Information Communication and Technology for Political Communication Ethics

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A B S T R A C T S

A R T I C L E I N F O

The purpose of the research is to know about political communication ethics in a demonstration. Political communication ethics is one of the efforts to prevent anarchic actions in demonstrations. In a demonstration, there are ways of expressing opinions to understand. Anarchic demonstrations can cause the goal of the demonstration not to be achieved. This research used a qualitative method with a descriptive approach. In this research, researchers use data analysis to explain political communication ethics in the demonstration in Indonesia. The results of this study show that in political communication ethics there is politeness. Therefore, demonstrating is required to understand ethics in expressing opinions. This political ethic is influenced by social, cultural, political, and economic factors developed in society. An ethical demonstration can lead to the achievement of the objectives of the demonstration. The result of this research's discussion is that political communication ethics adhere to politeness, so that political communication ethics requires political communication actors to understand the social, cultural, political, and economic influences on political communication. By understanding the ethics of political communication, it will create a peaceful demonstration.

1. INTRODUCTION

Political thinking concerning the process and outcome of political activities and the political system of government based on man's essence is the concept of man as a social being. Ethics are values or moral norms concerning behavior and regulate human behavior. Communication is a tool for conveying information or messages from communicators to communicants. Meanwhile, politics is the power in the decision-making process that determines society's fate today and in the future. So the ethics of political communication are the values conveyed by the government that has a political impact from the political rulers to the people or the delivery of support or demands by the people for political rulers. We usually follow a cultural code of morality, which allows the messages to influence other people (Druckman, J. N., and Leeper, T. J., 2012). Meanwhile, ethics are related to moral character values and external behavior (which are visible to the naked eye). These values must be patient and able to control oneself and courageous, good character and emotions, and stable and active in thinking and speaking (Ferri, G., 2014).

Politicians as communicators play a major social role, especially in the process of forming public opinion. The importance of communication is using words, intonation, language, and word games (Van Aelst, P., et al., 2017). In political communication, the mass media reporting pattern provides lessons to the public in the sense that political communication is a form of political education carried out by the mass media to the public. Political communication activities provide space for information about the meaning of subjectivity in newsmaking to direct the public to suit the political stream's interests (Stieglitz, S., and Dang-Xuan, L., 2013). When political ethics does not accompany political communication, the development of democracy tends to be destructive and uneducated, even though in a democracy it requires public participation. The parties' general opinion with an interest in politics must be ethical, moral, prioritizing the public interest. Meanwhile, political communication's correct and good ethics is not to commit acts of violence against others, and those who know the boundaries of the rules in demonstrating and have a polite, flexible, and elegant personality (Rice, C., and Somerville, I., 2018). Unlike the case with this research, creating the welfare and security of all the people is an obligation of the government. A government that does not have good political communication ethics will cause the public to become chaotic and act as they wish (Canel, M. J., and Sanders, K. B., 2015). In a democracy, it is very natural if there are differences of opinion and views when political communication in society. So the government and demonstrations must provide a supportive response and constructive criticism without harassing, criticizing, and being unethical.

To realize a democratic country, correct political communication ethics is needed, because communication ethics contains values and norms and good and bad actions that are carried out, when there is no political communication ethics in demonstrating there will be violence or chaos. The people have the freedom to express their opinion but in expressing it

the demonstrators must accept criticism and control their emotions. Therefore, the aspirations conveyed by demonstrators can be channeled properly without anarchic action. The purpose of the research is to know about political communication ethics in the demonstration. Political communication ethics is one of the efforts to prevent anarchist actions in demonstrations.

2. METHOD

The research method used was qualitative research where the data collected is descriptive and analytical. The theoretical basis used served as a general description of the research setting as material for research discussion. This research aims to create good political communication ethics in demonstrating so that a democratic state can be realized without taking anarchic action.

3. RESULTS AND DISCUSSION

This research shows that the understanding of democracy in Indonesia is not in line with the currently developing democracy. Democracy is an activity that is used as a means of conveying community democracy. People can argue but not necessarily in an elegant way and a little bit out of the way. Researchers suggest that each government and society should reflect on each other and receive input from the community. The government also must understand why the demonstrators are carrying out demonstrations. Demonstrators must respect others' opinions and feelings, introspect each other, and learn to express opinions in an elegant manner.

Society and government must unite to express their aspirations, not only rely on demonstrations. Society, students, political experts, mass media, and lecturers or teachers must work together, respect each other, and provide guidance and counseling to the community so that people are not easily influenced and can sort out the information properly and correctly that there is no misunderstanding. Things that need to be done so that goals or improvements can be achieved, namely:

- Collecting data for information purposes
- Processing data
- Disseminate information clearly
- There is a good relationship with the mass media
- There is good communication and meetings between the government and the people.
- Perform excellent and clear information services
- Provide an example of a good way of demonstrating without violating the ethics of political communication.

