

Netizens as Readers, Producers, and Publishers: Communication Ethics and Challenges in Social Media

Burhanuddin Arafah, Muhammad Hasyim, Herawati Abbas
Faculty of Cultural Sciences, Hasanuddin University, Makassar, Indonesia

Abstract—Social media has fundamentally transformed how people communicate and interact, creating a dynamic landscape where today's internet users assume multifaceted roles as readers, producers of text (messages), and publishers of their own content. This evolution empowers individuals to consume information and generate it, offer commentary, and share it widely across platforms. However, this shift brings forth significant ethical considerations that warrant critical examination. This research analyzes the complex issues and challenges surrounding the ethics of social media communication. It emphasizes the urgent need for individuals and society to address these challenges ethically and responsibly in an era where misinformation can spread rapidly, influencing public opinion and societal norms. The research employs a descriptive qualitative method that includes observation of netizen comments on YouTube cases related to corruption and immorality alongside an online questionnaire distributed among social media users. The study draws from two primary data sources: first, netizen comments on various YouTube videos addressing corruption; second, responses from 1,061 participants who completed the online questionnaire. Findings reveal that active participation by netizens enables them to engage in diverse forms of communication—expressing critical views, sharing recommendations for positive change, or even disseminating hate speech in reaction to contentious issues like corruption or moral failings. While some netizens utilize respectful language and promote constructive dialogue through engaging content creation, others contribute to a more toxic environment characterized by negativity. This diversity highlights the potential for positive discourse and the risks associated with unchecked expression on social media platforms. Ultimately, this research underscores that netizens possess substantial opportunities—and responsibilities—to shape public discourse through their actions as readers, producers, and publishers within this evolving digital ecosystem.

Keywords—Netizen; communication ethic; challenge; social media

I. INTRODUCTION

Science and technology development has drastically changed how people use advanced media [1]. This development has reached a stage where artificial intelligence (AI) can make life easier [2]. Furthermore, the most prominent development is internet use in daily life. It becomes interesting that internet media content is the most frequently visited [3]. In academic field, the existence of online media is worthwhile for students who tend to use internet at utmost providing the teachers engage in technology-assisted learning [4]. Integrating digital media

into the learning process enhances interactive learning experiences as well as developing digital literacy skills [5]. Internet media has become an online public space marked by a significant increase in Internet users, reaching more than 70% of the population of Indonesia in 2023 [6], [7]. Internet users have rapidly expanded as the need to seek knowledge through the Internet has increased [8]. Netizens, a term used to describe active internet users who engage in various online activities, have utilized internet media as an online public space for all activities of internet users, for example, discussions, promotional media, media for delivering the latest information, and any topic considered necessary, urgent, and entertaining is communicated in the online public space.

The online public space that netizens target is social media, a highly interactive medium that facilitates communication and interaction among netizens and social media groups [9], [10]. With a high rate of users, social media netizens are the most active users accessing information [4]. Netizens' role on social media is not limited to being readers of text messages in a media group. The netizens also have the power to create and share news, provide comments, and act as publishers by reporting their comments and sharing existing news with other groups. This active role of netizens in shaping the online public space is a key aspect of our discussion.

An event that often stirs on social media is spreading the news (forward) to social media groups, for example, the news in a WhatsApp (WA) chat about the rejection of an Indian man's proposal by the woman's future in-laws in Makassar, Indonesia. The story of the rejected proposal has also been reported by online media such as Detik.com [11], Liputan6 [12], and Kompas.com [13], which were then spread by netizens to social media groups. Other news is that the incident of abuse went viral, and the video recording was spread on social media, only a matter of an inactive member in the WA Group, who his group friends then beat. The video recording of this abuse circulated in a chain on social media until it was shocking and viral [14]. Other viral news also mentioned the circulation of a video of the destruction of his car using a long-barreled weapon by a police officer going viral on social media [15]. Information from the National Police Security Maintenance Agency stated that since 2019, there have been 26 incidents of social conflict, one of which was caused by the influence of the media. Social conflict occurs because of the high circulation of information spread through social media, and social media users read these messages and share them on other media [16].

Most social media users put their thoughts explicitly by stating them in detail with the intention that the readers will understand directly [17]. The users willingly complain and criticize unpleasant things by writing negative words to express dissatisfaction [18]. Making negative comments in the form of propaganda and hatred and then spreading them on social media is an ethical issue in communicating and a challenge for individuals and society to overcome this ethical problem. Communication delivers informative messages, but people are expected to get misunderstood because of a communication error [19], [20]. The most likely reason is that writing on social media does not require people to write formally by thinking critically to put their arguments [21]. Interpreting and defining messages through comments so that netizens can have the same understanding (meaning) or vice versa with other netizens can cause social conflict [22]. Social conflict occurs on social media only as a matter of interpretation of comments by other netizens. Spreading news (pleasant and unpleasant) to other netizens results from the symbolic interpretation (language and chat culture) of netizens, which shows character and behavior resulting from symbolic interactions. Language as a communication tool is used to convey messages where the writer, text, context, and reader are inseparable to achieve the language's goal [23]. Language must be distinct from its cultural environment, including symbols and signs [24], [25]. It is expected to see internet users use figurative language, such as metaphor or analogy, to give vivid images of the news that the users spread [26].

In addition to having benefits, social media has a wrong side. As the most intelligent creatures on earth, humans can perform appropriate and inappropriate behaviour for specific purposes [27]. The close relationship between humans and their environment, including technological development, has caused unfriendly human behaviour with a careless lifestyle in social life [28], [29]. With the role of netizens as producers and publishers, one of the main problems is the spread of negative comments on news on social media. Negative comments are a form of hate speech by netizens to others. The spread of negative comments can have serious consequences, ranging from damaging the democratic process to endangering public health.

Another problem is cyberbullying, which can cause mental health problems and even suicide [30]. This is where technology changes what used to be cultural-based, where people tended to use the local language proficiently into something less cultural or impolite [31], [32]. The social conflict resulting from this phenomenon is caused by the lack of cultural values in social life [25]. Social media companies are responsible for addressing these issues and designing platforms to prioritize user well-being. If the companies wish to change the character of the young generation, a good influence with a cultural basis is expected to be applied as a guideline to perform good behavior [33], [34]. The attention to local values can increase their awareness of how to behave [35]. Additionally, the role of parents to guide their children of how to behave well is no less important remembering that our young generation is influenced by their closest environment, which is family [36]. Ultimately, it is up to individuals to use social

media responsibly and be aware of the risks and ethical considerations involved. Using social media wisely and responsibly can help create a safer and more positive online environment. The more positive the environment is, the more optimistic the individuals behave [37].

