



ENTERTAINMENT MEDIA AND THE CRISIS OF COMMUNICATION ETHICS IN AMBIGUOUS PHENOMENA (CASE STUDY OF PUBLIC FIGURE FEUD)

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Abstract:

Purpose: The thing that is of concern here is that the feud that the public figure is showing then propagates to television as the mass media, while there is a possibility that the spectacle of this feud contains bad values that are not good for society. Cases that occur are also considered contrary to existing communication ethics. Another unfortunate thing is the reason why several public figures are competing with each other to take action like this so that it becomes a trend, and this is directly proportional to the interest of the Indonesian people to see this feud. The feud was also considered as entertainment for the community. According to data, internet users in Indonesia have reached 212 million in January 2023. This means that around 77% of Indonesia's population has used the internet.

Research methods: In this study the descriptive analytical method of phenomena was used to study an object in the context of people's behavior, conditions, systems of thought, and events at the present time. The approach method is a case study to reveal and describe the phenomenon of the subject and object of research on entertainment media and the crisis of communication ethics in the ambiguous phenomenon of public figure feud.

Findings: Public figures should be able to realize that they are in the spotlight in public spaces. Their communication in public spaces should be able to display self-control abilities, maturity in attitude, and responsibility in speech and behavior.

Implications: On the other hand, good understanding and awareness is needed by the public so that they are wiser in using the mass media. That way, there will be no shift in people's behavior in viewing communication ethics. Because, if we think about culture in Indonesia, it actually teaches good ways of communicating with others, without hurting or harming other parties.

Keywords: entertainment media, communication ethics, public figure feud.

INTRODUCTION

In the current phenomenon, where the boundaries between media and social media in society become very unlimited and even tend to be ambiguous. In the era of new media which is synonymous with the current development of internet technology, a new form of media emerges, namely social media. According to data, internet users in Indonesia have reached 212 million in January 2023. This means that around 77% of Indonesia's population has used the internet [1]. This shows that the internet, especially social media, is currently very popular with the public because it is a medium of entertainment. In addition, users can



choose the variety of entertainment they want without being constrained by broadcast schedules such as television broadcasts. In addition, the activities and presentation of content created by public figures are not limited, giving rise to many variations of entertainment.

On the other hand, there are many new phenomena as well. One of them is the phenomenon of public figure feud. Recently, this phenomenon has become a trend. Some figures who are well known by the public and are used to appearing in public actually engage in feuds with other public figures. Although their motives are often unknown, what is certain is that the feuds they engage in can elevate their existence in society. In some cases, it has been observed that this phenomenon begins chronologically on social media. Of course this is motivated by the characteristics of social media which have their own freedom. When one of the cases of this phenomenon attracted high public attention, several television program owners attracted this public figure to provide clarification and explanation of the case that occurred.

The thing that is of concern here is that the feud that the public figure is showing then propagates to television as the mass media, while there is a possibility that the spectacle of this feud contains bad values that are not good for society [2], [3]. Cases that occur are also considered contrary to existing communication ethics. Another unfortunate thing is the reason why several public figures are competing with each other to take action like this so that it becomes a trend, and this is directly proportional to the interest of the Indonesian people to see this feud. The feud was also considered as entertainment for the community.

Of course this is a phenomenon that needs to be explored whether this kind of trend is recognized as a form of television's efforts to fulfill the function of entertainment or as an act of distributing the values of an ethical crisis of communication. Therefore, the purpose of this paper is to find out whether the reality of the trend of public figure feuds on television and social media is becoming a form of entertainment or a form of ethical crisis of communication in society.

RESEARCH METHODS

In this study the descriptive analytical method of phenomena was used to study an object in the context of people's behavior, conditions, systems of thought, and events at the present time. The approach method is a case study to reveal and describe the phenomenon of the subject and object of research on entertainment media and the crisis of communication ethics in the ambiguous phenomenon of public figure feud. The aim of this research is to accurately describe the phenomenon that occurs and the relationship between the phenomena being investigated. Thus qualitative research needs to see, examine, and collect information then reveal and describe precisely what is being studied. In the approach and framework section, it has been stated that in order to achieve the objectives of this study, activities were carried out in two forms, namely observation with a snowball pattern and documentation study. Data through observation and interviews, demonstration of the subject model and discussion of research extension. All activities are carried out by involving several communities and actors (public figures) according to the desired data.

FINDINGS

The phenomenon of feuds that often occur by public figures in the media recently cannot be assessed whether it is true or contains other intentions or what is commonly known as the concept of setting. To be sure, the feud carried out by public figures really displays a picture of conflict and circulates in the media.

