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THE INFLUENCE OF SOCIAL MEDIA ON STUDENTS' ACADEMIC ETHICS COMPLIANCE

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ABSTRACT	ARTICLE INFO
The development of digital technology, especially social media, has become an integral part of students' lives. Social media offers easy communication and access to information, but also has an impact on academic behavior. This study aims to examine the influence of social media on students' compliance with academic ethics. The method used is descriptive qualitative with a literature study approach through analysis of relevant literature. The results of the study show that social media has two sides: on the one hand, it facilitates the learning process and academic interaction, but on the other hand, it can trigger deviant behavior such as plagiarism, procrastination, and violations of academic ethics. The conclusion of this study is that social media can be a supporting tool for education if used wisely. Therefore, it is necessary to strengthen digital literacy and academic ethics among students	Article History: <i>Received : 3 Mart 2025</i> <i>Revised 23 Mart 2025</i> <i>Accepted 4 Apr 2025</i> <i>Available online 19 Mei 2025</i> Keywords: social media, academic ethics, students, learning behavior, digital literacy
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INTRODUCTION

Technological progress is increasingly rapid, like a giant running fast and those who cannot keep up will be left far behind and crushed by time. The progress of media can be seen from the change of analogous media to digital through the current mass media convergence capabilities. As a result, changing the face and civilization of humans which were originally slow and required a long process to be so easy and fast. It is understood that the world today has entered the 4.0 era from the 3.0 and 2.0 eras, where information has been shared and stored in a large data system called the cloud.

Thus it is clear that it is impossible for information not to be shared between people (share). This condition is increasingly evident with the presence of social media or social media which makes it easier for people to interact and connect with other people.

Social media is a digital platform that allows users to interact, share information, and form social networks online. The rapid development of communication technology has made social media an inseparable part of everyday life, including in the world of higher education. Students as active users of social media often use it for various purposes, both academic and non-academic.

According to Nasrullah (2015), social media provides a wide space for self-representation and interactive communication. Setiadi (2016) stated that in social media there are aspects of introduction, communication, and cooperation that are the basis of digital social interaction. However, the use of social media also brings challenges, especially when it disrupts learning focus, encourages plagiarism, or reduces the quality of academic interaction.

Social media is the latest development in web technology that facilitates communication, participation, and the dissemination of information. Communication in social media is open and interactive, unlike previous generations of internet communication that tended to be one-way. Sites such as Blogs, Twitter, Facebook, Wikipedia, and YouTube are popular examples of social media that have shown very significant development in recent years.

In an academic context, understanding ethics is also important to ensure that student interactions and behavior remain within the correct corridor. Ethics comes from the Greek word "ethos" which means habit or character. In an academic context, ethics means norms or rules that serve as guidelines for behavior for the academic community, including students, lecturers, and other educational staff. Academic ethics include integrity, scientific honesty, and respect for the work of others.

Kandell in Kuss et al. (2013) showed that students are in a phase of psychological development that is vulnerable to digital addiction. This increases the risk of being influenced by content that is not in accordance with academic ethics. Previous studies by Gurcan (2015) and Nugroho et al. (2021) also highlighted the importance of managing social media in education to encourage active learning.

Based on this background, this study aims to examine how social media influences students' academic ethics compliance, as well as the positive and negative impacts it causes in the campus environment.

METHOD

This study uses a qualitative descriptive method with a library research approach. The study was conducted by collecting and analyzing various sources of literature such as scientific journals, books, and articles that are relevant to the theme of social media and student academic ethics.

The research location is not physically limited because the data is sourced from literature that has been published online. The research implementation time is from February to April 2025.

The subject of the research is the concepts and findings of various previous studies that discuss the use of social media among students and its impact on academic behavior. Data collection techniques are carried out through systematic searches of relevant scientific sources in the last ten years.

The data was analyzed qualitatively-descriptively by grouping the findings based on themes, then synthesized to draw conclusions regarding the influence of social media on students' academic ethics compliance

RESULTS AND DISCUSSION

The word media comes from the Latin word "medius" which means middle, intermediary or messenger. Social media is a medium that allows its users to socialize and interact, share information and establish partnerships. In this context, social media can be defined as a form of electronic communication where users interact as they wish, freely share or exchange and discuss ideas, personal information and other information about each other or their live content through the use of various multimedia, both personal sentences, images, video or audio, and online platforms available when connected to the Internet (Jati, 2016)

Social media has become part of people's lives around the world, especially in Indonesia. Due to the development and innovation of current technology, the use of social media is increasing day by day. Social media is a reciprocal socialization media which is done online, which allows people to interact with each other without limitations of space and time (Taprial, V. & Kanwar, 2012). Even according to (Watie, 2011),

social media can be used as a learning media so that the teaching and learning process continues.

