

THE IMPORTANCE OF A CODE OF ETHICS FOR SOCIAL MEDIA USE AS AN EFFORT TO MINIMIZE PORNOGRAPHY-BASED ABUSE OF HUMAN DIGNITY

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ABSTRAK

Artikel ini ditulis sesuai dengan keprihatinan penulis mengenai dampak pemanfaatan media sosial di era kekinian. Fokus utama artikel ini adalah pentingnya kode etik dalam pemanfaatan media sosial. Untuk menilai dampak perkembangan media sosial saat ini, diperlukan akses terhadap data yang akurat. Data yang disajikan dalam artikel ini berasal dari gabungan buku, artikel, dan sumber online. Studi literatur digunakan dalam artikel ini untuk membahas dampak penggunaan media sosial, penyalahgunaan penggunaan media sosial pada platform, penyebab, dan kode etik penggunaan media sosial sebagai upaya meminimalkan penyalahgunaan martabat manusia berbasis pornografi. Analisis tersebut menunjukkan perlunya pendekatan komprehensif untuk memperkuat regulasi dan pengawasan konten sensitif, serta meningkatkan kesadaran dan tanggung jawab dalam penggunaan media sosial. Tujuannya adalah untuk memitigasi dampak buruk perkembangan media sosial, yang pada dasarnya bersifat ambivalen terhadap kehidupan manusia.

Kata Kunci: inimizasi, memprihatinkan, platform, komprehensif, sensitif, konten, ambivalen.

ABSTRACT

This article is written in accordance with the author's concerns regarding the impact of the utilisation of social media in the contemporary era. The primary focus of this article is the significance of a code of ethics in the utilisation of social media. In order to assess the impact of the development of social media today, it is necessary to have access to accurate data. The data presented in this article is derived from a combination of books, articles, and online sources. A literature study is employed in this article to discuss the impact of social media use, the abuse of social media use on the platform, its causes, and the code of ethics for using social media as an effort to minimise pornography-based human dignity abuse. The analysis indicates the necessity for a comprehensive approach to strengthening regulation and supervision of sensitive content, as well as increasing awareness and responsibility in the use of social media. The objective is to mitigate the deleterious effects of social media development, which is inherently ambivalent to human life.

Keywords: *Minimization, concerning, platform, comprehensive, sensitive, content, ambivalent.*

INTRODUCTION

1. Background of Writing

In the current era of social media, individuals who were previously passive recipients of mass media messages have become active creators and disseminators of content according to their needs and interests. The desire for autonomy and freedom of speech, as well as differing views on public affairs, usually arises on social media platforms. According to the Global Overview Report (We are Social, 2023), in January 2023, 57.8% of the world's population used the internet to get information, and 94% frequently visited social media platforms. These figures demonstrate that the use of social media has become a primary need rather than a secondary desire. In fulfilling their needs, humans tend to use all means to achieve their needs. One of the human needs is to fulfill the needs of their desires. The concept of fulfilling the needs of their desires for the author is to satisfy the desires or instincts of humanity by a human being. desires or

instincts of human being. The question is, what is the difference between human needs and human desires in relation to social media as a primary human need? The answer to the question posed is not straightforward if the nature of the primary and secondary needs of humans is not first adequately defined. In this article, the author identifies social media as a primary need and the impact of social use, especially in relation to pornographic content, as a secondary need. This is because social media use is motivated by desires and lust.

In composing this article, the author prioritises the role of social media as a primary concern, with a particular focus on the impact of social media use, particularly in relation to pornography-based violence, which is a secondary concern driven by desires or lust. To facilitate the development of this article and deepen the nature of this writing, the author has formulated the title as follows.

THE IMPORTANCE OF A CODE OF ETHICS FOR THE USE OF SOCIAL MEDIA AS AN EFFORT TO MINIMIZE PORNOGRAPHY-BASED HUMAN DIGNITY ABUSE.

