



SOCIAL MEDIA COMMUNICATION ETHICS ON TIKTOK ACCOUNTS FULL OF SARCASM (GEN Z'S OPINION)

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Abstract

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Gen Z is the largest generation in Indonesia (born 1997-2012) (2020 census results). A generation that enjoys seeking the truth and has access to social media for a long time. What is Gen Z's opinion regarding the communication ethics on social media TikTok that full of sarcasm? In a constructivist paradigm, this kind of qualitative research employs an intrinsic type of case study research methodology. This in-depth interview was conducted with five members of Gen Z from five private university in Jakarta in a semi-structured manner. First, according to Gen Z, speaking harshly on social media platform TikTok that is not intended to offend someone is ethical and does not go against the politeness of communication, even though it is full of sarcasm and has a negative impact on society. Depending on the communicator's intention and purpose when communicating; Two, from the perspective of Terminus teknikus, knowledge and actions, as well as the capacity to speak roughly, are the results of the learning process; Three, speaking harshly is acceptable as long as it is not intended to be derogatory and is in accordance with manner and custom, which are aspects of human nature; Fourth, dialogic, situational, political, and legal perspectives are employed to elaborate ethical standards on sarcastic accounts. Gen Z does not use religious or ultitarian perspectives;

Keywords:

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Communication Ethics, Social Media TikTok, Sarcasm, Gen Z

INTRODUCTION

According to the results of the 2020 population census, Generation Z or Gen Z accounts for 74.93 million individuals, or 27.94% of Indonesia's total population of 271.9 million (Jayani, 2021). There are numerous points of view on Generation Z, including: First, although there are conflicts of view regarding the birth year of Gen Z, Beresfod Research (Rizal and Nugroho, 2021); (Aeni, 2022) found that Gen Z is inhabitants born between 1997 and 2012. This means that Gen Z residents will be between the ages of 11 and 26 in 2023.

Second, Francis and Hoefel (2018) define Gen Z as a generation of truth searchers, commonly known as the "True Gen." For example, before purchasing a product, Gen Z would search for the truth, such as the pros and disadvantages of the product and seller reviews from social media users. It can be done on a personal or social level. Even this generation has numerous options for feeling at ease and being oneself. This gene also encourages freedom of expression and is more receptive to comprehending various types of people.

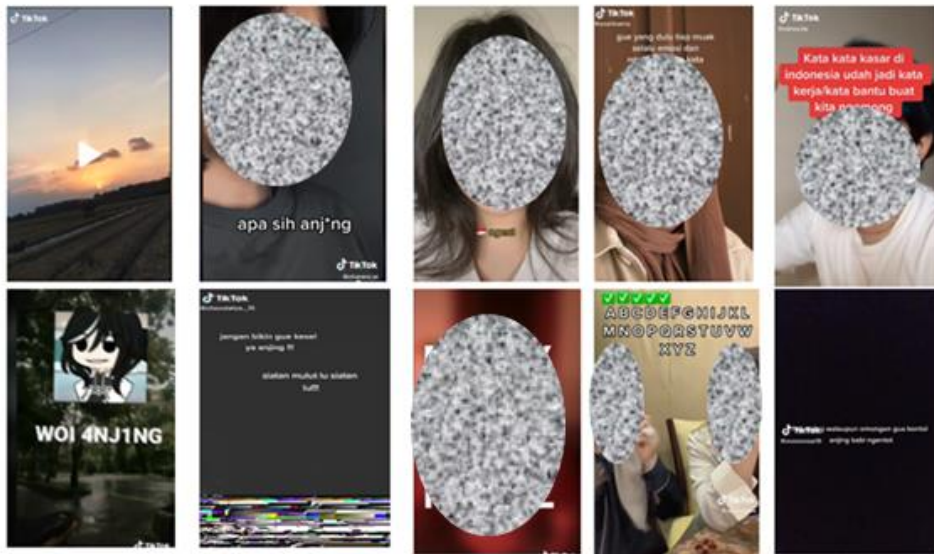
Third, according to the, We Are Social report, Gen Z is the generation that uses social media with the longest duration, where women spend 193 minutes per day accessing social media, while men average 163 minutes per day (Dihni, 2022).

