The Role of Social Media Student Language Ethics at Poltekbang Medan : Steps Toward Professionalism, Online Identity, Media Influence, Interpersonal Communication And Compliance

Muhammad Caesar Akbar[1], Anastasia Lubis[2]

Email: mhdcaesar@poltekbangmedan.ac.id
Polytechnic Aviation Medan

ABSTRACT

This study investigates the multifaceted influence of social media on the linguistic ethics of students at Poltekbang Medan. It examines how platforms such as Facebook, Instagram, and Twitter shape students' behavior in professionalism, online identity, media influence, interpersonal communication, and adherence to ethical guidelines. Using a mixed-methods approach, data was collected through structured surveys, in-depth interviews, and direct observation involving 109 participants. The findings reveal significant influence of social media on students' linguistic habits, including challenges in maintaining professionalism among peer communication norms. Key recommendations include integrating educational digital literacy and ethical communication training into curriculum to foster responsible online behavior.

Keywords: Social Media, Linguistic Ethics, Professionalism, Online Identity

INTRODUCTION

Social media has become an integral part of students' lives, providing benefits in building online identities and professional communication. However, its unwise use can pose significant challenges, especially related to language ethics. Poltekbang Medan, as a vocational education institution, faces the challenge of preparing students with technical competence and awareness of language ethics in the digital space. This study aims to examine the role of social media in shaping the language ethics of Poltekbang Medan students.

METHODS
The Influence of Social Media on Students' Communication Skills
Findings Data:
1. Professional Language Understanding
   - Survey Results(109 students): 68% of students try to use formal and professional language when using social media. 55% admit to having difficulty maintaining consistency due to the influence of informal language styles that are popular on social media.
   - Interview Findings: Some students think that language norms in social media tend to be flexible, which makes them sometimes ignore formalities.
2. Digital Identity Awareness
   - Survey: On-the-Job Training (OJT) students are more concerned about the impact of digital footprints compared to students who are still active on campus. 75% of OJT students are more selective in sharing content or comments.
   - Direct Observation: OJT students often use social media as a tool to build their

professional image, in contrast to On Campus students who more often use social media for entertainment.

3. Influence of Media Trends
   - Survey: 65% of students feel that social media makes it difficult for them to distinguish between formal and informal contexts in online communication.
   - Qualitative Analysis: The trend of using abbreviations, slang, and memes is often widely adopted without regard to application in formal situations.
4. Social Interaction in Online Media
   - Survey: 40% of students stated that digital communication often causes misunderstandings due to the lack of non-verbal expressions.
   - Interview: Many students rely on emojis or images to clarify their meaning, but these are often not enough to replace face-to-face communication.
5. Implementation of Communication Ethics
   - Survey: Only 55% of students admitted to consistently maintaining communication ethics on social media.
   - Observation: In some cases, students are more often involved in conversations that are not in accordance with social norms, especially on platforms that provide anonymity.

Strategies to Increase Communication Awareness and Ethics

1. Strengthening Digital Literacy
   Implementation of digital literacy training which includes:
   o The importance of maintaining a positive digital footprint.
   o A practical guide to maintaining a professional communication style.
2. Institutional Policy Formulation
   o Create a digital communication guide that is accessible to all students.
   o Integrate digital ethics education into institutional curricula.
3. Use of Supporting Media
   o Utilize videos, infographics, and interactive simulations to convey the importance of effective communication.
   o Social media content creation training that focuses on strengthening formal communication skills.
4. Simulation and Focused Discussion
   o Conduct simulations of real cases of communication conflicts on social media.
   o Group discussions that discuss the application of ethics in various digital contexts.
5. Collaboration between Students and Lecturers
   o Form student and lecturer working groups to promote normative communication.
   o Mentoring program between OJT and On Campus students to share best practices in maintaining digital image.

By implementing these strategies, Poltekbang Medan students are expected to be able to increase their awareness of the importance of ethical and professional communication on social media, while strengthening their ability to adapt in a dynamic digital environment.

