Student Communication Ethics to Lecturers Through Information and Communication Technology Media

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Abstrak

Penelitian ini bertujuan untuk mengungkapkan etika komunikasi mahasiswa Universitas Nias kepada dosen, faktor penyebab dan upaya yang dilakukan dalam mengembangkan etika komunikasi mahasiswa Universitas Nias kepada dosen melalui media teknologi informasi dan komunikasi. Penelitian ini menggunakan penelitian kualitatif dengan metode deskripsi. Instrumen dalam penelitian kualitatif adalah peneliti itu sendiri. Pemilihan subjek penelitian dilakukan dengan teknik *purposive sampling*. Teknik pengumpulan data yaitu wawancara, observasi, dan dokumentasi. Data yang telah terkumpul di analisis dengan menggunakan model analisis Miles and Huberman yang mencakup reduksi data, penyajian data dan penarikan kesimpulan/verifikasi. Hasil penelitian mengungkapkan bahwa Etika Komunikasi Mahasiswa Universitas Nias Kepada Dosen Melalui Media Teknologi Informasi Dan Komunikasi (Telepon Genggam) masih sangat kurang. Hal ini di tunjukkan dari : 1). Isi pesan (SMS) yang disampaikan mahasiswa di anggap tidak sopan; 2). Penggunaan tanda baca yang salah atau penggunaan huruf yang di singkat-singkat; 3). Mahasiswa tanpa basi-basi menunjukkan keperluannya tanpa memikirkan bagaimana kondisi dosen. Adapun faktor yang menyebabkan rendahnya etika komunikasi mahasiswa Universitas Nias kepada dosen yaitu sifat individu mahasiswa yang tidak mengetahui bagaimana etika komunikasi yang baik kepada dosen dan kebiasaan SMS kepada teman disamakan kepada dosen. Upaya yang dilakukan dalam mengembangkan etika komunikasi mahasiswa Universitas Nias kepada dosen yaitu memberikan teguran dan menasehati mahasiswa, serta menunjukkan bagaimana seharusnya berkomunikasi kepada dosen dan menyampaikan waktu yang tepat dalam menghubungi dosen.

Kata Kunci: *etika komunikasi, media, teknologi informasi dan komunikasi*

Abstract

This study aims to reveal the communication ethics of Nias University students to lecturers, the causal factors and the efforts made in developing communication ethics for Nias University students to lecturers through information and communication technology media. This research uses qualitative research with descriptive methods. The instrument in qualitative research is the researcher himself. The selection of research subjects was made by purposive sampling technique. Data collection techniques are interviews, observation, and documentation. The data that has been collected is analyzed using the Miles and Huberman analysis model, which includes data reduction, data presentation and conclusion drawing/verification. The study's results revealed that the Communication Ethics of Nias University Students to Lecturers through Information and Communication Technology Media (Mobile Telephone) was still lacking. It is shown from 1). The content of the message (SMS) submitted by students is considered disrespectful; 2). Use of wrong punctuation or usage of abbreviated letters; 3). Students, without further ado, show their needs without thinking about the condition of the lecturer. The factors that cause the low communication ethics of Nias University students to lecturers are the individual nature of students who do not know how to communicate good ethics to lecturers, and the habit of texting to friends is equated to lecturers. Efforts made in developing communication ethics for Nias University students to lecturers are giving warnings and advising students, as well as showing how to communicate with lecturers and conveying the right time to contact lecturers.

Keywords: ethics of communication, media, information and communication technology

INTRODUCTION

As social beings, humans need to depend on each other. The needs that occur in the environment of social beings are called social needs. Interaction cannot separate social needs from communication because communication is the main element in exchange that can occur anywhere and anytime. Human communication can convey ideas, ideas, criticism or needs to be fulfilled. It will create good or bad conditions depending on the communicators' communication choices (Lase, 2022).

Communication occurs in an individual's daily life, from waking up to going back to sleep and can happen anywhere and anytime. The role of communication is so important and helpful that individuals must have good communication skills to create good interpersonal relationships with their communication partners (Febianto et al., 2018).

