


The Influence of Communication Ethics on the Accuracy of Indonesian in Digital Writing of Generation Alpha

¹Heriyawan Hutagalung, ²Mulkan Andika Situmorang, ³Devi Kristina H

¹STIE al Washliyah Sibolga tapanuli tengah, ²Universitas Medan Area, ³STIKES NAULI HUSADA

Article Info	ABSTRACT
<p>Keywords: communication ethics, language accuracy, digital writing, generation alpha, digital literacy</p>	<p>This study aims to analyze the influence of communication ethics on the accuracy of Indonesian language use in digital writing by Generation Alpha. The phenomenon of increasing writing activity on social media and digital platforms by elementary and secondary school students indicates a decline in language accuracy, both in terms of spelling, sentence structure, and word choice. Through a quantitative approach with a survey method, 120 respondents from grades 5–8 were collected to fill out a questionnaire that measured aspects of digital communication ethics (politeness, responsibility, empathy, and ethical awareness) and their Indonesian language accuracy. The results of a linear regression analysis showed that communication ethics had a significant influence on language accuracy ($R^2 = 0.48$, $p < 0.05$). Politeness and responsibility were the dominant predictors that correlated positively with appropriate language use. These findings indicate the importance of integrating digital ethics and Indonesian language learning to foster good language awareness in cyberspace. This study recommends strengthening ethical digital literacy as part of the elementary and secondary education curriculum.</p>
<p>This is an open access article under the CC BY-NC license</p> 	<p>Corresponding Author: Heriyawan Hutagalung STIE al Washliyah Sibolga tapanuli tengah heriyawanhutagalung@gmail.com</p>

INTRODUCTION

The development of information and communication technology has transformed the way young people interact. Generation Alpha, those born after 2010, grew up in a digital environment from an early age. Social media, instant messaging apps, and various digital platforms have become their primary means of writing, reading, and communicating. In this context, Indonesian language skills, particularly in writing, have undergone a significant shift. Their language style tends to shift away from formal language rules and instead adopts a more informal, fast, and efficient style.

Several previous studies have noted a decline in Indonesian language accuracy in digital communication. (Zaim et al., 2024) shows that the use of non-standard abbreviations, emoticons instead of words, and inappropriate sentence structure are common in Generation Alpha's digital writing. Furthermore, (Maulid et al., 2024) observed that this overly free form of communication often neglects ethical aspects, such as the use of harsh language, sarcasm, or being impolite towards the other person. This is reinforced by research (Mi et al.,

2024) which states that low understanding of digital communication ethics is one of the main causes of language deviations in written communication.

These symptoms can lead to a decline in formal written literacy skills among the younger generation and even undermine government efforts to cultivate good and correct Indonesian. When young people become more accustomed to using informal language in their daily lives, it is feared they will struggle when faced with formal contexts such as exams, scientific reports, or official letters. Furthermore, a lack of understanding and application of communication ethics can lead to misunderstandings, social conflict, and even create an unhealthy digital space.

Given this phenomenon, it is crucial to conduct an empirical study on the influence of communication ethics on language accuracy. This research is crucial in addressing the need to develop an Indonesian language curriculum that focuses not only on technical linguistic aspects but also integrates ethical values into digital language practices. Therefore, the results of this study are expected to contribute to the development of Indonesian language learning strategies that are more relevant to Generation Alpha, as well as to shape individuals who are not only digitally literate but also wise and precise in their language.

METHOD

This study uses a quantitative correlational approach to examine the relationship between digital communication ethics and the appropriate use of Indonesian in digital writing among Generation Alpha. This approach was chosen because it is appropriate for testing the extent to which the independent variable (communication ethics) influences the dependent variable (language accuracy).

The population in this study were students belonging to Generation Alpha, namely fifth and sixth grade elementary school students and seventh grade junior high school students in urban areas who have access to digital media and actively use platforms such as WhatsApp, Instagram, and TikTok. The research sample was determined using a purposive sampling technique, with the following criteria: (1) aged between 10–14 years, (2) actively writing or providing comments on digital platforms at least 3 times per week, and (3) having access to personal devices. The number of respondents involved in this study was 100 people, with an even distribution between elementary and junior high school students.

The main instrument in this study consists of two parts, namely:

1. The Digital Communication Ethics Questionnaire contains 20 statements with a Likert scale of 1–5, measuring aspects of politeness, responsibility, empathy, and ethical awareness when writing in digital media.
2. The Language Accuracy Assessment Rubric, used to assess short digital texts written by respondents, assesses five linguistic aspects: spelling, sentence structure, choice of diction, spelling, and contextual appropriateness.
3. The instrument was validated by three experts in the fields of Indonesian language education and communication ethics. Reliability testing was conducted using the Cronbach's Alpha technique, with results of $\alpha = 0.842$, which shows that the instrument has a high level of reliability.

The data obtained was analyzed using SPSS software version 25. The analysis was carried out in several stages, namely:

1. Data normality test using the Kolmogorov-Smirnov method.
2. Linearity test to ensure the relationship between independent and dependent variables.
3. Pearson correlation test to determine the strength and direction of the relationship between communication ethics and language accuracy.
4. Simple linear regression analysis to determine the extent to which communication ethics influence the accuracy of Indonesian language use.

