



Digital Content Ethics and Communication Skills' Student Based on Role-Playing Learning

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Abstract. Ethics and communication skills are very important in establishing social interactions in order to establish a good and harmonious relationship. Technological advances that bring changes in communication patterns make communication ethics more general and ignore moral values. This study aims to analyze the increase in ethical understanding and communication skills of 4th semester students of the Civid Education Program FKIP, Palangka Raya University in the form of digital content through role-playing videos. The research method used is descriptive qualitative. The first step of the research is to introduce the concept to students, create a role playing video with a project based learning (PBL) team approach, then the next step is to analyze students' understanding through video role playing. The class is divided into seven groups where each group will play a role in communicating by adjusting the predetermined theme. The data was processed using qualitative techniques consisting of reduction, display, and drawing conclusions. The results obtained from the research are: 1). PBL role-playing videos can make students understand and immediately practice how to communicate ethics in lectures, communication ethics in schools, cross culture, communicate in trade, communicate in companies, communicate ethics in social media, and in the community, 2). Students' understanding of ethics and communication skills using role-play videos can improve and correct communication mistakes that are often made, 3) The long-term benefits of the Project Based Learning Model based on role playing through digital content can help develop students' communication skills that are ethical in daily life and being a good moral citizen.

Keywords: Communication Skills · Ethics · Role-Playing Learning

1 Introduction

Communication etiquette is very much needed by everyone against communication opponents. Including students who must be precise in communicating professionally because after graduating students will enter the world of work that demands high professionalism. Student Ethics in Communicating with Lecturers Using this Whatsapp application teaches how to communicate well, politely and courteously. Communication is a flow system that connects and generates what performance is intended. In addition, communication is a tool to carry out interactions and exchange messages both with lecturers, parents, or colleagues. So it can be said that communication is a force in

life because it allows a structure and purpose to be realized. Ethical communication is when someone communicates honestly and cooperatively. Ethics in communication is also influenced by moral principles according to the social environment. As stated by Suherman that in social life, a person will be isolated if he never communicates with other people [1]. As a result of this isolation, it is feared that it can cause complex problems. The essence of communication is the process of expressing the contents of one's thoughts or feelings to others by using language. Communication means conveying messages by the communicator to the communicant. This study aims to analyze the increase in ethical understanding and communication skills of 4th semester students of the Civild Education Program FKIP, Palangka Raya University in the form of digital content through role-playing videos.

In addition, in today's digitalization era, the development of technology and knowledge is growing rapidly. The accelerated development of technology and science today, including the development of social sciences as well as media and communication information technology, especially social media, indirectly makes cultural differences between one region closer to another [2]. With internet technology, people from all over the world can communicate with each other. The internet can allow anyone, anywhere, and anytime people to connect with each other and compete very easily [3]. Various applications have been created to meet the needs of human socialization and to make people connect with each other. The increase in social media users in Indonesia applies to networking applications, friendship sites and information. In this case, almost every community in Indonesia has and accesses existing social media. This social media also varies, including Facebook, Twitter, Instagram, Path, and so on [4].

The process of evolution that occurs in the field of technology and internet innovation causes not only new media to emerge. However, various aspects of human life, such as communication or interaction, also experience cultural shifts and the erosion of politeness norms in all respects, thus giving a bad effect to society. So that it is not polite language that is intertwined, but physical or symbolic violence. Especially with the context that Indonesia is a country that has cultural diversity which includes language, ethnicity, occupation and cultural habits that often lead to conflict due to the lack of politeness in communication between ethnicities and cultures. The ability to communicate interpersonally is a very important skill for anyone. This is because everyone needs to establish a harmonious relationship with other human beings. But the fact is that communication is not something easy. Usman Hamid in Amnesty International Indonesia noted that there were 84 cases of violations of freedom of expression using the ITE Law with 98 victims. Several applications have been created to help human communication today, in communicating, of course, ethics with existing morals are needed for the sake of creating comfort in social media, but often social media users forget these ethics, such as using communication with grammar that is not good and polite, violate the privacy of fellow social media users, spread the disgrace of other users and make it all a joke. This is because users are still considered unable to limit and maintain their behavior in the digital world, in addition to a lack of user responsibility for the consequences of their behavior. Therefore, self-awareness is needed in using social media and the internet wisely so as not to make other users uncomfortable.

