

Communication Patterns and Student Ethics Towards Lecturers in Using Whatsapp Applications

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Abstract

This study aims to describe the pattern of communication and good ethics between students and lecturers in communicating via Whatsapp in accordance with morals and courtesy. The research method used is qualitative research with a descriptive approach. The process of collecting data is done by means of literature study. This method is a literature review from various sources and relevant references. From the results of the literature study above, ethics in communicating in contacting lecturers is very important to avoid misunderstandings between students and lecturers. Students must also pay attention to the format of the message to be conveyed to the lecturer. The ethics that are considered in communicating via WhatsApp with lecturers are pay attention to the right time to contact the lecturer, start the message with greetings, introduce yourself, make sure the choice of words or punctuation is good, end the message with thanks and greetings.

Keywords

communication patterns; student ethics; whatsapp applications



I. Introduction

Communication is the main thing in everyday life. Communication is also a way for someone to express their opinions and curiosity to others (Kamaruzzaman, 2016). The way a person communicates can determine the qualities and abilities of a person (Wahyuni, 2015). Therefore, communication needs to be carried out properly and effectively so that the aims and objectives that we will convey can be accepted and do not offend others. Communication is the process of delivering messages by someone to other people to tell, change attitudes, opinions or behavior either directly orally or indirectly through the media. In this communication requires a reciprocal relationship between the delivery of messages and recipients namely communicators and communicants (Hasbullah, 2018).

The communication process requires a medium, so that the information conveyed can be effective, efficient, and have an effect, in the sense that the information conveyed can be responded to by the recipient of the information (Nur Inah, 2015). A media are needed to facilitate communication if there is a limitation of distance and time, so that the purpose of communication can be achieved. Media in communication can also be referred to as a tool for producing, reproducing, distributing, and conveying information (Effendi, 2010). As a result, the media are very important to people's lives.

Communication, media have developed along with the development of telecommunications technology, which makes the process of delivering information faster, cheaper, and easier. The smartphone is now the most practical communication medium, but the use of mobile phones give some negative impact. Such as decreasing social values and manners in communicating, especially to parents, making teenagers more

individualistic because they are busy with their own cell phones (Fadilah, 2011). The perceived ease makes humans change in the way they act, behave, and ethically. In communicating, ethics is also needed that must be adapted to the listener or interlocutor, so it is necessary to get used to using good ethics in communicating (Dhona, 2018).

The ethics of students in contacting lecturers has decreased since being spoiled by the ease of communication marked by the use of language that is impolite, not formal, changes in student communication to lecturers will continue to change as technology develops (Saenab et al., 2017). Ethics is a science that studies what is good and bad as well as moral rights and obligations, both in life and in communication (Mustofa, 2019).

Today, there is a lot of discussion about communication ethics in the academic world between students and lecturers. Communication ethics in question are communication using social media, such as WhatsApp. WhatsApp is a digital messaging medium that includes text messages, pictures, videos, and calls into a single unit that helps people establish communication (Yensy, 2020). WhatsApp is widely used among students to send multimedia messages such as photos, videos, audio along with simple text messages, because internet facilities are needed to use WhatsApp, a lot of information can also be accessed in real time, and share that information through this technology (Gon & Rawekar, 2003). 2017).

Students also use the media with their peers and parents. The positive effects of using social media as a communication tool depend on the purpose and the form of its use, concerns about privacy and security, loss of attention, overreach in personal relationships, use of slang, and negative effects on academics (Cetinkaya, 2017). Communication with lecturers is only to ask about assignments, attendance, and whereabouts of lecturers (Saenab et al., 2017). According to the results of observation, researchers often hear any complaint lecturer with regard to ethics and courtesy when communicating student related academic activities. Some students do not pay attention to important things before communicating with the lecturer. Among them, 1) not paying attention to the right time, 2) using unethical language, and 3) sending messages repeatedly if there is no immediate response from the lecturer. Therefore, it is necessary to describe properly the pattern of communication and ethics in conveying messages to lecturers, both related to the delivery time and the sentence structure of the message to be conveyed. So that's good communication and ethics patterns are created in conveying messages to lecturers.

Based on the explanation above, researchers are interested in conducting research on "Communication Patterns and Student Ethics towards Lecturers in Using WhatsApp Applications".

II. Review of Literature

Ethics have something to do with morals and behavior. Ethics is often called moral philosophy. Ethics is a science that talks about human actions in relation to the main purpose of life, ethics discusses good and bad or true or true human behavior and actions while highlighting human obligations (Purwadi, 2011). Ethics questions how humans should act or act, where human actions are determined by various norms (Meiman, 2020). In taking a stand against all norms from outside and from within can be done based on ethics, so that humans will achieve moral awareness (Prasmi et al., 2019).

