CHAPTER I

INTRODUCTION

1.1 Background of Study

The use of language in communication is very important. Although it is difficult to do, the politeness approach is one linguistic technique that can be used to achieve goals (Togatorop, 2019). Since humans are social creatures, they naturally communicate with one another. To communicate in their civilization, one must speak a special language. The language employed in a conversation may change depending on the circumstances.

Communication is the process of conveying and exchanging information, ideas, or messages between individuals or groups to create mutually beneficial understanding and relationships. Communication can be done in various ways, such as verbal, written, visual, or non-verbal, and is important in people's daily lives to achieve goals and maintain relationships between individuals (Mannan, 2019).

Communication has a very important role in education. Through effective communication between lecturers and students, learning can run smoothly and efficiently. Apart from that, good communication also allows for positive interactions between lecturers and students, thereby creating a conducive learning environment. Students can exchange information and build collaboration in learning. Therefore, communication is the main key to creating effective and memorable learning (Caso, 2013). In other words, communication requires ethics.

Ethics are moral rules or moral principles that regulate the behavior of a person or group in everyday life. Ethics discusses moral issues, both in the relationship between individuals and other individuals and in the relationship between individuals and society. Ethics also serves as a guide for determining right and wrong actions, as well as for making moral decisions in a variety of complex situations (Ferdinand et al., 2017).

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Based on research, ethics is a very important aspect of communication, including communication between students and lecturers (Sari, 2020). However, in practice, sometimes there are problems in communication between students and lecturers, especially those related to ethics in communication. Ethics in communication concerns the procedures, norms, and values that apply in a communication relationship. Knowing good and correct Communication Ethics will direct students to behave appropriately under applicable norms by prioritizing polite attitudes toward everyone so as not to harm many parties.

In the world of education, everyone in a particular educational environment must have ethics. The importance of ethics cannot be ignored, including practicing it in the field of education. Ethics plays an important role in determining appropriate communication between students and lecturers. Ethical communication involves honesty, integrity, respect, and confidentiality (TAS'ADI, 2016). Therefore, students need to pay attention to their communication practices when interacting with their lecturers via WhatsApp to maintain ethical standards.

In today's digital era, communication has become easier and more comfortable with the help of various technological tools. WhatsApp, as one of the most popular messaging applications, has also been widely used by students to communicate with their lecturers at universities. However, questions arise regarding the ethics involved in this mode of communication. New problems arise because of the content and style of language, such as students not giving their names, using language that the lecturer cannot understand, contacting outside working hours, and making impolite sentences (Febianto et al., 2019).

WhatsApp application is an instant messaging application that is very popular as a communication tool. With WhatsApp, users can send text messages, images, videos and various

other types of files directly to their contacts. Apart from that, WhatsApp also provides free voice and video calling features, so users can communicate directly with other people. WhatsApp is a very effective and efficient communication tool in maintaining relationships with those closest to you (Narti, 2018).

Currently, in research (Okvireslian, 2021) mentions WhatsApp is widely used by many people, especially students. Therefore, the WhatsApp application is very important for communicating with lecturers because it makes it easier for students to ask or consult about school assignments or lessons they don't understand. With instant messaging and video calling features, students can easily contact lecturers anytime and anywhere without needing to meet in person (Anwar & Riadi, 2017). Apart from that, lecturers can also provide important information such as exam schedules or other announcements via a special chat group. Thus, the WhatsApp application facilitates effective communication between students and lecturers so that learning can run more smoothly and efficiently (Okvireslian, 2021).

With the very fast development of media, with the increasing development of technology, and the use of chat applications such as WhatsApp as a communication medium, WhatsApp is one of the social media currently used by many for socializing purposes and as a means of conveying messages by both individuals and groups. It is important to understand how ethics in communicating using social media can affect the relationship between students and lecturers. Researchers chose this topic because of the relevance and importance of the role of ethical communication between students and lecturers in the academic environment. And can contribute to improving the quality of communication between students and lecturers, as well as helping to create a more harmonious and productive academic environment.