Communication ethics have a profound impact on the government. Political communication ethics requires strategy and experience and good relations between government and society to establish good cooperation. Community organization relations are needed to convey criticism and responses conveyed between the government and the community so that empathy occurs and motivation causes the goals of political communication ethics to be realized.

Political communication ethics also requires the media as a tool to convey information. Society must be wise in choosing good information and understand the rules and guidelines in government. The community needs to distinguish where the facts and opinions from the media are obtained. In digital media era, it has a profound impact on

changes in society's scope (see Figure 1) (Salgado, S., and Stavrakakis, Y., 2019).

POLITICS, DEMOCRACY, AND MEDIA
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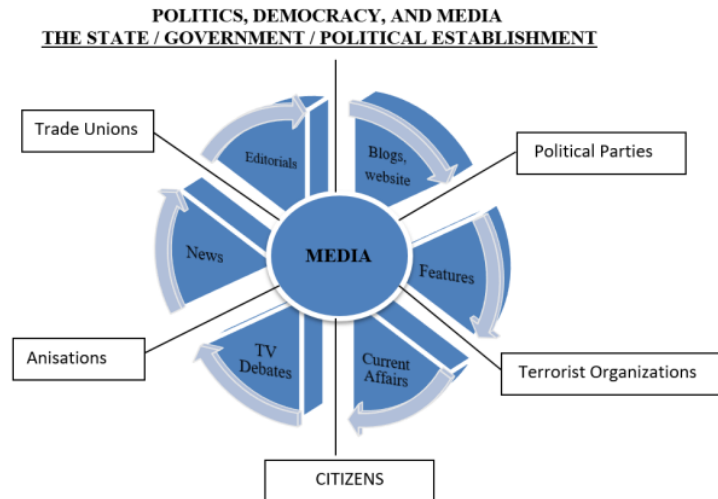
Fig. 1. The Public Sphere

The media also functions to convey the aspirations of the community without having to go down the road to act, the district must also be able to sort out good and wise information so that there are no misunderstandings that lead to demonstrations in a country. Political communication is the most important part of the democratic process (Stieglitz, S., and Dang-Xuan, L., 2013). In the world of internet politics plays a critical role in political communication, the Internet brings new hope for people to communicate. The higher use of the Internet in society impacts political activities such as cyber politics (Woolley, S. C., and Howard, P. N., 2016). Lasswell defines that political communication uses a fundamental question, namely who-say what-to whom- via which channels- with what effects or as seen in Figure 2 below (Perloff, R. M., 2013).

Political communication is mediated by traditional media such as television, radio, newspapers, and magazines. The communication in the figure takes place in one direction and positions the community as a passive recipient of messages.

The Internet facilitates the process of political communication media. The Internet can communicate directly and open a direct communication channel between the public. Information Communication Technology (ICTs) can give effect to political communication (Perloff, R. M., 2013). The Internet has advantages and disadvantages as seen in the following Table 1 (Perloff, R. M., 2013).

Source	→	Message	→	Channel	→	Receiver

Fig. 2. Classical Political Communication Media

Table 1. Impact of ICT in the Political Communication Process

ICT tools	Advantage	Weakness
Cheap	• Easy to Produce Messages • Unlimited messages	• Lots of information so that people are less able to draw conclusions
Live	• Able to communicate directly	• The risk of propaganda • Lack of mediators who can play an important role
Receiver	• There is a target	• There are privacy issues
Speed	• Information can spread widely quickly and expand the reach of information	• There is a system fee
Decentralized Interactive	• Direct Interaction • Create an independent communication system	• Difficult regulation and fragmented public space

People who want to convey their aspirations to the government do not have to demonstrate because currently there is the Internet as a political communication media where this media reaches the public and is not limited. Still, the public must also be wise in taking any information so that misunderstandings do not occur. The community must also be wise in choosing information sources and see the truth of the information first. Several things are considered important to be emphasized in any discussion, namely: the Internet as a media character capable of determining changes in political communication patterns directly, easily, openly, and freely.

4. CONCLUSION

This research concludes that political communication ethics adhere to politeness so that political communication ethics requires political communication actors to understand the social, cultural, political, and economic influences on political communication. By understanding the ethics of political communication, it will create a peaceful demonstration. In political communication, ethics requires strategy

and experience and good relations between government and society, so that good cooperation is established. Community organization relations are needed to convey criticism and responses conveyed between the government and the community so that empathy occurs and motivation causes the goals of political communication ethics to be realized.

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