Table 1. Analysis of the Influence of Social Media on Students' Communication Skills and Strategies for Improving Digital Communication Ethics

Research Aspects	Data Findings	Communication Awareness and Ethics Development Strategy
1. Understanding of Professional Language	- 68% of students try to use formal/professional language on social media.	- Digital Literacy Training: Develop a training program that emphasizes the importance of maintaining a positive digital footprint and using language appropriate to a professional context.
	- 55% of students admitted to having difficulty maintaining consistent use of formal language due to the influence of the dominant informal language style on social media.	- Institutional Policy Development: Create digital communication guidelines that regulate professional language standards in online interactions, as well as the integration of digital ethics education into the curriculum.
	-Some students consider language norms on social media to be flexible, which often leads to a disregard for formalities.	- Simulation and Focused Discussion: Holding group discussions to analyze the application of formal language in the context of online communication and resolving cases of communication errors.
2.Digital Identity Awareness	- OJT students pay more attention to digital footprints and their impacts than On Campus students.	- Strengthening Digital Literacy: Developing special modules to increase students' awareness of the long-term impacts of digital footprints and the importance of professional digital identity management.
	- 75% of OJT students are more selective in sharing content or comments on social media.	- Student and Lecturer Collaboration: Building working groups involving OJT students and On Campus students to share experiences and best practices in maintaining digital image.

	-OJT students use social media to build a professional image, while On Campus students tend to use it for entertainment.	
3. Influence of Social Media Trends	- 65% of students feel that social media makes it difficult to understand formal and informal contexts in online communication.	-Institutional Policy Development: Develop clear guidelines regarding the use of appropriate language and content on social media, and integrate aspects of digital ethics into learning materials.
	- The trend of using abbreviations, slang, and memes is often accepted without considering the application in formal communication.	- Practical Case Simulation: Conducting case simulations of inappropriate language use in formal situations and discussing their impacts.
4. Social Interaction in Online Media	- 40% of students reported that communication on social media often leads to misunderstandings due to the lack of non-verbal expressions.	- Social Media Content Creation Training: Provides training on how to convey clear and effective messages on social media, emphasizing the importance of clear and precise language.
	-Students often use emojis or images to replace non-verbal communication, although this is not always effective.	- Use of Supporting Media: Using videos, infographics, and simulations to teach how to communicate effectively and ethically on social media.
5. Implementation of Communication Ethics	- 55% of students stated that they consistently maintain communication ethics on social media.	- Simulation and Focused Discussion: Holding group discussions on the importance of maintaining communication ethics in the context of social media and discussing the application of ethical values in practical situations.
	-In some cases, students are more often involved in conversations that are not in accordance with social norms, especially on platforms that provide anonymity.	- Strengthening Digital Literacy: Providing training that emphasizes the importance of maintaining ethics in communicating, especially in the context of social media which often triggers anonymous behavior.
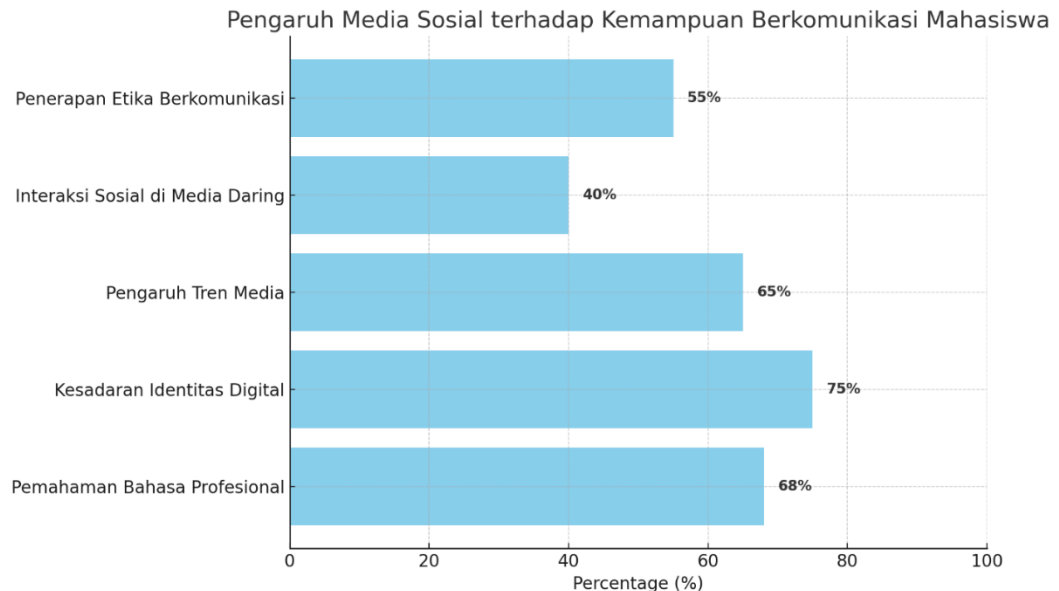
Figure 1. Effect Of a social media For Communicate Student.

