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DIGITAL ETHICS PERCEPTION OF STARKI' STUDENTS DURING THE COVID-19 ENDEMIC

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ABSTRACT
Entering the Covid-19 endemic period, the learning process at the Tarakanita College of Communication and Secretary (STARKI) has been carried out face to face between lecturers and students. Students' abilities in using digital media have increased. It's just that the problem is student ethics in using digital media. Based on several problems, such as the many screenshots of private conversations circulating in social media groups and uploading photos with other people without permission, research was conducted to determine the digital ethics index of STARKI students. Through descriptive quantitative research methods using the Proportionate Stratified Random Sampling technique, 196 people were obtained as respondents. From the results of the questionnaire, it can be explained that the digital ethics index for STARKI students for the 2022/2023 academic year is 79.23, which is included in the high category. This means that STARKI students understand to support government programs to prevent the spread of hate speech which often occurs in digital media by not inviting other people to comment negatively on digital media. However, there are still some STARKI students who still upload photos with other people without permission, still spontaneously upload photos of accidents, without permission still include other people in groups and even mark other people as friends, and share screenshots of private conversations via digital media. Thus, STARKI students' understanding of digital ethics still needs to be improved further until it reaches the maximum index.

I. INTRODUCTION

Since the beginning of the spread of Covid-19, it has had a significant impact on public health, the economy and social life in Indonesia. For more than three years, Indonesia has experienced the Covid-19 pandemic and on Wednesday 21 June 2023, the Indonesian government officially revoked the status of the Covid-19 pandemic in Indonesia and entered the Covid-19 endemic period [1]. Dicky Budiman, Epidemiologist and researcher at the Global Health Security Policy Center for Environmental and Population Health Griffith University, Australia, and also Prof. Tjandra Yoga Aditama, Professor at the Faculty of Medicine, University of Indonesia, explained that the Covid-19 endemic does not mean that Covid-19 has disappeared completely, but rather that Covid-19 will remain a health problem even if the number of people infected decreases [1]. However, the Covid-19 pandemic has made Indonesian people understand the use of digital media to communicate, search for and collect information, as well as other activities. Based on a survey conducted by Kominfo and Katadata Insight Center, the Digital Literacy Index of Indonesian society has increased over the last two years, where in 2021 it was 3.49 and in 2022 it was 3.54. The highest index increase occurred in the Digital Ethics Index at 0.15 points, while the Digital Skills index rose 0.08 points and the Digital Safety index rose by 0.02 points [2]. Based on this, there should be no problems regarding people's ethics in using digital media. However, there have been several ethical violations in the use of digital media, for example local Swiss media, 20 Minuten, highlighted the actions of people from Indonesia who gave bad reviews of the Aare river, Bern, Switzerland, regarding the disappearance of the son of Ridwan Kamil, Governor of West Java, Indonesia, on the Aare River [3]; ethical violations in the 15 second birth TikTok content carried out by one of the young male doctors [4]; an online media journalist made inappropriate comments on Twitter regarding the traditional clothing worn by Mr Joko Widodo when attending the annual DPR/MPR session [5].

The use of digital media is commonplace in society, especially in educational circles. Searching, collecting and disseminating information digitally is one of the factors in the rapid development of digital media. For students who are carrying out field practice, the existence of digital media is very important, especially in communicating

and distributing information. Apart from that, the existence of digital media has become a means of entertainment and a means of self-actualization. Campuses or universities hope that digital media will be able to support practical field activities being carried out by students. However, there have been several cases of digital ethics violations committed by students during field practice which have even gone viral. For example, the case of the expulsion of several students from a university in West Sumatra who were carrying out field practice was due to the students' lack of knowledge in using digital media. Several female students uploaded videos containing negative comments regarding some of the facilities they received during field practice. In the video, it seems as if the students are insinuating that the field practice location lacks water, so they have to pay for their place to stay during field practice [6]. Apart from that, there were also female students in West Nusa Tenggara whose field practice activities in a village were canceled because they violated digital ethics. In the video uploaded via Instagram media, it turned out that the residents of the village where the field practice activities were carried out became offended, saying that there were no beautiful women in the village, so the field practice students were asked to attend an MSME event and call themselves the flowers of the village [7]. There are also students in Jambi who carry out unwise activities on social media where they upload videos with content that insults the name of the village where they carry out field practice activities. In the video upload that went viral, a number of students who were carrying out field practice activities allegedly insulted the name of the village where they were carrying out field practice activities while joking [8].

