

CHAPTER II

REVIEW OF RELATED LITERATURE

The researcher explains the basis theory used in this study. The researcher explains ethics, communication, as well as WhatsApp respectively. Each sub-chapter is explained point by point to ensure the comprehensive theory.

2.1 Ethics

Ethics in this sub-chapter was divided into two categories, ethics in general and digital ethics. "Ethics" in general refers to a norm, a set of rules, regulations, and a procedure of reference for performing daily tasks. It is impossible to distinguish between right and wrong behavior in the absence of ethics. Ethics must therefore be ingrained in people's daily lives to ensure that no action is viewed as immoral and that the community does not react negatively to it (Apdillah, et al., 2022).

An ethical challenge has emerged as a result of the increased diversity and free evolution of communication styles and diction. Different communication patterns between generations show themselves as discrepancies in social interactions. One generation's idea of what is proper and moral may be very different from another's, especially from earlier generations. Divergences in ethical perceptions are partly caused by differences in upbringing and cultural background. Since their acts could seem reasonable to them, students may not have intended to act unethically. With time, the lines defining what is ethical have gotten fuzzier, reflecting a departure from customary practices. The purpose of this study is to investigate and comprehend the present ethical norms around language use and communication between students and teachers (Fauziyyah, 2019).

Managing all facets of life and carrying out activities in a variety of professions require ethics. People who follow moral standards typically don't do immoral things that could hurt other

people. Direct or indirect human interactions are not the only context in which ethics is relevant. It also includes other areas like communication ethics and language usage.

On the other hand, in the modern world, like nowadays, digital ethics has become the main focus in education. Digital ethics is a body of guidelines and practices designed to lessen the harm that comes with using digital technology. To preserve the ease of use of digital technology, a digital code of ethics must be established. Therefore, in the digital world, everyone must abide by a certain set of digital ethics. Decency and courtesy are the two most crucial virtues. Even, there is not a single, widely recognized code of conduct for digital ethics in cyberspace.

Digital ethics places a lot of emphasis on internet ethics. Digital ethics can serve as a guidance for people when they engage with others on social media. Digital ethics will instill awareness, accountability, integrity, and respect for the value of compassion in people who utilize digital media. Everyone are encouraged to develop awareness, uphold accountability, preserve integrity, and acknowledge the critical role that compassion plays in their online interactions by following the guidelines of digital ethics. Through the promotion of a thoughtful and polite online atmosphere, this ethical framework seeks to guarantee that social media interactions are carried out with an elevated sense of moral obligation and ethical behavior.

In line with the previous theory, Basuki (2019) underlined that the field of digital ethics involves the convergence of morality with technical innovation, resulting in a multifaceted environment that extends beyond the purview of official legal regulations. Because digital interactions are intrinsically moral, it is insufficient to regulate digital ethics exclusively through legal structures. Rather, normative ethical principles and technological imperatives must be integrated into a comprehensive review of digital ethics that controls all human interactions on the

internet. This strategy guarantees that digital behavior is morally and legally sound, promoting an online community marked by moral rectitude and responsible conduct.

2.2 The Impact of Digital Ethics

Technological developments in digital media have greatly expedited the spread of information, but they have also brought about a rise in ethical transgressions. Digital citizens, or netizens, use digital media in a variety of ways, and one important way to control their attitudes and behaviors is to establish digital ethics. Digital ethics seeks to reduce misconduct and encourage responsible and conscientious participation in digital places by developing ethical principles. In an age of rapid information interchange, this regulatory framework is crucial to preserving the morality and integrity of digital interactions (Apdillah, et al., 2022).

The utilization of digital spaces as places for community meetings is also made easier by digital ethics. When there is a lack of digital ethics, the internet can be used for illegal actions such as spreading hate speech and hoaxes, among other harmful practices. Moreover, a deficiency in digital ethics may lead to the spread of pornography and sexual harassment online. Therefore, in order to protect online communities from these harmful occurrences and to ensure a safer and more respectful digital world, it is essential to create and uphold digital ethical guidelines.

Numerous ethical transgressions, including defamation, insults, and the use of improper language directed at specific people or groups, have been observed on many social media. These offenses, which are frequently committed by careless users, compromise the platform's integrity and add to the hostile online atmosphere. The frequency of such immoral activity emphasizes the critical need for strong digital ethics to regulate user behavior and foster a civil and secure social

media environment. To reduce harm and promote positive interactions in online communities, it is imperative to uphold ethical values (Surbakti et al., 2021).

