

Ethics And Human Morality Communication As Social Responsibility

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ABSTRACT

The environment, especially family, plays a crucial role in shaping a person's communication ethics and morality. Modern life filled with technology and globalization demands awareness of the importance of ethics and morals in communication as the basis of human behavior. As time goes by, there is a visible decline in ethical awareness, which needs to be passed on to future generations. This research proposes three main questions, namely the role and influence of human ethics and morality in communication as people in social responsibility, the challenges faced in the modern era, and the opportunities that can be taken. Research methods involve a deep understanding of ethics and morality, with results and discussions highlighting the role of communication in social responsibility. This research recognizes that ethics and morality play a key role in shaping the character of individuals and society, especially in policy and regulation making. Amid the challenges of moral pluralism and technological risks, this research emphasizes the importance of awareness of ethics and morality in building healthy relationships, creating an inclusive communication environment, and supporting the development of a better society as a whole.



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1. INTRODUCTION

The environment serves as the habitat and developmental ground for an individual, influencing one's behavior, particularly within the family environment, including communication ethics (I. E. A. L. Nasib, 2023). Behavior and morals evolve alongside our growth as part of our cultural education. The family environment shapes an individual's personality and is instilled in them from birth (Daulay, 2022). For instance, how to greet others, communicate with elders, display courtesy, and behave when interacting with others, including what to say, and so forth (Khairani, 2023). Similar dynamics occur in the educational realm, where communication is controlled and conditioned for educational purposes. Understanding and learning communication ethics are crucial because errors in conduct, behavior, or insufficient communication can lead to misunderstandings. In this modern era, communication has become the foundation of human life (I. L. Nasib, 2021). With the advancement of technology and globalization, the importance of ethics and morals in communication is on the rise (A. F. Nasib, 2019). As socially responsible beings, humans have the duty to ensure that all communication interactions reflect positive moral values. Ethics and morality form the basis of behavior in communication, ensuring the healthy and sustainable development of relationships among individuals and groups (Sari, 2020). In this context, exploring the aspects of human ethics

and morality in communication becomes necessary to understand its impact on the formation of a better society (Deddy Mulyana, 2015).

In the dynamism of human life, communication is not just a tool for conveying messages but also a mirror reflecting values, ethics, and morality (HS, 2021). As technology transforms the face of communication, questions about how individuals fulfill their social responsibilities when communicating become increasingly pressing (Herwan Nafil, 2019). Ethics and morality are the most crucial foundations in human relationships, and recognition of the individual's role in social responsibility is key (Nofriza, 2022). Therefore, a profound study of human ethics and morality in the context of communication is not only relevant but also sheds light on the essence of sustainable and dignified social development (Tata Taufik, 2012).

As time passes, the ethics and morality of human communication are on the decline. However, fundamentally, these ethics and morality should not be ignored (N. M. Z. F. A. Fadli, 2020). The phenomenon of declining ethical awareness needs to be passed on to the next generations, guiding the direction of a better development for the nation (A. Fadli, 2023). The advancement of communication technology allows people to interact with diverse cultures. To establish effective communication in a social environment, it is essential to first understand what constitutes good and proper communication ethics.

2. RESEARCH METHOD

The research methodology employed in this study involves a qualitative approach with a focus on gaining in-depth understanding of human ethics and morality in the context of communication as a social responsibility. The study utilizes a descriptive approach to depict the roles, influences, challenges, and opportunities of ethics and morality in communication. The research stages include the identification of ethical and moral concepts, analyzing their impacts on social communication, and exploring challenges and opportunities in the modern era. Research data is obtained through a literature review on the concepts of ethics and morality, as well as an analysis of literature related to their roles and influences in social communication. Additionally, the study involves interviews and discussions with respondents who possess understanding and experience in the field of communication ethics. Respondents include communication experts, media practitioners, and individuals actively engaged in social activities. Data analysis is conducted using an inductive approach, identifying patterns, findings, and relationships from the collected data. The results of the analysis are used to address research questions regarding the roles and influences of ethics and morality in communication as a social responsibility, the challenges faced in the modern era, and the opportunities that can be pursued. The research recognizes that ethics and morality play a key role in shaping individual and societal characters. Success in fulfilling social responsibilities in communication depends on awareness of ethical values, the ability to overcome challenges, and the utilization of emerging opportunities. The conclusion of this research underscores the importance of an in-depth understanding of ethics and morality in the context of communication as a foundation for the overall development of a better society.

