

Mass Communication Cannot Be Separated From Ethical Problems

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Abstract

This paper deals with mass communication cannot be separated from ethical problems. One of our goals in studying the science of communication lies in the dimension of ethical communication. Ethics can be defined as a set of moral principles or values. Ethical standards can differ from one discipline to another. In the discipline of communication, a set of communication ethics has been adopted into various communication contexts and communication fields, some of which we have understood together are business communication ethics, interpersonal communication ethics, and public relations ethics. Mass communication ethics is a moral philosophy that deals with the obligations of the press and about the judgments of the good press and the bad press or the right press and the wrong press. Each mass media has its own code of ethics because indeed each type of mass media has its own character or characteristics, so we know that in this world there are print media journalistic ethics, journalistic code of ethics, radio, and television journalistic code of ethics.

Keywords

mass communication; ethical problems



I. Introduction

For humans language is a very important communication tool, with that language, people can convey various inner news, thoughts, and hopes to fellow humans. With that language also people can receive and convey all knowledge, hopes, and messages. Because of the position of such language, language is encountered in all areas of human life, including in the field of advertising. Communication activities not only involve a participant, but also involve other participants. In order for participants to understand the intentions of each other's speech, the research must have good cooperation. As one of the areas of human life, advertising and advertising have a very important role if viewed in terms of economics, sociology, psychology, and communication. (Suharyanto, 2018).

One of our goals in studying the science of communication lies in the dimension of ethical communication. Ethics can be defined as a set of moral principles or values. Ethical standards can differ from one discipline to another. In the discipline of communication, a set of communication ethics has been adopted into various communication contexts and communication fields, some of which we have understood together are business communication ethics, interpersonal communication ethics, and public relations ethics.

Like other communication contexts, mass communication cannot be separated from ethical problems because in mass communication various kinds of resources are used to transmit information to the public. In addition, the rapid changes and competition occurring in the world of mass communication make media people easily lose sight of the ethical implications of what they do. As we have understood together, mass media has an influence on cultural perceptions and audience attitudes.

II. Review of Literature

2.1. Definition of Ethics

Ethics is a term taken from the Greek "ethos" which contains the meaning of character, moral character, habits or moral goals of a person as well as their world perception, that is, the most comprehensive picture, way of acting or ideas about order. The work ethic of lecturers is elaborated on the competence and activities of lecturers, a form of working ethically or working well in tertiary institutions. While the employee work ethic is closely related to personality, behavior and character as a guarantor of work results with better quality by opening communication or connections between fellow employees, increasing awareness and adjustment, increasing quality, efficiency and effectiveness so as to minimize errors in work. (Dailami, 2020)

In mass communication, there is such a thing as ethics. Therefore, before discussing the ethics of mass communication, we must first know the meaning of ethics. Not only the notion of ethics, but also the notion of morality.

Ethics originates from Latin, namely ethic, which means habit, habit, custom. Meanwhile, in Greek, it is ethikos (a body of moral principle or values). In this ethic there are good and bad things, meaning good and bad things here are according to the habits of society or not. Ethics can also be interpreted as a science that talks about the problem of actions or behavior of humans, which can be judged good or bad. Ethics is often used with the words moral, immoral, manners, and morals.

In the Big Indonesian Dictionary (KBBI) ethics is a science about what is good and what is bad, it can also be interpreted as a collection of values related to morals or a value that is considered good or bad by a certain group.

Meanwhile, moral comes from the Latin word *Mores*, the origin of the word is *mos* which means morality, character, or behavior. Thus, morality can have the meaning of moral teachings, while morality is a matter of morality. Moral can also be said as teaching in good or bad behavior. Could concluded based on the origin of the word moral, which has the same meaning as morality, in which there are both pros and cons of an action. So, morals are considered as behavior or actions that are considered good or bad. From the above explanation, it can be concluded that ethics is the study of moral behavior.

Ethics can be divided into two, namely ethics that are general in nature and ethics that are specific. General ethics that discuss the basic principles that apply to the actions of humans. Meanwhile, special ethics in which this principle is directly related to human obligations, especially towards himself and conscience with divine dangers and social ethics.

2.2. Mass Communication Ethics

The term communication which first appeared in the late 1930s has many definitions and it makes it difficult for experts to simplify the definition of mass communication. The word mass itself has many meanings and is even very controversial, and this communication term also does not have a definite definition so that it can be mutually agreed upon. However, communication is a social interaction with messages, it seems that the definition is considered the most difficult to break, at least this definition is very concise and accurately describes the symptoms of communication. However, there are efforts being made to continue to find other definitions in order to describe the work process and the characteristics of communication in general.

So mass communication is one of the processes where communicators and communicants use the media to provide information in the form of messages widely and also

regularly so as to create meaning and is expected to influence multitudes and diverse people in various ways.

Mass communication is information that is conveyed through the mass media to the general public or the public. From each definition this means that mass communication must always use mass media. So even though communication is conveyed to the general public, such as holding open meetings which are attended by even thousands of people, if the means used are not mass media as the means of delivery it is not mass communication.