Ethics in communication cannot be separated from the etymological meaning of ethics. In English 'etiquette/etiquette' which means 'procedure' and in Indonesian, the word *mores* is still used from the same meaning. Morality comes from the root word 'moral' (Latin 'mos, mores') which means custom, habit, way, behavior, behavior), mores (customs, habits, character, character, morals, way of life). So the etymology of the word 'ethics' is the same as the etymology of the word 'moral', because both come from which means custom. Only the language of origin is different, ethics comes from Greek, and morals from Latin. If we now look at the meaning of the word 'moral', we need to conclude that it has the same meaning as 'ethics', namely the values and norms that guide a person or a group in regulating their behavior. Dewey said that morality is a matter related to the values, norms and ethics in society that have been preserved for a long time and have also become habits. W. J. S. Poerdarminta said that this moral is obtained from good and bad deeds, one's behavior is an experience and from there a benchmark can be drawn on which behavior is considered deviant. Shaffer said that this moral is a norm that can regulate the behavior of each individual in carrying out relationships and also cooperation in the community based on applicable rules (Parta Ibeng: 2022). Morality is also a quality in human actions that show that the actions that humans do are good or bad, right or wrong [5].

When discussing communication ethics, it will not be far from the basic meaning of the above understanding of ethics. Errors or deviations from ethics in communication can cause conflict due to differences in the underlying background, whether ethnic differences, status differences or differences in religious beliefs. Diversity in social relations can be the cause of conflicts that often occur due to violations of ethics in communication, conflicts and even conflicts that occur between ethnic groups as well as between religions. Conflict can also not only occur between different communities, but can also occur internally within the group.

In establishing relationships between groups of different backgrounds, the communication process will have a very important influence. Relationships in communication will greatly affect the creation of harmony in diversity. According to Simon Fisher, experts divide the theory of thought that causes conflict, including the theory of intercultural misunderstanding, assuming that conflict is caused by a mismatch in the ways of communication between different cultures. Because this mismatch in ways of communicating requires ethical values which are norms in communication that will become a reference for harmonizing diversity in communication interactions in the social world between different groups. According to Likona, moral tendencies consist of: (1) awareness, namely the ability to recognize ethical and moral standards and a commitment to doing something good, (2) self-control, namely the ability to control impulses and immediate gratification and replace them with doing something good and good [6].

In communication ethics, it is necessary to have self-control to create a good relationship between different individuals or groups. This requires self-awareness and understanding of the standards of ethical values in communicating. In communicating the researchers noticed that there are four types of communication that can be used, namely:

1. Verbal Communication is the delivery of information that is done directly by speaking or using sign language.

2. Non-verbal communication, namely body language that is shown as a reaction to a condition.
3. Written Communication, namely through written media to convey messages, both physically in writing and in other social media.
4. Visual communication using artwork, sketches, symbols or graphics.

There are no absolute ethical standards in social life, but attitudes that put forward values that have an impact on goodness or harmony become a value that can be considered or set as ethical standards in behavior. The nature or attitude of interacting in everyday life is also very important to note, because interaction in everyday life is a place to practice norms or ethical values in communicating.

K. Bertens said that as a basis for humans to behave and act based on responsible life values, both in social life and against God's will [7]. Because the strongest motivations related to morals in the practice of daily life are religious values that become the guide for the behavior of its adherents. As a religious person, ethical values in communicating will be influenced by what he believes. In social relations, building good and ethical communication will be a force that unites various backgrounds and human nature. That power will last forever, if it is nurtured with collectivity and the awareness that all people are created differently. That power will be degraded, if there are truth claims and those who think that their identity is superior to others. Awareness of the values of belief that God created individually, a different person, tribe, people and language and nation is the main basis for appreciating the existence of other people who are fellow creatures of God will affect attitudes in communication. The ethical value of communicating in terms of respecting others will also affect attitudes towards others in terms of age differences, status differences, different ethnic groups or even differences in religious beliefs.

Examples of applications that researchers can describe from the prevailing communication ethics in general can be seen in social interactions, namely:

- a. Communication ethics on status: different age and social levels, for example between children and parents, students and teachers, lecturers and students, subordinates and superiors or also to their peers. Ethics in communicating in general must uphold the values of politeness, an attitude of respect and appreciation and the values of propriety in communicating to everyone of different ages and social levels in accordance with what should be done based on applicable norms or ethics. There are two types of applicable norms, namely: 1). Norms in general but not written down, for example, how to communicate ethics to people who are older, then the respect shown in the content of sentences, voice intonation and body language that should be done to older people. 2). Likewise in terms of communication ethics between students and their teachers, students against their lecturers, subordinates to their superiors and vice versa, or among their peers. In addition to the generally accepted ethical values, there are values or norms that are set according to their scope, for example those set forth in the school's Code of Conduct or the campus code of conduct and the Code of Ethics applied in the work environment.
- b. Ethics of communication between different ethnic groups or nations, namely by respecting the culture of others as a beautiful diversity in the form of positive and constructive expressions and admiration for the work of the Creator in diversity.