TikTok is one of the most popular social media platforms among Gen Z, and Indonesia ranks second in the world in terms of TikTok usage (Think Impact, 2022). Even when looking at TikTok social media users in Indonesia by age group, it is clear that Gen Z (those between the ages of 18 and 24) have a 40% acquisition rate (Ginee, 2021).

The issue is that not all videos submitted using the TikTok program adhere to decency in communication norms. As an example, consider the ten TikTok accounts depicted in Figure 1 and Table 1. All of these reports are rife with sarcasm, grandiose outbursts, and harsh and nasty language. From the animal's name through the mention of male and female genitalia.

One of them defined sarcasm as a form of language style that contains reproaches or insults that are unpleasant to hear by the interlocutor (Anshari & Al, 2018). Sarcasm is typically employed to make fun of or denigrate the other person. Sarcasm can be considered less polite because it can offend listeners (Indersari, Achسانی, Lestari, 2019). Unusually, despite the 10 TikTok accounts' use of sarcasm (as seen in Figure 1 and Table 1), they are nevertheless able to garner a large number of likes, comments, and even followers (Ref. Table 1).

Figure 1. 10 Sarcastic TikTok Accounts (Crude and Dirty Speech)



Source: Documentation Study Results (Pandjaitan dan Theresia, 2023)

Table 1. Ten TikTok Accounts Full of Sarcasm (Crude and Dirty Speech)

No	Nama Akun	Tanggal Posting	Jumlah Followers	Jumlah Likes Video	Link Video
1	<u>Sadvibes</u>	31 Des 2022	87.8K	5.6M	https://www.tiktok.com/@xxxxxxxxyz16/video/7198163462789270810
2	<u>Yidinazha</u>	11 Mei 2022	71.8K	85.2K	https://vt.tiktok.com/ZS8amosYb/
3	<u>Yopibiasa</u>	19 April 2021	265	21.2K	https://vt.tiktok.com/ZS8amC7uS/
4	Tasyagacha0	8 Feb 2022	2720	47.1K	https://vt.tiktok.com/ZS8amP2jy/
5	Chocolatos._15	15 Okt 2022	49.9K	190.6K	https://vt.tiktok.com/ZS8amAyw8/
6	<u>Silchancrayon</u>	1 April 2022	139.1K	1.6M	https://vt.tiktok.com/ZS8amBnp7/
7	<u>Yourloverxy</u>	23 Juni 2022	14.5K	68.7K	https://vt.tiktok.com/ZS8amWxDD/
8	<u>Ibel_vp</u>	25 Mrt 2022	48.6K	341K	https://vt.tiktok.com/ZS8am7wuW/
9	<u>Rapunzella</u>	22 Jan 2023	168.1K	206.5K	https://vt.tiktok.com/ZS8amKnnV/
10	Vansa.be	3 Feb 2021	1.2M	54.5K	https://vt.tiktok.com/ZS8amoqEb/

Source: Documentation Study Results (Pandjaitan dan Theresia, 2023)

As is known, Gen Z is the future generation of the nation. In them lies the continuity of the Indonesian nation's cultural civilization, including communication ethics. Like politeness in speaking or communicating with other people and in public for example.

The intention and objective of this study is to comprehend and be able to convey how Gen Z views the morality of social media communication on sarcastic TikTok accounts, as indicated in Figure 1 and Table 1. The advantage includes references to Gen Z's opinion control about the ethics of social media communication on TikTok accounts that are full of sarcasm in addition to providing an overview of "what and how" Gen's opinion Z about social media communication ethics on sarcastic TikTok accounts as shown in Figure 1 and Table 1. The question arises

1. Why can a TikTok account that is full of sarcasm like in Table 1. have lots of likes, comments, and followers?
2. Is the choice of harsh language like in those 10 accounts also agreed upon by Gen Z who are already in reputable universities in Jakarta?