This study explores ethical issues in communication and their challenges on social media. Ethical issues in communication are related to netizen comments as readers, producers, and publishers of texts on news about corruption, immorality, and bullying. The approach used to answer the research objectives is speech act theory.

This paper is structured first to provide a comprehensive review of the existing literature on communication ethics in social media, highlighting key theories and frameworks relevant to netizen behavior. Following this, the research methodology employed in the study is presented, detailing the data collection processes and analytical approaches used to examine netizen comments. The findings section outlines the key insights gained from the analysis, focusing on ethical challenges faced by netizens as readers, producers, and publishers. Finally, a discussion of the implications of these findings for individuals and society will be provided, along with limitations and contributions for fostering responsible online engagement among users.

II. RELATED WORKS

The intersection of communication ethics and social media has garnered significant attention in recent years, with various studies exploring the roles of netizens as active participants in digital discourse. A growing body of research highlights individuals' reliance on social media platforms for news consumption and the associated challenges in verifying information accuracy. Arifah and Hasyim [6] further explore that most people get their news from social media like Facebook, WhatsApp, and Instagram. About 90% of users rely on these platforms for information, and 81% often search for news there. Popular topics include COVID-19 vaccination and religious intolerance. However, many users still lack the skills to check whether the information is true or false. As a result, false news spreads easily. The study shows that improving digital literacy is important to help people better understand and share accurate information online.

Another critical aspect is the phenomenon of misinformation and its impact on public discourse. Vosoughi et al. [38] conducted a comprehensive analysis demonstrating how false information spreads more rapidly than true information on social media platforms, raising ethical concerns about accountability among users who share such content without verification. This aligns with concerns regarding netizen behavior when disseminating news related to sensitive topics like corruption or immorality.

Research by Friggeri et al [39] further emphasizes the role of social networks in amplifying both positive and negative comments made by users, illustrating how online interactions can lead to polarization within communities. The study underscores that while some netizens contribute constructively to discussions, others may resort to hate speech or negative commentary that exacerbates conflicts.

Additionally, studies have examined cyberbullying within digital spaces—an issue closely tied to communication ethics—highlighting its detrimental effects on mental health among victims [40]. These findings underscore the urgent need for effective strategies to mitigate harmful behaviors online while promoting respectful engagement among users.

Furthermore, existing literature emphasizes the importance of digital literacy education as a means to empower individuals with critical thinking skills necessary for navigating complex online environments [41]. By fostering awareness around responsible use of technology and understanding ethical considerations inherent in communication practices on social media platforms, individuals can better navigate challenges posed by their roles as readers, producers, and publishers.

Overall, this body of work provides valuable insights into understanding netizen behavior within social media contexts while highlighting ongoing challenges related to communication ethics that necessitate further exploration through empirical research.

III. RESEARCH METHOD

The research used a descriptive qualitative method [42], [43]. Data was collected through a close reading and understanding [44]. The object of the study is netizen comments on cases on social media. The data collection methods used are 1) observation and 2) recording netizen comments on cases on YouTube and distributing questionnaires online to social media users. There are two data sources: the first data is netizen comments on corruption and immoral cases on YouTube, and the second data is the result of filling out a questionnaire that totals 1061 respondents.

The characteristics of the questionnaire data based on gender (Fig. 1) are 786 men (74%) and 275 women (26%). The jobs held by respondents are from various circles, including students, employees, civil servants, entrepreneurs, and others.

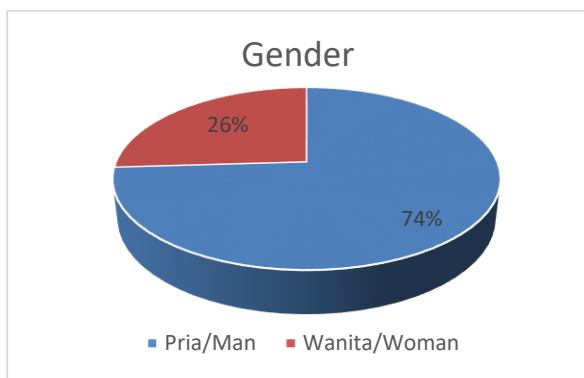


Fig. 1. Number of respondents by gender occupation.

Table I shows that the majority of respondents (61%) were employees, followed by students (21%). Civil servants (10%) and entrepreneurs (7%) made up smaller portions, while only 1% fell into the "other" category. This distribution shows that working individuals make up the bulk of the participants in the study.

Respondents based on education level (Elementary School, Middle School, High School, Diploma, and Master's) were dominated by high school graduates at 72% (see Table II).

TABLE I. OCCUPATION

Occupation	Presentation	Frequency
Students	21%	221
Employee	61%	645
Civil Servant	10%	101
Entrepreneur	7%	78
Other	1%	16
TOTAL	100%	1061

TABLE II. LAST EDUCATION

Last Education		
Primary School	1%	8
Junior High School	3%	34
Senior High School	72%	764
Bachelor's Degree	22%	237
Master's Degree	2%	18
TOTAL	100%	1061

IV. RESULT AND DISCUSSION

A. Speech Act Analysis of Comments on Corruption Cases

1) Netizen comments on corruption cases

Speech: (1) Inikah keadilan? Dimana rakyat dibuat sengsara, negeri dibuat miskin dan melarat oleh sang koruptor. cuma diganjar 10 tahun penjara. semoga muncul hakim yang tegas dan berwibawa bebas sogokan sang koruptor. (Is this justice? Where the people are made miserable, the country is made poor and destitute by the corruptor, only given 10 years in prison. Hopefully there will be a firm and authoritative judge free from bribes by the corruptor)

Context: The @suhardisuhardi1001 account commented on the news of Syahrul Yasin Limpo's verdict on YouTube, which was a meager sentence for a corruption case.

The comment "Is this justice?" in Table III is a form of directive speech in the form of a question. The word's meaning is intended to satirize the results of the judge's decision to be known to people in cyberspace. The sentence "Where the people are made miserable, the country is made poor by the corruptor. Only given ten years in prison. Hopefully, there will be a firm and authoritative judge free from bribes by the corruptor." the utterance is identified as an assertive satirical utterance.