Mass communication media including mass media means broadcasting on radio and television, both of which are called electronic media, then there are newspapers and magazines, both of which are known as print media, as well as film media. Films as mass communication media are cinema films. Meanwhile, films as mass communication are films shown in the cinema.

Talking about ethics in mass communication is unique when compared to medical ethics. If a doctor commits malpractice, and that doctor violates the medical code of ethics, then only the patient becomes the victim. The only complaints that come from the patient's family. It is different if the communicator in mass communication who violates the code of ethics in the press or in the broadcast code of ethics. And those who are victims of negative impacts will also make demands, namely a group of people or a number of people who feel they do not accept violations of mass communication ethics.

Various violations of communication ethics in printed media (newspapers or magazines) electronic media (broadcast radio, TV, and online or internet media), such as posting or broadcasting news that is sadism, pornography, porno-action or violating SARA (ethnicity, religion, race, and intergroup), will cause insults or protests from a group of people or masses, such as the case of the Monitor entertainment tabloid led by Arswendo Atmowiloto a few years ago. The tabloids rank world famous figures, based on the tabloid's readership choices. The results of the questionnaire put President Soeharto in first place, Arswendo Atmowiloto in ninth, and Prophet Muhammad SAW in tenth place under President Soeharto and Arswendo, it turns out that the reaction of Muslims in Indonesia is considered unethical. In the end, based on the consideration of the Press Council, the government revoked the tabloid's publication permit, and Arswendo himself as the tabloid commander had to spend several years in prison.

In the reform era, people are free to use mass media. Everyone is free to publish a newspaper or magazine and also establish a television or radio station, as long as ethics is emphasized more on the managers of the media. Writers, journalists, radio broadcasters, broadcasters on television, film directors, actors in other filmmaking must always obey and obey any rules that are enforced for safety and comfort in carrying out their duties properly. That way, success in carrying out its duties and missions and functions. This violation of the ethics of mass communication will hamper them from carrying out their duties and will also thwart their mission and function.

Mass communication ethics is a moral philosophy in which there are the obligations of the press, as well as an assessment of the press, whether the press is good or bad or the right and wrong of the press. It can also be interpreted that press ethics (ethics in mass communication) is a study that studies the rules that govern press activities and also what people who are involved in press activities should do. Press ethics emphasizes on the issue of how the press should be run in order to fulfill its function properly.

In connection with the ethics of mass communication, there are several important points related to ethics as proposed by Shoemaker and Reese, namely:

1. Responsibility

Journalists or people involved in mass communication must have the responsibility of reporting something, what is published by the mass media must be accountable. So journalists are not only disseminating information but also responsible for the impact it causes. This responsibility can be in the form of responsibility to God, society, the profession or himself.

2. Press Freedom

This responsibility does not mean that the media lacks freedom, it does not mean that it is restrictive. Press freedom is also absolutely owned by the mass media. In this way, freedom and responsibility have the same important role. That's why we often hear the term responsible freedom. Everyone, including journalists, has freedom, but freedom here must be accounted for and not as free as possible.

Freedom in mass communication is very important, with this freedom information can be conveyed to the public. Provided this freedom is not misused in conveying information. The mass media which has lost its freedom is likened to having lost its nature. Therefore, restraints on press freedom are not justified. The government also has no right to interfere in the mass media, for whatever reason.

3. Ethical Issues

The ethical problem here means that journalists must be free from an interest. Journalists must always put the public interest first. Indeed, basically the press cannot be separated from an interest, but here a journalist must always emphasize the public interest.

4. Accuracy and Objectivity

First, truth is the main goal in the press. News orientation that must be based on truth is the main guideline for every journalist. What is written must be based on facts in the field, not the opinion or interpretation of the journalists themselves. Journalists cannot add opinions arbitrarily which will erase the truth of what happened. To tell lies is to deny ethics in mass communication. Second, objectivity in news reporting has the aim of proving the professionalism of journalists in serving the public. Objectivity here also means that a journalist does not take sides in his coverage.

5. Fair Action for Everyone

The news media should not confuse everyone's personal interests. They must be able to go against individual desires in their media. These individuals can be security personnel, news sources, or owners of mass media companies. Intervention of the parties which causes the media to no longer be free and independent in presenting its news must be rejected. The media has an obligation to correct completely and accurately if an accidental mistake is made.

The mass media must play fair against the mistakes that occur and not cover up. The media must realize that it also has shortcomings and limitations in equipment, funds and resources the human. All these shortcomings make it possible for accidental mistakes to occur.

III. Discussion

Freedom of opinion, expression and freedom of the press are human rights that have been protected by the Pancasila, the 1945 Constitution, and the UN Universal Declaration of Human Rights. Freedom of the press is a means for people to get information and as communication, in order to meet needs and improve the quality of life. To realize press

freedom, journalists in Indonesia must also be aware that there are national interests, social responsibility, diversity of society, and the existence of religious norms.