This research is different from previous research. Which discusses "Ethics of Interpersonal Communication of Communication Science Students at the Faculty of Da'wah and Communication with Lecturers via Smartphone" (Mannan, 2019) previous research used descriptive qualitative research methods, with observation techniques, interviews, and documentation as data collection. Meanwhile, this research also uses descriptive qualitative research methods, using survey techniques (questioner) for data collection. Apart from that, the subject of this research is different from previous research. The results of previous research, show students do not follow good and ethical speech principles, and their interpersonal contact ethics with professors via smartphone, are often regarded as unethical and disrespectful. Even though both relate to the ethics of student and lecturer communication via digital media, the focus and approach of this research are more specific, especially via the WhatsApp application platform.

1.2 Research Problem

The research focus of the problems in this research is:

1. What are the common types of messages students send to their lecturers via WhatsApp?
2. What are the communication patterns and etiquette with lecturers used via WhatsApp?

1.3 Research Objective

The main objective of this study is to analyze the ethics of students in communicating with lecturers via WhatsApp. Specifically, the study aims to:

1. To analyze the types of messages that students often send to lecturers via WhatsApp and find out the purpose and context of these messages.
2. To examine the communication patterns and etiquette of students when interacting with lecturers on WhatsApp.

1.4 Research Significance

for Teachers:

1. Understanding students' ethics in communicating via WhatsApp can help teachers establish guidelines or protocols for communication outside of the classroom.

2. Teachers can use the findings from this research to identify ethical issues that may arise from using technology for communication with students.

3. By understanding students' perspectives on ethical communication, teachers can tailor their communication strategies to meet students' needs and expectations, leading to more effective and meaningful interactions.

for Students:

1. Students can learn about the importance of maintaining ethical standards in their communication with teachers, which can enhance their professionalism.

2. Understanding ethical communication practices can help students build stronger relationships with teachers, leading to better support, guidance, and feedback.

3. By understanding the ethical implications of using technology for communication, students can develop a better understanding of responsibilities and obligations as digital citizens.

1.5 Scope and Limitations

This research focus on students from the class of 2020 at the Muhammadiyah University of Malang. This research relates to the ethics of student communication with

lecturers via the WhatsApp application. This research includes analysis of messages sent by students to lecturers via WhatsApp. The study focusses on understanding the types of communication behaviors exhibited by students, such as politeness, respect, honesty, and professionalism. This research involved the participation of class C English language education study program students at the University of Muhammadiyah Malang.

With the limitations they have, the researcher also limited the research subjects to class C English language education students' class of 2020 at the University of Muhammadiyah Malang who served as head of course coordination. This research not include analysis of communication between lecturers and students outside the WhatsApp application. And this research not include an analysis of all aspects of communication ethics, but focus more on communication via WhatsApp.

1.7 Definition of Key term

To avoid misunderstandings, here are the terms defined. the provisions are as follows:

1. **Ethics**

   Moral principles that govern the behavior of a person or group in interacting with other people. There are several definitions of ethics according to experts. Ethics and morals are the same terms which mean customs, habits, behavior, character, character and morality (Ihsan Karo Karo, 2018).

2. **Communication**

   The process of exchanging information between two or more parties. One of the most important activities in human life is communication; Simply put, communication can

occur if there are similarities between the person sending the message and the person receiving the message. Communication plays the most important role for human life in interacting with each other in everyday life (Tery dan Franklin, 2003).

3. **Written communication**

A form of communication that uses writing as a medium to convey messages, information, or ideas. This form of communication can be done through various channels, such as letters, emails, reports, articles, text messages, and other official documents (Prabavathi & Nagasubramani, 2018).

4. **WhatsApp**

An instant messaging application used to communicate with others via text messages, voice calls, and video. WhatsApp users increased in September 2018. Based on research results, most WhatsApp users come from developing countries. One of them is Indonesia. The WhatsApp application replaces the role of the traditional SMS messaging application, so the WhatsApp application is very effective for communicating both near and long distances (Fauziyyah, 2019).