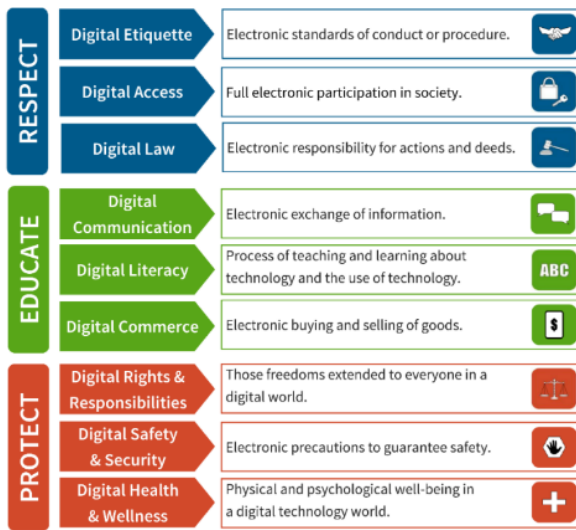
Source: Ribble

Technology education for human civilization

Efforts to educate the public so that they are able to use and utilize technology for the benefit of human civilization can be done in several ways, namely as follows:

Understanding the gaps in mastery of advanced technology

Indonesia is not a developed country, where our brains are only 20% maximized. Meanwhile, in developed countries, people have maximized their brains by up to 80%. So it is not surprising that we also experience gaps in mastery of advanced technology. However, that doesn't mean we can't. We can if we want and are a little more critical. At least by changing our perspective, and utilizing existing digital things in positive and constructive ways.

Computer and internet literacy

The concept of digital citizenship that is no less important is understanding internet computer literacy. So knowledge about computers and the internet is also important to learn.

Understand how the internet works

Good use of the internet can have a positive impact on its users. However, if you use it incorrectly, the results will be bad. The way the internet works will have an influence according to what its users do.

Understand the internet user data

In the past, when the internet first came in, there wasn't much digital fraud. But now, there are many fake accounts, many paid buzzers whose function is to accompany internet users' opinions. Ironically, the problem of popularity can be managed by creating sensations and settings.

Empathy

Advances in technology do not reflect advances in the morals of digital users. Because current access and publications are too open and become public consumption. This makes it easy for other users to make fun and say harsh words via social media which can trigger unnecessary conflict and debate.

Create comfort and harmony

This is no less important. Based on the many cases and reports of inconvenience caused by individuals, haters or even the media providing hoax information.

Use digital safely

Safe in this case is safe from hackers, safe from dirty comments, safe from hoax news, minimizing the occurrence of fraud, and much more. To encourage a better and safer internet, Microsoft is championing the Digital Civility Challenge, which outlines

four principles that online users can follow, namely:

1. Implement the golden rule, act with empathy, compassion and kindness in every interaction, and treat everyone in the world with dignity and respect
2. Respect differences, respect different cultures, points of view, consider other people's feelings
3. Think before replying, think before responding and do not post or send anything that could hurt others, damage your reputation or threaten your safety
4. Stand up for yourself and others, tell someone when you feel unsafe, offer support to those who are targets of online cruelty, and report activity that threatens safety.

The important role of government and companies in the digital age

Microsoft also noted the great desire of netizens, namely 59 percent, for social media companies to help improve the level of civility through various things. This value is equivalent to those who hope that the media will play a role, namely 54 percent. Meanwhile, 48 percent of those hoping for recovery will be carried out by the government, 46 percent by educational institutions, and 41 percent by religious institutions.

Therefore, it is not wrong if the government continues to strive to improve regulations in the field of information utilization. Due to the increasing number of ITE cases, digital democracy has become out of the realm and far from public ethics. Changes and improvements to the ITE Law are necessary to protect the rights and reputation of other people, without the intention of shackling human rights. Because there is nothing better for society than to live in freedom and justice in the digital space.

Apart from improving the ITE Law, the formulation of separate regulations regarding the Social Media Bill should be considered for inclusion in the National Legislation Program as a consequence of developments in communication technology in social media and mainstream media.

Conclusion

Based on the explanation of the article above, it is concluded that in educating citizens to be able to compete in the digital world, an education system is needed that facilitates participants to develop and develop competencies in this digital era in order to build digital civility for Indonesian netizens now and in the future. In digital citizenship, there are three main things whose main goals are respecting fellow internet users, educating and protecting netizens from negative things caused by internet users and the digital world.

The suggestion is that schools in Indonesia should start implementing digital citizenship education, because education must continue to develop according to the demands of the times. So that the creation of digital civility that has been embedded from an early age can minimize the occurrence of unwanted internet crimes.

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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