The grammatical analysis of the sentence that the country is made poor means that because of the many corruptors who only get light sentences, the country is not progressing, and society is increasingly impoverished. The word justice is often related to the same punishment and government policies. Hopefully, there will be a firm and authoritative judge, an expressive speech act in which the speaker hopes that later, there will be a

judge who can be fair in punishing corrupt officials and ordinary people. The words firm and authoritative refer to how the judge makes legal decisions for suspects. This utterance is intended to satirize by expressing the speaker's opinion about the punishment of corruptors. Based on the analysis, the utterance in this sentence contains hate speech in the form of sarcasm.

The governments can adopt various roles and procedures. The government should establish clear regulatory frameworks that outline acceptable online behavior, including age verification systems to protect younger users. Collaborating with social media companies to develop robust content moderation policies and conducting regular audits will ensure accountability. Public awareness campaigns focused on digital literacy can educate citizens about responsible online behavior and promote ethical engagement.

Additionally, partnerships with tech companies to create tools for detecting misinformation, along with data-sharing agreements for better monitoring trends while respecting privacy, are essential. Supporting research initiatives on netizen behavior's impact on public discourse will foster innovative solutions to ethical challenges. Developing crisis response protocols for misinformation during critical events ensures timely intervention by authorities, while clear reporting mechanisms empower users to report harmful content easily.

Collectively, these measures enable governments to play a proactive role in promoting safer online environments and empowering citizens through education about responsible engagement within digital spaces.

Speech: (2) Fonis 10th, dikurangi remisi dan kelakuan baik, dikurangi sakit dll. Jadinya paling 1th itupun bonus fasilitas ruangan kelas VVIP, pelayanan hotel bintang 7..... Enak betuuuuuuul..... Serahkan kepada kami saja pak, biar yg kami hukum ga lama, ga bikin susah, ga nambah biaya, tuntas selama

lamanya....hehehehe saya siap eksekusinya, cuma pisahkan aja kepala sama batang lehernya, biaya minim cuma biaya peti dan kuburan (10 years in prison, minus remission and good behavior, minus illness, etc. So the most 1 year is a bonus of VVIP class room facilities, 7-star hotel services..... Really nice..... Just leave it to us, sir, so that what we punish will not be long, will not cause trouble, will not add costs, will be finished forever....hehehehe I am ready to execute him, just separate his head from his neck, the minimum cost is only the cost of the coffin and grave.)

Context: The account @shidkonajunrisarsid6581 wrote in the comment's column expressing his desire to punish the corruptors in the YouTube video himself because a 10-year sentence does not have a deterrent effect on corruptors who can even still get special treatment in prison cells.

The comment "serahkan kepada kami saja pak" (leave it to us, Sir) refers to the corruptors, then the word "Kami" (We) refers to the owner of the @shidkonajunrisarsid6581 account who will punish the corruptors himself.

The sentence "biar yg kami hukum ga lama, ga bikin susah, ga nambah biaya, tuntas selama lamanya....hehehehe saya siap eksekusinya, cuma pisahkan aja kepala sama batang lehernya, biaya minim cuma biaya peti dan kuburan (so that our punishment is not long, does not cause trouble, does not add costs, is finished forever....hehehehe, I am ready to execute, just separate the head from the neck, the minimum cost is only the cost of the coffin and grave), which is written in all capital letters indicates the emphasis on each word written. Writing capital letters can be considered as an outburst of emotion such as anger, hatred towards the object being targeted. The utterances that are uttered can contain hate speech giving a warning. The speaker warns the one who has given the punishment to the corruptor to give Syahrul Yasin Limpo to the account @shidkonajunrisarsid6581 to be executed himself.

TABLE III. NETIZEN COMMENTS ON CORRUPTION CASES

No.	Account	Comment	Forms of Speech Acts
1	@suhardisuhardi1001	<i>Inikah keadilan? Dimana rakyat dibuat sengsara, negeri dibuat miskin dan melarat oleh sang koruptor, cuma dikanjar 10 tahun penjara. Semoga muncul hakim yang tegas dan berwibawa bebas sogokan sang koruptor.</i> (Is this justice? Where the people are made miserable, the country is made poor and destitute by the corruptor, only given 10 years in prison. Hopefully there will be a firm and authoritative judge free from bribes by the corruptor.)	Assertive, Expressive, and Directive (sarcasm)
2	@shidkonajunrisarsid6581	<i>Fonis 10th, dikurangi remisi dan kelakuan baik, dikurangi sakit dll. Jadinya paling 1th itupun bonus fasilitas ruangan kelas VVIP, pelayanan hotel bintang 7..... ENAK BETUUUUUUUL..... SERAHKAN KEPADA KAMI SAJA PAK, BIAR YG KAMI HUKUM GA LAMA, GA BIKIN SUSAH, GA NAMBAH BIAYA, TUNTAS SELAMA LAMANYA....HEHEHEHE SAYA SIAP EKSEKUSINYA, CUMA PISAHKAN AJA KEPALA SAMA BATANG LEHERNYA, BIAYA MINIM CUMA BIAYA PETI DAN KUBURAN.....</i> (10 years sentences, minus remission and good behavior, minus illness, etc. So, the most 1 year is a bonus of VVIP classroom facilities, 7-star hotel service..... REALLY GOOD..... JUST LEAVE IT TO US, SIR, SO THAT WE PUNISH WILL NOT TAKE LONG, WILL NOT MAKE IT DIFFICULT, WILL NOT INCREASE COSTS, COMPLETE FOREVER...HEHEHEHE, I'M READY TO EXECUTE IT; JUST SEPARATE THE HEAD FROM THE NECK; THE MINIMAL COST IS JUST THE COST OF THE COFFIN AND GRAVE.....)	Directive and Assertive (giving a feeling of anger and annoyance)
3	@raffagamers5124	<i>Kasus korupsi terburuk dalam sejarah negara ini masa cuman 10 tahun...klo bebas nanti masih bisa cari jabatan sirakus ini...</i> (The worst corruption case in the history of this country, only 10 years... if he is released later, this greedy person can still find a position...)	Assertive (bullying/swearing)

Source: https://www.youtube.com/watch?v=bg_w5hii3BQ

The utterance “serahkan kepada kami saja pak, biar yg kami hukum ga bikin susah, ga nambah biaya, tuntas selama lamanya....hehehehe” (leave it to us, Sir, so that what we punish will not make it difficult, will not add costs, will be finished forever....hehehehe) is a directive act in the form of a request where the speaker expresses his desire so that the corruptor can be executed himself later. The utterance "10 years in prison, minus remission and good behaviour, and minus illness. So at most one year and that too with a bonus of VVIP classroom facilities" is an assertive speech act in the form of insinuation where even though the punishment received is light, the corruptors still get special treatment by getting many facilities in the prison cell. The sentence "so that what we punish will not make it difficult" is identified as hate speech, giving a sense of anger and annoyance because the punishment given to the corruptor is very light; it can be reduced, and the speaker asks for the corruptor to be handed over to be executed himself by the account @shidkonajunrisarsid6581.