Communication ethics if combined will be a meaning as a rule for our behavior that must be maintained and considered properly when communicating (Nikmah et al., 2018). Ethics is very closely related to communication itself which causes a person to be more careful when communicating with others so that there are no errors in the delivery of his

message (Mustofa, 2019). In addition, someone who is ethical will be able to mingle with others, even if it is a person he just knows (Wartoyo, 2019). This makes ethics considered to be the most important and important thing in communication behavior and becomes the first thing to be seen in the behavior of communication. Communication planning is the first step for all types of activities. Including starting development activities, communication planning is a very important part. Sean MacBride negates that communication becomes a cultural tool that causes social integration. With communication, attitudes and motivations someone will be encouraged or influenced to behave, and it will extend to other environments. That is why, individuals with their awareness will play a major role in development (Kholil, 2019).

WhatsApp is a messaging application for smartphones (smartphones) or PCs (Personal Computer) with basic similar to BlackBerry Messenger that allows users to exchange messages without SMS fees, because WhatsApp uses internet data packages (Pustikayasa, 2019). WhatsApp is one of the messenger apps that makes it easy to send. Messages that previously used SMS (Short Message Service) became more interesting. WhatsApp began as an alternative to SMS. WhatsApp products now support sending and receiving a wide variety of media: text, photos, videos, documents, and locations, as well as voice calls (Rosenberg & Asterhan, 2018).

WhatsApp messages and calls are secured with end-to-end encryption, meaning no third party including WhatsApp can read messages or hear a user's call (Yensy, 2020). Behind every product decision is WhatsApp's desire for people to communicate anywhere in the world without restrictions.

III. Research Methods

This research method is carried out using qualitative research with a descriptive approach. The process of collecting data is done by means of literature study. This method is a literature review from various sources and relevant references. According to Sugiyono (2015) literature study is by reading theoretical studies and other references related to the study being researched.

IV. Results and Discussion

The changing times that are increasingly dynamic and technological advances have an impact on the lives that are increasingly individualistic. This also affects the communication pattern that is applied. Remote communication is mostly done via telephone and social media. One of the most used social media at this time is WhatsApp. The WhatsApp application is a priority that is used to communicate between students and lecturers. Usually, student communication materials deal with questions regarding the whereabouts of lecture, sending assignments, and making appointments with the lecture.

This phenomenon brings changes to the interactions that exist in society, especially in the academic world. Interaction in the academic world is now more often used digital interaction, which familiarizes students to communicate with lecturers through social media both in academic and non-academic matters (Mutiah et al., 2019). Communication between students and lecturers is getting easier, because now many lecturers deliberately give their contacts to students and don't mind being contacted (Sari, 2020).

Before conducting a literature study, the first thing to do is to look for literature that is relevant to the topic to be discussed. The search was done through an electronic source, namely Google Scholar. The search is only done on one source because that source is a

source of articles and journals that are widely known and for Indonesian language journals that are suitable for the topic to be discussed are easy to access. Then the search was selected based on the year of publication (2017-2021), the type of paper, and the suitability of the title and abstract with the topic, the number of papers to be analyzed was 3 literatures. After obtaining the relevant literature, it is continuing to conduct a deeper study.

LITERATURE

Communication Ethics Between Students and Lecturers on Social Media (Discourse Analysis Study on Messages) (Palogan, 2020)

Application of Communication Ethics in Social Media: Analysis of WhatsApps Groups for Civics Students in 2016 Entry Year Faculty of Social Sciences, Padang State University (Afriani & Azmi, 2020)

Student Ethics in Communicating with Lecturers Using the Whatsapp Application (Febianto et al., 2018)

The three literatures above have the same background, namely the ethical problem of communication between students and lecturers through the WhatsApp application. When given the ease of communication through technology, many students put aside ethics in communicating with lecturers. Most students today do not pay attention to ethics when contacting lecturers. Of the content of the message that did not pay attention to the time when contacting the lecturer, the content of the message did not mention identity, thus making the lecturer confused, with the message using impolite language. This happens, because communication ethics have not been understood and applied by students and have not become the lifeblood of students when contacting lecturers. This results in misunderstanding, offense, lack of respect, and mispositioning of situations which can lead to conflict.

