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ANALYSIS ETHICS AND INTEGRITY SHORT MESSAGE: CASE STUDY OF STUDENTS AT BANGKA BELITUNG UNIVERSITY

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Abstrak

Penggunaan pesan singkat media WhatsApp berpotensi memunculkan pelanggaran etika bahasa dan kurangnya kesadaran terhadap nilai-nilai komunikasi yang baik dan bertanggungjawab. Untuk membentuk komunikasi yang efektif, mahasiswa harus memahami dan menerapkan etika dan integritas dalam mengirimkan pesan singkat khususnya di kalangan mahasiswa Universitas Bangka Belitung. Penelitian ini bertujuan menggambarkan dan menganalisis etika dan integritas dalam berkomunikasi khususnya yang dilakukan oleh mahasiswa. Penelitian ini juga menggunakan pendekatan kualitatif dengan metode studi kasus mahasiswa Universitas Bangka Belitung. Metode penelitian adalah kualitatif deskriptif dengan pendekatan studi kasus. Sumber data utama dalam penelitian ini adalah 40 mahasiswa angkatan 2023 yang dipilih secara acak. Sedangkan, teknik analisis dilakukan dengan triangulasi data, yaitu menggunakan berbagai sumber data seperti observasi, kuesioner, studi kasus, dan Focus Group Discussion (FGD) untuk menguatkan temuan. Hasil penelitian menunjukkan bahwa etika komunikasi dalam pesan singkat mencakup pemilihan waktu yang tepat, penggunaan salam pembuka dan penutup, penyampaian identitas diri, serta penggunaan bahasa yang formal, singkat, jelas, dan sesuai Ejaan Yang Disempurnakan (EYD). Penerapan prinsip-prinsip tersebut, termasuk membaca ulang pesan sebelum dikirim, dapat membantu mahasiswa membangun komunikasi yang sopan, efektif, dan profesional dengan dosen. Simpulan penelitian ini adalah penerapan etika dan integritas dalam komunikasi dapat berkontribusi pada terciptanya lingkungan akademik yang lebih harmonis dan profesional bukan hanya untuk mahasiswa tetapi juga untuk berbagai kepentingan lainnya.

Kata Kunci: Etika, Integritas, Pesan Singkat

Abstract

The use of WhatsApp messaging can lead to violations of language ethics and a lack of awareness of the values of good and responsible communication. To establish effective communication, students must understand and apply ethics and integrity when sending text messages, especially among students at Bangka Belitung University. This study aims to describe and analyze ethics and integrity in communication, especially among students. This study also uses a qualitative approach with a case study method of Bangka Belitung University students. The research method is descriptive qualitative with a case study approach. The main data source in this study was 40 randomly selected students from the class of 2023. Meanwhile, the analysis technique was carried out using data triangulation, namely using various data sources such as observations, questionnaires, case studies, and Focus Group Discussions (FGDs) to strengthen the findings. The results show that communication ethics in text messages include choosing the right time, using opening and closing greetings, conveying one's identity, and using formal, concise, clear language that conforms to the Enhanced Spelling System (EYD). Applying these principles, including rereading messages before sending, can help students build polite, effective, and professional communication with lecturers. The conclusion of this study is that the application of ethics and integrity in communication can contribute to the creation of a more harmonious and professional academic environment not only for students but also for various other interests.

Keywords: Ethics, Integrity, Short Messages

1. INTRODUCTION

In the ever-growing digital era, technological advancements have fundamentally changed the communication landscape. In the midst of these changes, short messages have become one of the most popular forms of communication, especially among students of the University of Bangka Belitung. This phenomenon can be seen as a result of the ease of accessibility and speed offered by short messages in communication. In the world of modern communication, large efforts and expenses are no longer the main thing because communicating without face to face has become more efficient.

The development of information and communication technology allows individuals to interact quickly without space and time limits, so that communication becomes more efficient and flexible, (Herman, 2024). Social media app technology facilitates quick and easy global interactions, allowing individuals to connect with people in different parts of the world. Young people quickly grasp this concept, which

has a significant impact on the way they socialize, both positively and negatively, (Silitonga, 2023). However, along with this convenience, questions also arise about ethical practices and integrity in the use of short messages.

Short messages are one of the innovations that are key in technological change, (Salsabila et al., 2024). This technology provides a fast, efficient, and accessible means of communication, which allows students to interact with fellow students, lecturers, and other parties in an academic and social environment. With the increasing use of communication technologies, especially short messages through platforms such as SMS, *WhatsApp*, and other social media, it is important to understand how ethics and integrity are maintained in these online interactions. One of the main pioneers in this realm is *WhatsApp*.