Speech: (3) Kasus korupsi terburuk dalam sejarah negara ini masa cuman 10 tahun...klo bebas nanti masih bisa cari jabatan sirakus ini (The worst corruption case in the history of this country, only 10 years... if he is released later, he can still seek a position, what a greedy man)

Context: Akun @raffagamers5124 menulis komentar dalam video YouTube yang menampilkan koruptor Syahrul Yasin Limpo. Penutur mengomentari bahwa negara ini sangat buruk dalam menangani kasus korupsi yang mana koruptor tidak mendapatkan hukuman yang setimpal atau bisa bebas dengan cepat (The account @raffagamers5124 wrote a comment on a YouTube video featuring corruptor Syahrul Yasin Limpo. The speaker commented that this country is very bad at handling corruption cases where corruptors do not get appropriate punishment or can be released quickly).

The word “greedy” in the speech is identified as hate speech bullying in the form of curses. The phrase “masih bisa cari jabatan si rakus ini” (can still seek a position, what a greedy man) indicates curses towards someone. Lexically, the word “greedy” in Indonesian means likes to eat a lot without choosing, greedily, gorging, greedy. Grammatically, the sentence “masih bisa cari jabatan si rakus ini” (this greedy person can still find a position) means that the punishment given to the corruptor is too light so that when Syahrul Yasin Limpo is free, he can still find a job. This causes the perpetrators of corruption not to get a deterrent effect.

A pragmatic analysis of the sentence “Kasus korupsi terburuk dalam sejarah negara ini masa cuman ten tahun...klo bebas nanti masih bias cari jabatan si rakus ini...” (The worst corruption case in the history of this country, only ten years... if he is released later, he can still find a position for this greedy person) seen from the context is an assertive illocutionary speech act. The account @raffagamers5124 stated that satirizing the judge's decision to sentence the corruptor to only ten years was too light for a corruptor who had caused much harm to the state and society.

2) *Indecent case against the chairman of the general election commission*: The indecent case against the Chairman of the General Election Commission of Indonesia has sparked controversy and public outcry, raising concerns about integrity within electoral institutions, as seen in Table IV. Allegations of inappropriate conduct undermine the commission's credibility, leading to calls for an investigation and intensifying discussions about ethical standards in overseeing fair elections.

TABLE IV. NETIZEN COMMENTS ON IMMORAL CASES

No.	Account	Comment	Forms of Speech Acts
2	@kutilangaja9157	<i>Menurut sy itu bukan kasus asusila krn mau sama mau, tepatnya itu adalah kasus KORUPSI! Mestinya pidana, bukan cm dipecat tp dihukum pidana!!</i> (In my opinion, it is not a case of immorality because they like each other. To be precise, it is a case of corruption. It should be criminal, not just fired but punished criminally!)	Assertive (giving a sense of anger and upset)
3	@WenayBaruaja	<i>Pecat miskin dan penjara kan.... Setuju yuu</i> (Fire, impoverish, and imprison, right? You agree, right?)	Assertive (giving a feeling of anger and annoyance)
7	@nofelice	<i>Gak ngerti lg apa itu asusila... sdh terjadi gitu lama tp nyebutnya asusila??? Gk sekalian lapornya di perkaos aja sekalian gtu... kiamat ini mah</i> (I don't understand what immorality is anymore... it's been going on for so long but they call it immorality??? Why not just report it as rape... this is the end of the world)	Commissive (giving a feeling of anger and annoyance)

Source: <https://www.youtube.com/watch?v=QMUCNwBgad8>

Speech: (2) Menurut sy itu bukan kasus asusila krn mau sama mau, tepatnya itu adalah kasus KORUPSI! Mestinya pidana, bukan cm dipecat tp dihukum pidana!! (In my opinion, it is not a case of immorality because they like each other. To be precise, it is a case of CORRUPTION. It should be criminal, not just fired but punished criminally!)

3) *Context*: Akun @kutilangaja9157 menulis komentar bahwa penutur meyakini kasus Hasyim bukan kasus asusila melainkan kasus korupsi dan harus ditindaklanjuti agar pelaku mendapatkan hukuman pidana (The @kutilangaja9157 account wrote a comment that the speaker believes that Hasyim's case is not a case of immorality but rather a case of corruption and

must be followed up so that the perpetrator receives criminal punishment.)

The phrase “bukan kasus asusila” (not an immoral case) refers to the case that happened, namely the corruption case committed by Hasyim and CAT (Cindra Aditi Tejakinkin). Hermeneutically, the sentence “Menurut sy itu bukan kasus asusila karena mau sama mau” (According to me, it is not an immoral case because they both wanted to) means that the speaker states his belief that the immoral case did not happen because Hasyim and CAT liked each other, so no one was harmed. The pragmatic analysis of the sentence “tepatnya itu adalah kasus KORUPSI!” (precisely, it was a CORRUPTION

case!) Seen from the speaker's comment context, it is an assertive illocutionary speech act. The speaker of the @kutolangaja9157 account concluded that the immoral case was only an excuse because what happened was an indication of corruption committed by Hasyim by giving luxury goods to CAT and allegedly using state money. The comment "Mestinya pidana, bukan cm direct tp dihukum pidana!!" (It should be criminal, not just fired but punished criminally!!) is also an assertive speech act that demands that the perpetrator not only be fired but also arrested because the perpetrator is suspected of embezzling state money by giving it to CAT.

Speech: (3) Pecat miskin dan penjara kan.... Setuju yuu (Fire, impoverish, and imprison, right? I agree, right?)

Context: The @WenayBaruaja account commented on wanting Hasyim to be fired, his assets confiscated, and his imprisonment.