3. RESULTS AND DISCUSSIONS

Definition of Ethics and Morality in Human Communication

Ethics is a field that examines issues of good and bad based on human reasoning.³ Another perspective defines ethics as values and moral norms that serve as a guide for an individual or a group in regulating their behavior (Ali, 2002). On the other hand, the term "moral" originates from the Latin words "moralis" and "mos," meaning customs, traditions, habits, behavior, nature, character, and ethics (Bartens, 2004). Bartens suggests that the term "moral" always refers to the goodness or badness of human behavior. Morality can be understood as synonymous with moral, but morality has an abstract nuance. It is perceived as the moral nature or the entirety of principles and values related to good and bad. Morality is one aspect of personality necessary for individuals to live harmoniously, justly, and balanced in society. Moral behavior is required to achieve an orderly, balanced, and harmonious life (Santoso, 2015). Morality is needed in social life because individuals observe others based on moral principles. Morality serves as a reference in considering whether a society has good or bad social values. If the moral process in a society is good, then the social

process will also run smoothly. The benchmark for moral behavior is related to values, ethics, or morality, consistent rules, and truth. These moral values are motivating factors that objectively shape an individual's character or the citizens of a nation and can shape society as a whole by fostering moral values that influence human moral behavior. Therefore, ethics and morality are closely related to an individual's communication in determining the good and bad values of humans in social life (Anshori, 2018).

Communication and its Definition

Communication, according to Ruben as cited by Susanto, is a process of how we can understand and be understood by others. Communication is a dynamic process that constantly changes according to the prevailing situation. On the other hand, Everett M. Rogers and Lawrence Kincaid state that communication is a process where two or more people exchange information with each other, leading to a mutual and deep understanding. Positive communication breeds happiness and harmony. It is crucial to understand that those around us or those interacting with us feel comfortable, and we should avoid unintentionally causing harm. For instance, when misspeaking or behaving incorrectly towards a conversational partner, it may have negative impacts, such as negative judgments from the conversational partner. Therefore, we must choose our words and situations carefully to build a positive atmosphere in communication. For example, selecting a topic that aligns with the conversational partner to foster warm discussions, as mutual understanding of the discussed topic exists. In conclusion, the study underscores the interconnection between ethics, morality, and communication in shaping human values and behavior. It emphasizes the importance of positive communication for individual and societal well-being, highlighting the need for careful choice of words and themes to foster a positive communicative environment.

Communication as Social Responsibility

Communication carries the meaning of responsibility, tolerance, attitude, and discipline that need to be instilled in an individual. Morality makes us individuals, whether personally, individually, or as a group, with strong character, mentally and spiritually responsible to the nation and country, as well as accountable to God in leading society. Communication plays a crucial role in the context of social responsibility. As a social responsibility bearer, individuals or organizations are responsible for understanding, respecting, and meeting the needs and expectations of various stakeholders, including the wider community, employees, customers, and the environment. In fulfilling the role of social responsibility, communication becomes the main pillar shaping a positive relationship between an entity and its community. Transparency is the key, providing clear and open information about business practices, environmental impact, and corporate policies. Through effective communication channels with employees, customers, and the local community, a company can understand the needs and expectations of stakeholders. Two-way communication, involving listening to feedback and responding with concrete actions, strengthens trust and community engagement. Additionally, the role of education in communication is crucial. Campaigns that raise awareness of social, environmental, or ethical issues help create better understanding among all stakeholders. When facing crises, measured and responsive communication can help manage situations more effectively, minimizing negative impacts on reputation. Furthermore, genuine support for community initiatives and local projects proves that communication is not just words but tangible actions that support social responsibility and create a positive impact on society.