As one of the campuses or tertiary institutions that carries out field practice, these problems worry the Tarakanita College of Communication and Secretaries (STARKI) regarding students' digital ethics when carrying out field practice. STARKI students' understanding and ability to use digital media is beyond doubt because some time ago they experienced online learning based on digital media. It's just that the current problem is STARKI students' ethics in using digital media to communicate and make friends. Therefore, research was conducted to look at the STARKI students' Digital Ethics Index so that STARKI students' level of ethics in using digital media can be known. The statements in the questionnaire also provide a brief understanding and socialization regarding ethics in digital media so that respondents understand and are able to avoid things that are not good in digital media ethics, such as the spread of fake news, posts that lead to hate speech, bullying, and negative content. other. Apart from that, the statements in the questionnaire will later be able to provide basic knowledge in interacting, participating and collaborating in digital spaces in accordance with digital ethical rules and applicable regulations.

II. MATERIALS AND METHODS

Based on the online Big Indonesian Dictionary, it can be explained that an index is the current level or value compared to the previous level or value according to a certain percentage to determine the rise and fall of the level or value of something being compared [9]. Meanwhile, Digital Ethics or digital ethics is the ability possessed by a person to adapt, be aware, develop, consider and rationalize ethical governance on the internet (netiquette) in everyday life. The use of digital media should be directed at ethical intentions, actions, attitudes and behaviour for the common good [10]. It was further explained that Digital Ethics can be used as a guide for the best behaviour in the digital space so as to enable someone to become part of digital society. For this reason, someone must have and understand internet ethics (netiquette); know the types of information that contain fake news or hoaxes, hate speech, pornography, bullying and other negative content and the impact of being a creator or disseminator of this information; know how to interact, participate and collaborate in digital spaces in accordance with digital ethical rules and applicable regulations; and know how to interact and transact electronically in the digital space in accordance with applicable regulations [11].

According to the Big Indonesian Dictionary online, students are people studying at universities [12]. Students are students at the higher education level. Meanwhile, higher education is the level of education after secondary education which includes diploma programs, bachelor's programs, master's programs, doctoral programs, and professional programs, as well as specialist programs, which are organized by universities based on Indonesian culture. Higher education is an educational unit that provides higher education [13]. As a tertiary institution, the Tarakanita College of Communication and Secretarial Sciences (STARKI) has the same responsibility as other tertiary institutions for the best possible learning for students. The focus of this research is STARKI students' perceptions regarding student Digital Ethics during the Covid-19 endemic. According to Dicky Budiman, Epidemiologist and researcher at the Global Health Security Policy Center for Environmental and Population Health Griffith University, Australia, and also Prof. Tjandra Yoga Aditama, Professor at the Faculty of Medicine, University of Indonesia, said that the Covid-19 endemic does not mean that Covid-19 has disappeared completely, but rather that Covid-19 will remain a health problem even if the number of people infected decreases [1]. Regarding the official government information regarding the endemic status of Covid-19 in Indonesia, people continue to maintain the health of themselves and others and are careful in carrying out activities together.

Several studies related to Digital Ethics were carried out, such as those conducted by Fenny Kurnia Azzahra, Titik Muti'ah, and Sulistyo Budiarto where the problem studied was the increasingly widespread use of the internet among teenagers in everyday life, causing teenagers to have difficulty communicating and socializing with people. others in the real world. The population in this study were students at SMPN 5 Purworejo. The aim of the research is to empirically test the relationship between digital ethics and self-control in social media. The research method used is quantitative with Purposive Sampling as a sampling technique. Through Karl Pearson's product moment correlation data analysis technique, it produces information that there is a positive relationship between digital ethics and self-control in social media at SMPN 5 Purworejo, where the higher the digital ethics, the higher the self-control in social media [14].