The phrase "miskinkan" (impoverish) refers to confiscating assets owned by corruptors from the proceeds of taking state money. The pragmatic analysis of the sentence "Pecat miskin dan penjarakan...." (Fire, impoverish and imprison kan) seen from the context of the speech is an assertive illocutionary speech act. The speaker of the @WenayBaruaja account demands and urges the authorities to confiscate assets or goods used for personal gain and investigate Hasyim to prove the speaker's allegations and people who suspect a corruption case. The hate speech identified in this speech shows anger and annoyance. "Pecat, miskin dan penjarakan...." (Fire, impoverish, and imprison) is a comment from the speaker who wants corruptors to receive heavier sentences. If the perpetrators are proven to have committed corruption, the perpetrators will be imprisoned to provide a deterrent effect. Impoverishing and imprisoning corruptors is expected to be the hope of the community for the law to be enforced in Indonesia. There is also hate speech in the form of provocation identified in this speech, namely the expression "setuju yuu" (You agree, right?), which is an invitation for the speaker to agree with his statement regarding the punishment that corruptors must receive.

Speech: (7) Gak ngerti lg apa itu asusila... sdh terjadi gitu lama tp nyebutnya asusila??? Gk sekalian lapornya di perkaaos aja sekalian gtu... kiamat ini mah (I don't understand what immorality is anymore... it's been going on for so long but they call it immorality??? Why not just report it as rape... this is the end of the world)

Context: The @nofelice account wrote a comment indicating that the speaker did not believe what CAT experienced was immoral because they had lived together for a long time. The speaker assumes this is not a case of immorality but leads to corruption.

The phrase "Gk sekalian lapornya di perkaaos aja" (Why not just report it as a rape...) hermeneutically means that CAT reported Hasyim on charges of immorality. Still, the speaker did not believe it because the speaker had known each other for a long time, and their relationship had been going on for a long time. Pragmatic analysis of the sentence "sdh terjadi gitu lama tp nyebutnya asusila??? Gk sekalian lapornya di perkaaos aja sekalian gu..." (it has been going on for so long, but they call it

immorality??? Why not just report it as a rape...) seen from the context of utterance is a commissive illocutionary speech act. The speaker rejects the immoral statement reported by CAT. Netizens, including the speaker, criticized the gift of luxury goods from Hasyim to CAT, which was suspected of using public money. The hate speech identified in this speech conveys feelings of anger and annoyance.

B. Digital Communication Ethics on Social Media

The data in Table V shows the need to know how respondents express themselves more freely (broadly) with relaxed language to joke, greet, mock, tease, and express pleasure or displeasure on social media, which is obtained with a scale of strongly disagree 45.81% of respondents answered and a scale of disagree 24.79%. The agreed scale is 16.78%, while the scale of strongly agree is 12.63%.

TABLE V. SOCIAL MEDIA AS A MEDIUM FOR FREEDOM OF LANGUAGE USE FOR EXPRESSION

		Frequency	Per cent	Valid Percent	Cumulative Per cent
Valid	Very not agree	486	45.8	45.8	45.8
	Not Agree	263	24.8	24.8	70.6
	Agree	178	16.8	16.8	87.4
	Very agree	134	12.6	12.6	100.0
	Total	1061	100.0	100.0	

The scale of strongly disagree and disagree is the highest, where many respondents do not want to express their feelings freely on social media. The information needed is one of the functions of the mass media to inform by requiring respondents' answers to know what needs and does not need to be done in expressing self-expression on social media. Especially on social media, you must be more careful in expressing your feelings because it can be a digital footprint.

TABLE VI. CAREFULLY CHOOSE WORDS (VOCABULARY) THAT I WRITE SO AS NOT TO GIVE RISE TO NEGATIVE PERCEPTIONS OF THE PERSON I AM TALKING TO

		Frequency	Per cent	Valid Percent	Cumulative Per cent
Valid	Very not agree	12	1.1	1.1	1.1
	Not Agree	58	5.5	5.5	6.6
	Agree	410	38.6	38.6	45.2
	Very agree	581	54.8	54.8	100.0
	Total	1061	100.0	100.0	

Based on the data above (Table VI), there is a need for responses to determine how respondents communicate on social media, and respondent should be cautious in choosing words (vocabulary) not to cause negative perceptions to the interlocutor. Most respondents answered with a scale of strongly agree, 54.76%, and the agree scale has a percentage of 38.64%. For the disagree scale, 5.47%, while the strongly disagree scale has the lowest rate of 1.13%. Most respondents strongly agree that when writing something on social media, the respondent should be more careful to avoid misunderstandings that could lead in a negative direction.

TABLE VII. PROVIDING COMMENTS ON SOCIAL MEDIA WITHOUT REGARD TO STATUS, AGE, RANK (POSITION) OF A PERSON AS A PERPETRATOR IN A CASE (CORRUPTION, SEXUAL HARASSMENT, CYBERBULLYING, AND DEFAMATION)

		Frequency	Per cent	Valid Percent	Cumulative Per cent
Valid	Very not agree	496	46.7	46.7	46.7
	Not Agree	313	29.5	29.5	76.2
	Agree	119	11.2	11.2	87.5
	Very agree	133	12.5	12.5	100.0
	Total	1061	100.0	100.0	

From the data above (Table VII), it can be seen that the response to find out how respondents communicate by giving comments on social media, without considering the status, age, rank (position) of a person as a perpetrator in a case (corruption, sexual harassment, cyberbullying, and defamation) received responses from respondents who answered the scale strongly disagree with a percentage of 46.75% and the disagree scale has a percentage of 29.50%. The agree scale has the lowest percentage, 11.22%, while the strongly agree scale is 12.54%. The majority of respondents chose the response (strongly disagree) when commenting because they still care about status, age, and other factors on social media. The lowest scale, namely (agree), means not caring about age and rank when writing comments on social media.

Comments written on social media can have positive and negative effects depending on the reader's point of view. Everyone has the right and is free to comment, even though it can sometimes offend other people's feelings. Writing comments is also a form of expressing emotions that you want to convey.

Many news topics can be accessed daily on social media. Respondents can choose several from the five topics provided as answers to determine which news topics are most frequently accessed. The results of the data obtained can be seen in Table VIII.