LITERATURE REVIEW

According to Ricardo (2022) on the Maluku Language Office's official website, Indonesians are known for being polite, friendly, and ethical. That is to say, being polite, kind, and ethical is the epitome of a culture that lives, evolves, and even develops within Indonesian society.

Communication ethics is made up of two syllables: ethics and communication. The term "ethics" is derived from the Greek words "ethos" and "ethikos". The word "ethos" is described etymologically as "good nature, character, customs, habits, and place." Meanwhile, Tysara (2002) defines "ethikos" as morality, civility, behavior, and good acts.

Aristotle (Lavender, 2022) claims that it is different and categorizes the concept of ethics into terminal technikus and method and custom. Terminus technikus is the study of ethics as a science through the investigation of a human action or action-related problem. While manner and custom are ethics-related practices and traditions that are part of human nature and are directly connected to the positive and negative connotations of human behavior, behavior, or acts.

Similarly to this, K. Bartens (Lavender, 2022) claims that moral principles serve as the foundation for an individual or group's efforts to control conduct. In reality, education is necessary to create a sense of "ethics" and "character" because it not only imparts cognitive knowledge but also affective values that govern behavior, according to Jenkins (Liliweri, 2017).

According to T. Hall, communication is culture and culture is communication from the standpoint of intercultural communication. In other words, culture affects how individuals communicate, and via communication, people can influence culture through mutually beneficial agreements. Similar to Dedy Mulyana's assertion that communication is the foundation of

civilization. Culture cannot exist without communication (Yusa, Murdana, Iskandar, and Firdausy, 2021).

Therefore, it is clear that communication ethics is a requirement with values and moral norms that become a guideline or culture as well as the duties and attitudes of an individual or a group, which are used to regulate communication behavior, such as civility in communication, communication procedures, and communication customs (Mutiah, Albar, Fitriyanto, and Rafiq, 2019).

According to Ginting, Yulistiyono, and Rauf et al. (2021), communication ethics can serve as the basis for the moral foundation of interpersonal communication. The advantages of communication ethics in human relations are outlined below (Ref. Table 2).

Table 2. Benefits of Communication Ethics in Human Relationships

Number	The Benefits of Communication Ethics
1	Can lead to a peaceful relationship.
2	Can make it easier to communicate with others.
3	Can increase one's capacity for comprehension of other people's messages.
4	Can increase one's likelihood of social approval for upholding the appropriate morals.
5	Can improve interpersonal connections.
6	Better understanding or reception of the message is possible.
7	When communicating, don't be careless.

Source: Documentation Study Results (Pandjaitan dan Theresia, 2023)

There is hence a desire to investigate what and how Gen Z feels about communication ethics in the 10 sarcastic narratives (in Table 1). One of them is about how to communicate politely, how to communicate properly, and how to communicate on social media.

To elaborate on the moral principles followed by communicators and communicants, Mufid (Gandasari, Sari, Shabrina et al., 2022) claims that there are at least seven perspectives on communication ethics. These perspectives include (1) a political perspective, which entails cultivating a fair attitude, upholding freedom, prioritizing motivation, and instilling respect for differences; a dialogical perspective, which holds that communication is a two-way transaction process that emphasizes openness, honesty, harmony, intensity, etc.; and (2) the perspective of human nature, which holds that human actions are founded on reason and awareness of what to do and are free to choose to do so. (4) a situational approach, where ethics consider the communicator's job and function, audience standards, and the level of urgency of implementation; (5) a religious perspective, where communication ethics are judged by the principles of the holy book; (6) The utilitarian viewpoint, which involves assessing the usability requirements that are consistent with moral conduct; (7) The legal viewpoint, which is based on the relevant rules.

There are four functions that a person performs as part of an attempt to pursue their goals and efforts to alter their attitudes to meet these goals, according to Daniel Katz's functional attitude theory (Littlejohn, 2016). First, instrumental or utilitarian, which aims to maximize gains while avoiding environmental penalties; The second is ego protection, which is an attempt to shield oneself from the truth that is at odds with oneself; Third, by applying knowledge, which is determined as a criterion of the judgment of something and is exhibited through attitudes; Fourth, by expressing one's ideals through self-actualization, displaying one's self-image, or making positive statements that become one's core beliefs.