Social media is a means of conversation that occurs on the internet and is supported by tools in the form of applications or software. Unlike communication on the internet in the past which tended to be one-way, communication today is interactive, open and allows everyone to participate in it. Interaction on social media can be two-way or together, because in the media you can share, write statuses and then be commented on by many friends who join the social media. The main users or actors who enliven the social media movement are mostly dominated by teenagers who are still actively attending school or college, especially those students, both students and college students.

The academic world is expected to provide intelligent solutions to problems that occur in society universally. Universities as producers of academics from every level of education are expected to produce human resources who are professionally and scientifically qualified. To prepare a generation of the nation that is professionally and scientifically qualified, of course, it cannot be separated from a generation that has noble morals, is trustworthy, responsible, faithful and pious to Allah SWT. The study of academic ethics cannot be separated from a comprehensive analysis related to the socio-historical aspects that occur in academic culture, especially after the era of globalization which is very urgent to discuss.

Academic ethics is the essence of scientific activities that take place in the academic world in universities that apply universally, such as honesty, accuracy, openness, objectivity, humility, willingness to learn and develop, ready to accept criticism, respect each other and not be discriminatory. Ethics have many meanings, including: morals, manners, morals, manners and good character. The meaning of morals etymologically, the word "morals" is rooted in the Arabic plural of "khuluq" which means: good character, temperament, behavior or nature. The sentence contains aspects of conformity with "khalkun" which means event and the close relationship of "Khaliq" which means creator and "makhluq" which means created (Zahrudin, 2004: 1).

Meanwhile, ethics comes from Latin (etik) which means a collection of principles or values related to morals. "Ethics" means "the science of good and bad and of moral rights and obligations (Badudu, 2005: 100). In terms of terminology, the definition of ethics according to Mulyadhi Kartanegara (2005: 67) is moral philosophy

or the science of morals, nothing other than the science or art of living that teaches how to live happily, or how to achieve happiness. So academic ethics are social and cultural values that have been agreed upon by the educational community as norms that are adhered to together, but are not always the same in all learning communities. Academic ethics should be applied specifically in various academic activities and various elements of activities related to the campus world. Actions that violate academic ethics are actions that should not be done. Among the activities that are included in the group of actions that are not academic violations are plagiarism, cheating/fraud, cheating, falsification of diplomas, bribery, discriminatory actions, and others. Academic ethics is an effort to help, direct and guide academic freedom, so that it is directed and can be accounted for.

In the Great Dictionary of the Indonesian Language, ethics is explained by distinguishing three meanings: 1). The science of what is good and what is bad and about moral rights and obligations (morals).

2). A collection of principles or values relating to morals.

3). Values regarding right and wrong that are adopted by a group or society. The definitive concept of ethics in academics is broadly a series of agreements or rules that serve as benchmarks for good behavior in academic activities. So it can be concluded that academic ethics are norms and rules that are used as guidelines to be followed and obeyed by the academic community, be it students, lecturers, and all those involved in the academic environment.

In general, students are one of the groups that actively use social media. The use of social media has become an integral part of student life in the digital era. According to Kandell in Kuss, D, J., Griffiths, MD, & Binder (2013) Students appear to have a higher level of vulnerability to internet addiction than other community groups because students are in the emerging adulthood phase, namely the transition period from late adolescence to young adulthood and are experiencing psychological dynamics.

Students who have unstable mental characters and are emotionally vulnerable often misinterpret the information they get, both from mass media and social media. This condition often makes them interested in trying new things that are promoted through these media. As a result, this can lead to behavioral changes in students, both positive and negative. Social media makes it easier for students to exchange

information and access online literature, which is a positive impact of social media.

As internet technology advances, social media is also growing rapidly. This is because it is easy to access social media anywhere and anytime. Various benefits are obtained from the internet, especially in the context of communication and finding information for all internet users (Mz, 2012). The rapid development of social media is now because everyone from all walks of life can have their own social media. In its role, social media has now built a great power in shaping behavioral patterns and various areas of human life. Excessive self-disclosure and sharing culture on social media often cause various problems (Mailoor et al., 2017).