In fact, there are many more cases of public figure feuds that have occurred, it seems that this feud phenomenon has become a trend in the media world.

A. Communication Ethics

Ethics literally comes from the Greek language, namely *ethos*, which means character, character, decency, or customs which are closely related to the concept of an individual or group as a means of assessing the truth or evaluation of something done [4]. Ethics in communication is interpreted as the basis for human rules in communicating and provides a moral foundation. The purpose of communication ethics itself is to create good and harmonious relations between people. In communication ethics itself there are several elements that need to be considered, namely: 1) not giving personal information excessively; 2) communicate politely; and 3) opinions based on facts [5]. It is very important to understand that communication ethics are not only related to good speech, but also sincerity of intentions expressed from patience, calm, and empathy in communication [6].

B. Mass Communication Function

Mass communication is communication produced using technological channels in the mass media. Basically, mass communication has the following functions: a) information function, namely providing information to its users; b) the function of entertainment, namely meeting the entertainment needs of the community; c) the function of persuasion, namely inviting someone to understand the information provided; d) the function of cultural transmission, namely adding new experiences from other cultures; e) social function, which is to generalize patterns of human thought or behavior; and f) the supervisory function, which refers to the collection and dissemination of information regarding surrounding events.

C. Entertainment Media and the Ethical Crisis of Communication in Ambiguous Contexts

When viewed from a public perspective, feuds that occur within a public figure are difficult to identify, whether these feuds are purely due to misunderstandings and are caused by accident or are these conflicts deliberately carried out for certain interests. To be sure, conflict with public figures can indirectly increase attention towards them. That way, there are some parties who feel it can be an advantage. This is the reason why conflicts that occur in public figures often become commonplace.

On the other hand, because of the presentation of the conflict news to the public, the public gave a response. Not infrequently, the feud they watch becomes a public conversation. The media see the movement of the public following the development of public figure feuds, bringing them to their television program broadcasts. This causes cases of public figure feud to

become more crowded in society. The more widespread the media raises their case, while it is in comparison aligned with attitudes of public interest, giving rise to a new facet of forms of media entertainment. Therefore, it is not uncommon for some public figures to "deliberately" come into conflict with other parties.

This feud trend is of course very intersecting with the ethical guidelines of communication that are understood and realized in society. The rise of public figure feuds that they watch in society needs to be recognized as a presentation that contains negative values. This is because, not infrequently they display bad words and attitudes such as issuing hate speech, innuendo, accusations, angry words, and attitudes that aim to corner and harm others. Not infrequently, their feud continues by reporting each other to the police. But what was even more surprising, in the end they withdrew reports from each other and ended up apologizing. This matter illustrates to the public that the law and cases in the realm of the police can be mocked.



Figure 1. Effect of media competence
[Source: Kompas.com[2022]]

Ethics is defined as the science of decency which regulates how human behavior should be in society which involves rules or principles that determine good and bad behavior. In it, ethics contains and explains the values and morals that become a guideline for a person or a group to regulate their behavior. When it is related to communication, communication ethics in terminology talks about character or decency that determines whether or not the way of conveying messages to others can change attitudes, opinions or behavior verbally or indirectly. Based on the concept of communication ethics itself which explains how the values and norms held by communicators are to be practiced in the communication process, it appears that ethics really needs to be used in communicating.

If this trend of feuds continues to grace the media screen, they can assume that feuds full of hate speech are a normal thing in daily life and communication. In fact, we know that the reality of life is taught from generation to generation by parents, religious leaders, teachers, and others regarding the absolute values of life which are called morals. The intensity of exposure to this kind of trend can shift the socio-cultural values being taught.

CONCLUSION

Mass communication has an important role in shaping the character of society. The public will interpret the feud phenomenon as a form of information. The feud that was shown clearly contradicted the values and norms taught in society because it contained attitudes and behaviors that contained anger and negativity and tended to corner and judge other people. In fact, the mass media should be used properly according to the functions of the mass media such as the function of cultural transmission and education. Public figures should be able to realize that they are in the spotlight in public spaces. Their communication in public spaces should be able to display self-control abilities, maturity in attitude, and responsibility in speech and behavior. On the other hand, good understanding and awareness is needed by the public so that they are wiser in using the mass media. That way, there will be no shift in people's behavior in viewing communication ethics. Because, if we think about culture in Indonesia, it actually teaches good ways of communicating with others, without hurting or harming other parties.

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