RESEARCH METHODS

A qualitative research was used in this study. Denzin and Lincoln explain qualitative research as research that uses a natural setting to interpret phenomena that occur and carried out by involving various existing methods (Moleong, 2016); (Fadli, 2021). Likewise, this study aims to reveal and explain and describe how the ethics of social media communication on TikTok accounts are full of sarcasm in the opinion of Gen Z.

The intrinsic type of case study approach employed as a research strategy. The case study approach is a way to look at phenomena where it's unclear where one occurrence fits into the context and where another does not (Yin, 2015; Nur'aini, 2020; Yohana and Saifulloh, 2019). Stake categorizes case studies into three categories: intrinsic, instrumental, and collective (Musfita and Pandjaitan, 2021; Cahyono and Syartanti, 2017). An intrinsic case study is used in this study. Denzin asserts that intrinsic case studies make use of situations that have undergone extensive research and have interesting details or possess intrinsic appeal (Haryono, 2020). The intrinsic case study was conducted, Stake said, due to certain intriguing fundamentals (Febriani and Fadilah, 2019).

Both primary and secondary data were based on the source. Social media observations and semi-structured in-depth interviews were employed to gather primary data. Literature studies, literature studies, and documentation studies are employed in the meantime to acquire secondary data.

According to LLDikti DKI Jakarta, the best private university for Gen Z students to attend include Bina Nusantara University, Trisakti University, Tarumanegara University, Mercu Buana University, and Atma Jaya University Jakarta. Gen Z members who have lived in Jakarta for more than 10 years also actively watch social media TikTok. Because of the accessibility of sources, researchers chose private universities. The decision to attend a university in Jakarta was made since there are the most TikTok users in Indonesia among Jakarta inhabitants (Ginee, 2021).

In addition, kids must be from an economically prosperous upper-middle-class family with two parents who are both in good health and who are not divorced. In addition to the fact that the

Gen Z informants were regarded as having a wealth of information and experience, being honest, open, and able to speak with others to foster social contact, as well as having good cell phone facilities, this rationale was chosen. Additionally, it is believed that they are frequently watched and gets sage guidance or instructions from their parents, such as those relating to social media etiquette. A purposive sampling technique was employed to choose the informants, which means that the sample was chosen by specified criteria (Ismail, 2018).

Gen Z's perception of the what and how of social media communication on TikTok accounts that are rife with sarcasm serves as the study's primary focus object. Within three months (December 2022 to February 2023) using Jakarta as the research location (locus).

Miles and Huberman's analysis methods were employed in this study since data collection and analysis were done concurrently. Data gathering, data reduction, data presentation, and concluding are the four categories of tasks identified by Miles and Huberman as being involved in data analysis (Prihati, 2018; Novelita, Luthfie, and Fitriah, 2019).

RESULTS AND DISCUSSION

It is known as follows based on the findings of interviews with five informants from the top five private colleges in Jakarta (Dikti version 2020): To start, let's talk about the sarcastic language employed, as seen in the instance of 10 TikTok accounts in Figure 1 and Table 1. Including the following, in Gen Z's judgment (see Table 3):

Table 3. Gen Z Views for Harsh and Crude Speech Usage in 10 TikTok Accounts in Figure 1 and Table 1.

Informants Code	Generation Z's perspective
Informants in BINUS	The language used is deplorable and has a detrimental impact on the surrounding neighborhood. As a result, others may imitate or create content that amplifies the usage of strong language from an existing source. For some, this may appear to be a prank or a joke. However, in my opinion, words represent a person's nature. Speaking excellent words causes a person to have good intentions, which allows him to conduct himself well and influence many others around him.
Informants in TRISAKTI	The language is not appropriate. Why is a video like that made available for so many people to view when it doesn't progress?
Informants in UNTAR	Some languages are unsuitable, but there are others, like animal names, that are acceptable as long as they are not employed as swear words.
Informants in UMB	The language used in the account, in my opinion, is unacceptable. Even when they are joking, some people use derogatory languages, such as animal names, male or female genitalia, and derogatory swear words. Furthermore, these terms are employed to build material for social media that anyone may consume. As a result, writing material with these terms is inappropriate.