RESULTS AND DISCUSSION
The Influence of Social Media on Students' Communication Skills
Professional Language Understanding

- Survey Resultsshows that most students, namely 68%, try to use formal and professional language when communicating on social media. However, 55% of them admitted to having difficulty maintaining consistency in using professional language. This difficulty is caused by the influence of informal language styles that are very popular on social media.
- Interview Findingsindicates that despite attempts to use formal language, many students felt that language norms in social media were quite flexible and tended to shift towards more casual language, depending on the platform used.

The inconsistent trend of language use between formal and informal indicates a conflict in the application of language norms that are appropriate to the context of professional communication in the digital world. This can affect the quality of student communication, especially in the workplace or professional environment where formal language is more valued.

Digital Identity Awareness

- Survey Resultsshows that students undergoing On-the-Job Training (OJT) are more concerned about the impact of their digital footprint compared to students who are still active on campus. As many as 75% of OJT students are more selective in sharing content or comments on their social media.
- Direct Observationalso shows that OJT students tend to use social media as a tool to build their professional image. In contrast, students who are still on campus more often use social media for entertainment and personal expression.

These behavioral differences reflect a deeper understanding of the importance of digital image that OJT students have. Direct work experience makes them more aware of the long-term

195

impact of their digital footprint, while students who are still on campus are more focused on enjoyment and using social media for personal purposes.

Influence of Media Trends

- Survey Resultsshows that 65% of students find it difficult to distinguish between formal and informal contexts in online communication on social media.
- Qualitative Analysisfound that the use of abbreviations, slang, and memes is very common on social media, which is sometimes adopted without considering its relevance in more formal communication.

Rapidly evolving media trends, including the use of more casual language and memes, do present challenges in maintaining communication that conforms to formal norms. The influence of these trends can blur the lines between professional and non-professional communication, potentially interfering with students' ability to communicate effectively in formal contexts.

Social Interaction in Online Media

- Survey Resultsrevealed that 40% of students experience misunderstandings in online communication, which is caused by the absence of non-verbal expressions that are usually found in face-to-face communication.
- Interviewshows that many students rely on emojis or images to replace non-verbal expressions in their communication, although this is not always enough to avoid miscommunication.

Discussion

The absence of non-verbal expressions in online communication is indeed a major factor in causing misunderstandings. While emojis can help provide nuance, relying on these symbols can be ineffective in conveying meaning clearly, especially in more formal situations.

Implementation of Communication Ethics

- Survey Resultsshows that only 55% of students feel consistent in maintaining communication ethics on social media.
- Observationshows that on some platforms that provide anonymity, students are more likely to engage in conversations that do not conform to social norms.

Inconsistency in the application of communication ethics reflects a lack of awareness of the importance of social norms in the digital world. Anonymity on some social media platforms provides space for behavior that is not in accordance with ideal communication ethics.

Strategies to Increase Communication Awareness and Ethics

- Strengthening Digital Literacy
  Digital literacy training can help students understand the importance of maintaining a digital footprint and provide practical guidance on how to communicate professionally on social media. This can help students overcome the challenges of maintaining formal language consistency on social media.