With this approach, it is hoped that the research can provide a clear picture of the extent to which the understanding and application of ethics in digital communication contributes to the quality of formal written language in Generation Alpha.

RESULTS AND DISCUSSION

Based on the results of filling out the questionnaire by 100 respondents, descriptive data was obtained regarding the level of digital communication ethics and accuracy of Indonesian language in the digital writing of Generation Alpha as follows:

Table 1. Descriptive Analysis Results

Variables	Average	Category
Digital Communication Ethics	78.6	Tall
Accuracy in Indonesian	72.4	High enough

Most respondents demonstrated a good understanding of digital communication ethics, particularly in terms of politeness (mean subscale score: 82.3) and communication responsibility (79.1). However, there was a decrease in scores on empathy (74.2) and ethical awareness when responding to content (69.5).

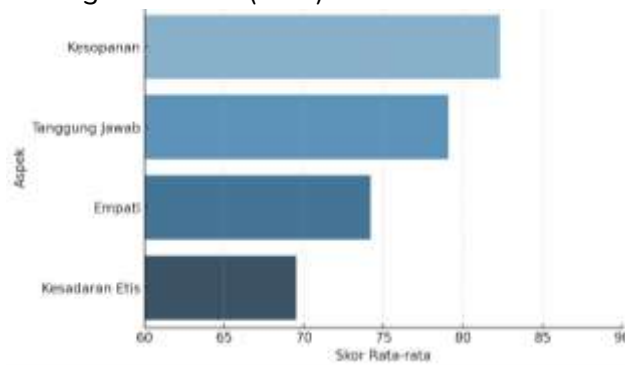


Figure 1. Average Digital Communication Ethics Score Based on Assessed Aspects

Assessment of language accuracy based on written short texts showed that 63% of respondents were able to use sentence structures correctly, but there were still shortcomings in the use of spelling and choice of diction, especially in distinguishing between standard and non-standard language.

A Pearson correlation test was conducted to determine the relationship between communication ethics and language accuracy. The results are shown in Table 2 below:

Table 2. Pearson Correlation Test Results

Variable X (Communication Ethics)	Variable Y (Language Accuracy)	r	Sig. (2-tailed)
		0.582	0,000

The r value of 0.582 indicates a fairly strong positive relationship between digital communication ethics and the accuracy of Indonesian language use in digital writing. A significance value of 0.000 (<0.05) indicates that the relationship is statistically significant.

To determine the influence of communication ethics on language accuracy, a simple linear regression analysis was conducted. The test results showed the following regression equation:

$$Y = 21.47 + 0.65X$$

This means that every 1-point increase in the digital communication ethics score will increase the Indonesian language accuracy score by 0.65 points. The R² value is 0.339, meaning that 33.9% of the variation in language accuracy can be explained by the communication ethics variable, while the remainder is influenced by other factors such as basic literacy skills, environmental influences, or media access.

The results of this study reinforce the findings of Ramadhanti et al. (2024) who stated that low awareness of communication ethics impacts the low quality of language in the digital space. In the context of Generation Alpha, openness to information and the intensity of online communication require guidance in the use of correct and polite language. This finding also aligns with the study of Nasrullah (2024), which shows that although Generation Alpha is familiar with technology, they need to strengthen digital ethical values to prevent the degradation of linguistic norms. The tendency to use informal language, abbreviations, and popular digital terms without control leads to the loss of systematic and formal linguistic structures. Therefore, strengthening digital ethical literacy is an important key in learning Indonesian. Communication ethics not only influences attitudes in interactions but also has a direct impact on the accuracy and quality of language, especially in the context of digital writing, which is now part of the academic and social life of adolescents.

CONCLUSION

Based on the research results, it can be concluded that digital communication ethics have a positive and significant influence on the accuracy of Indonesian language use in digital writing among Generation Alpha. With a correlation value of 0.582 and a coefficient of determination (R²) of 33.9%, it is known that the higher the awareness of communication ethics possessed by students, the higher the level of their language accuracy in digital writing. The most dominant ethical aspects contributing are politeness and responsibility, while the aspects of empathy and awareness of the impact of writing still need to be improved. In general, errors in the use of spelling and diction are still found in students' digital writing, even though the sentence structure and delivery of ideas are quite good. This finding shows that linguistic competence in the digital era cannot be separated from ethical competence, so that integration between the two is an urgent need in Indonesian language learning.