2.3 Netiquette

Netiquette, or network etiquette, was first described by Shea (1994). It is focused on what constitutes "proper" Internet communication. On the other hand, combining the French word "Etiquette," which refers to polite behavior, with the "net" of the internet has given rise to the term "Netiquette." This word describes the ever-evolving standards of etiquette that one must adhere to to participate in social life in the virtual world (İçel, 2012). Maintaining a decent online environment in chat rooms, forums, social media, emails, and other online platforms requires knowledge of netiquette. Observing social media etiquette contributes to the development of a courteous and positive online community that fosters courteous and positive interactions between people. It facilitates clear communication, lessens miscommunication, and supports the growth of deep connections and relationships (Oral, 2023)

The following are ten rules that apply (Shea, 1994). The first Principle is to recognize the human factor. It's critical to follow the golden rule when using electronic communication, whether it be via text, email, instant messaging, discussion boards, or other channels. Treat people like you want to be treated. It is critical to remember that the people you are writing to are actual people who should all be treated with courtesy and respect. Before sending or submitting a message, it is wise to pause and ask yourself if you would accept the message if it had been written by someone else.

Second, it is to maintain consistent ethical standards across online and offline realms. While there may be assertions suggesting that behavioral norms differ between virtual and physical environments, it is imperative to uphold consistent ethical conduct across both domains.

Individuals should strive to adhere to legal regulations and societal norms, exercising ethical judgment whenever navigating "cyberspace." Just as one would typically refrain from behaving rudely towards another in face-to-face interactions, the same standard of respectful behavior should be upheld in virtual interactions.

Third, someone should familiarize their self with contextual nuances in online spaces. The principles of netiquette exhibit variability across different online domains. A message that is deemed suitable within one virtual context may be perceived as unsuitable within another. For instance, the informal tone and language typically employed when texting a friend may not be deemed appropriate when communicating via email with a classmate or colleague. It is essential to discern and adapt to the norms and expectations specific to each online environment to ensure effective and respectful communication.

Fourth, one should respect and honor the time and resources of others. Time must be committed significantly to reading and replying in electronic communication. People frequently have limited time and bandwidth due to the fast-paced nature of modern living. As such, it is the responsibility of virtual communicators to make sure that their textual contact serves a purpose and facilitates effective comprehension. Aim to communicate in a clear and meaningful manner; steer clear of extraneous language, large images, or attachments that could obstruct accessibility or increase download times. Effective and polite interactions in digital settings are fostered by virtual communicators who respect others' time and bandwidth.

Fifth, one should develop a reputable online image. One benefit of the digital world is that there is no instant judgment based on appearance or bodily characteristics. Nonetheless, people are assessed according to the caliber of their written correspondence, emphasizing the significance of clear communication. A person should keep in mind a few important factors in order to improve

their online image. Carefully go over written material to find and fix any errors in grammar or spelling. Exhibit a thorough comprehension of the subject matter and communicate concepts with accuracy and clarity. In every encounter, project an approachable and courteous tone.

Sixth, one should encourage the sharing of knowledge. One of the many benefits provided by the Internet is the ease of sharing and accessing information, which is a fundamental idea around which the Internet was built. Thus, in keeping with the spirit of the early Internet users, people are invited to share their knowledge. Active engagement in knowledge exchange enriches the group learning process, whether through asking questions and receiving perceptive answers or by exchanging materials and links related to their areas of expertise. In addition, people are encouraged to impart newly acquired knowledge or fresh perspectives on topics that can be of interest to others, thereby sustaining an environment that fosters intellectual growth and cooperation.

Seventh, one should reduce tension and preserve civil conversation. The voicing of strongly held beliefs marked by emotional intensity is referred to as "flaming" and the ensuing "flame wars" that occur in virtual communication environments. The passionate remarks one frequently reads on sports blogs provide an example. The rise of "flame wars," or the exchange of antagonistic remarks between individuals, poses a threat to the cohesiveness of online communities, even though the act of "flaming" itself is not intrinsically forbidden in virtual debate. To stop the disagreement from getting worse and maintain peace within the group, action must be taken in certain situations. Participants are urged to lead talks toward more constructive routes rather than continuing harsh debates, which will put an end to tensions and create a climate that is favorable for fruitful conversation.

Eighth, one should maintain respect for personal space. Through a variety of online channels, including email exchanges, social media platforms, and virtual classroom discussion boards, people can come across private or sensitive information that needs to be handled with caution. Whether it's sharing family member health information or resolving work-related matters, improper handling of the release of such material could have serious consequences. Embarrassment, emotional discomfort, or even negative effects on one's career are possible outcomes. People must respect others' privacy in the same way that they expect others to protect theirs. Use caution while deciding whether to participate in conversations about potentially private topics in virtual communication environments.