A person's behavior is not seen from the cause and effect but from the normative relationship between humans and the environment (Rachim and Nashori, 2007). Something is said to be deviant if its attitude is in accordance with applicable values (Parwadi, 2005). The more often active on social media will make someone isolate themselves. Many students who are currently often seen sitting together are more focused on playing their respective cellphones and ignoring their surroundings. Social media addiction is a compulsive behavior towards the use of social media as an interesting medium and has an impact on the lives of its users, so that they will feel uncomfortable if they do not use social media (Wijaya et al., 2016).

Many also do not care about the people around them, even reluctant to greet older people (Chusna, 2017). There is a lot of hoax information, fraudulent actions, and even online prostitution. We need to be aware of information that is not yet clear. Lately, there have been many cases of sexual abuse, one of the triggering factors for this is the increasing number of porn sites that can be easily accessed via the internet (Febrian, 2018). Information related to pornography on social media obtained by users, especially students, can be misinterpreted so that it can harm themselves (Pujiati and Handayani, 2018).

Lack of supervision of students towards their free life, greatly triggers the occurrence of extramarital sexual behavior. In addition, there are also students who sell themselves on the grounds of life's needs, even though the pocket money they receive is sufficient, but the effects of a luxurious lifestyle trigger this behavior. Exposure to mass media such as magazines, pornographic books, electronics such as TV, VCD, internet and social media have a direct or indirect influence on students to have extramarital sex (Naja et al., 2017).

Nowadays, technological developments allow students to search for information about learning topics on various existing social media platforms. If previously social media was only used for social interaction, now many social media platforms provide information related to explanations of certain materials. This information can be a source of knowledge for students in the learning process and understanding of various topics related to lectures.

Easy access to social media. The continuity of easy access to social media can provide benefits for learners, especially students, because it allows them to get relevant information that can improve their understanding of the material being studied. The use of social media can also support students in establishing communication with their teachers during the learning process (Gurcan, 2015). Bouwen and Taillieu in Hamzah (2015) stated, The development of information and communication technology has enabled globalization to occur which changes the way of looking at learning in organizations and society.

Uses and Gratifications, which states that individuals actively choose and use media according to their needs and goals. In this context, students use a lot of social media, one of which is TikTok, for entertainment, but also to find educational content that can support their learning process. This shows that TikTok can function as an effective learning tool if used wisely. Educational content on TikTok can function as an additional learning resource that is interesting for students. With short video duration and creative delivery, students can easily understand the concepts being taught. For example, videos explaining communication theories or broadcasting techniques can help students understand lecture material in a more interactive and enjoyable way. This shows that TikTok has the potential to increase students' learning motivation, as long as the content accessed is positive and educational.

Social media management in college education also poses a number of challenges that need to be overcome. One of the main challenges is the disruption of learning focus caused by irrelevant content or addiction to social media use (Indriyani, 2019). Students are often tempted to check notifications, explore viral news or memes, which can disrupt concentration and learning productivity. Social media has become an important part of today's student life. Students often use social media platforms to communicate, share information, and spend free time.

However, on the other hand, content that undermines academic ethics, such as videos that encourage plagiarism and cheating, can have significant negative impacts. Students who are exposed to such content are more likely to engage in unethical behavior. This highlights the need for awareness and education about academic ethics among students, especially in this fast-paced digital era. Educational institutions need to take proactive steps to educate students about the risks associated with social media use. Student-Instructor Interaction: Social media also facilitates interaction between students and instructors outside the classroom. Online discussions, questions, and answers through social media platforms allow for more open and intense communication between students and instructors.

Collaboration in Academic Projects: Students can work together on academic projects through social media, either in the form of group discussions, idea development, or assignment sharing (Kirschner & Karpinski, 2010). This strengthens collaboration between students and broadens their understanding of the subject matter.

Benefits of an Active Learning Approach: The use of social media in learning also encourages a more active approach, where students are not only recipients of information, but also actively contribute, share, and discuss with fellow students and teachers (Nugroho et al., 2021).

By understanding the influence of social media on learning, universities can design appropriate management strategies to utilize the positive potential of social media in supporting the lecture education process effectively (Pratama & Ghofur, 2021).

The Impact of Social Media on Student Achievement

The impact of social media on students has 2 impacts, namely positive and negative.