The Role of Human Ethics and Morality as Social Responsibility

Ethics and morality play a crucial role in maintaining balance and order in society. As social beings, humans have moral and ethical responsibilities towards each other and their environment. Ethics encompasses norms that regulate human behavior based on values accepted in society. Furthermore, morality refers to principles guiding individuals to make correct and responsible decisions. The role of ethics and morality as social responsibility can be observed in various aspects of daily life. Firstly, ethics in social interactions helps build healthy relationships among individuals in society. Mutual respect, justice, and empathy are essential foundations for forming a harmonious society. Secondly, ethics in the context of work and business guides individuals and organizations

to act with integrity and responsibility towards consumers, employees, and the environment. In the social context, ethics and morality form the foundation of social sustainability by promoting a cooperative and caring attitude. Social responsibility involves considerations for the common good in daily interactions, the workplace, and participation in policymaking. Decisions based on strong moral values can protect society from disparities, conflicts, and injustice. Therefore, as socially responsible beings, humans have a moral responsibility to uphold the integrity and common good. Understanding the role of ethics and morality not only shapes individual character but also provides a strong foundation for a just, sustainable, and empowered society. In fulfilling their role as social beings, society is reminded to always prioritize ethical and moral values as a guide in their actions, contributing positively to the development and well-being of society as a whole. Moreover, ethics and morality also play a role in shaping policies and regulations that govern communal life. Decisions made by leaders and policymakers should reflect moral values that underlie justice, truth, and the common good. Without ethics, society may fall into injustice, inequality, and conflict. In conclusion, ethics and morality are the primary pillars that ensure the well-being and continuity of society. As moral agents, society has a responsibility to uphold ethical and moral values in all actions and decisions. Only by realizing this role can individuals become socially responsible and contribute to creating a better world for everyone.

The Role of Ethics and Morality in the Modern Era

Every society possesses its own ethics and moral values. In traditional societies, practical values and norms are unquestioned. In such situations, societies automatically accept prevailing ethics and morals. Ethics and morality in traditional societies are generally implicit (not directly stated), but they can transform and become explicit (directly expressed/implied meaning) when confronted or challenged by new cultural developments and modern elements. Many ethics and morals stem from religion, undeniably one of the most significant sources in this context. Another source originates from culture, inseparable from religion. Pancasila serves as a shared framework in a country, serving as a source for ethics, morals, values, and norms (Fitri, 2012). Examining the ethical situation in the modern world, three prominent characteristics stand out. Firstly, there is the presence of moral pluralism. Secondly, numerous new ethical problems have arisen unpredictably. Thirdly, a universal ethical concern is becoming increasingly evident in the modern world. Moral pluralism is pronounced because we currently live in the modern era. Previously, it took several days to access information from outside, and sending emails took several days to reach the recipient (Suseno, 1991). Although Indonesian society has long been characterized by "diversity," it is undeniable that, like almost all societies worldwide, Indonesian society faces various ethics and morals today. Pluralism involves ethical and moral issues in lifestyle, such as those related to marriage. In the modern era, characterized by technological advancements, globalization, and the complex dynamics of society, the role of ethics and morality becomes increasingly crucial. Ethics and morality form the foundation that guides individuals and societies in facing the challenges of this era. In the context of technology, ethics serves as an essential guide in managing information, privacy, and cyber security. As the world becomes more globally connected, morality plays a role in guiding cross-cultural interactions and preserving diversity. Therefore, it is important for individuals and institutions to continually strengthen the foundation of ethics and morality as a primary pillar in building a better world rooted in humanitarian values (Bungin Burhan, 2013).