Ninth, one should practice ethical behavior. In virtual environments, power hierarchies exist just like in real-world interactions. Some people are more technologically savvy or have more experience in particular fields. It is crucial to understand, nevertheless, that having more information or ability does not justify taking advantage of other people. Being more knowledgeable or powerful than others does not give one the right to take advantage of or disadvantage others, according to ethical norms. Rather, people ought to exercise their authority with responsibility, placing a premium on justice and treating everyone equally in all dealings, online or off.

Finally, someone should exercise patience and compassion towards others' errors. Disparities in virtual experience and familiarity with netiquette protocols are common among individuals navigating online environments. One may inevitably encounter instances such as perplexing inquiries, verbose responses, or typographical errors. In such situations, it is advisable to demonstrate empathy and leniency, mirroring the kindness and forgiveness one would appreciate if in a similar position. Minor infractions may warrant overlooking, while in cases

where a response is deemed necessary, it is preferable to address the matter privately via email rather than publicly in a forum setting. This approach preserves the dignity of the individual while offering constructive feedback less conspicuously.

2.4 Communication

General communication is the process by which people interact with one another to exchange understandable information. Transmitting information from one entity—a location, a person, or a group—to another is the fundamental act of communication. Three crucial elements are usually involved in this process: the sender, the message, and the recipient. Even though it seems simple, communication is a complex and multidimensional topic. It has many facets and intricacies, including linguistic, psychological, and environmental elements, all of which enhance the effectiveness and lucidity of the information communicated (Apdillah, et al., 2022).

Human activities and communication are inseparably intertwined because communication is full of messages and actions. The quick development of technology has had a big impact on how communication has changed over time. Therefore, advances in digital technology have brought forth a wide range of communication medium, primarily via smartphones, which are now an essential part of everyday life. These gadgets make it easier to engage in a variety of interactions, from social interactions to corporate communications. The widespread of smartphone usage and adaptability serve as an excellent example of the significant influence that digital innovations have had on people's ability to connect and communicate in social and professional contexts.

Three categories apply to communication ethics in the modern digital media era: time, age, and message content (Turnip & Siahaan, 2021). This is especially true for social media. For instance, while "age" refers to the necessity for parents to provide direction for their children who

are inadequate, "time" refers to the fact that many students still frequently send messages to their lecturers at inappropriate times. age at which one uses social networking. Furthermore, in the context of "message content," it is intended that users of digital communication will comprehend what they want to say and look for the truth in order to avoid upsetting other users of social media.

2.5 Type of communication

Two categories exist for different forms of communication: one is based on the channels used for communication, while the other is based on the purpose and style. The medium, means, manner, and techniques via which people communicate with one another are referred to as communication channels. Information senders must make sure they choose the right routes of communication to ensure that the recipients receive the information in a satisfactory manner. Style and intent are the foundation of another mode of communication. People implement many forms of communication, considering factors such as purpose and style. Moreover, verbal and nonverbal channels are used in communication. Written and spoken language are both considered verbal. Oral communication can occur between people who are in close proximity to one another or across great distances. On the other hand, there are formal and informal communication kinds depending on the style and goal. Active listening, visual communication, feedback communication, and grapevine communication are additional forms of communication (Kapur, 2020).

a) Verbal Communication

Verbal communication is the process of conveying information, ideas, or feelings through the use of words, either orally or in writing. This communication involves pronunciation, sentence arrangement, and intonation of voice that can affect the meaning and nuance of the message delivered. In addition, verbal communication also includes aspects such as word choice, clarity, and sentence structure used, all of which contribute to the effectiveness of communication behavior. In everyday interactions, verbal

communication is very important because it can build relationships, reduce misunderstandings, and facilitate collaboration between individuals or groups.

b) Non-verbal Communication

Non-verbal communication involves the use of facial expressions, body movements, body language, posture, tone of voice, and eye contact to convey messages without using words. Nonverbal communication can provide additional information about the emotions, attitudes, and intentions behind verbal messages.

c) Written Communication

Written communication is the process of conveying information, ideas, or messages through written media which can be in the form of letters, emails, reports, articles, and various other forms of documents. In written communication, the writer uses words and sentences that are arranged systematically to convey his/her meaning to the reader. The advantage of written communication is the ability to store messages permanently, so that they can be accessed again at a later date. In addition, written communication also allows the writer to formulate his/her thoughts more clearly and structured, and gives the reader the opportunity to digest information at an appropriate speed. However, written communication also requires clarity and accuracy in the use of language so that the message conveyed can be understood properly.

d) Visual Communication

Visual communication is a form of conveying information, ideas, or messages through visual elements such as images, graphics, symbols, and colors. The main purpose of visual communication is to facilitate better understanding of the information conveyed by utilizing the attractive and easily digestible nature of visuals. This includes a variety

of media, from posters, infographics, to digital presentations. By utilizing the power of images and design, visual communication can reduce the complexity of information and increase the appeal and clarity of the message, making it more effective in attracting the attention of the audience and facilitating the learning process and decision making.