TABLE VIII. NEWS TOPICS (INFORMATION) THAT ARE MOST FREQUENTLY ACCESSED (READ) EVERY DAY ON SOCIAL MEDIA

		Frequency	Per cent	Valid Percent	Cumulative Per cent
Valid	Cases (corruption, sexual harassment, cyberbullying and defamation)	254	23.9	23.9	23.9
	Entertainment	357	33.6	33.6	57.6
	Lifestyle	137	12.9	12.9	70.5
	Sport	223	21.0	21.0	91.5
	Politic	90	8.5	8.5	100.0
Total	1061	100.0	100.0		

Based on the data in the Table VIII, entertainment news topics are most frequently accessed and in demand on

respondents' social media with a percentage of 33.6%. Meanwhile, information topics in the form of cases (corruption, sexual harassment, cyberbullying, and defamation) are in second place with a percentage of 23.9%. Therefore, it is undeniable that many respondents prefer information containing elements of entertainment to entertain them in between daily activities. The information topic on social media in third place is sports, with a percentage of 21.0%, and in fourth place is the lifestyle topic, with an access percentage of 12.9%. The fifth least accessed information topic is politics, with a percentage of 8.5%. Based on the number of respondents' answers, entertainment news topics are more in demand than politics.

TABLE IX. NEWS READING RELATED TO CORRUPTION CASES, SEXUAL HARASSMENT, CYBERBULLYING, DISCRIMINATION, DEFAMATION, MISOGYNY, TROLLING (DELIBERATE ACTIONS TO PROVOKE ANGER), AND MICRO-AGGRESSION

		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	Seldom	4	.4	.4	.4
	Average	49	4.6	4.6	5.0
	Often	261	24.6	24.6	29.6
	Very often	506	47.7	47.7	77.3
	Seldom	241	22.7	22.7	100.0
	Total	1061	100.0	100.0	

Based on the data in Table IX, respondents gave responses to reading news related to corruption cases, sexual harassment, cyberbullying, discrimination, defamation, misogyny, trolling (deliberate actions to provoke anger), and micro-aggression, where the variations were varied. Most respondents answered often, with a percentage of 47.69% and an average scale percentage of 24.60%. The widespread scale has a percentage of 22.71%, while the rare scale is only 4.6%. Meanwhile, respondents who answered very rarely have a percentage of 0.38%. The majority of respondents often read news with topics related to corruption cases, sexual harassment, cyberbullying, discrimination, defamation, misogyny, trolling, and micro-aggression.

Technological advances make it easier for people to share things they get, including sharing several types of news on social media. The kind of news related to the case is widely shared as a form of caution so as not to experience similar instances. To find out the type of news related to the case, respondents can choose several types of news provided as answers, as stated in Table X.

Table X shows that the type of cyberbullying news is in first place most often shared by respondents on social media, with a percentage of 29.78%. For the kind of news about sexual harassment cases, it is in second place with a percentage of 20.17%. This shows that respondents are aware that cases such as the data above must be prevented by sharing them on social media as a form of lesson so that similar cases do not happen again in everyday life. Both cases often occur in cyberspace and the natural world so that they can be the most shared type of news.

TABLE X. TYPES OF CASE-RELATED NEWS SHARED ON SOCIAL MEDIA

		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	corruption case	78	7.4	7.4	7.4
	sexual harassment	214	20.2	20.2	27.5
	Cyberbullying	316	29.8	29.8	57.3
	defamation	204	19.2	19.2	76.5
	Misogynyi	128	12.1	12.1	88.6
	Trolling	81	7.6	7.6	96.2
	Micro-Aggression	33	3.1	3.1	99.3
	Genocide	1	.1	.1	99.4
	Indictment information	1	.1	.1	99.5
	Economy and stocks	5	.5	.5	100.0
	Total	1061	100.0	100.0	

The type of news on social media that is in third place is defamation, with a percentage of 19.23%, and for fourth place is the type of misogyny news, which has a percentage of being shared 12.06%. The fifth-place respondents answered that the kind of news shared was trolling, with a percentage of 7.63%. The sixth place is the type of corruption case news, with a percentage of 7.35%. The seventh place is the type of micro-aggression news, with a percentage of 3.11%. The eighth place is the type of economic and stock news, with a percentage of 0.47%. Meanwhile, the kinds of news and preaching information about genocide have the same percentage and are the lowest, namely, 0.09%.

TABLE XI. NEGATIVE COMMENTS ON NEWS CONTENT RELATED TO CASES (CORRUPTION, SEXUAL HARASSMENT, CYBERBULLYING, DEFAMATION, MISOGYNY, TROLLING, MICRO-AGGRESSION (ACTS OF HARASSMENT AGAINST MARGINALIZED GROUPS))

		Frequency	Per cent	Valid Percent	Cumulative Per cent
Valid	Very seldom	26	2.5	2.5	2.5
	Seldom	51	4.8	4.8	7.3
	Average	214	20.2	20.2	27.4
	Often	496	46.7	46.7	74.2
	Very often	274	25.8	25.8	100.0
	Total	1061	100.0	100.0	

Based on the data obtained from Table XI, it shows that respondents gave responses related to negative comments on news content related to cases (corruption, sexual harassment, cyberbullying, defamation, misogyny, trolling, and micro-aggression (harassment of marginalized groups)), which are diverse. Most respondents answered often with a percentage of 46.75%, and the widespread scale had a percentage of 25.82%. The average scale had a percentage of 20.17%, while the rare scale reached a percentage of 4.81%. Meanwhile, respondents who answered very rarely had a percentage of 2.45%. This proves that many respondents gave frequent responses that referred to negative comments on news content related to cases that occurred.

TABLE XII. SHARING NEWS OF CORRUPTION CASES, SEXUAL HARASSMENT, CYBERBULLYING, DEFAMATION, MISOGYNY, TROLLING, MICRO-AGGRESSION (HARASSMENT OF MARGINALIZED GROUPS) ON SOCIAL MEDIA

		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	Seldom	20	1.9	1.9	1.9
	Average	66	6.2	6.2	8.1
	Often	239	22.5	22.5	30.6
	Very often	471	44.4	44.4	75.0
	Seldom	265	25.0	25.0	100.0
	Total	1061	100.0	100.0	

The data obtained in Table XII shows that respondents gave responses related to sharing news of corruption cases, sexual harassment, cyberbullying, defamation, misogyny, trolling, and micro-aggression (harassment of marginalized groups) on social media, which were diverse. The most choices and responses of respondents were on the frequent scale, with a percentage of 44.39%, and the widespread scale of sharing news had a percentage of 24.98%. The responses given on the average scale were 22.53%, compared to the rare scale, with a percentage of 6.22%. The fewest respondents who chose the very rare scale had a percentage of 1.89%. The majority of respondents chose the frequent scale, which proves that respondents share more news on social media related to cases that occur.