Informants in UNIKA ATMA JAYA	It's fine as long as you know the time and place. The creators of the videos are not incorrect; nonetheless, viewers must be astute in sorting through the content.
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Second, the style of ethical communication employed by the 10 TikTok accounts is depicted in Figure 1 and Table 1. According to Gen Z, they are as follows (Ref. Table 4):

Table 4. Gen Z Opinion for 10 TikTok Accounts in Figure 1 and Table 1 in Perspective of Communication Ethics

Informants Code	Generation Z's perspective
Informants in BINUS	Since the inception of communication ethics. The definition of ethics is a good moral personality, someone who speaks well and is polite. Communication occurs when someone sends the contents of a message to other people for them to communicate. So, from the standpoint of communication ethics, speaking rudely to others is improper. Instead, when communicating, do what others want you to do.
Informants in TRISAKTI	In my perspective, the fact that my family instills morals and etiquette in our home is crucial. Even if you're intelligent, well-educated, and capable of completing many tasks on your own, being rude, especially toward your parents as in the video, is not a good thing. My parents instilled in my siblings and me certain moral ideals and concepts.
Informants in UNTAR	Given that the film is viewed by many individuals from many backgrounds and could have a negative effect, it is undoubtedly wrong if it has anything to do with communication ethics.
Informants in UMB	Not in conformity with communication ethics, because these remarks, especially when broadcast on social media, are unacceptable to utter. Social media has a big impact, especially on generation Z or Alpha, who watch videos and mimic what they hear.
Informants in UNIKA ATMA JAYA	If it is related to formal communication ethics, it is inappropriate; nonetheless, this does not justify applying it to non-formal communication ethics. Returning to the use of the word, one must be aware of the time and location.

Third, discuss the intent behind the sarcastic communication style in 10 TikTok accounts in Figure 7 and Table 1. According to Gen Z sources, they are as listed below (Ref. Table 5):

Table 5. Gen Z Opinions About the Purpose of Sarcasm Communication Behavior in 10 TikTok Accounts in Figure 1 and Table 1

Informants Code	Generation Z's perspective
Informants in BINUS	Perhaps begin with their background. However, their prior experiences have shaped them into who they are today. From family or an association to become friends. However, if this is done with the intention of them entering your page (fyp) TikTok, so that they become popular and have a large number of followers, this is not correct.
Informants in TRISAKTI	I've viewed several visual videos, and one that has recently gone viral on TikTok begins with "a b c d e". Perhaps the desire to "follow trends" in a "different" way is what drives the video creator. Even if it's a joke or prank, this video is quite different from the others. A prank that makes

	derogatory remarks about parents shouldn't be copied or utilized to amuse the local populace.
Informants in UNTAR	It can be so that they can express their motivations in phrases that are more or less commonplace. because another thing that may play a role is the environment in which you live or work. Because what is typically heard from the neighborhood is stored in memory. How can we sort or filter what has been caught?
Informants in UMB	It could be to pique the interest of netizens who are watching the content. However, the mechanism used to make the video go viral is flawed. There are numerous methods for creating viral content, which every content creator should be aware of. So you don't have to talk angrily using a background sound that hits for the material to go viral, because viral content is harmful to many parties, both those who hear and those who generate content, because they use unsuitable language.
Informants in UNIKA ATMA JAYA	It could be because they are annoyed by people or wish to appear cool.

Fourth, according to Gen Z informants, the following are the advantages of communication ethics (Ref. Table 6).