The need to communicate is a natural human instinct because humans are social creatures who need each other. At the time of interaction, humans know and understand each other and create shared values, which are then referred to as culture. In the values

formed, several rules aim to regulate the procedures for communicating with others without hurting the heart and uphold ethics as a sign of respect for the communication partner.

Besides being able to occur anywhere, communication can also happen in any way, such as through electronic media. Information and Communication Technology (ICT) is a set of technological resources and tools used to communicate, create, store, and manage information (Dakhi et al., 2022). Technical equipment includes computers, the internet, broadcasting technology (radio and television), and mobile phones (handphones). However, of some of these tools, the more popularly used by the public as a liaison to talk is to use a mobile phone, Facebook, Twitter, Whatsapp (WA) or SMS (short message service). Through this telecommunications media, people can access various information. Information and Communication Technology (ICT) has provided insight, knowledge or a vast horizon in our society today, especially in the world of education.

Communication carried out by academic actors, students, lecturers, teaching managers, and other academics can be helped by this device. Communication traffic between academic actors in the learning process becomes very easy. In the past, when the most sophisticated communication tool was only a fixed-line telephone, students who wanted to meet with lecturers or the administration could not contact them because only locate the phone at home. Students come directly and wait without knowing when to meet. The conditions are very different from today's; students who want to meet their lecturers can contact and inquire now about the lecturer's presence via cell phone. As the name implies, a cell phone is a phone that is always in hand, so it is very likely that if you contact a lecturer, you will immediately get a response.

This technological sophistication has both positive and negative impacts. The convenience and facilities provided make individuals very helpful in carrying out various activities. Meanwhile, the negative impact is the reduced social space for social interaction (Zendrato & Lase, 2022). In this social space, individuals learn from each other about ethics when interacting. The meanings contained in the interaction can strengthen the psychological relationship between the perpetrators. Communication using media, especially mobile phones, sometimes loses its purpose. The meaning conveyed is not the same between the communicator and the communicant. Often causes conflict in interpersonal relationships. As communication is done face-to-face, oral and written communication using the media cannot escape the ethics of communication (Dakhi et al., 2020; Styaningsih et al., 2020).

Often communication actors ignore the ethics of communicating with the other person (Lase, 2021). Many students send SMS to lecturers using the language used by their friends. Students use modern spoken language or often called slang, misuse punctuation marks such as exclamation marks, or insert emoticon images that their peers should only use. Currently, it is suspected that communication ethics are no longer maintained; students may not know or are lazy to bother speaking in polite language because it will be troublesome for them. After all, they must find a standard language that is considered appropriate if it is intended for lecturers who should be respected.

Educational institutions that are places for forging ethical people should have standard rules that become limits in communicating ethically between educational actors (Laoli et al.,2022; Wau, 2022). For example, between lecturers and students or otherwise. The way students communicate with lecturers ignores these ethical values. The use of short messages is considered normal by students so that students do not feel awkward or hesitate to express their wishes or ask questions through the short message (SMS). While on the part of the lecturer, the short messages received are sometimes psychologically alarming (Lase, 2020). Not infrequently, the text contained in the SMS is impolite, such as the use of exclamation marks, the use of capital letters and the use of language that is not following the improved Spelling. In addition, most lecturers are unhappy if students contact them via SMS (Wartoyo, 2019).

Several universities or colleges in Indonesia apply procedures or rules for communicating between students and lecturers by the university. The reason is none other than the difference in communication styles between the millennial generation (students) and the generation of lecturers. This difference is alleged to have brought its polemic. Universities that apply these communication rules include the University of Indonesia, Brawijaya University (UB), Syarif Hidayatullah State Islamic University (UIN) Jakarta, Gadjah Mada University (UGM) Yogyakarta, Airlangga University (Unair) Surabaya, to Padjadjaran University (Unpad) Bandung (Source: fia.ui.ac.id and quoted by detikcom, Friday (9/03/2018).

At Nias University, the author often hears complaints from several lecturers about language in short messages (SMS) sent by students. Interviews that the author conducted in March 2018 found that many short messages (SMS) received by lecturers from students caused discomfort when read, both textually and meaningfully.

The facts above show that ethical issues in communication, especially in higher education institutions, need special attention. This ethical issue, if

left unchecked, will erode the ethical values of Indonesian culture, which have been upheld as rules that must be followed. This condition makes the writer interested in examining students' communication patterns with lecturers.