Influence of Ethics and Morality in Communication

The influence of ethics and morality in communication cannot be ignored when building healthy and harmonious relationships among individuals. Communication ethics involves the use of language and expressions that consider moral values such as honesty, respect, and justice. Ethical communication helps create an environment where people feel heard and valued. However, when communication is conducted without ethics and morality, various conflicts, misunderstandings, and, worse, disputes between individuals may arise. The importance of morality in communication is reflected in decisions to choose words carefully, avoid spreading misinformation, and respect the privacy of others. Communication ethics also considers cultural and social contexts to ensure that

the conveyed message does not violate established norms. By incorporating ethics and morality into communication, individuals can build trust, strengthen collaboration, and create an environment that supports collective growth (Cangara, 2009). In the digital era, where communication through social media has become mainstream, online communication ethics become increasingly important. Being aware of the impact of words and actions in the virtual world can help prevent the spread of misinformation and hatred. Therefore, the role of ethics and morality in communication not only strengthens interpersonal relationships but also positively contributes to broader social dynamics (Syaiful Rohim, 2016). Understanding and internalizing ethical values in communication can help shape a more inclusive society, promoting mutual respect and fostering understanding. Moreover, it can prevent communication failures such as miscommunication, negative perceptions, language differences, and more (Abdullah Munir, 2012).

Challenges and Opportunities of Ethics and Morality in Communication

The challenges and opportunities related to ethics and morality in communication reflect the dynamics of complex modern society. One of its significant challenges is moral pluralism, where society faces different values and norms. This pluralism can lead to conflicts of values and differences of opinion, requiring a high level of understanding and tolerance in communication (Masyur Kahar, 2014). On the other hand, despite the broader and faster communication opportunities offered by technology and globalization, there are risks such as the spread of false information and the unethical use of technology. Another issue is the decline in ethical awareness. In this modern era, traditional values are often overlooked or disrupted by rapid changes, leading to communication behavior that pays less attention to ethics and morality (Effendy, 2003). However, opportunities also arise in the form of the ability to use communication technology to spread positive values, provide ethical education, and increase awareness of important social issues. Online communication offers more opportunities to participate in global dialogues and support positive change. However, challenges arise from the risks of misinformation, hatred, and unethical behavior in the virtual world (Wong Nai Kung, 2011). Therefore, society needs to proactively address these challenges by strengthening ethics and morality in online communication, both at the individual and group levels, and within organizations. Collectively, the challenges and opportunities of ethics and morality in communication create a dynamic stage where society can build healthy relationships, strengthen positive values, and responsibly respond to social changes. A deep awareness of ethics and morality enables people to optimize opportunities, overcome challenges, create meaningful communication, and have a positive impact on society (Rahmat, 1999).

4. CONCLUSION

In navigating life in the modern era filled with technological dynamics, globalization, and societal complexity, the role of human ethics and morality in communication becomes crucial as a social responsibility. Communication ethics guides individuals in using language and expression while considering moral values such as honesty, respect, and justice. Morality, as an internal guide, helps individuals make responsible and positive decisions. The importance of ethics and morality in communication is reflected in various aspects of daily life. In social interactions, ethics helps shape healthy and harmonious relationships among individuals, while in the context of work and business, ethics guides behavior with integrity and responsibility. Ethics and morality also play a role in shaping policies and regulations that govern social life, preventing inequality, conflict, and injustice in society. In this modern era, where technology and globalization accelerate information exchange, awareness of ethics and morality in communication is increasingly necessary. Moral pluralism and new ethical challenges emerge, and individuals as social responsibilities need to understand and accommodate this diversity with strong ethical principles. Therefore, awareness of the influence of ethics and morality in communication not only helps build healthy interpersonal relationships but also contributes positively to broader social dynamics. In the context of this research, the role of human ethics and morality as social responsibilities in communication is crucial. Society is reminded to prioritize ethical values in every action and decision, contributing positively to the development and well-being of society as a whole. By understanding and appreciating ethical values in

communication, we can shape an inclusive society, foster mutual respect, and build shared understanding to achieve common goals for a better future.

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