Ezra Yora Turnip and Chontina Siahaan researched the problem of the existence of social media which causes a decline in the ethics of its users in communicating using existing social media, such as someone being impolite when sending messages, violating other people's privacy, and spreading other people's disgrace in a joke, causing the person to feel embarrassed. The aim of the research is to explain the importance of communication ethics in the digital world. The research method used was descriptive qualitative. This research produces information that ethics and norms of politeness are very necessary in communicating on social media. Communication ethics can be explored through understanding good grammar, learning to understand and limiting curiosity about other people's privacy, as well as early education regarding manners [15].

In research conducted by Endrise Septina Rawanoko, Kokom Komalasari, Suwarma Al-Muchtar, and Prayoga Bestari regarding the use of social media among Wisnuwardhana Malang students, it was explained that the use of social media among Wisnuwardhana Malang students has become a lifestyle. Sometimes the use of social media is misused to become a venue for bullying, racism and other abuses. For this reason, this research was carried out in order to minimize the moral decay of students on social media. Through descriptive qualitative research methods, the results showed that the majority of Wisnuwardhana students use social media to post personal photos and positive activities and take this into consideration when uploading or posting on social media [16].

Other research related to digital ethics was carried out by Petrus Dwi Ananto Pamungkas, Uus Rusmawan, Kusuma Hati, Riki Ruli Affandi Siregar, Hieronimus Erwin Indrawan, and Nining Purwatmini where the distribution of information was very large among private university students in Jakarta without paying attention to digital ethics. Through descriptive quantitative research methods with primary data obtained from questionnaires, results were obtained where the majority of students still uploaded photos with other people's children without permission from their parents, tagged friends without telling them first, and directly shared accident information via social media [17].

The research method used in this research is quantitative description, where the results of this research are based on data collected from STARKI students through responses in questionnaires. The collected primary data is then processed using the SPSS and Microsoft Excel applications and then described so that it is easy for anyone to understand. Population is a generalized area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn [18]. The population in this study is all active STARKI students for the 2022/2023 academic year with a total of 368 people, of which there are 272 active students from the D3 STARKI Secretarial study program (the number of active students in the Semester II is 81 people, the number of active students in the Semester IV is 81 people , and the number of active students in the Semester VI is 110 people) and all active students of the STARKI Communication Undergraduate study program are 96 people (the number of active students in the Semester II is 26 people, the number of active students in the Semester IV is 17 people, the number of active students in the Semester VI is 26 people, and the number of active students in semester VIII is 27 people).

The sample is part of the number and characteristics of the population. Researchers may use samples taken from a population if the population is very large and it is doubtful that they can investigate the entire population [19]. Because the findings from a sample will apply to the entire population, the sample used must accurately represent the population. Therefore, sampling techniques-also known as sampling techniques-are needed so that the samples taken can represent the population [18]. In this study, the Proportionate Stratified Random Sampling technique was used for a population that has homogeneous and proportionally stratified elements as well as the Isaac and Michael formula to determine the sample size [20]. The Isaac and Michael formula is:

$$S = \frac{\lambda^2 \text{ x } N \text{ x } P \text{ x } Q}{d^2 (N-1) + \lambda^2 \text{ x } P \text{ x } Q} \quad (1)$$

Information:
S = Number of Samples

λ^2 = Chi Square whose value depends on the degree of freedom and error rate. For 1 degree of freedom and 5% error (confidence level), the Chi Square value is 3.841 (in calculations 3.841 is not squared)
d = The difference between the population average and the sample average (sampling error) is 5% or 0.05
N = Number of Population
P = Probability of Correct which is 0.5
Q = Probability of Wrong which is 0.5