METHOD

The type of research used in this research is using qualitative research with descriptive methods. The research location chosen is the University of Nias on Jln. Yos Sudarso, No. 118 E-S Gunungsitoli. This college is located in the direction of the seaport of Gunungsitoli City.

To obtain data in this study, researchers used the following techniques: 1. Interview technique, 2. Observation technique, and 3. Documentation technique. In qualitative research, data analysis is carried out from the beginning of the study and during the research process. Starting from interviews, observations, editing, classifying and reducing, and then presenting and concluding data.

RESULTS AND DISCUSSION
Results
1. Communication Ethics of Nias University Students to Lecturers Through Information and Communication Technology Media (Mobile Phone).

With current technological developments, communication between humans is effortless, which also impacts the communication culture in the world of education, namely between lecturers and students. The existence of social media such as WhatsApp, BBM, SMS, Facebook, and others makes communication more accessible. However, the thing that needs to be in the spotlight for students communicating with lecturers is a lack of ethics and manners. It causes conflicts that arise. Prolonged. As stated by Mr Jonisman, M.Pd.K (Chairman of the BK Study Program), stated:

As a Lecturer, I always keep in touch with many kinds of students, whether I teach courses, guidance, lecture problems, Etc. and many of them contact me via SMS. However, unfortunately, many students whose SMS content is not very pleasing or the language used is wildly inaccurate. Most of my fellow lecturers also experienced the same thing.

The same was also expressed by Mrs Hanna Gloria C. M.Psi (Secretary of the BK Study Program), who stated that: I often communicate with students through SMS, WA, and other social media. Usually, talk about the lecture process, guidance and other things outside of lectures. Furthermore, sometimes I do not respond to messages conveyed by students because they do not match my ethics and good manners.

From the statement above, it can be described that communication technology has become a basic need for students and lecturers concerning the lecture process. However, this often causes misunderstandings or inconveniences between lecturers and students because the content of messages sent to lecturers is often lacking in ethics and manners. Which causes a prolonged conflict; Mr Hendrikus Harefa also emphasized it; M.H. (Secretary of PPKn Study Program) stated that:

Well, in my opinion, most of the students lacked manners or ethics in sending messages (SMS, WA, etc.) to me; the contents of their messages were impolite, and they unceremoniously showed their needs without thinking about the condition of the lecturer at that time.

Mrs Fatiani Lase, M.Pd, also expressed the same thing. (Lecturer of PPKn Study Program) stated that: Although not all of them, I can conclude that Nias University students lack ethics in communicating with lecturers. So far, the messages they sent to me were impolite with language that did not comply with the rules of speech etiquette.

The above statement was also confirmed by Noverlinus Waruwu (student), stating that: I was once reprimanded by his lecturer because of the SMS I sent when asking for his whereabouts. The message content was as follows: "afternoon sir, where can I meet you again today" the contents of the message he said rudely.

Based on the informants' statements above, it can be concluded that the communication ethics of Nias University students to lecturers through information and communication technology media is still very lacking. Based on the findings of researchers in the field, it can be analyzed that the lack of ethics in student communication with lecturers through communication technology media is as follows:
a. The content of the message (SMS) submitted by students is considered disrespectful

Anxiety about receiving impolite messages can change the attitude and views of lecturers towards students who send them. As stated by Mr Jonisman, M.Pd.K (Chairman of the BK Study Program) stated that: The content of their messages did not follow excellent and ethical speech rules. Apart from not stating clear identities such as names and study programs and their needs, messages tend to be to the point and impose their will.

Mr Yakin Telaumbanua, M.Pd, also expressed the same thing. (Lecturer of Mathematics Study Program) stated that: The content of the message lacked ethical rules of speech, and students did not place themselves as students dealing with lecturers who deserved to be respected and appreciated.

Mrs Fatiani Lase, M.Pd, also confirmed the same thing. (Lecturer of PPKn Study Program) stated that: Most of the opening SMS always begin with greetings,

but the style of language conveyed shows that they want to immediately fulfil the purpose of sending the message; they do not demean themselves as people who need information from what was sent.