The positive impact is that students get a lot of information from social media, making it easier for students to find information about knowledge and assignments given, they can get lessons from various sources, there are new things that can be learned, and it is a place to socialize.

Meanwhile, the negative impacts of social media are being too dependent on social media in terms of doing assignments so that they do not know much about the lessons, forgetting time due to being too addicted to using social media and social media can also interfere with students' concentration in learning. even having an

impact on bullying which can affect their relationships and academic achievement. The impact of social media on students' achievements is very influential because in this era everything is digital so that learning and studying also use social media. Students use social media to get information about knowledge and also make it easier to do assignments.

Social Media in Increasing Student Learning Motivation

That most students think that social media can increase their learning motivation. With social media, students can easily access and provide information to gain knowledge. Motivation increases because social media is a medium for establishing relationships with other people and can carry out various activities even without moving from its place. so that social media technology shows social changes in terms of social activities or relationships between humans (Fitri, 2017). Social media not only increases the motivation to learn mathematics but with social media provides opportunities for students to try and seek experience about mathematics (Nasiruuddin, 2019)

Discussion

Social Media Management Challenges

In managing social media in the context of college education (Latief, 2023). Some aspects that need to be considered are Learning Focus Disturbance: One of the main challenges is the potential for disruption to students' learning focus due to irrelevant content, too frequent notifications, or addiction to social media use. This can interfere with students' productivity and concentration in studying academic material (Selwyn, 2009).

Lack of Content Control: Social media management is also faced with the problem of lack of control over content generated by users. Content that is not in accordance with the ethics, norms, or policies of the university can have a negative impact on the academic environment (Dewi, 2019).

Social Media Management Strategy

To manage social media effectively in the context of college education. Some strategies that can be applied include (Munzir, 2019):

Creating Usage Guidelines: Universities can create clear social media usage guidelines for students and faculty. These guidelines include rules, ethics, and norms to follow when using social media for educational purposes (Ellison et al., 2007).

Training and Education: Providing training and education to students and teachers regarding the productive and responsible use of social media. Through this training, it

is hoped that they can optimize the use of social media in supporting the learning process (Hasibuan et al., 2020).

Active Monitoring: Universities can conduct active monitoring of student activities on social media to ensure that social media use does not violate established policies. Monitoring can also help in detecting potential problems or challenges that arise related to social media management (Amrulloh et al., 2024).

Efforts to Overcome Dependence on Social Media

Efforts to overcome dependence on social media, every student needs to be wise in using social media. The use of social media needs to be limited and controlled (Aditia, 2021). However, the existence of social media (Facebook) and gadgets can be faced with wise use by students, so social media (Facebook) and gadgets can have a positive impact (Mariaskana, 2018). The way students deal with social media is by managing or organizing time well, limiting the use of social media, increasing activities outside so as to minimize opening social media, by turning off notifications so that they can focus on doing assignments or other things that are being worked on.

Benefits of Social Media

Social media for users/librarians also provides convenience to access data or any form of information available in the library. Social media also provides the following benefits.

- a) **As a Place to Interact or Discuss with Librarians or Librarians** Social media can provide benefits for interacting or discussing with other librarians or librarians without having to meet each other face to face. This can be done through forums or discussion groups created by utilizing the features provided by several social media applications. The applications that can be used are WhatsApp, Line, Telegram, BBM or other social media applications that are conversation-based (chatting)
- b) **As a Supporting Media to Deliver Information to Librarians** Social media can also be used to deliver information in the Library to librarians/library users. This information can be information about the collections in the library or information about the services in the library. This information can be done personally, one-on-one or can be done simultaneously to several librarians (broadcast message). The delivery of information can be done through direct interaction,

where the sender of the message can directly get a response from the recipient. Social media applications that can be used to deliver information like this include WhatsApp, Telegram, Line, BBM or other social media applications that are conversation-based (chatting). Other social media applications that can be used/utilized to deliver information to librarians are Instagram, Facebook and Google Plus (G+).

CONCLUSION

Social media has a significant influence on students' academic ethics compliance. On the one hand, social media can be used as an educational tool that increases access to information, expands academic networks, and supports active learning. However, on the other hand, uncontrolled use can trigger ethical violations such as plagiarism, academic cheating, and decreased focus on learning.

Therefore, it is important for educational institutions to provide digital literacy and academic ethics to students. Students also need to develop critical awareness in using social media, so that they can use it productively and responsibly

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