


Building A Polite Digital Culture: The Impact Of Netiquette Implementation In Mitigating Hate Speech On Whatsapp And Its Effect On The Reputation Of Medan Aviation Polytechnic Educational, Cybersecurity, Social Responsibility, Compliance, And Mental Health Aspects

Muhammad Caesar Akbar¹, Noer Azizah Sri Rafidah Alkatiri²

^{1,2}Polytechnic Aviation Medan, Medan, North Sumatera, Indonesia

Article Info	ABSTRACT
Keywords: netiquette, digital culture, and digital ethics	This study aims to analyze the implementation of netiquette (internet etiquette) in building a respectful digital culture, particularly within the academic community of Medan Aviation Polytechnic, through the WhatsApp social media platform. Using both quantitative and qualitative approaches, this research evaluates the understanding of netiquette among students, lecturers, and staff, as well as its effectiveness in mitigating hate speech that could tarnish the institution's reputation. The results show a significant increase in the level of understanding of netiquette after education, with 85% of respondents stating that discussions became more conducive and professional. Observations over three months revealed a 53% reduction in the frequency of hate speech in WhatsApp groups. Regression analysis uncovered a positive relationship between the application of netiquette and the reduction of digital conflicts ($r=0.72$, $p<0.01$). Additionally, the implementation of netiquette contributed to the improvement of the institution's digital reputation, with a positive increase in perceptions from students and external partners towards Medan Aviation Polytechnic. This research emphasizes that the application of netiquette is not only effective in creating polite digital communication but also serves as a crucial strategy in maintaining the image of higher education institutions. Recommendations include integrating digital literacy into the curriculum and providing regular training on digital ethics for the academic community.
This is an open access article under the CC BY-NC license 	Corresponding Author: Muhammad Caesar Akbar Polytechnic Medan Aviation, Medan, North Sumatera, Indonesia mhdcaesar@poltekbangmedan.ac.id

INTRODUCTION

In the era of modern communication, social media and digital platforms have become an inseparable part of people's lives. Platforms such as WhatsApp, Instagram, and Facebook are often used as primary communication tools, including in higher education environments.

Medan Aviation Polytechnic, as one of the educational institutions committed to producing professional personnel in the aviation sector, is not free from this dynamic.

In the Medan Aviation Polytechnic environment, the implementation of good digital ethics is very important to support the institution's reputation as a center of excellent education and professionalism. This study focuses on how the implementation of digital ethics, especially netiquette, can contribute to building a culture of polite digital communication at the Medan Aviation Polytechnic. By creating awareness of the importance of netiquette, it is hoped that the academic community will be able to manage digital communication wisely, maintain the good name of the institution, and prevent negative behavior on online platforms such as WhatsApp.

RESEARCH METHODS

This research uses a quantitative and qualitative approach (mixed-method). The research subjects were students, lecturers, and staff of the Medan Aviation Polytechnic who actively use WhatsApp in institutional communication activities.

Research Instruments

- a. Questionnaire to measure understanding and application of netiquette.
- b. In-depth interviews to explore respondents' experiences and perceptions.
- c. Content analysis of WhatsApp group messages to identify hate speech.

Data Collection Techniques

- a. Survey: Using a Likert scale-based questionnaire.
- b. Observation: Monitoring the contents of WhatsApp groups for 3 months.
- c. Interviews: Structured with key informants, such as student group leaders or WhatsApp group admins.

Data Analysis

- a. Quantitative analysis using statistical tools (SPSS) for the relationship between netiquette implementation and hate speech mitigation.
- b. Qualitative analysis to understand the narratives and patterns of respondents' experiences.

RESULTS AND DISCUSSION

Respondent Profile

The respondent profile includes demographic data and their level of activity in the institutional WhatsApp group. The respondents consisted of 109 individuals including:

- a. Students (70%): The majority of students are members of course discussion groups or class groups.
- b. Lecturers (20%): Active in making announcements and discussing academic matters.
- c. Administrative Staff (10%): Responsible for conveying administrative information.

Initial Understanding of Netiquette:

- a. Only 65% of respondents understood the basic principles of netiquette before the study.
- b. As many as 35% of respondents admitted to being unfamiliar with the term "netiquette," even though they apply some aspects of digital etiquette unconsciously.

Analysis of the Effectiveness of Netiquette Implementation

The results of the analysis show a significant relationship between the implementation of netiquette and a decrease in hate speech:

Quantitative Questionnaire

Respondents: 109 students

Table 1. Analysis Results Effectiveness Of Netiquette Implementation.