From the results of the interviews above, it can be concluded that the content of the message (SMS) conveyed by students is considered impolite because they do not follow good and ethical speech rules, impose their will, lack respect for lecturers and do not demean themselves as people who need information from those sent.

b. Use of wrong punctuation or Use of abbreviated letters

The Use of wrong punctuation or the Use of abbreviated letters ambiguously makes it difficult for lecturers to understand the message's meaning. It was emphasized by Mrs Hanna Gloria C. M.Psi (Secretary of the BK Study Program), who stated that: I often receive messages from students whose words are shortened, such as "Sink ma'am, so you are in our class". It made me ignore and not reply to their messages.

Mr Hendrikus Harefa also confirmed the same thing, M.H. (Secretary of the PPKn Study Program) stated: Well, that is right, sometimes I am very uncomfortable with the appearance of the character letters listed in the contents of student messages, apart from being abbreviated, sometimes the letters are changed like this "mf sir q cannot allow permission in tutoring bpak, coz q da business family". Often makes me not understand the meaning of their message.

From the results of the interviews above, it can be concluded that the Use of incorrect punctuation marks or the Use of abbreviated letters makes it difficult for lecturers to understand the meaning of messages sent by students. Because the letters listed are abbreviated, and also the letters changed, giving the impression that students do not have ethics in communicating with the teacher.

c. Students, without further ado, show their needs without thinking about the condition of the lecturer.

Forced SMS without showing sympathy for the condition and condition of the lecturer often invites negative emotions for the lecturer so that the impact of student SMS will not be replied to, and ultimately students do not get the information they need. As stated by Mr. Yakin Telaumbanua, M.Pd. (Lecturer of Mathematics Study Program) stated that: students often sent messages to me during my break hours, even at night. I was disturbed by their SMS or WA. that is why I did not reply to their messages then, even though I reprimanded them if they met me.

Mrs Fatiani Lase, M.Pd, also expressed the same thing. (Lecturer of PPKn Study Program) stated that: Indeed, these students do not know the rules, for their interests, our situation and condition are ignored. Not infrequently, I scolded them because they were annoyed that they had disturbed my rest or my busy life.

From the result of the interviews, it can conclude that students, without further ado, show their needs without thinking about the condition lecturer for their interests; the situation and condition of the lecturer are ignored and even disrupts the lecturer's break.

2. Factors Causing the Low Communication Ethics of Nias University Students To Lecturers of Information and Communication Technology Media (Mobile Telephone).

From the results of research through interviews with several students from various study programs, the factors that cause the pattern of communication through short messages (SMS) are still lacking and even displeased with the communicant, in this case, most of the lecturers. As expressed by Mr Jonisman, M.Pd.K (Chairman of the BK Study Program) stated that: I think some students do not know how to have good communication ethics as evidenced by the content of the messages they send. Starting from unclear or often abbreviated writing and does not know when to communicate with the lecturer.

Yanuari Halawa (student) expressed ignorance of good communication, who stated that: So far, I have sent messages to lecturers regarding lectures or thesis guidance. Sometimes they do not reply and reprimand us because they do not know how to communicate with them.

In addition to not knowing how to communicate well, the low communication ethics of Nias University students to lecturers is caused by the habit of texting with friends, which uses abbreviated words and writing procedures and incorrect quotes. As expressed by Lady Tripena Mendrofa (student) stated: Due to the habit of texting with friends, I often send messages to lecturers with inappropriate sentences, even forgetting to say hello first.

Aolomaziduhu Telaumbanua (Student) stated that: When communicating with lecturers, sometimes I send messages without a preamble, get to the point. I often send messages to friends, which makes me reprimand the lecturer; he said he has no communication manners.

From the results of the interviews above, it can be concluded that the pattern of communication that occurs in students who tend to be less or less polite is due to their nature and ignorance of various good communication rules. Students do not know how to

have good communication etiquette and the habit of texting friends, so they consider communication with lecturers to be the same as their friends.