Table 6. Opinions of Gen Z Informants Regarding the Benefits of Communication Ethics

Informants Code	Generation Z's perspective
Informants in BINUS	The existence of communication ethics aids in the placement of a person in communication. Can be utilized to control what is acceptable and unacceptable in our communication. Because we live in a varied culture, having communication ethics to control all communication in society is critical.
Informants in TRISAKTI	The advantages can control how polite people are in conversation. Therefore, if you want to speak with one another, ethics apply. Even if there were communication ethics, not everyone could adhere to them, especially if there weren't any. If there weren't any communication ethics, everything would be chaotic and done according to each other's will, which in his opinion was right.
Informants in UNTAR	The advantages of communication ethics are likely most noticeable at work. Because if there is communication ethics, other individuals are more likely to understand the message's contents. The boss's relationship with the team is significantly better. So communication ethics are crucial to me.
Informants in UMB	Directly, communication ethics are beneficial for regulating communication practices so that everyone can speak politely. However, because everyone is already aware of the accepted communication ethics, there are also indirect benefits, such as an improved understanding of the message to be communicated by others. For instance, even though the content of the communication is the same, communicating with an excessively loud voice causes other people to perceive it differently.
Informants in UNIKA ATMA JAYA	Communication ethics, in my opinion, will reduce miscommunication. The advantages are significant because if the message is miscommunicated, the future will be chaotic.

Fifth, with regards to Gen Z's perception of the moral requirements for liking and following a TikTok account. According to Gen Z sources, they are as follows (Ref. Table 7):

Table 7. Gen Z Opinions Regarding Ethical Standards for Likes and Follows on TikTok Accounts

Informants Code	Generation Z's perspective
Informants in BINUS	I tend to view things more from the standpoint of human nature and religion because it is consistent with the type of information I find appealing.
Informants in TRISAKTI	If you look at it from different angles, not all of the TikTok material that I follow or appreciate. It's more dialogic at best, like podcast snippet content. Then, perhaps, from the standpoint of human nature, I evaluate the following thing.
Informants in UNTAR	Maybe from an ultimate point of view. According to the justification, analyzing appropriate usability requirements in line with moral behavior is the issue. Because of this, if the material is beneficial, the usability criteria will be followed. I simply skip the content if not.
Informants in UMB	To have the freedom to choose the information you like, sort preferred content and accounts based on the perspective of human nature.
Informants in UNIKA ATMA JAYA	There is an appropriate time and place from the standpoint of human nature, so, once more. Any stuff that you want must be on your page, but what I follow depends on my criteria; if I like the content, I'll use it.

First, T. Hall argues that from an intercultural communication standpoint, both culture and communication are interrelated. Contrary to Dedy Mulyana's assertion, communication is at the core of culture. Culture cannot exist without communication (Yusa, Murdana, Iskandar, and Firdausy, 2021). If T. Hall's theory of intercultural communication is connected to 10 sarcastic social media accounts on TikTok, it can be inferred from the interview data that the informants' understanding of intercultural communication varies. However, some informants felt that language using animal names was used in the 10 accounts of TikTok. The majority of informants revealed that the language used in the 10 social media accounts of TikTok was full of sarcasm, was not good, was inappropriate, and harmed society. As long as TikTok is not used for swearing, it remains within acceptable bounds. This indicates that there are diverse viewpoints among Gen Z regarding the use of foul language on the social media platform TikTok.

Second, depending on the message and goal of the communication, using animal names negatively on social media platforms like TikTok may not always be inappropriate for Gen Z. This indicates that there is a positive correlation between the decision to use inappropriate language on the social media platform TikTok and the intention and goal of the communication that the communicator planned. According to Gen Z, this refers to any harsh language used in the 10 TikTok social media accounts depicted in Figure 1 and Table 1. cannot be labeled unethical outright. In a different sense, as indicated in Figure 1 and Table 1, there are still members of Generation Z who are accepting of all the harsh language used in the 10 social media profiles of

TikTok. There will surely be changes in the ethics of communication and even the culture of public communication in the Indonesian nation if Gen Z's beliefs like these are permitted to exist, grow, and even evolve inside Indonesian society.