The total population in this study was 368 people with a confidence level of 95% or a sampling error rate of 5% and the difference between the population average and the sample average was 0.05. Based on the Isaac and Michael formula, the number of samples in this study was 188 people, with the following details:

$$S = \frac{\lambda^2 \text{ x N x P x Q}}{d^2(N-1) + \lambda^2 \text{ x P x Q}}$$

$$S = \frac{3{,}841 \text{ x } 368 \text{ x } 0{,}5 \text{ x } 0{,}5}{(0{,}05)^2 \text{ x } (368-1) + 3{,}841 \text{ x } 0{,}5 \text{ x } 0{,}5}$$

$$S = \frac{353{,}3720}{0{,}9175 + 0{,}9603}$$

$$S = \frac{353{,}3720}{1{,}8778}$$

$$S = 188$$

Based on the Isaac and Michael formula with a population of around 368 people and an error rate of 5%, a sample size of around 188 people is obtained with the following details:

a) Active students of the D3 STARKI Secretary study program: 139 people
   i.) Semester II = 81/368 x 188 = 41 people
   ii.) Semester IV = 81/368 x 188 = 41 people
   iii.) Semester VI = 110/368 x 188 = 57 people
b) Active students of the STARKI Communication Science Bachelor's study program: 49 people
   i.) Semester II = 26/368 x 188 = 13 people
   ii.) Semester IV = 17/368 x 188 = 9 people
   iii.) Semester VI = 26/368 x 188 = 13 people
   iv.) Semester VIII = 27/368 x 188 = 14 people

TABLE 1. RESEARCH INSTRUMENT GRID

Category	Indicator	Attribute
Digital Ethics	a. Internet ethics (Netiquette). b. Basic knowledge regarding information that contains hoaxes, hate speech, pornography, bullying and other negative content. c. Basic knowledge of interaction, participation and collaboration in digital spaces in accordance with digital ethical rules and applicable regulations. d. Basic knowledge of interacting and transacting electronically in the digital space in accordance with applicable regulations.	1. I will not invite people to comment negatively. 2. I will not share screenshots of private conversations on social media. 3. I will not make harsh comments if someone makes negative comments. 4. I don't create groups and add people without permission. 5. I don't upload photos with other people's children. 6. I don't tag friends without telling them. 7. I will not directly share accident information.

Table 1 shows the research instruments used to measure STARKI students' perceptions of digital ethics. In this research instrument there are the categories, indicators and attributes used in research, where 1 category of digital ethics has 4 indicators. The 4 indicators are translated into 7 attributes in the form of 7 statements. To produce good research, the research instruments used must be good and have been tested for validity and reliability.

To be able to describe the measurement results, it is necessary to create a measurement basis, as shown in Table 2. For example, to say the results are in the high category, the measurement value is between 3.41 to 4.20 or converted to a value of 68.01 to 84.00.

TABLE 2. BASIS FOR MEASURING THE STARKI STUDENT DIGITAL ETHICS INDEX

Perception Value	Interval Value	Value Conversion	Quality Value	Classification
1	1,00 – 1,79	20,00 – 35,80	E	Very Low
2	1,80 – 2,59	35,81 – 51,80	D	Low
3	2,60 – 3,40	51,81 – 68,00	C	Medium
4	3,41 – 4,20	68,01 – 84,00	B	High
5	4,21 – 5,00	84,01 – 100,00	A	Very High

III. RESULTS AND DISCUSSION

Before being distributed, the questionnaire needs to be tested for validity and reliability so that the research results meet expectations. Validity and reliability tests were carried out on the 7 statement items in the questionnaire using the SPSS application. Each statement item is declared valid and reliable if it has the r-count value greater than the r-table value. In testing the validity and reliability for 30 respondents' data, it was based on a significance level of 0.05 or an error rate of 5%, resulting in an r-table value of 0.361.

TABLE 3. VALIDITY TEST RESULTS

Attribute	r-table	r-count	Description
Item1	0.361	0.602	Valid
Item2	0.361	0.859	Valid
Item3	0.361	0.778	Valid
Item4	0.361	0.616	Valid
Item5	0.361	0.601	Valid
Item6	0.361	0.401	Valid
Item7	0.361	0.769	Valid

Based on Table 3, it is known that 7 question items have the r-count above 0.361. This means that the research instrument in the form of a questionnaire is considered valid.