The first literature conducted by Palogan (2020), he conducted research with the aim of finding out how communication ethics should be carried out by students towards lecturers on social media (discourse analysis studies on messages). Research conducted the research field (field research) with a qualitative approach that is descriptive.

From the data collection process and analysis that do then obtained by the research findings are currently contacting lecturers, students sometimes do not apply the appropriate communication ethics ethical standards of good communication. Then in the analysis of social cognition or the writer's mental awareness in forming the text, the researchers found that student conversations with lecturers did not matter if they did not use enhanced spelling, but still prioritized etiquette and manners when sending messages to lecturers. The findings of the analysis of the social context or the state of society in the text are made, namely that students must continue to pay attention to and use ethical standards of communication when sending messages to lecturers so that the communication process is well established.

The second literature is research conducted by Afriani & Azmi (2020) research conducted with the aim of describing and analyzing the application of communication ethics in using social media, especially those carried out by students who are expected to increase knowledge in the field of communication ethics in social media, especially for

students in observing the use of social media. This study uses the method of content analysis, which is a method that seeks to examine the data content of a text.

The object of research is all posts by PPKn students at the Faculty of Social Sciences, Padang State University in 2016 on social media WhatsApp group 2016 class, namely the ISP 16 group, which includes all text, audio, video, images and documents posted during March 2020. Data collection carried out with an instrument in the form of a data sheet (Coding Sheet).

From the results of the research conducted, the application of ethics in providing information wisely is very good, this is evident from providing information from trusted sources, not spreading pornographic content, providing positive information, not providing information that triggers conflict, not spreading SARA information, as well as the absence of plagiarism on the intellectual property rights of others. In addition, it can also familiarize students to respect the privacy of others. It is proven by the absence of accusing and attacking personalities in the group, not spreading information that is private and not bullying in the group. However, in paying attention to the time still and spamming in the group, the implementation is still lacking.

The third literature is a research conducted by Febianto et al., (2018) with the aim of improving ethics again to become a human being who has morals, politeness, and courtesy, one of which is by communicating with ethical goals as a basic thing for students. And in order to realize the moral values of good students, make ethics the main capital of morality in life wherever and under any circumstances, because good ethics reflects good behavior while bad ethics reflects bad behavior as well. The research method used is a descriptive qualitative approach.

From the results of the study, it was found that in general the ethics of students when communicating with lecturers was still good, most students chose to use mixed language styles when communicating with lecturers through the WhatsApp application, which is a mixture of formal language styles with relaxed language styles. This is the beginning of a shift in communication culture that may have a less positive impact. Text messaging applications such as WhatsApp in academic matters have become a necessity for students. The ethics of student communication to lecturers through the WhatsApp application in the era after the emergence of android focused a lot on messages and the communication process. The part that often causes problems is in terms of the message, especially the language and format of the message itself. Initial attitudes, information, and moral norms have a lot of influence on the way, language, and changes for students to contact lecturers through the WhatsApp application.

In addition, in his research, Mannan (2019) explained that the Indonesian university (UI) made ethics for its students in contacting lecturers via cellphones or social media. The following are the 7 communication ethics:

1. Time Students are advised to choose the right time to contact the lecturer. Choose a time that is not usually used for rest or worship. For example, avoid contacting the lecturer above at 20.00 or during worship times.
2. Say hello Start with a greeting or say hello.
3. Say sorry
Say sorry to show the courtesy of the student's humility.
4. State your identity
Every lecturer must face hundreds of students every day and do not keep the contact numbers of all students.

5. Use common language
Communicating with lecturers are encouraged to use common language that is easy to understand. Use good punctuation and in a formal context. Don't abbreviate words like *dmn*, *yang*, *me*, *kpn*, *otw* and others.
6. Write message clearly
Write short and clear messages.
7. Say thank you
End the message by using a thank you or greeting as a closing

Based on the results of the literature review above, ethics in communication by contacting lecturers is very important to avoid misunderstandings between students and lecturers. Students must also be mindful of the format of the message to be delivered to the lecture. There are communication and ethical patterns that need to be considered in communicating with lecturers, namely paying attention to the right time, starting the message with greetings and apologies has disrupted the time, introducing yourself, ensuring the selection of a good word or punctuation, ending the message with a thank you.

V. Conclusion

Based on the above explanation, the conclusion is that the ethics to communicate using social media, especially WhatsApp are very necessary. The need for more relevant knowledge about the ethics of communication with other social media that continues to be sustainable as technology and information advances is very rapid. In order to implement effective social media communication and ethics, it is recommended that each institution be able to provide learning about how to communicate appropriately. It is thus very important to be aware of the ethics of communication.

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