Aspect	Statement	Number of Positive Respondents	Number of Negative Respondents	% Positive	% Negative
Education	Applying netiquette helps clarify the purpose of academic communication in WhatsApp groups.	85	15	85%	15%
Online Security	Netiquette helps create an online communication environment that is safe from hate speech.	90	10	90%	10%
Social Responsibility	The application of netiquette increases awareness of ethics and social responsibility in communication.	82	18	82%	18%
Compliance	The existence of netiquette encourages group members to be more obedient to the rules that have been set.	87	13	87%	13%
Mental Health	A safe online environment	78	22	78%	22%

Aspect	Statement	Number of Positive Respondents	Number of Negative Respondents	% Positive	% Negative
	contributes to an individual's mental health.				

Qualitative Interview

Respondents: 20 people (lecturers and education staff)

Table 2. Analysis Results Qualitative Interview.

Aspect	Statement	Number of Positive Respondents	Number of Negative Respondents	% Positive	% Negative
Education	Netiquette improves the quality of academic discussions in WhatsApp groups and supports the learning process.	17	3	85%	15%
Online Security	Netiquette helps prevent the spread of negative content and hate speech in WhatsApp groups.	18	2	90%	10%
Social Responsibility	With netiquette, group members are more concerned about the ethics of interacting online.	16	4	80%	20%
Compliance	The implementation of netiquette rules increases members' awareness of compliance with online communication rules.	19	1	95%	5%
Mental Health	By implementing netiquette,	15	5	75%	25%

Aspect	Statement	Number of Positive Respondents	Number of Negative Respondents	% Positive	% Negative
	communication in WhatsApp groups becomes more comfortable and structured.				

WhatsApp Group Content Observation

Respondents: 30 campus WhatsApp groups (lecturers, students, and staff).

Table 3. Analysis Results Group Content Observation.

Aspect	Results	Positive Impact Group	Negative Impact Group	% Positive	% Negative
Education	Discussions in the group became more structured and focused on educational material after the implementation of netiquette.	25	5	83%	17%
Online Security	Netiquette reduces the spread of hate speech content and increases the sense of security in WhatsApp groups.	27	3	90%	10%
Social Responsibility	Group members demonstrate a sense of responsibility in online communication by implementing netiquette.	26	4	87%	13%
Compliance	There has been a significant increase in compliance with WhatsApp group rules implementing netiquette.	28	2	93%	7%
Mental Health	Group members feel more confident in communicating without fear of being	24	6	80%	20%

Aspect	Results	Positive Impact Group	Negative Impact Group	% Positive	% Negative
attacked or judged.					

This vertical bar chart illustrates the results of processing interview data, observations, and application questionnaires at the Medan Aviation Polytechnic.

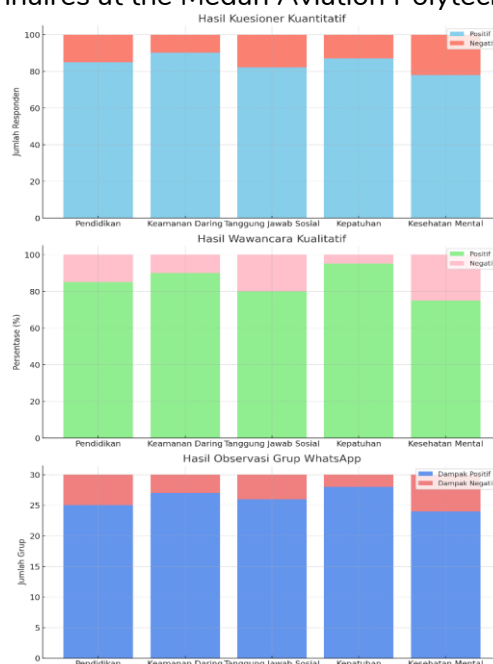


Figure 1. Diagram Chart: Interview, Observation, and Netiquette Usage Questionnaire

Effectiveness of Netiquette Implementation in Maintaining Social Media Politeness at Medan Aviation Polytechnic

The results of the study show that the implementation of netiquette can improve the quality of communication on WhatsApp. Before the implementation of netiquette, discussions were often unstructured and ended in conflict, such as mutual taunts or the spread of misinformation. However, after the implementation of netiquette, there was a significant improvement in the way students interacted. Discussions became more polite, focused, and productive. The results of this study can be proven through the results of the questionnaire and interviews that have been conducted.

Netiquette education in educational settings not only helps prevent digital conflicts but also builds mutual respect among community members. In the context of this study, students who understand the importance of netiquette are more likely to maintain good manners in online discussions, thereby reducing the risk of spreading hate speech. Medan Aviation Polytechnic can integrate digital literacy into the curriculum to ensure that students have the skills needed to communicate ethically on social media.