Terminus technikus and manner and custom are two ways that Aristotle (Lavender, 2022) divides the concept of ethics. Meanwhile, K. Bartens (Lavender, 2022) claims that moral principles and values serve as the foundation for an individual or group's efforts to control conduct. Jenkins (Liliwari, 2017) argues that education is necessary to create a sense of "ethics" and "character" since it not only imparts cognitive knowledge but also emotive values that serve as a basis for conduct. When considering this explanation, it is clear that: Speaking angrily on social media platforms like TikTok without intending to offend someone is moral, and it can become a new habit. At the same time, it can be argued that doing so does not go against the etiquette of communication or imply that it is bad.

When considered from the perspective of Terminus technikus, the capacity to speak roughly in the 10 TikTok accounts as shown in Figure 1 and Table 1 can be understood as born or emerging from the learning process, which then becomes knowledge, as well as actions or actions. This opinion was also expressed by several Gen Z who were informants for this study. This implies that all sarcastic account owners are born abusive and develop that way as a result of learning processes that teach abusive language to be acceptable. So, it stands to reason that individuals who live, develop, grow up, and receive an education using offensive language are most likely those who believe the use of offensive language to be ethical as long as it is not intended or intended to curse. Thus, it can be projected that the usage of foul language will become more prevalent among Gen Z and on social media platforms like TikTok.

It's clear from a perspective of manner and custom that: (1) using harsh language is a way and custom that ingrained in human nature; and (2). Speaking harshly is ethical as long it is not done so with purpose; (3). As long as not intended to swear, using rough talk as a method or act of effective communication is likewise acceptable. Therefore, as was to be expected, some people and members of Generation Z may feel it appropriate to use obscene language in jest both in casual conversation and on social media.

According to Ginting, Yulistiyono, Rauf, et al. (2021), communication ethics offers advantages in human connections, as indicated in Table 2, and can serve as the basis for moral communication between individuals. It is different in this study when looking at the opinions of Gen Z, it can be understood that the advantages of speaking rudely that are considered ethical can also help to find out what is appropriate or inappropriate in communicating, and can also be useful in better-communicating messages. Also, to build a positive rapport with the other person.

A minimum of seven perspectives on communication ethics exist, according to Mufid (Gandasari, Sari, Shabrina, et al., 2022), and they are the political perspective, perspective on human nature, dialogic perspective, situational perspective, religious perspective, ultimate perspective, and legal perspective. When analyzing the empirical data, it becomes clear that, in the opinion of Gen Z, it is crucial to adopt the following viewpoint to elaborate on the ethical standards used by communicators and communicants on the 10 sarcastic accounts depicted in Figure 1 and Table 1.

First is political; some informants of Generation Z believe everyone has a unique communication style. For instance, while communicators' intentions and goals vary, not all of the abusive language in the 10 TikTok accounts included in Table 1 is considered immoral by all members of Generation Z. The second is the idea of human nature, which predicts being logical, conscious of what to do, and free to decide to do it. Accordingly, for certain members of Generation Z who tolerate the use of unpleasant languages such as animal names and genitalia on 10 TikTok accounts, as indicated in Table 1, all of this is a type of reasoned communication and a form of freedom in the method of communication that can be done by anyone, anywhere.

The third is a dialogic viewpoint. So, in the eyes of certain members of Generation Z, using foul language is also a type of two-way communication that values candor, openness, harmony, intensity, etc. Fourth, the usage of harsh language on social media, such as TikTok, is allegedly a play on the role and function of a communicator for a particular interest, according to certain members of Generation Z.

Fifth, from a legal standpoint. Some Gen Z believes that using inappropriate language on social media, such as TikTok, does not against the law because it still complies with TikTok's standards. Those indicate that the owners of the 10 TikTok accounts listed in Table 1 and other persons involved in the facilitation of abusive and unethical behavior by TikTok management. The same goes for any internet user who likes, comments on, or otherwise contributes to the video's virality. They don't use religious and ultimate ideas.