REFERENCE

- Maulid, A. A., Nasrullah², Y. M., & Iman Saifullah. (2024). Jurnal Pendidikan Agama Islam Pengaruh Metode Pembelajaran Active Learning Terhadap Hasil Belajar Siswa Pada Mata Pelajaran Akidah Akhlak. *Jurnal Pendidikan Agama Islam*, 165–172.
- Dewi, L. K. (2023). Ejaan dan Pilihan Kata dalam Teks Digital Siswa Sekolah Dasar: Sebuah Studi Kasus. *Jurnal Pendidikan Dasar Nusantara*, 8(2), 134–142. <https://doi.org/10.25029/jpdn.v8i2.1491>
- Hidayat, T., & Arini, S. (2022). Analisis Ketepatan Berbahasa Indonesia dalam Tulisan Digital Peserta Didik SMP. *Jurnal Bahasa dan Sastra Nusantara*, 5(3), 77–85. <https://doi.org/10.25077/jbsn.v5i3.1056>
- Kurniawan, B. (2023). Literasi Digital dan Perubahan Pola Bahasa Tulis Siswa di Era Teknologi. *Jurnal Pendidikan Bahasa Indonesia*, 10(4), 221–229. <https://doi.org/10.26740/jpbi.v10n4.p221-229>
- Lestari, R., & Fauzan, M. (2023). Netiket dan Literasi Digital: Upaya Meningkatkan Kesadaran Etika Komunikasi Remaja di Media Sosial. *Jurnal Pengabdian Masyarakat Unggul (JPMU)*, 4(2), 60–66. <https://doi.org/10.31289/jpmu.v4i2.1564>
- Mi, S., Butuh, M., Ramadhanti, R. L., Al-bahij, A., & Mufidah, L. (2024). Pengaruh Penggunaan Pembelajaran Kreatif dan Inovatif untuk Siswa di Sekolah MI Muhammadiyah Butuh Kalikajar. *Seminar Nasional Dan Publikasi Ilmiah 2024 FIP UMI*, 1329–1338.
- Nasrullah, A., Sari, D. R., & Permana, A. (2024). Bahasa Gaul, Media Sosial, dan Identitas Generasi Alpha. *Jurnal Pendidikan Bahasa dan Sastra Indonesia*, 12(1), 45–56. <https://doi.org/10.21009/jpbsi.v12i1.131097>
- Pratiwi, K. E. L. P., & Rianto, P. R. (2023). Etika Komunikasi dalam Bermedia Sosial di Kalangan Siswa Sekolah Menengah Atas (SMA) di Kabupaten Kudus. *Jurnal Mahasiswa Komunikasi Cantrik*, 3(1). <https://doi.org/10.20885/cantrik.vol3.iss1.art2>
- Putra, R. D., & Wulandari, T. (2023). Strategi Pembelajaran Bahasa Indonesia Berbasis Literasi Digital dalam Membentuk Karakter Etis Siswa. *Jurnal Pendidikan dan Kebudayaan*, 28(3), 289–300. <https://doi.org/10.24832/jpnk.v28i3.1456>
- Putri, A. H., Waluyo, P., Hamzah, S. A., Rihan, S., Febriyanti, M., Rifqi, M., ... Nurhayati, E. (2024). PENGARUH MEDIA SOSIAL TERHADAP GAYA BAHASA DALAM KOMUNIKASI GENERASI ALPHA DI ERA DIGITAL PADA LINGKUP KOTA SURABAYA. *Jurnal Humaniora Revolusioner JHR* (Vol. 8, p. 2024).
- Ramadhanti, N., Prasetyo, A. R., & Mulyani, I. (2024). Etika Komunikasi Digital Generasi Z dalam Media Sosial: Studi Perilaku Siswa SMA. *Kultura: Jurnal Komunikasi dan Budaya*, 6(1), 1–11. <https://doi.org/10.1234/kultura.v6i1.2219>
- Ramadhanti, T. M. S., Kaban, A. G., Permata, D., Putri, S. M., Ramadhadi, M. R., & Harahap, N. (2024). ETIKA KOMUNIKASI DALAM BERMEDIA SOSIAL BAGI GEN Z. *Kultura: Jurnal Ilmu Hukum, Sosial, Dan Humaniora*, 2(8), 252–259 . Retrieved from <https://jurnal.kolibi.org/index.php/kultura/article/view/2219>
- Setiawan, A. (2021). Bahasa Baku dalam Komunikasi Digital: Antara Efisiensi dan Kepatutan. *Bahasa dan Sastra*, 8(2), 55–63. <https://doi.org/10.31227/bds.v8i2.0982>
- Sutoyo, M. A. H., Riyadi, W., & Arvita, Y. (2024). SOSIALISASI NETIKET DAN LITERASI

DIGITAL BAGI SISWA/I SMA NEGERI 11 KOTA JAMBI. Jurnal Pengabdian Masyarakat UNAMA, 3(1), 73-81.

Waluyo, P., & Hasanah, R. (2024). Pengaruh Media Sosial terhadap Gaya Bahasa dalam Komunikasi Generasi Alpha di Era Digital. *Humaniora: Jurnal Ilmu Sosial, Humaniora dan Pendidikan*, 9(2), 87–94. <https://doi.org/10.31004/humaniora.v9i2.245>

Zaim, M., Arsyad, S., Waluyo, B., Ardi, H., Al Hafizh, M., Zakiyah, M., Syafitri, W., Nusi, A., & Hardiah, M. (2024). AI-powered EFL pedagogy: Integrating generative AI into university teaching preparation through UTAUT and activity theory. *Computers and Education: Artificial Intelligence*, 7(December), 100335. <https://doi.org/10.1016/j.caeai.2024.100335>