Next, a reliability test was carried out to measure the consistency of the statements in the questionnaire. A reliable questionnaire can be understood by many respondents and produces the same perception so that it can provide the expected results. Before carrying out reliability testing, you must have a basis for decision making in the form of an alpha of 0.361 obtained from the r-table based on 30 respondents who provided responses in this study. The results of calculating the reliability of the 7 statement items in the questionnaire are as follows:

TABLE 4. RELIABILITY STATISTICS

Cronbach's Alpha	N of Items
0.797	7

Based on Table 4, it can be clearly seen that the r-count (Cronbach's Alpha) is greater than 0.361. This means that the 7 statement items in the questionnaire are considered reliable. Thus, the questionnaire which was tested on 30 respondents could be distributed to the 188 respondents who were the samples in this research.

The data from the questionnaire needs to be tested for validity so that it is known whether the data is valid or invalid. The validity test was carried out using the SPSS application with the r-table of 0.148 and a significance level of 0.05. The validity test results are declared valid if the calculation results or r-count for each statement are above the r-table or r-count > r-table. With a sample size of 188 respondents, it was obtained:

TABLE 5. VALIDITY TEST RESULTS

Attribute	r-table	r-count	Description
Item1	0.148	0.425	Valid
Item2	0.148	0.675	Valid

Attribute	r-table	r-count	Description
Item3	0.148	0.627	Valid
Item4	0.148	0.609	Valid
Item5	0.148	0.692	Valid
Item6	0.148	0.597	Valid
Item7	0.148	0.471	Valid

Based on Table 5, it is known that all statements contained in the questionnaire are above the r-table 0.148. This means that all statements are valid.

Next, a reliability test was carried out to measure the consistency of the statements in the questionnaire. A reliable questionnaire can be understood by many respondents and produces the same perception so that it can provide the expected results. Before carrying out reliability testing, you must have a basis for decision making in the form of an alpha of 0.148 obtained from the r-table based on 188 respondents who provided responses in this study. The results of calculating the reliability of the 7 statement items in the questionnaire are as follows:

TABLE 6. RELIABILITY STATISTICS

Cronbach's Alpha	N of Items
0.686	7

Based on Table 6, it can be clearly seen that the r-count (Cronbach's Alpha) is greater than 0.148. This means that the 7 statement items in the questionnaire are considered reliable. Based on the results of testing valid and reliable research instruments, the research results are considered valid and reliable.

After passing the validity and reliability tests, the data is then processed so that it is easy for everyone to understand. The results of data collection from the questionnaire were then processed into 188 answers and then converted into perceived values. This perception value is then processed to obtain a weight value and quality value.

TABLE 7. DIGITAL ETHICS ATTRIBUTE WEIGHT VALUES

No	Statement	Weighted Value	Conversion Value	Quality Value
1	I will not invite people to comment negatively.	4,48	89,60	A
2	I will not share screenshots of private conversations on social media.	4,03	80,60	B
3	I will not make harsh comments if someone makes negative comments.	4,15	83,00	B
4	I don't create groups and add people without permission.	4,08	81,60	B
5	I don't post photos with other people's children.	3,52	70,40	B
6	I don't tag friends without telling them.	3,53	70,60	B
7	I will not directly share accident information.	3,94	78,80	B
Overall Average of Statements		**3,96**	**79,23**	**B**

In Table 7 it can be seen that the STARKI Student Digital Ethics Index is 79.23 and is included in the High classification. This shows that students' perceptions of Digital Ethics still need to be improved, especially regarding social media ethics. STARKI students really understand the impact of negative comments on social media so they are able to encourage other people not to comment negatively. However, STARKI students still need to improve their social media ethics related to the presence of other people when taking photos together. In fact, the intention is good, namely sharing the happiness of photos together and distributing these photos to other people, but not everyone is happy that their existence is known to other people or the general public. The same thing also happened when STARKI students saw the accident for themselves. Most STARKI students do not directly share accident photos via social media, but some still share them. The intention is to share sympathy, but it is necessary to pay attention to the feelings of the people involved in the accident because not everyone wants to know the conditions when experiencing an accident.

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Most STARKI students understand not to share screenshots of private conversations on social media. This shows that most STARKI students understand that in the private conversation layer there is important and confidential information that can endanger themselves if other people find out. Digital media and social media are two things that are interconnected. Making friends or gathering friends via social media is very easy, but you need to ask permission or announce your willingness to make friends first. Most STARKI students also realize this when creating a WhatsApp group where approval or willingness is needed from the people who will become members of the group. It could be that the person has joined too many groups so they will refuse if they add another group now, which will later burden the person's gadget and result in less quick responses. Likewise, when you tag a friend you have to tell the friend that they are now friends.