There are several types of information that respondents comment on related to cases on social media. Respondents can choose several types of news from the ten choices given (Table XIII) to find out the kind of news that is commented on.

TABLE XIII. TYPES OF INFORMATION (NEWS) COMMENTED ON BY NETIZENS

		Frequency	Per cent	Valid Percent	Cumulative Per cent
Valid	Corruption Case	91	8.6	8.6	8.6
	Sexual Harassment	165	15.6	15.6	24.1
	Case Cyberbullying	200	18.9	18.9	43.0
	Defamation of Good Name	180	17.0	17.0	59.9
	Misogyny	162	15.3	15.3	75.2
	Trolling	167	15.7	15.7	91.0
	Micro-Aggression	85	8.0	8.0	99.0
	Economy	1	.1	.1	99.1
	Sports	3	.3	.3	99.3
	Rarely share information	7	.7	.7	100.0
	Total	1061	100.0	100.0	

Based on the data in the Table XIII, it can be seen that the type of information most often commented on by respondents is in the case of cyberbullying, which is in first place, with a percentage of 18.85%. The type of information netizens choose in second place is defamation cases, with a percentage of

16.97%. This shows that netizens often comment on cases of sexual harassment and defamation. The type of information on social media chosen is in third place, namely trolling, with a percentage of 15.74%, and in fourth place is the type of information on sexual harassment, with a percentage of 15.55%. The fifth place is misogyny, with a percentage of 15.27%. The sixth place is corruption cases, with a percentage of 8.58%.

TABLE XIV. NETIZENS FIRST CROSS-CHECK THE TRUTH OF NEWS CONTAINING HATE SPEECH BEFORE SPREADING THE NEWS

		Frequency	Per cent	Valid Percent	Cumulative Per cent
Valid	Very not agree	18	1.7	1.7	1.7
	Not Agree	50	4.7	4.7	6.4
	Agree	468	44.1	44.1	50.5
	Very agree	525	49.5	49.5	100.0
	Total	1061	100.0	100.0	

The data obtained in Table XIV shows that the majority of respondents who answered the scale strongly agree, with a percentage of 49.48% checking the truth of the news before the news is shared on social media and as many as 44.11% who stated they agree. This proves that respondents do research first and look for facts before spreading news that refers to hate speech so that the spread of news does not cause misunderstandings in readers and negative comments can be avoided.

TABLE XV. DISSEMINATING INFORMATION CONTAINING SARA (ETHNICITY, RELIGION, AND RACE) ELEMENTS AND PORNOGRAPHY ON SOCIAL NETWORKS

		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	Very not agree	564	53.2	53.2	53.2
	Not Agree	301	28.4	28.4	81.5
	Agree	109	10.3	10.3	91.8
	Very agree	87	8.2	8.2	100.0
	Total	1061	100.0	100.0	

Based on the data in Table XV that has been obtained, it shows that the responses given by respondents regarding the dissemination of information containing SARA (Ethnicity, Religion, and Race) elements and pornography on social networks stated that they disagree 53.16%. The disagree scale had a percentage of 28.37%. By referring to the percentage above, the agreed response was 10.27%, while the fewest respondents' answers were on the strongly agreed scale, reaching 8.20%. This shows that the majority of netizens do not agree to disseminate news containing SARA and pornography that can cause controversy or conflict in society.

The data obtained in Table XVI shows that netizens mainly chose answers on the scale of strongly disagreeing to upload photos of violence with a percentage of 50.71%, and the second largest scale of disagreeing with a percentage of 32.89%. Then, the percentage of strongly agreeing responses was 9.90%, while the fewest respondents responded on the agreed scale with a

percentage of 6.50%. Therefore, it is inevitable that many respondents prefer not to upload photos of violence in any form.

TABLE XVI. UPLOADING PHOTOS OF VIOLENCE, SUCH AS PHOTOS OF VICTIMS OF VIOLENCE, PHOTOS OF TRAFFIC ACCIDENTS, OR PHOTOS OF VIOLENCE IN OTHER FORMS ON SOCIAL MEDIA

		Frequency	Per cent	Valid Percent	Cumulative Per cent
Valid	Very not agree	538	50.7	50.7	50.7
	Not Agree	349	32.9	32.9	83.6
	Agree	69	6.5	6.5	90.1
	Very agree	105	9.9	9.9	100.0
	Total	1061	100.0	100.0	

TABLE XVII. REASONS FOR SHARING INFORMATION (NEWS) RELATED TO CORRUPTION CASES, SEXUAL HARASSMENT, CYBERBULLYING, MISOGYNY, TROLLING, MICRO-AGGRESSION (HARASSMENT OF MARGINALIZED GROUPS) ON SOCIAL MEDIA

		Frequency	Per cent	Valid Percent	Cumulative Per cent
Valid	As a form of hate speech	80	7.5	7.5	7.5
	So that other people know about the various cases that are currently happening.	515	48.5	48.5	56.1
	As a critical attitude toward various cases that occur	460	43.4	43.4	99.4
	It is a lesson always to be alert and careful.	6	.6	.6	100.0
	Total	1061	100.0	100.0	

According to the data obtained in Table XVII, it can be seen that the respondents gave the most reasons for sharing information related to news cases so that other people know various cases that are currently actual as the reason in first place with a percentage of 48.54%. The second most common reason was a critical attitude towards various cases that occurred, with a percentage of 43.36%. This shows that respondents often choose the reason when sharing information so that others know and share the latest cases on social media.

The reason for sharing information on social media that was chosen was in third place, namely as a form of hate speech, with a percentage of 7.54%. For fourth place, the reason that respondents slightly chose was a lesson to be vigilant and careful, as much as 0.57%.

There are several reasons for giving news comments about cases on social media. This is to find out the reasons for the comments provided; respondents chose from 3 reasons that have been given. The results of the data percentage can be seen in Table XVIII.