- Institutional Policy Formulation
  Clear policies and easily accessible digital communication guidelines will provide students with clear guidance on appropriate communication norms and ethics. Integrating digital ethics education into an institution's curriculum will strengthen students' understanding of the importance of maintaining their professional image online.
- Use of Supporting Media
  Using videos, infographics, and interactive simulations as tools to teach effective communication will greatly assist students in understanding the importance of communicating in a manner that is normative and contextual. Training in professional content creation will also enhance students' communication skills.
- Simulation and Focused Discussion
  Through simulations and focused discussions on real cases related to communication conflicts on social media, students can understand the application of communication ethics in more complex and diverse situations.

Collaboration between Students and Lecturers

Collaboration between OJT students and On Campus students in the form of working groups or mentoring programs can be a means of sharing best practices regarding professional digital images. With the support of lecturers, students will more easily understand the importance of good communication ethics on social media.

CONCLUSION

Social media provides opportunities and challenges in shaping the language ethics of Poltekbang Medan students. With a strategic approach through digital literacy and communication ethics training, students can be empowered to use social media positively and professionally.

REFERENCES

Akbar, MC (2021). The Relationship between the Procedure Socialization System and the Quality of Air Traffic Guidance Services at the Jakarta Area Control Center (ACC) Division. Langit Biru: Jurnal Ilmiah Aviasi, 14(02), 17-27.

Akbar, MC (2021). The Influence of Work Motivation, Training, and HR Audit on Employee Performance at the Medan Aviation Safety and Engineering Academy (ATKP) Office. JRMB (Journal of Management & Business Research), 6(1), 1-7.

Akbar, MC (2024). Integrative Model of the Influence of Human Resource Management on Student Achievement: The Mediating Role of Soft Skills and Mental Attitudes in the Context of Vocational Education. 8(12), 1–7.

Akbar, MC (2024). CADET CARE MANAGEMENT STRATEGY: A HOLISTIC APPROACH TO CHARACTER AND SOCIAL SKILLS DEVELOPMENT IN HUMAN RESOURCE DEVELOPMENT AGENCY CIVIL SERVANT SCHOOLS. Revolutionary Economic Journal, 7(6).

Akbar, MC, Iqbal, MY, & Agiska, T. (2024). Airport Principle Management. MODELING: Journal of PGMI Study Program, 11(2), 413-425.

Akbar, MC, & Panjaitan, TDA (2024). Planning Management To Improve The Value Of The Lightning Protection Grounding System At The Ccr Building At Sultan Syarif Kasim II International Airport Pekanbaru. Journal of Information Technology, Computer Science and Electrical Engineering, 1(1), 1-10.

Akbar, MC, & Sinulingga, BF (2024). IMPROVING PASSENGER SERVICE MANAGEMENT POST CHECK-IN AT TERMINAL 1 JUANDA INTERNATIONAL AIRPORT. Journal of Economic Analysis and Development, 8(6).

Akbar, MC, & Tantowi, MR (2024). CADET CARE MANAGEMENT STRATEGY: A HOLISTIC APPROACH TO CHARACTER AND SOCIAL SKILLS DEVELOPMENT IN HUMAN RESOURCE DEVELOPMENT AGENCY CIVIL SERVANT SCHOOLS. Revolutionary Economic Journal, 7(6).

Akbar, Muhammad Caesar, et al. (2024). Improving Cadet Discipline And Character Through Time Management At The Official School Of The Transportation Human Resources Development Agency. International Journal of Management, Economics and Accounting, 2(1), 142-149.

Aryani, PW, Akbar, MC, Wardani, I., Sylvia, T., & Gaol, EL (2024). Socialization of Small Unmanned Aircraft System (SPUKTA) Regulations to Airport Security Personnel in the KKOP Area at Silangit International Airport. Jurnal Pengabdian kepada Masyarakat (JPKM) Langit Biru, 5(02), 69-74.

Awan, I., et al. (2017). Social media: Transformations in communication and society. Palgrave Macmillan.

Boyd, D. (2014). It's complicated: The social lives of networked teens. Yale University Press.

Carolina, RA, Saputra, ST, & Akbar, MC (2024). Wildlife Hazard Management at Sultan Aji Muhammad Sulaiman Sepinggan Balikpapan Aerodrome. Aviation Business and Operations Journal, 1(02), 43-49.