For the author, the code of ethics for the use of social media is a matter of great importance, as it is a key factor in creating a harmonious and conducive social sphere.

METHOD

In terms of the methodology employed in the composition of this journal, the author has opted for a literature-based approach. In composing this journal, the author draws upon a variety of sources, including books, the Internet data base, and academic journals.

DISCUSSION

1. Social Media as Public Space: The Challenge of the Age

The advancement of technology in the contemporary era is of considerable consequence, with a multitude of novel discoveries and updates being made on a daily basis. All things are updated on a daily basis without exception. The evolution of technology has had a profound impact on a multitude of domains, including the dissemination of crucial information, the circulation of misinformation, the evolution of culture, the formulation of laws, the practice of religion, the conduct of wars, the administration of sports, and numerous other areas. Furthermore, this development has also affected people's understanding of sexuality. The circulation of nude photographs is pervasive, as are pornographic materials and media. These are readily accessible, visible, and consumable at any age, including by children and the elderly. Sexuality appears to be the most contentious topic for debate and discussion, and has become a common topic of conversation, discussion, and media consumption. This is due to a lack of comprehension of sexual orientation and sexuality identity, which has a profoundly detrimental impact on one's moral life.

The sexual revolution has also been accompanied by the rise of pornography, pornotext, and pornomedia in the contemporary era. This significant transformation has the potential to be highly beneficial if it is employed in an appropriate manner. However, the outcome is not within the control of humans. The primary cause is a lack of self-control, coupled with the challenge of distinguishing between factual and fictitious news. It is notable that pornographic content is readily accessible in a multitude of formats, including newspapers and online media. The ease of access to these materials makes it simple for individuals to obtain them, which in turn contributes to the occurrence of a number of social issues, including marital infidelity, sexual abuse, human trafficking, and a multitude of other scandals.

The advent of social media has introduced a new set of challenges to the contemporary world. As a public space, social media has the potential to exacerbate misunderstandings surrounding identity and sexuality orientation, particularly in the context of diverse social circles. This problem necessitates a degree of introspection, awareness, and discernment regarding one's own position and the ability to select and evaluate the information presented on social media.

2. Pornography-Based Violence in Social Media

In the public sphere, everything can be stripped bare for the sake of purifying facts for the sake of truth. Changes and developments in the field of science are evident with the birth of more and more experts and experts in various fields. The presence of these experts also affects almost all areas of life, their presence has both positive and negative impacts.

The revolution has also resulted in a transformation of the human mindset with regard to sexuality. The pervasiveness and persuasive power of information have led to a notable broadening and openness in human views regarding sexuality. In this context, the term "sexuality" refers to the display of genitals. These facts appear to assess humanity only in terms of its role as a complement to self-identity. The human identity associated with this contentious issue appears to be meaningless. It appears that human existence, soul, and body can be readily exchanged. This decline in moral values is indicative of the moral weakness that exists in humans in responding to and balancing the challenges of today's increasingly vulgar times.

It is never too late to fight for truth, to uphold goodness, to recapture harmony and moral decay. Love and sexuality are intrinsically linked to freedom of self-giving, and with this men and women can enjoy the integral and complete truth of being human. However, humans are not animals who, when they see the opposite sex, are lustful and their minds are always aroused and focused on the genitals. Humans are intelligent, this human reason can lead humans to be wise in shaping character. This wise character can help humans understand and respond to every life problem that is obtained with full awareness and responsibility.

This form of awareness and responsibility is evidenced by a respect for oneself, one's body and its ownership. This appreciation of the body has a profound moral significance, as it addresses the value that is attributed to us by others. Furthermore, this appreciation is intended to exemplify the moral virtues that are worthy of emulation by others. The appreciation of ascetic bodywork for spiritual health is superseded by a higher appreciation for enhancing attractiveness. In order to achieve aesthetically pleasing physical attributes, it is necessary to engage in various forms of bodily manipulation, including exercise, dietary modifications, salon treatments, and vitamin consumption. This form of self-care demonstrates our awareness of our physical and mental well-being. A healthy body is indicative of a healthy soul. The public display of our bodies in a state of undress, whether in the form of imitation of nude images in blue movies or in the context of nude photographs on online media, should be avoided. It is erroneous to assume that loving one's body entails merely admiring its physical attributes. Rather, it necessitates the active care and maintenance of one's body. This represents the optimal form of self-respect. The virtue of self-love is reflected in the act of loving oneself and one's possessions. This virtue is of great value in upholding the dignity of the human being.