Since its launch *WhatsApp* in 2009, it has led the communication revolution by providing a secure, easy-to-use, and efficient platform. Through its connectivity to the internet, *WhatsApp* allows its users to communicate with anyone around the world without geographical restrictions or additional fees. In this introduction, we will explore the journey of

technological development related to *WhatsApp*, explore its impact on the way we communicate, and evaluate the role of these innovations in shaping the social dynamics of modern society, (Cindoswari, 2016). Through the platform, students can quickly exchange information, coordinate for academic tasks, or even expand their social network. With its brief and often informal characteristics, text messaging can be a complex terrain on which ethical and integrity norms can be tested. Therefore, it is important to investigate how college students use text messages and the extent to which ethical aspects, such as honesty, respect, and responsibility, are applied in their communication.

Text messaging has become one of the main mediums for social and academic interaction among students. In this context, the understanding of how students use text messages not only reflects their daily communication practices but also reflects the ethical values and integrity they espouse. As the main agents in the higher education process, students are expected to exhibit behaviors that reflect academic and moral integrity.

To examine how ethics and integrity are reflected in short message communication, we can understand the dynamics of student interaction more deeply and identify potential problems or shortcomings in the application of these ethical values. The benefits of communication ethics can also improve intrapersonal intelligence. The definition of this model of intelligence is the ability to recognize oneself by having a clear self-concept and a positive self-image, (Saihu, 2021). This is important in an effort to strengthen the culture of integrity in the university environment and prepare students to become responsible and integrity members of society.

If referring to KBBI, the meaning of the word ethics is what is good and bad, about rights and morals. The word ethics is rooted in the word *ethos* which in Greek is a custom, pattern of action, place of residence and habit. Ethics is also a branch of philosophy that studies the meaning of good and bad, right and wrong, and moral obligation. Ethics can also be interpreted as the actual behavior of a human being, the rules and an ideal that can govern him, (Djamzuri & Putra Mulyana, 2022). Ethics refers to two things, first,

ethics is concerned with the discipline of science that studies the values embraced by humans and their justification and in this case ethics is one of the branches of philosophy, (Halisa, 2022). Second, ethics is the subject of the problem in the discipline of science itself, namely the values of life and the laws that govern human behavior, (Wijaya et al., 2019).

After knowing and understanding communication ethics, students can act and behave appropriately in carrying out activities as students, especially in the university environment. Students are expected to behave politely and politely towards anyone. Because students are human beings who are molded to become the successors of the nation who will build the country in an even better direction by upholding scientific values, (Sari, 2020). Higher education has a central role in shaping the character and competence of students, who will later become leaders and members of society with integrity. One of the key elements in achieving these goals is ethical integrity in communicating.

Habituation of a culture of integrity is a way that is instilled continuously by educational institutions to achieve and habituate students, in this case students in an effort to practice the values contained in integrity, (Jamal et al., 2021). Education is an effort or activity that is planned with the aim of building a pious human personality. In the process of realizing people systematically and pragmatically, an educator, especially in higher education, must be able to instill religious values to achieve the most effective educational goals.

Higher education is an important pillar in the development of individuals and society. In the midst of its central role in forming a young generation that is qualified, honest, responsible, and ethical in every aspect of academic activities, it is the basis that must be taken seriously, especially by students. Honesty, responsibility, and ethics in every aspect of academic activities starting from learning to research are at the core of academic integrity. Maintaining integrity in a dynamic and complex academic environment is a challenge because it can take many forms, such as acts of ethical violations, plagiarism, and exam cheating, (Syarif et al., 2023).

Students are the main agents in the higher education process and are expected to be able to

demonstrate behavior that reflects academic and moral integrity. Therefore, understanding how ethics and integrity are reflected in text message communication can provide valuable insights in efforts to strengthen a culture of integrity in university settings. The high use of *WhatsApp* by students has a high chance of ethical violations in language. Based on the observations made by the author on short messages sent by students of the Universitas Bangka Belitung, there are still students who have not understood and actualized the ethics and integrity of language.