3. Efforts Made in Developing Communication Ethics for Nias University Students to Lecturers of Information and Communication Technology Media (Mobile Phone)

Based on the interviews with several lecturers and students, it was analyzed that developing communicatio ethics for Nias University students to lecturers of information and communication technology media was by giving warnings and advising the students. As stated by Mr Hendrikus Harefa, M.H. (Secretary of the PPKn Study Program) stated: What I did was I reprimanded them and advised them to use etiquette in sending messages to lecturers, such as greeting first, mentioning names, apologizing for disturbing, conveying intentions, and saying thank you.

The same thing was also expressed by Mrs Hanna Gloria C. M.Psi (Secretary of the BK Study Program), who stated: My efforts are to advise them not to send messages to lecturers and position themselves as students randomly. It means they must be polite and know the situation when communicating with the Lecturer.

From the statement of the Lecturer, it was also confirmed by several students, as expressed by Feriani Telaumbanua (Student), stating that: If the communication we make to the Lecturer does not relate to him, the Lecturer in question advises us and shows how to communicate to them, such as say hello first, say your name, apologize if it bothers you, convey your meaning, and say thank you.

The same thing was also expressed by Noverlinus Waruwu (Student), who stated: Well, of course, our lecturers reprimanded and advised us if the message we sent did not relate to him. They usually convey the right time to be contacted, and the writing procedure must be straightforward, not to be confused with communication with fellow students.

Discussion

Communication comes from the Latin word communicatio and comes from the word communis, which means the same (Cetinkaya, 2017). Communication curtains function as social communication, at least implying that communication is important to build self-concept, self-actualization, survival, obtaining happiness, avoid pressure and tension (Abdullah, 2017; Afriani & Azmi, 2022). According to Lasswell, communication can occur at least containing five elements: communicator, message, media, communicant and effects. Ethical communication is not just a series of careful and reflective decisions, one after another, to communicate in ethically responsible ways. Furthermore, Lobacqz believes that when humans act, not only do they do something, but humans will also form their character. Choices about what to do are also choices about what to become.

The study results found that most of the communication made by students was considered rude by the lecturers because the content of the message did not follow good and ethical speech rules. In addition, not including clear identities such as names and study programs and their needs, SMS tends to be to the point; without further ado, students show their needs without thinking about the condition of the lecturer at that time. Students do not place themselves as students dealing with lecturers who deserve respect and appreciation. According to the rules of speech ethics, this kind of thing shows that students are too concerned with enlarging their profits rather than benefiting their lecturers. Anxiety was felt almost evenly by every lecturer.

Anxiety about receiving impolite messages can change the attitude and views of lecturers towards students who send them. Such conditions will have implications at the time of the meeting. Based on the results of interviews with several lecturers, not a few lecturers directly took action against the students concerned. Starting from a light reprimand to a harsh reprimand such as scolding. This indifference to the maxims or the rules of speech is what the lecturer does not want. Forcing messages without showing sympathy for the condition and condition of the lecturer invites negative emotions for the lecturer so that the impact messages sent by students will not be replied to, and ultimately students do not get the information they need. Although most of the opening messages always begin with greetings, the style of language conveyed shows the desire to immediately fulfil the purpose of sending the message.

On the other hand, some still pay attention to ethics when communicating through messages (SMS). Such as saying greetings, making requests to interrupt or wrapping questions into sentences that are not to the point, for example, "good morning, I'm sorry if I disturbed you, I intend to guide you with your thesis today, do you have time for me? Thank you in advance." This polite language style will comfort the lecturers, and the lecturers will not hesitate to provide more information than expected. The language style in the message has complied with the rules of politeness in speaking. After greeting, the sender shows sympathy towards the condition of the lecturer because the sender is afraid that the SMS sent will disturb the lecturer.

CONCLUSION

Based on the findings of research in the field, Communication Ethics of Students to Lecturers Through Information and Communication Technology Media (Mobile Phone), the authors can put forward the conclusion that 1). Communication Ethics of Nias University Students to Lecturers Through Information and Communication Technology Media (Mobile Telephone) is still very lacking; 2). Factors that cause low communication ethics of Nias University students to lecturers of information and communication technology media are the individual nature of students who do not know how to communicate good ethics to lecturers and the habit of texting friends to lecturers is the same, and 3). Efforts made in developing communication ethics for Nias University students to lecturers of information and communication technology media are giving warnings and advising students, as well as showing how to communicate to lecturers and conveying the right time to contact lecturers.

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