Most STARKI students are able to control their emotions not to make rude comments if there are negative comments from other people via social media and also not to carelessly upload photos with other people's children. With the convenience of searching and collecting information through photos originating from digital media, it is necessary to pay attention to the safety of people taking photos together. It is a shared responsibility if you have uploaded information to social media. There are many intentions, interests and responses from people who see information from social media.

TABLE 8. D3 SECRETARY DIGITAL ETHICS INDEX PER-SEMESTER

No	Statement	Semester II	Semester IV	Semester VI
1	I will not invite people to comment negatively.	4.32	4.68	4.77
2	I will not share screenshots of private conversations on social media.	3.68	4.00	4.32
3	I will not make harsh comments if someone makes negative comments.	3.88	4.20	4.60
4	I don't create groups and add people without permission.	3.95	3.83	4.54
5	I don't post photos with other people's children.	3.34	3.29	4.04
6	I don't tag friends without telling them.	3.32	3.20	3.81
7	I will not directly share accident information.	3.83	3.78	4.14
	Overall Average of Statements	**3.76**	**3.85**	**4.32**

In Table 8 it can be seen that there has been an increase in the Digital Ethics Index of D3 STARKI Secretary students per semester, from the High to Very High classification. This shows that the longer D3 Secretarial students study at STARKI, the higher the Digital Ethics index becomes. STARKI D3 Secretarial students have been very clear since they entered that they don't invite other people to comment negatively. When D3 STARKI Secretarial students study in the sixth semester, they increasingly understand not to share screenshots of private conversations on social media, are able to restrain themselves from saying harsh words when other people make negative comments, and are aware to always ask permission from other people who will be group members are included when tagging the person. However, there are still several things that can be improved, especially always asking parents for permission when uploading photos with their children, awareness to filter information related to accidents that occur.

TABLE 9. DIGITAL ETHICS INDEX FOR UNDERGRADUATE COMMUNICATION SCIENCES PER-SEMESTER

No	Statement	Semester II	Semester IV	Semester VI	Semester VIII
1	I will not invite people to comment negatively.	4.54	4.67	4.77	4.93
2	I will not share screenshots of private conversations on social media.	4.00	4.00	3.85	4.14
3	I will not make harsh comments if someone makes negative comments.	4.08	4.00	4.23	4.43
4	I don't create groups and add people without permission.	4.15	3.89	4.00	4.29
5	I don't post photos with other people's children.	3.77	3.78	2.92	3.50
6	I don't tag friends without telling them.	3.92	3.67	3.31	3.71

No	Statement	Semester II	Semester IV	Semester VI	Semester VIII
7	I will not directly share accident information.	4.31	3.33	3.85	4.36
	Overall Average of Statements	**4.11**	**3.90**	**3.85**	**4.19**

In Table 9 it can be seen that the Digital Ethics Index of STARKI Communication Science undergraduate students tends to decline in the first 3 semesters. The decline that needs special attention is STARKI Communication Science Bachelor students who are in the sixth semester regarding understanding the privacy of a child whose photo is uploaded without permission from their parents. There are still several STARKI VI semester Bachelor of Communication Science students who share private conversation screens on social media and also tag friends without telling them first. Even so, STARKI Bachelor of Communication Science students really understand not to invite other people to comment negatively when using social media.

IV. CONCLUSION

The Digital Ethics Index for students at the Tarakanita College of Communication and Secretary (STARKI) is in the high classification with a quality score of B. In terms of digital media ethics, STARKI students still need to improve further, especially regarding the ethics of uploading information, whether in the form of writing or photos, to social media. There are many conveniences with digital media, especially in searching, collecting and disseminating information. The statements in this questionnaire also provide knowledge to respondents regarding ethics when using digital media; avoid spreading hoaxes, hate speech, pornography, bullying and other negative content; and how to interact, participate and collaborate in digital spaces in accordance with digital ethical rules and applicable regulations.

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