Written messages such as *WhatsApp* are the main medium of student academic interaction, especially at the University of Bangka Belitung. Short messages using *WhatsApp* media provide convenience, speed, and flexibility so that communication is no longer limited by space and time. However, important issues arise related to ethics and integrity in communication, especially in the use of language that is often informal and does not pay attention to academic norms. This phenomenon is crucial because students as agents of higher education are expected to be not only intellectually capable, but also have moral integrity and effective communication ethics. There are many ethical violations in digital communication, such as the use of disrespectful language, and improper timing, and a lack of identity transparency in short messages. If left unchecked, it can lead to a decrease in the quality of academic interaction and also a weakening of the culture of integrity within the University of Bangka Belitung.

Digital communication reflects not only language skills, but also the values of honesty, responsibility, and respect as part of academic integrity. Therefore, this study is important to provide a more concrete picture of how ethics and integrity are applied in student communication, as well as to identify forms of text message violations.

Previous research shows that many studies on digital communication ethics have been conducted, but there are still significant gaps. Studies conducted by (Reynaldi et al., 2024) More emphasis is placed on normative understanding of the ethical principles of student communication through *WhatsApp*, such as the use of appropriate timing, opening greetings, apologies, and formal language. Meanwhile,

research (Nurhayati et al., 2024) Focusing on the level of student awareness of the importance of communication ethics, both in-person and digital. The approach used is still descriptive and perception-based, so it is not able to describe the actual quality of communication in daily practice.

The importance of this research and its gap to previous research, has given rise to several solutions to improve the ethics and integrity of student communication in WhatsApp short messages. Colleges need to develop effective short message guidelines, including politeness, opening, identity, purpose, closing, and honesty in the message.

Communication ethics also need to be integrated into the curriculum, such as in Indonesian language courses or character education. Practical training is also important to be carried out through simulations and real examples so that students understand how to communicate well. Universities also need to strengthen a culture of integrity through socialization and consistent rules. Lecturers at universities can also provide evaluation and feedback on messages sent by students. Therefore, the development of digital literacy needs to be improved so that students are more aware of the impact of communication on awareness and professionalism.

This research aims to describe and analysis ethics and integrity in language, especially carried out by students. The results of this research are expected to add insight into the treasures of science in the field of language ethics in observing the use of WhatsApp and are expected to help provide information and input for students to better understand how important ethics are both in the real world and in cyberspace. The results of this research are also expected to provide a better understanding of the role of ethics and integrity in digital communication among students at Bangka Belitung University, as well as provide relevant recommendations to improve the culture of integrity in the higher education environment, as well as become a reference for the campus, as an input to increase efforts from the campus to produce students with character.

2. LITERATURE REVIEW

Communication Ethics

Communication ethics is a set of values that direct a person to convey a message correctly, politely, responsibly, and without harming others. In the context of short messages, communication ethics can be seen in the choice of words, tone of message, delivery time, clarity of intent, and respect for the interlocutor. Because text messages tend to be dense and lack nonverbal context, the risk of misinterpretation is greater. Therefore, ethical aspects such as politeness, prudence, and language responsibility are very important. It is relevant that speech not only conveys information, but also contains actions, strategies, and implications. In a short message, the choice between form and strategy will greatly determine whether the message is understood as polite, neutral, urgent, or offensive. (Dwijayanti & Gigit Mujianto, 2021).

In every communication activity, the speaker uses a certain choice of words to the interlocutor so that the purpose and purpose to be conveyed can be well understood by the speaking partner, (Nuramila, 2020). In communication ethics, a speaker must be able to choose the right diction, and choose a language that suits the conditions, goals, and who the interlocutor is. The main purpose of the word selection is so that the message conveyed can be clearly understood by the speech partner. Effective communication in a short message occurs when the speaker is able to adapt the speech to the context and ensure that the speaking partner understands the intent being conveyed, (Purwanti et al., 2025).

Integrity in Communication

Communication integrity refers to the harmony between the content of the message, the intention of the speaker, the facts conveyed, and the moral responsibility of the message writer. Speakers with integrity do not manipulate meaning, do not spread misleading information, and do not use degrading language. The application of language politeness and integrity makes the speaker more polite and respectful of others, (Febriasari & Wijayanti, 2021).

In short message communication, integrity can be seen from the honesty of the message content, consistency of attitude,

openness of intention, and willingness to account for the impact of the speech. This relationship can be explained through a pragmatic perspective, which is when a person writes a short message, not just writing words, but also performing actions through language. Therefore, integrity is the basis so that the act of speaking language does not turn into pressure, manipulation, or violation of the dignity of other parties, (Dwijayanti & Gigit Mujianto, 2021).