2.6 Interpersonal Communication

Interpersonal communication is the term used to describe the communication that takes place between people. Interpersonal communication is a direct method of communication between two or more people that frequently takes place face-to-face. It allows the message sender to directly communicate information and the message recipient to directly receive and reply to the message. The following are the elements that go into interpersonal communication: 1) Sender-Receiver; 2) Encoding-Decoding; 3) Messages; 4) Channels; 5) Noise; 6) Respondents; 7) Context; 8) Experience Domains; and 9) Outcomes. Interpersonal communication can take place in groups or between individuals. Effective interpersonal communication requires the capacity to engage with a wide range of people in a variety of contexts and to put them at ease. Hand gestures, body language, and eye contact are examples of nonverbal indicators that are essential to interpersonal communication. Speaking, listening, and resolving conflicts are all important aspects of interpersonal communication. Interpersonal communication takes on several forms based on the particular circumstances at hand (Fauziyyah, 2019).

Knapp and Daly (2002) stated that interpersonal communication is a tailored and goal-oriented approach. This skill enables individuals to share and express ideas, thoughts, desires, preferences, feelings, pleasant experiences, and insights with others through both verbal and non-verbal means. Interpersonal communication should be clear and unambiguous, as long-term communication gaps can create profound misunderstandings and tend to foster negative outcomes

within relationships. Effective communication leaves a lasting impression on others, underscoring the crucial importance of interpersonal communication skills in fostering healthy relationships. Open and comprehensible communication is foundational to cultivating strong relationships.

2.7 Motives in Interpersonal Communication

Six different communication motives were identified by Rubin et al. (1998) through a factor analysis: control, relaxation, escape, inclusion, affection, and pleasure. Seeking compliance is the Control motive. Seeking rest or relaxation is the focus of the relaxation motive. The term "escape motive" describes motivations for distracting oneself or ignoring other pursuits. The inclusion drive facilitates emotional expression and a sense of interpersonal connection. One way to show someone you care about and adore them is through the Affection motivation. The pleasure motive is about interacting with others to have fun and feel happy. What, how, and with whom people communicate are all influenced by these communication motives.

2.8 WhatsApp

WhatsApp is a fast-messaging program that uses Internet access to allow users of cellular mobile devices to share a variety of digital content, including as text messages, documents, photos, videos, and audio files. WhatsApp has changed the way people communicate by bringing in new features. This has had a profound impact on how effective traditional messaging and email services are. WhatsApp is still gaining popularity and being used more and more. Due to its widespread influence and growing user base, it is becoming increasingly important in virtual communities where it is creating complex micro-structures and networks (Güzel, 2020).

Instant messaging leader WhatsApp has more than 2.7 billion users worldwide, making it the most popular program. The fact that 140 billion messages are sent on WhatsApp alone every

day is proof of its broad use (Ruby, 2023). WhatsApp, which Brian Acton and Jan Koum first made available to the public in 2009, transformed internet-based communication by allowing users to easily transmit data in a variety of formats, including text, photos, videos, and voice messages. This versatile feature has solidified WhatsApp's essential place in users' daily lives (Oral, 2023).

2.9 WhatsApp and Netiquette

Prescribed etiquette standards control conversation habits on WhatsApp and similar instant messaging services. Some of the things that fall under these standards are choosing acceptable times to send messages, not sending them during meals, and not talking about personal concerns while not in official working hours. WhatsApp groups are akin to small-scale communities, so users must refrain from having heated discussions with other members. Starting private discussions is OK as long as the messages are polite and brief (Oral, 2023).

In addition, permission from current group members must be obtained before new members can be added, and proper notice must be given before leaving a group. It is considered rude to add someone to a group without their permission to artificially increase the number of members. It is not recommended to forward messages, regardless of their veracity or author. Similarly, if someone says no to private correspondence, the other member should honor that choice.

Additionally, exchanging phone numbers needs permission beforehand, and sending out commercial solicitations to a group of people needs permission in writing. Sending pictures and videos without an explanation is regarded as impolite. Voice messages should only be sent in rare circumstances when they are necessary, and recordings should be kept to a minimum if there are no compelling reasons to avoid text messaging.