

Generation Z's Perception of Communication Ethics in Conveying Information through Social Media

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ABSTRACT

This study aims to: (1) describe Generation Z's perception of communication ethics in delivering messages in virtual spaces through social media, (2) identify the factors that drive Generation Z in forming perceptions of communication ethics, and (3) explain what kind of communication ethics perception should be applied by Generation Z. This research uses a sequential mixed-method approach, combining or expanding findings obtained from one method with those from another method. The study begins with a quantitative method by first testing the concept of perception about communication ethics, followed by a qualitative method exploring cases and individuals. The research subjects are Generation Z students who are active at UNY. The sampling technique uses multistage sampling, obtaining a sample of 394 students from 8 faculties, namely FIPP, FISHIPOL, FIKK, FT, FMIPA, FBSB, FEB, and FV. Data collection techniques include questionnaires, interviews, and documentation. The validity test of the questionnaire obtained 32 items, with 6 items found invalid, resulting in 26 items used. The reliability test yielded 0.858 (reliable). The determination of qualitative samples is determined by purposive sampling, obtaining 7 students from various faculties within Universitas Negeri Yogyakarta who are active users of social media. The validity of qualitative data is assessed using source triangulation. Data analysis in the quantitative research uses descriptive statistical techniques such as percentage and cross-tabulation, while qualitative data analysis uses an interactive model by Miles and Huberman, namely data collection, data reduction, data presentation, and conclusion/verification. The results of the study show that in the quantitative research, UNY students with high perceptions of communication ethics are 201 students (51%), while those with low perceptions of communication ethics are 193 students (49%). The output of this research is in the form of articles published in Sinta 2 Indexed Information Journals and Proceedings of the International Conference of Social Sciences and Education (ICSSSED).

Kata Kunci: *Perception, Generation Z, Communication Ethics, Information, Social Media*