Pragmatics emphasizes that the meaning of speech is highly dependent on the social and cultural context, so that the use of language not only serves to convey information, but also builds social relations and maintains communication norms, (Suri et al., 2024). Therefore, integrity is the basis so that the act of speaking language does not turn into pressure, manipulation, or violation of the dignity of other parties. In the study of linguistic politeness, principles such as maxim of wisdom, reward, and agreement (Leech) emphasize that the speaker should minimize harm to others and maximize rewards in interactions, (Asraini et al., 2023). This shows that the integrity of communication is not only related to the truth of information, but also to the way it is delivered that is ethical and does not harm other parties.

3. METHOD

This study uses a descriptive qualitative approach with a case study method that focuses on exploring the ethics and integrity of student communication through WhatsApp short messages. Qualitative research is an inquiry process to understand social problems based on the creation of a complete holistic picture, (Setyanto et al., 2015).

The data collection procedure was carried out through several techniques, namely observation of student communication messages, the distribution of questionnaires to obtain an overview, case studies on sample short messages, and the implementation of Focus Group Discussions (FGD) involving 40 students of the class of 2023 from various faculties who were randomly selected.

The researcher acts as the main instrument that directly observes, collects, and interprets data in the field, supported by auxiliary

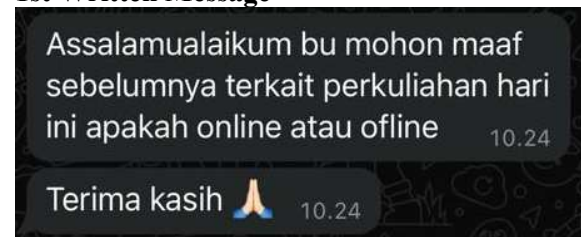
instruments such as questionnaires, interview guidelines, and observation sheets. Data analysis was carried out using triangulation techniques. The data obtained was analyzed descriptively by referring to communication ethics which included aspects of time, age, and message content, (Yora Turnip & Siahaan, 2021). Integrity indicators such as honesty, responsibility, consistency, and adherence to norms, (Prawani et al., 2013). The analysis process is carried out through the stages of data reduction, data presentation, and conclusion drawn.

4. RESULTS AND DISCUSSION

An analysis of the short messages that occur between the sender and the recipient will see how the ethical and integrity forms or violations that occur in them.

Ethics and Integrity of Communication in Short Messaging

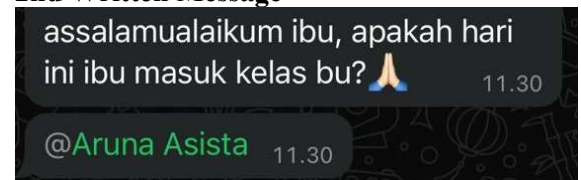
1st Written Message



Ethics in figure 1 above, the sender has paid attention to the right time aspect at 10.24 WIB and gave an opening greeting. However, the message has not reached ethical standards in communication. In addition, the entire message should be able to be sent in 1 whole draft.

Furthermore, there is no integrity of communication in figure 1, namely honesty. The sender of the message does not mention their identity completely, making it difficult for the recipient to respond effectively.

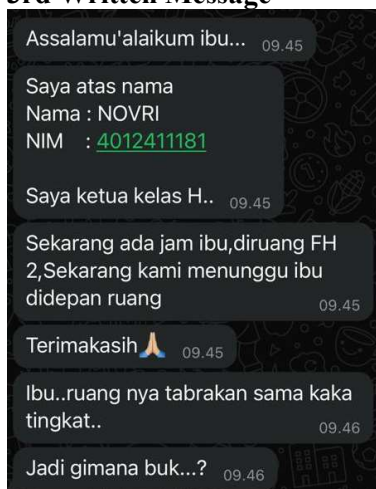
2nd Written Message



The ethics contained in figure 2, namely in terms of the meaning of the purpose of the sender of the message above are quite clear. The message has been opened with greetings. However, the sender does not pay attention to the delivery time of the message that is close to the break time. The sender of the message should be able to add a phrase such as an apology regarding the time the message was sent. The sender also lacks a sense of urgency or clarity, i.e. not mentioning his identity.

Furthermore, integrity is contained in figure 2, namely the questions asked regarding the presence of lecturers showing good faith to obtain correct information. However, the message signals a lack of contextual explanation, i.e. it does not include any further reasons or information that may be needed, such as a lack of transparency or explanation. In addition, the message also does not contain explicit responsibility. So, while this message is polite and shows interest, the integrity aspect in the form of transparency and explicit responsibility is not yet fully apparent.