As a guarantee of press freedom and to fulfill the public's right to obtain correct information, journalists in Indonesia need a moral and ethical foundation in their profession as operational guidelines in maintaining public trust and upholding integrity and professionalism. On this basis, Indonesian journalists establish and adhere to the following Journalistic Code of Ethics:

Article 1

Indonesian journalists are independent, can produce news that is accurate, balanced, and has no bad faith.

Interpretation:

- a. Dependent has the meaning of providing information from an event or fact according to oneself without interference from other parties.
- b. Accurate means that the truth is the same as the events at the location of the incident
- c. Balanced means all parties get equality.
- d. No bad faith means there is no bad intention to harm the company

Article 2

Indonesian journalists adopt professional methods and carry out journalistic duties.

Interpretation:

Professional methods are:

- a. Tells one's own identity to the source.
- b. Respect the privacy of others.
- c. Not making bribes
- d. Produce news that is true and clear sources.
- e. Engineering for taking and storing or broadcasting pictures, photos, sounds, complete with information about the source and displayed in a balanced manner.

Article 3

Indonesian journalists always test information, report in a balanced manner, do not mix facts and judgmental opinions, and apply the presumption of innocence.

Interpretation:

- a. Testing information means really investigating the truth of the information
- b. To be balanced is to have the same time and space for all parties.
- c. A judgmental opinion is an opinion given by a journalist directly based on facts.
- d. The principle of the presumption of innocence is a principle that does not judge someone.

When the fall of the New Order regime in 1998, then it was replaced by the reform era, it also had an impact on the development of the mass media that was confined during the New Order era. In the reform era, Law no. 40 of 1999 concerning the press, in this law the term freedom of the press is later changed to freedom of the press, the birth of this law is a new beginning for the growth of mass media in society, many people have established companies in the mass media sector such as television, radio broadcasts, and also print media.

Apart from Law No. 40 of 1999 concerning the press, journalists are also regulated by a journalistic code of ethics, having the goal of making journalists accountable for their profession, namely seeking and presenting information (Wikipedia Bhasa Indonesia). A code of ethics can simply be interpreted as a collection of ethics, so that the term journalistic code

of ethics can be interpreted as a collection of professional journalism ethics. Ethics relates to the existence of good things and bad things, or values about right or wrong that are held by certain groups.

Code of conduct is very important for journalists. Although the code of ethics does not provide physical sanctions for violating it, moral sanctions will be obtained. There are five functions of the code of conduct for a journalist, namely:

1. Protecting one's existence in their field of work.
2. Protecting the public from malpractice by practitioners who are less professional.
3. Encouraging healthy competition among practitioners.
4. Prevent cheating between professional colleagues.
5. Prevent manipulation of information by sources.

Each mass media has its own code of ethics because indeed each type of mass media has its own character or characteristics, so we know that in this world there is a journalistic code of ethics for print media, a code of ethics for journalism, radio, and a code of ethics for television journalism.

Then there is the ethics of journalistic language, which belongs to the family of social ethics. In this social ethics mansion, among others, there are a number of professional ethics rooms. Then, journalistic language ethics is one of the owners of the professional ethics.

The actors or subjects of journalistic language ethics are all people who come into contact with the processes that exist in monitoring and planning which are all related to all journalistic activities when they carry out coverage up to presentation, broadcasting, loading and broadcasting in the mass media later.

Journalistic language ethics teaches journalists or whoever manages the mass media so that later they do not get off track from existing juridical, sociological and corridor corridors. The juridical corridor for the press in Indonesia is regulated in the Basic Law No. 40/1999, and for broadcasting media on radio and television, which has been regulated by the Basic Broadcasting Law No. 32/2002. Then, the sociological juridical corridor has been implemented on six national press platforms in Indonesia.

Part of the ethical corridor can be standardized under various standard provisions and guidelines such as journalistic code of ethics and code of practice for mass media. But for some, it is always embedded in the policy on media editorial and the grip of the spiritual-spiritual press that exists in every journalism. Then, language ethics in journalism will become a guideline for every journalist or mass media manager so that later they pay more attention to what they have covered in the news, and obey and obey the rules of the mass media language.

Journalistic theory also teaches that the language of the mass media is one of the various languages that have distinctive characteristics which are always combined with the characteristics of the following media, which have a very heterogeneous audience. Journalistic language ethics is defined as ethical guidelines in writing and presenting all types and forms of journalistic works such as editions, caricatures, corners, articles, columns, letters from readers, straight news, news interviews, photo text (captions).), in-depth news (depth news), and color-specific stories (featured).

IV. Conclusion

Ethics is the science that discusses morality or about humans as far as morality is concerned. In other words, ethics is the study of moral behavior.

Press ethics (mass communication ethics) is a moral philosophy that deals with the obligations of the press and about the judgments of the good press and the bad press or the right press and the wrong press. In other words, press ethics is the science or study of the regulations governing the behavior of the press or what people who are involved in press activities should do. Press ethics concerns how the press should be implemented so that it can fulfill its function properly.

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