Talking about virtue is inseparable from ethics. Ethics is always related to the whole of human life. As a science, ethics reflects human attitudes and customs in relation to moral norms that shape a mature human identity as an intellectual person. This

demonstrated moral value identifies that a person truly has a moral personality and is knowledgeable and experienced. However, sometimes a person's morals will fall if they do not have internal motivation and strong bad influences from the outside environment. This requires mental strength and understanding that must continue to be formed, especially in appreciating sexuality identity and orientation.

3. The Importance of a Code of Ethics for Social Media Use

The above description of the existence of technology is the paradox of technology in human life. The role of moral discretion in the foundation of current media constructs related to pornography and sexuality is to guide responsible decision-making in the creation, distribution and consumption of media content. This involves applying strong ethical standards, ensuring that the content produced does not harm or exacerbate views on human sexuality. Moral discretion can also help regulate access to pornographic content to protect people, especially children and young people, from inappropriate or potentially harmful exposure.

Faced with current issues of pornography and sexuality, the role of moral wisdom as the foundation of media construction is to develop policies that promote responsible and ethical media use. This may include restrictions on inappropriate or harmful pornographic content, the application of age labels to regulate access, education about the risks and consequences of pornography, and support for the production of positive content and providing healthy alternatives. In addition, moral discretion can also encourage public dialogue on healthy and respectful values of sexuality, as well as efforts to protect the rights and well-being of individuals, especially children and adolescents.

In its development, the number of social media users continues to grow rapidly. Therefore, a code of conduct for social media users is needed, so that the media can be used positively by all parties. Social media users should pay attention to the following things, including: Echoing the Word of God, self-identification, recognizing follower accounts, grammar and word choice, filter before sharing, social media for business, intellectual property rights, avoiding resistance, dialogue and solutions, respecting ethics and laws. In addition to looking at the ethics of using social media, it is also necessary to have a strong foundation to guide the policy of using social media. The foundations of moral wisdom in media construction related to sexuality include: First, the ethical approach: Presenting sexuality information with integrity and honesty, without manipulating or deceiving the audience. Second, avoiding exploitation: Ensuring that sexual content does not exploit the weaknesses or vulnerabilities of individuals for commercial gain or sensationalism. Third, respecting Privacy: Respecting the privacy rights of individuals, including when reporting cases involving aspects of sexuality. Fourth, balanced understanding: Presenting sexuality information in a way that avoids stereotyping or bias, and promotes a deep and balanced understanding of the topic.

Examples of these principles may include presenting news that respects the privacy of victims in cases of sexual violence, discussing sexuality in educational programs that take into account the diversity of individual experiences, and choosing not to show material that dehumanizes or reinforces harmful sexual norms.

CONCLUSIONS

The adoption of a code of conduct for social media use is an important step in the effort to reduce pornographic abuse of human dignity. By strengthening awareness of shared responsibility in utilizing social media platforms, we can create a safer and more respectful online environment for all individuals. Cooperation between users, social media platforms, and authorities is needed to effectively implement and enforce

appropriate ethical standards in the use of social media.

This code of conduct not only protects individuals from exploitation and harassment, but also helps maintain societal norms. Through clear and strict enforcement of social media usage, we can also create a safer and more trustworthy online environment. This is done through restrictions on pornographic content, law enforcement against harassers, and better awareness education for social media users. By doing so, we can collectively reduce the negative impact of pornography-based content and build a social media environment within a healthy and dignified platform.

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