3rd Written Message



The ethical analysis contained in the text in figure 3, i.e. saying a greeting at the beginning of the message shows respect and courtesy to the recipient of the message, which is part of good

communication ethics. The sender has conveyed his identity quite completely, but the arrangement of the message and the way it is delivered is not precise and should be sent in 1 draft message or not stacked as shown in the image above. In terms of message clarity, the sender conveyed quite clear information, stating that the class was waiting for the lecturer in the FH 2 room and informed about the schedule clash with the senior level. The message is also well closed. In addition, there are also errors in spelling and language that seem informal. Overall, the message shows respect and clarity, although it still needs improvement in language and formality can be done to make it more perfect according to ideal communication ethics.

Integrity analysis in the text in figure 3, namely the content of the message is transparent by showing openness and good faith in communicating. Then, clarity of information related to the situation regarding class schedules that clash with other classes and informing that they are waiting for lecturers outside the room. The information provided is accurate and relevant to the situation, reflecting honesty. Another attitude of integrity is to show a proactive attitude, namely the sender takes the initiative to find solutions and asks for direction from lecturers, showing responsibility in solving problems.

In addition, this message does not provide further details about how the clash occurred or whether there have been any other efforts to resolve it before contacting the lecturer. This lack of information can be interpreted as a lack of efforts to solve problems independently. The use of less formal language also reduces the integrity of the message. Although communication is still polite, the use of sentences such as "So how is it...?" seems a bit relaxed and not very formal, especially in communication with lecturers. Overall, this message shows good integrity in terms of openness, honesty, and responsibility, but it just needs to be improved according to the ideal academic communication ethics.

4th Written Message



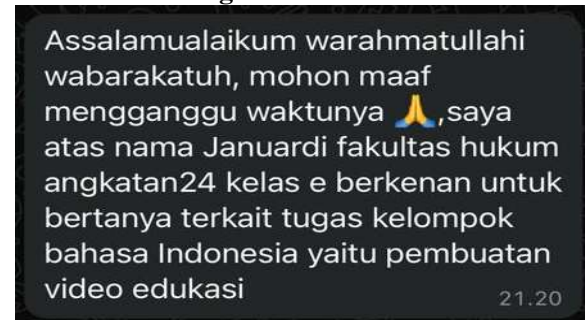
The short message in figure 4, i.e. the sender begins the message with a greeting to show respect and apology as a form of humility, and in the first message, the sender directly asks permission to ask about the title of the opinion, which indicates that the message has a clear purpose. However, the first message sent at 06.28 WIB, can be considered too early to send a professional message, especially if the recipient is a lecturer or a person who has certain working hours. Time like this can be considered annoying in the context of a message that is not too urgent, besides that the sender also does not mention his identity and there are still spelling mistakes in the message.

The second and third messages were sent at 09.31 WIB, showing a lack of patience. If the recipient doesn't respond immediately, ideally the sender waits for a while before sending a follow-up message, rather than sending multiple messages quickly in a very short period of time. The excessive use of emoticons, i.e. 3 times in the second message and 2 times in the third message excessively in formal communication with lecturers or seniors can be considered unprofessional.

Furthermore, the integrity analysis in figure 4, i.e. the sender of the message above honestly states the purpose of the message, which is to ask about the title of the opinion. Messages containing urgency followed by excessive emoticons indicate an inappropriate form of urgency, especially since there is no clear context of urgency. This shows a disregard for professional communication ethics, which requires patience and an understanding that the recipient has time constraints. Urgency without a

valid reason can be seen as a form of lack of responsibility and empathy.

5th Short Message



In the short message of gambar 5 sent at 21.20 WIB, the sender begins the message with a greeting which is a formal and respectful greeting, especially in the context of Indonesian culture. Don't forget to follow it with an apology that indicates humility, and also conveyed self-identity, as well as the purpose of the message that is quite clear, namely questions related to the task of the Indonesian language group, so that the recipient can easily understand the purpose of the message.

Related to the above, the ethical problems contained in the text in figure 5, namely the message sent at 21.20 WIB, which can be considered too late to communicate with lecturers or more senior parties. In general, **working hours usually start at 08.00-17.00 WIB**, sending messages outside of working hours is considered unethical except in urgent situations. While there is an apology for being annoying, there is no direct permission request, which could show more appreciation for the recipient's time. These messages show many ethical aspects, but the timing of delivery and confirmation of the recipient's readiness are areas that need more attention in the context of communication with more senior parties or in an academic setting.