Castells, M. (2012). Networks of outrage and hope: Social movements in the Internet age. Polity Press.

Chaffey, D. (2021). Digital marketing: Strategy, implementation, and practice. Pearson.

Couldry, N., & Hepp, A. (2017). The mediated construction of reality. Polity Press.

DNM Sirait, MC AKBAR, EL Gaol, A Aritonang. (2023). Analysis of the Influence of Disciplinary Behavior on Cadet Achievement in the Ministry of Transportation Environment. SIBATIK JOURNAL: Scientific Journal in the Field of Social, Economic, Cultural, Technology.

Herring, S. C. (2013). Discourse in web 2.0: Familiar, reconfigured, and emergent. Georgetown University Press.

Jenkins, H., et al. (2009). Confronting the challenges of participatory culture: Media education for the 21st century. MIT Press.

Livingstone, S. (2008). Internet literacy: Understanding digital skills. SAGE Publications.

MC AKBAR, IN Syah, B Warassari, A Saleh. (2020). The Influence of Professional Commitment, Work Attitude and Work Stress on the Performance of Medical and Health Employees of the North Sumatra Regional Police. JEKKP (Journal of Economics, Finance and Public Policy), 2(2), 170-178.

Nabilah, S., Sirait, DNM, AKBAR, MC, & Gaol, EL (2024). BUILDING A SUPERIOR WORK ETHIC FOR CANDIDATES OF STATE CIVIL APPARATUS: A CASE STUDY OF

MEDAN AVIATION POLYTECHNIC CADETS. SIBATIK JOURNAL: Scientific Journal in the Fields of Social, Economic, Cultural, and Technology.

Nur, F., AKBAR, MC, & Ulfa, S. (2024). Effectiveness of Virtual Account Integrated Academic Information System for Increased Educational Efficiency and Transparency. Journal of Economics, Technology & Business/Journal of Technology Economics, 2024.

Papacharissi, Z. (2010). A private sphere: Democracy in a digital age. Polity Press.

Rheingold, H. (2002). Smart mobs: The next social revolution. Basic Books.

Samosir, Hairul Amren; AKBAR, Muhammad Caesar. (2023). Internalizing Pancasila Values on Generation Z Cadets of Medan Aviation Polytechnic in Social Media. Journal of Community Morals, 8(1), 9-15.

Siregar, A. (2023). Social media penetration in political communication in the digital era. Journal of Political Communication, 37–39.

SJ Panjaitan, MC AKBAR. (2022). Design and Management of Load Sharing for Two Generators at Iskandar Airport, Pangkalan Bun.

Sukarwoto, S., Akbar, MC, & Surbakti, NE (2023). The influence of rules and punishments on the management of cadet behavior in civil service schools. Sibatik Journal, 1646–1647.

Sukarwoto, S., Caesar Akbar, M., & Eka Padanta Surbakti, N. (2023). The Influence of Rules and Punishments on Cadet Behavior Management at Civil Service Schools. SIBATIK JOURNAL: Scientific Journal of Bi. SIBATIK JOURNAL: Scientific Journal of Social, Economic, Cultural, Technology, and Education, 2(6), 1645–1652.https://doi.org/10.54443/sibatik.v2i6.873

Sukarwoto, S., Wimatra, A., Akbar, MC, & Amalillah, CT (2023). Improving discipline and character of cadets through humanistic cadet education development at the civil service school of the transportation human resource development agency. SIBATIK Journal: Scientific Journal in the Field of Social, Economic, Cultural, Technology, and Education, 2(12), 3887–3896.

Sukarwoto; Caesar Akbar, Muhammad; Silaen, Noval Kurnia. (2023). The Role of Togetherness and Family Factors in Improving the Achievement of Cadets at the Medan Aviation Polytechnic. Sibatik Journal.

Turkle, S. (2011). Alone together: Why we expect more from technology and less from each other. Basic Books.

van Dijck, J. (2013). The culture of connectivity: A critical history of social media. Oxford University Press.

Zuboff, S. (2019). The age of surveillance capitalism: The fight for a human future at the new frontier of power. PublicAffairs.