- c. Communication ethics between different religions or beliefs, namely how to communicate with respect that is tolerant, although still in self-confidence but does not injure the beliefs of others. By adhering to the values that God's belief is a gift from the Creator, God Almighty.

Communication that is carried out both verbally and non-verbally must be carried out in accordance with the norms of decency in general and also in accordance with the limits of the regulations that have been set. For example, how is the ethics of communicating on social media which has limitations that have been regulated in the applicable ITE law.

Every mistake or act of violation in communication which because of putting aside ethical values and applicable provisions, there will of course be sanctions that result, including:

- 1) Social sanctions; when someone who behaves inappropriately in communicating will be considered or seen as an unethical person.
- 2) Legal sanctions; caused by a violation of the provisions governing the boundaries of communication, such as sanctions against customary law or civil law.

Every violation of ethics in communication will cause sanctions to the perpetrators and also cause injury to other parties, therefore an attitude of respect and applying ethics in communication is a must for the creation of harmony and harmony that will distance us from conflicts that will harm.

2 Methodology

This research was conducted at the Civics Education Program, Faculty of Teacher Training and Education, University of Palangka Raya, Palangka Raya City, Central Kalimantan. Time The research was conducted during the even semester of 2021/2022 which specializes in the research sample, namely the 2021 freshmen from the population of all active students of the Civics Study Program in 2022. The research method used is descriptive qualitative which will be described in the form of words and language that occurs in the community, especially in the Civics Education Study Program student environment.

Data collection is done by observing and directly involved in the way students communicate both during the lecture process, communicating with lecturers, playmates of different cultures, communicating via whatsapp and or social media. Data collection was also carried out through interviews with several 2021 class students to analyze the understanding of language ethics and student behavior patterns. This data will also be taken from the literature study and the results of the documentation during the research. The first step is the lecturer introduces the concept to students, making videos or short films using the roleplaying method with a Team Project Based Learning (PBL) approach, then the next step is to analyze students' understanding through video role playing. The class is divided into seven groups where each group will play a role and at the same time practice in communicating by adjusting the predetermined theme. The themes consist of 1) Communication Ethics in College, 2) Communication Ethics School, 3)

Cross-Cultural Communication Ethics, 4) Ethics of communication in trade, 5) Communication Ethics In A Company, 6) Communication Ethics in the Use of Social Media, and 7) Communication Ethics in Society.

The data analysis technique used in this study starts from a). Data Collection, research data that has been searched and collected is considered relevant to the data needs in the title raised in a study; b). Data Reduction or Verification, relevant data will be simplified, grouped accordingly and discarded data deemed unnecessary/relevant; c). Display, an activity that systematically arranges data that has been reduced to make it easier for the next stage of analysis; and d) Drawing conclusions, conclusions drawn from the author's understanding of the information obtained from the results of data reduction or verification. The conclusions drawn are expected to be able to provide a clear and directed picture according to the objectives of this research [8].

3 Results and Discussion

The importance of communication skills is the basic capital that must be possessed by a human being as a social being. The ability to communicate will be owned by someone as human growth and development, but it is undeniable that there are also many conflicts due to differences of opinion or misunderstandings in communication. Not only that, it is often found in people's lives that there is a lack of ethics in communicating both directly in daily life and on social media. The cultivation of ethics in communication can be through education, especially in universities. Students who are prepared for the world of work certainly need communication skills and build collaboration. Habituation and development of students' ethical communication skills can be done by providing examples of good and correct behavior and language arrangements through learning models arranged to emphasize students being able to work together and collaborate in solving problems.

In the Civic Education Program, Communication Ethics courses are offered to assist students in developing skills and ethics in communicating both in the lecture environment, schools, peers, organizations, cross-cultural communication, in social media which will be beneficial for their careers. Learning is done by applying role playing in the form of videos or short films related to ethics in communication. The role playing steps used which are adapted to the concept of project based learning, as follows:

1. The lecturer conveys the expected goals of the communication ethics lecture;
2. Student group division and themes consisting of communication ethics in lectures, communication ethics in schools, cross-cultural communication ethics, communication ethics in trade, communication ethics in a company, communication ethics in social media, and in society;
3. Students discuss in groups and prepare scenarios according to the theme of each group and divide the roles;
4. Students make and edit short films according to the theme of communication ethics;
5. Students and lecturers watch and discuss short films related to ethics in communication;
6. Students provide Peer Assessments that have been distributed by lecturers regarding the work of other groups;