The short message also shows several aspects of integrity, especially in the context of formal communication. The sender honestly mentions his full name and identity, such as mentioning faculty, class, and class. The sender also explained directly and honestly the purpose of the message, which was to ask questions related to the task of the educational video making group.

From the explanation above, it can be concluded that ethics and integrity in sending short messages from students to lecturers are very important to maintain professional and dignified communication. Students as the sender of the message must ensure that the message is delivered in polite, clear, and direct language to the point, and consider the appropriate delivery time.

In the next stage, the researcher carried out a *Focus Group Discussion* (FGDs) activity with student representatives from each department. This activity is indispensable to help identify their understanding of ethics and integrity in communication. The FGD allows students to share perspectives and experiences, so that the institution can understand the extent to which ethics and integrity have been applied in daily communication, especially with lecturers.

As a result of the FGD, effective strategies can be formulated to strengthen the application of ethical principles and integrity in communication in the academic environment. Thus, important elements in the message are formed, as follows.

1. Pay attention to time, avoid contacting lecturers during breaks and worship.
2. Opening greetings, starting with greetings or greetings.
3. Sorry, to show humility.
4. Self-identity, make sure to convey your complete identity, such as name, nim, class, faculty, and department.
5. Language, use formal language and pay attention to EYD.
6. The content of the message, short and clear (effective sentences).
7. To conclude, end by saying a closing greeting and a word of thanks.
8. Read again, the message to be sent should be read and checked, then sent in a draft.

The elements of the message above can be applied by students in the hope of improving communication with lecturers in a more polite, efficient, and professional manner. As messengers, students can improve the quality of interactions, as well as contribute to the creation of a more professional, harmonious, and respectful academic atmosphere.

DISCUSSION

This research is focused on the analysis of the ethics and integrity of student communication to lecturers through short messages, with emphasis on aspects of message content such as punctuality, use of greetings, identity transparency, message objectives, closing, and writing structure. The study goes further by not only identifying certain principles, but also testing their implementation empirically through the analysis of concrete linguistic errors in messages. This research extends the framework of communication ethics into the dimensions of integrity, which includes honesty, identity transparency, and responsibility, as described in integrity theory as the consistency between moral values and actions. When compared to research (Reynaldi et al., 2024), It can be seen that the study focuses more on normative understanding of the principles of communication ethics, such as the use of formal language, opening greetings, and apologies. This approach is in line with the concept of ethics as a set of norms that govern good and polite communication behavior.

Furthermore, the research (Nurhayati et al., 2024), It focuses more on the level of student awareness of the importance of communication ethics, both in person and in writing such as digitally. The approach used is descriptive and perception-based, so it reflects more of students' attitudes or views than actual communication practices. From a behavioral theory perspective, awareness is not always directly proportional to action, so there is a possible gap between what students understand and what they do in their daily communication practices. When compared to the author's research, it fills the gap by using a content analysis approach to short messages, so that it is able to provide a more objective and in-depth picture of the quality of student communication.

In conclusion, **the novelty of this research lies in the integration** between ethics and integrity

in digital communication. If previous research tended to view ethics as a norm of politeness, this study develops the concept by including integrity as an integral part of academic communication between lecturers and students, especially as a messenger. This approach is in line with the view that communication not only reflects language skills, but also reflects the moral character of each individual. In addition, the use of data in the form of short messages makes this research more contextual and applicative, and allows for more critical analysis of communication practices that occur in the field.

The theoretical implication of this study is to strengthen the concept of communication ethics by including the aspect of integrity as an important variable in the study of digital communication, so as to enrich the literature that has been still focused on the ethics of politeness. In addition, the practical implication is to provide a basis for universities to design more comprehensive policies, guidelines, and coaching programs in improving the quality of student communication. Therefore, this research not only contributes to the development of science, but also has direct relevance in building an ethical academic culture with integrity, especially in digital communication.

5. CONCLUSION

Ethics and integrity in sending short messages from students to lecturers are essential to build professional and dignified communication. Students as message senders need to ensure that messages are conveyed in polite, clear, and effective language, as well as pay attention to the right delivery time. In addition, understanding the boundaries between personal and professional relationships in communication is also an important part of ethics and integrity that must be upheld. The implementation of Focus Group Discussions (FGDs) with student representatives from various departments plays a role in identifying their level

of understanding of ethics and integrity, as well as formulating strategies to strengthen the application of these principles. Thus, the application of ethics and integrity in communication can contribute to the creation of a more harmonious and professional academic environment.

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