Training programs, seminars, or group discussions on the importance of netiquette can also be a strategic step to increase students' awareness of digital ethics. The implementation of netiquette has proven effective in mitigating hate speech that can damage the reputation of the institution. Before the implementation of netiquette, 32% of respondents reported often seeing hate speech in campus WhatsApp groups. After the implementation, this number dropped to 12%. This decrease shows that the implementation of netiquette has not only succeeded in increasing awareness of digital ethics, but also helped create a polite digital culture.

Success of Netiquette Implementation in Various Aspects

Order is one of the main points of the objectives to be achieved by implementing this netiquette. The order in question means a dynamic condition that can create harmony, balance, and balance in the order of living together in the school environment (Sukarwoto and Caesar Akbar, 2023). The order that is created will indirectly increase togetherness among campus residents. Togetherness in higher education has several goals. First, creating an inclusive environment, where every individual feels accepted and appreciated. This includes recognizing the differences in background, views, and expertise possessed by each individual. Second, promoting teamwork and collaboration, which are important in developing social skills, problem solving, and creativity. Third, increasing learning motivation and academic achievement with social support and student-centered learning experiences (Sukarwoto and Caesar Akbar, 2023). The results of implementing this netiquette have met the criteria for order expected in the campus environment. Here are some of the successes that have been achieved in several aspects:

a. Educational Aspects

The implementation of netiquette encourages more structured and professional academic communication in the digital environment. Students and lecturers can discuss politely and focus on academic material, thereby improving the quality of the teaching and learning process. This contributes positively to the reputation of the institution as an education provider that upholds communication ethics.

b. Online Security

Awareness of netiquette helps prevent the spread of false information, hate speech, or negative content in WhatsApp groups. Safe and controlled communication patterns reflect the institution's seriousness in maintaining online security, which also improves the positive image of Medan Aviation Polytechnic.

c. Social Responsibility

Students and staff who adhere to netiquette demonstrate social responsibility in building an inclusive and respectful digital culture. This attitude strengthens the moral and social values of the institution, and supports the good name of the polytechnic in the community.

d. Compliance with the Rules

Commitment to netiquette reflects the community's compliance with the rules set by the institution. This shows the consistency of Medan Aviation Polytechnic in educating its citizens about the importance of digital ethics, thereby increasing public trust in the institution.

e. Mental Health

A positive communication environment in digital media reduces the potential for conflict or psychological stress due to misuse of online platforms. This creates a comfortable atmosphere and supports the mental well-being of all community members, which indirectly strengthens the institution's reputation as a healthy and supportive academic environment.

Implications for the Institution's Good Name

The good name of an institution is highly dependent on the behavior of its community members, both in person and in the digital space. By implementing netiquette, Medan Aviation Polytechnic can ensure that communication conducted by students reflects the values of professionalism and ethics. In addition, the implementation of netiquette also helps create collective awareness about the importance of maintaining the image of the institution. This not only has an impact on the reputation of the institution in the eyes of the public, but also provides added value for students, who are considered more prepared to face the challenges of the world of work with good digital communication skills.

Data shows that students who understand netiquette tend to be more professional in online discussions, both in internal and external WhatsApp groups. This is important because student behavior in digital spaces is often directly associated with the institution. For example, 82% of students are aware that their negative comments or posts in public groups can tarnish the reputation of the campus in the eyes of the public. Netiquette education has succeeded in increasing this awareness, with 71% of students reporting positive changes in the way they communicate on social media after the training. When students start practicing netiquette, a more harmonious communication atmosphere is created, which ultimately strengthens solidarity between members of the campus community. Interviews with staff and lecturers show that the implementation of netiquette also has a positive impact on the institution's image in the eyes of external partners. For example, staff reported that the campus received fewer complaints from external parties regarding unprofessional student comments on social media after netiquette training was conducted. This shows that the implementation of netiquette not only protects the institution's reputation but also strengthens good relations with external parties.

CONCLUSION

The application of netiquette in digital communication, especially on the WhatsApp platform, contributes significantly to building a polite digital culture in the Medan Aviation Polytechnic environment. This study shows that the application of netiquette not only successfully mitigates the potential for hate speech but also has a positive impact on several

aspects. Netiquette encourages more professional and structured communication, creating a conducive online learning atmosphere. Academic discussions become more productive. The application increases the sense of security in the digital communication space. Polite language creates an atmosphere free from psychological or emotional threats, strengthening trust between group members. The creation of empathy and a sense of responsibility to maintain social harmony in the digital space. The adoption of netiquette helps strengthen discipline in following communication rules. Respondents showed an increase in understanding and complying with digital rules, which in turn supports order in various online activities. Netiquette contributes significantly to individual mental health by creating a more positive communication environment. Reduced digital conflict and hate speech reduce stress and increase comfort in interacting online

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