That implies that, in Gen Z's view, it is not necessary to adopt a religious and ultitarian perspective to comment on the ethical norms applied by communicators and communicants on the 10 sarcastic accounts displayed in Figure 1 and Table 1. This condition could also mean that Gen Z does not utilize the applicable usability standard as a gauge for ethical behavior, nor does it use the scriptures as a criterion for judging the communication ethics of others, including himself.

A person performs four functions as part of an attempt to pursue their goals and efforts to alter their attitude to meet these goals, according to Daniel Katz's functional attitude theory (Littlejohn, 2016, p. 71–72). First, instrumental or utilitarian, meaning that it maximizes gains while avoiding environmental penalties. Second, with ego protection, which is an attempt to shield

oneself from the truth that is at odds with one's own identity. Thirdly, by applying knowledge, which is demonstrated through attitudes and established as a yardstick for judging anything. Fourth, by expressing one's ideals through self-actualization, displaying one's self-image, or making positive statements that become one's core beliefs.

When considering Katz's viewpoint, it is clear that: First, the 10 TikTok account owners seek to earn incentives on social media by creating videos that go viral. Although some members of Generation Z regret doing this and think it was wrong, others believe it was OK. In light of this circumstance, it may be said that Gen Z is a generation that places more emphasis on possibilities to maximize rewards than on opportunities to maximize environmental penalties. Gen Z can be characterized as an upbeat and brave generation.

The second argument is that because the videos are posted to public TikTok accounts, they do not adhere to ethical standards and do not reflect the state of the world. These arguments are made about the 10 TikTok accounts. However, other members of Generation Z don't mind that the film is being shared since they believe that anyone can publish videos on TikTok without restriction. As a result, Gen Z uses the idea of freedom of action as an ego defense to shield themselves from the truth, which is incongruent with their communication style.

The third, Gen Z users of the 10 TikTok accounts are proficient in creating and uploading videos to the TikTok app. In addition, they have the understanding and attitude that using coarse language, such as on their TikTok account, is acceptable and within ethical bounds; Fourth, all sarcastic communication in the top 10 TikTok accounts is a way for creators to express themselves, as well as to improve their self-image and self-actualize. It is also a way to gain fame and draw attention from the public to gain more likes, comments, and followers for your page. Another explanation is that you wish to participate in the recent viral TikTok video challenge.

CONCLUSIONS

Gen Z's opinion about the ethics of social media communication on TikTok accounts is full of sarcasm as shown in Figure 7. Even though it is full of sarcasm, is not good, inappropriate, and has a negative impact on society, the use of animal names in the 10 TikTok accounts is still within reasonable limits as long as they are not used to swear. So, speaking harshly using animal names on social media TikTok is not always wrong, depending on the intent and purpose of the communicator's communication. That is why, speaking harshly on social media TikTok that is not intended to insult someone is ethical, and can become a new habit, which at the same time can be assessed as not against the civility of communication, or does not mean it is not good.

When viewed from the perspective of the terminus *technikus*, the ability to speak roughly in the 10 TikTok accounts can be understood as born or emerging from the learning process,

which then becomes knowledge, as well as actions or deeds. It means, most likely, all parties who consider the choice of offensive language to be ethical as long as it is not intended or intended to curse, are those who live, develop, grow up, and are educated with offensive language. Thus it can be predicted, it is very likely that the use of offensive language in social media TikTok will be increasingly used by Gen Z.

For Gen Z: (1). For practical advice: Rough talk is a form of choice of values and moral norms that they hold with the aim of regulating the behavior of other people or groups, which they actually do consciously. (2). For academic advice: To suppress the use of harsh speech in Gen Z communication behavior, it is important to instill it through education, because education does not only provide cognitive knowledge, but also provides affective values that guide behavior.

The use of harsh and unethical words can also help to find out what is appropriate and inappropriate in communicating, and can also convey communication messages better, as well useful for establishing a harmonious relationship with the other person. Such as political perspective, human nature perspective, dialogic perspective, situational perspective, and legal perspective. As for religious and utilitarian perspectives, they are not used by Gen Z.

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