Based on the data obtained in Table XVIII, netizens (66.3%) provide comments related to news cases such as corruption, sexual harassment, and others to teach the

perpetrator. The second most common reason for providing advice is with a percentage of 29.31%. This shows that respondents, when providing comments related to news cases, often choose the reason as a lesson, a deterrent effect that social law exists, providing harsh criticism for the perpetrators of the case. The reason for giving comments on news cases that were least chosen by netizens was the form of hate speech, as much as 4.43%.

TABLE XVIII. REASONS FOR COMMENTING ON NEWS CASES OF CORRUPTION, SEXUAL HARASSMENT, CYBERBULLYING, MISOGYNY, TROLLING, AND MICRO-AGGRESSION (HARASSMENT OF MARGINALIZED GROUPS) ON SOCIAL MEDIA

		Frequency	Per cent	Valid Percent	Cumulative Per cent
Valid	Give a lesson to the perpetrator	703	66.3	66.3	66.3
	Giving Advice	311	29.3	29.3	95.6
	Forms of hate speech	47	4.4	4.4	100.0
	Total	1061	100.0	100.0	

TABLE XIX. REASONS FOR SHARING INFORMATION (NEWS) RELATED TO CORRUPTION CASES, SEXUAL HARASSMENT, CYBERBULLYING, MISOGYNY, TROLLING, MICRO-AGGRESSION (HARASSMENT OF MARGINALIZED GROUPS) ON SOCIAL MEDIA AS A FORM OF HATE SPEECH

		Frequency	Per cent	Valid Percent	Cumulative Per cent
Valid	Very not agree	39	3.7	3.7	3.7
	Not Agree	91	8.6	8.6	12.3
	Agree	444	41.8	41.8	54.1
	Very agree	487	45.9	45.9	100.0
	Total	1061	100.0	100.0	

The data obtained in Table XIX shows that the scale of responses chosen by netizens regarding sharing news information related to corruption cases, sexual harassment, cyberbullying, misogyny, trolling, and micro-aggression (harassment of marginalized groups) on social media as a form of hate speech is diverse. Most netizens chose the scale of strongly agreeing to share information with a percentage of 45.90%, and the second highest on the agreed scale had a percentage of 41.85%. Based on the data obtained, it is known that many netizens chose to strongly agree to share news information about cases of sexual harassment, corruption, and so on social media.

TABLE XX. MAKING COMMENTS ON NEWS RELATED TO CORRUPTION CASES, SEXUAL HARASSMENT, CYBERBULLYING, MISOGYNY, TROLLING, AND MICRO-AGGRESSION (HARASSMENT OF MARGINALIZED GROUPS) ON SOCIAL MEDIA AS A FORM OF HATE SPEECH

		Frequency	Per cent	Valid Percent	Cumulative Per cent
Valid	Very not agree	33	3.1	3.1	3.1
	Not Agree	90	8.5	8.5	11.6
	Agree	461	43.4	43.4	55.0
	Very agree	477	45.0	45.0	100.0
	Total	1061	100.0	100.0	

The data obtained in Table XX shows that the response scale chosen when respondents made comments on news related to corruption cases, sexual harassment, cyberbullying, misogyny, trolling, and micro-aggression (harassment of marginalized groups) on social media as a form of hate speech is very diverse. Most respondents chose the answer on the strongly agree scale to make comments related to the above case as a form of hate speech, with a percentage of 44.96%, and the agree scale had a percentage of 43.45%. Furthermore, the percentage of disagreeing reached 8.48%, while the fewest respondents responded on the strongly disagree scale with a percentage of 3.11%. This shows that many respondents agreed and strongly agreed to comment on various cases as a form of hate speech. The comments made were intended to criticize the instances that occurred.

V. LIMITATIONS AND CONTRIBUTIONS

While this research offers valuable insights, it also has several potential limitations. Several strategies can enhance the robustness of the research to control the limitations or disadvantages. Expanding data sources by including multiple social media platforms and various content formats will provide a broader understanding of user behaviors. Improving questionnaire design through mixed methods and pilot testing can yield more reliable data. Conducting contextual analyses across different regions will help capture cultural influences on communication practices, while longitudinal studies can track changes over time. Utilizing advanced analytical techniques like natural language processing for sentiment analysis will offer objective insights into user interactions. Increasing sample sizes will improve statistical power, and developing clear ethical guidelines for analyzing user-generated content is essential to maintain integrity in research. Collectively, these strategies aim to mitigate limitations while providing deeper insights into netizens' roles in social media communication ethics, benefiting both academic discourse and practical applications for healthier online environments.

This research makes several important contributions to communication studies and social media ethics. It categorizes netizens into three roles—readers, producers, and publishers—clarifying how they interact with content on social media. By examining the ethical challenges of user-generated content, the study enhances our understanding of how netizens deal with moral dilemmas online and highlights the need for specific ethical guidelines. Using a mix of observations from YouTube comments and data from questionnaires provides real evidence about user behavior regarding sensitive topics like corruption. The findings show a range of communication styles among netizens, from constructive dialogue to hate speech, emphasizing how individual actions can shape public discussions on important issues. Additionally, the research offers practical suggestions for encouraging ethical engagement while addressing harmful behaviors like misinformation spread. Finally, it identifies gaps in current knowledge about communication ethics in social media settings, setting the stage for future studies on similar topics across different platforms or demographics.

These enhancements will contribute not only to academic discourse but also offer practical implications for policymakers,

educators, and platform developers seeking healthier online environments.

VI. CONCLUSION

Based on the results of the discussion, it can be concluded that netizens have a role on social media that is not only as readers or connoisseurs of text (readers), but also as producers who create content, provide comments, and then share it as publishers on social media, making netizens increasingly accessible to provide various comments on various news content that is accessed. The ethics of communication by netizens in giving comments on numerous cases of law violations (corruption and immorality) show hate speech and critical attitudes and provide advice. However, on the other hand, netizens freely use polite language and have an attitude toward pleasant and entertaining news content. Netizens with a role on social media as readers, producers, and publishers have great opportunities to show critical attitudes as a form of hate speech for news related to cases of violations of the law. Comments conveyed in the media contain hate speech to teach the accused a lesson.

Future work should focus on developing educational programs that enhance digital literacy and critical thinking skills among users, enabling them to navigate online spaces responsibly. Additionally, further research could explore the effectiveness of regulatory frameworks aimed at promoting ethical behavior in digital communication while fostering a culture of respectful discourse within social media platforms.

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