7. Student evaluations and results are disseminated on Youtube.

Before making a video/short film on the role playing of communication ethics, at the initial meeting, students were given an introduction to the concept. In addition, students are invited to discuss the importance of ethics in communicating and the impact if there is no ethics in communicating both directly, on the internet, and in writing. Students during the communication ethics course gain knowledge and understanding of the philosophy of ethics and morality concepts, basic concepts of communication, theories of communication ethics, ethics and etiquette in communication, approaches to communication ethics, ethics of intrapersonal communication, ethical concepts of interpersonal communication, ethics intercultural communication, communication ethics between students and lecturers (inside and outside of lectures), communication ethics among students or groups, ethics in intercultural communication, ethics in communicating in schools, ethics in companies, in trade, communication in social media, and the community environment.

Students' understanding after several lecture meetings knows the concepts of ethics and communication, this can be obtained from the quotation of answers to the Student Mid-Semester Examination in assessing good and right and solving case-based questions, one of the student's answers is as follows:

In dealing with an ethical problem/dilemma, there are three ethical approaches that we can use to make decisions. Namely, the approach of Deontological Ethics, Teleological Ethics, and Aristotle's Golden Mean (the principle of the "middle way"). When solving a problem with a deontological approach or commonly called a normative approach, which judges the morality of an action based on compliance with regulations. When someone is given a task and carries it out in accordance with the order then it is considered right, while it is said to be wrong if it does not carry out the task that has been ordered. The theological approach assesses whether an action is ethical or not based on the purpose of the action. The Golden Mean approach, where someone takes the middle ground between strengths and weaknesses in problems.

(UTS on date 21 March 2022, Alvin Pratama 213020204018, Dessi 213010204006, Mutia Anjani 213020204013)

In making videos or short films, students analyze more about how to be ethical and communicate correctly, build cooperation with fellow friends, habituate positive habits, be wise in using social media and have self-confidence to interact in society. In addition, students' understanding of ethics in communication also has an impact on correcting communication errors that are often made and changing behavior and choosing the right language. Students' ethics in communicating with lecturers were also observed to have experienced a slight change from the initial students being less precise and impolite in contacting lecturers, after attending communication ethics lectures, the form of wording was polite and good. This is shown from the chat quotes from students to lecturers as follows.

Inappropriate Student Conversations:

"Samlikum Bu,

Saya (Nama) sem (angka) mau bertemu dengan ibu.
Sedang di kampus Bu?"

Correct Student Conversations:

"Selamat Siang Bu 🙏

Maaf mengganggu waktunya Bu,

Saya (Nama) Mahasiswa Angkatan (angka) izin bertanya,

Apakah boleh saya bertemu dengan Ibu di kampus?

Ada yang ingin saya konsultasikan dengan Ibu.

Terima kasih sebelumnya Bu 🙏".

The concept of learning using the role playing method through making videos or short films by Civic Education Program students makes students immediately analyze the importance of ethics in communication skills; observing communication patterns that occur within himself (intrapersonal) and in his daily life; explore cases related to the impact if there is no ethics in communication, literature references related to the concept of proper and correct communication ethics; practice by playing the role of the form and order of language in communication skills. The purpose of role playing in this communication ethics course is to correct mistakes in communication, develop insight into attitudes, thoughts, ethics in communicating both orally and in writing, both directly and in the digital world; and improve communication skills through the participation of students in applying the communication challenges they face in their daily lives and careers.

Role playing focuses on behaviorism which assumes an active role by engaging in special actions in this case is ethics in student communication which has been a problem [9]. In addition, according to Dharmayanti from the results of his research it is said that role playing is in line with the Social Learning theory proposed by Albert Bandura that students can learn by observing and imitating behavior through models [9]. In this case, role playing can be used to teach interpersonal communication skills, cross-cultural communication models, to show how to communicate ethically or interact with others in coexistence, harmony and being good citizens.

In the role playing stage, namely assessment, students and lecturers objectively provide an assessment of how students should communicate in accordance with ethics in the scope of lectures, schools, cross-cultural communication ethics, communication ethics in trade, communication ethics in companies, communication in social media, and in communication. Community life in harmony. Each student provides suggestions and input for errors in communication that are played through role-playing videos by other groups.

4 Conclusions

1. PBL role-playing videos can make students understand and immediately practice how to communicate ethics in lectures, communication ethics in schools, cross culture, communicate in trade, communicate in companies, communicate ethics in social media, and in the community.
2. Students' understanding of ethics and communication skills using role-play videos can improve and correct communication mistakes that are often made.
3. The expected long-term results and benefits from student understanding can help in good and correct ways of communicating in accordance with ethics in everyday life, communication skills in student careers and being good and moral citizens.

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