

## NAVIGATING THE SEA OF INFORMATION: EFFECTIVE COMMUNICATION STRATEGIES IN THE DIGITAL ERA

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**Abstract.** An ocean of information is a condition that society must face, especially in the digital era, where access to information can be obtained easily. Information overload has become inevitable. Unfortunately, this ease of access is not accompanied by the community's ability to engage in digital literacy. Even though the digital literacy rate researched by the Ministry of Communication and Information increases yearly, Indonesia's digital literacy rate still lags behind other Asian countries. This article attempts to provide an understanding of technological advances that have implications for easy access to information which requires people to communicate effectively. This article is packaged with a literature study method using various research related to effective communication, information dissemination, and community digital literacy. Through this article, it can be concluded that a qualified communication strategy is needed for individuals to be able to deal with information overload and navigate any information obtained through digital platforms. Developing communication skills and applying ethics in cyberspace is a necessity so that individuals can navigate the sea of information in today's digital era.

**Keywords:** Effective Communication; Information Overload; Communication Strateg; Digital Era

### INTRODUCTION

The exponential growth of technology has undoubtedly precipitated a profound transformation in the contemporary era. The advent of the Internet represents one of the most significant outcomes of the exponential advancement of information and communication technology. The Internet has effectively democratized access to information, enabling individuals to retrieve data from any location and at any time. The modernity of information technology is the culmination of a lengthy process that commenced centuries ago (Selo & Umarella, 2024). During the explosion of digital technology, the internet, and social media, we are in an era where it is easier to access information than before. The abundance of information opens up new opportunities but also greater challenges in terms of understanding, assessing, and managing the information we are exposed to at all times. Information policy, disinformation, and digital push from all sides have become a phenomenon that creates confusion and burdens everyone because of the continuous flow of messages and data.

According to research by the Asean Foundation supported by Google in September – November 2023, inequality in digital literacy in Indonesia still occurs in several aspects, one of which is critical thinking skills. The research entitled *One Divide or Many Divides? Underprivileged ASEAN Communities' Meaningful Digital Literacy and Response to Disinformation* also reveals the digital divide between urban and rural areas. The reason is, that amid high internet penetration, there are still areas such as Lanny Jaya and Paniai in Papua that have not been touched by digital infrastructure.

Efe Stanley (2021) Since the explosion of technology and information, information overload has become an everyday occurrence throughout the world. With advances in technology, the flow of information is faster, broader, and more agile than before. As a result, information processing and decision-making become more difficult. Today's workplace contains enormous amounts of data that are impossible to control. This excess information comes from the internet, wireless communications technology, television, and newspapers. For example, we can find various kinds of information in various media or information sources. Information overload can lead to poor perception and loss of control and focus.

The phenomenon of information overload creates new problems in communication in the digital era. Readers or media users often find it difficult to sort out relevant, accurate, and meaningful information from the chaos of disorganized information. This leads to ambiguity, confusion, and sometimes, the spread of incorrect information. Additionally, the role of technology in the way we

communicate is also changing. We now communicate via a variety of digital platforms, including social media, email, instant messaging apps, and content-sharing platforms. While this provides unprecedented ease of access and connectivity, it also presents new challenges in understanding and managing online communications.

Therefore, effective communication strategies in the digital era are becoming increasingly urgent. Individuals need to have the right skills and strategies to navigate the boundless sea of information, filter relevant information, and communicate effectively in an ever-evolving digital environment. A communication process is effective when the communication carried out can produce changes in attitudes in other people who behave as communication targets. This is in line with what Milyane et al (2021) stated in their writing that, like other communications, effective social media communication is verbal and non-verbal interactions carried out by two or more humans to convey messages and see the effects of the messages.

Meanwhile, the aim of implementing effective communication is to make the message conveyed between the giver and recipient easier to understand so that the language is clearer, and more complete, and delivery and feedback are balanced. As stated by Jalaluddin (2008) in his book *Psychology of Communication*, effective communication is characterized by understanding, being able to create pleasure, influencing attitudes, improving good social relations, and ultimately leading to action. The Association of Indonesian Internet Service Providers (APJII) announced that the number of Indonesian internet users in 2024 will reach 221,563,479 people from a total population of 278,696,200 Indonesians in 2023. The results of the 2024 Indonesian internet penetration survey released by APJII show that Indonesia's internet penetration level has reached 79.5%. This means that if you look at the survey results, it can be concluded that Indonesians are becoming increasingly internet-literate.

In Indonesia alone, based on reports published by the marketing agency "We Are Social" and the social media management platform "Hootsuite", it was revealed that by January 2023 more than half of the population was "literate" or actively using social media. The report entitled *Digital 2023: The Essential Guide to the Latest Connected Behavior* states in detail that of the total 276.4 million Indonesian population, 60.4% (167 million) have used social media. This shows that social media is effective as a means of distributing various information to the public. Setiawan (2018) in his article entitled *The Impact of the Development of Information and Communication Technology on Culture* stated that the presence of information technology changes the needs of every element of society. The use of computers and the internet is rapidly changing the needs of job seekers, the way students study, the way people look for work, and the way society solves its problems. The rapid development of Internet media has had a very significant influence on every country.

Then, if society and culture are connected with technology, it is by what was stated by Alo Liliweri that technology and society, or technology and culture, show a circle of mutually dependent relationships, mutually influencing, and mutually producing. This means that technology influences human culture and vice versa, human culture influences technology. This synergistic relationship is a hereditary legacy of a cultured society through a process of change, innovation, and invention starting from simple tools such as stone axes to sophisticated tools in modern times such as printing machines, radios, and computers (Liliweri, 2011).

Sociologically, technology is an aspect that influences every activity, action, and human behavior. Information and communication technology can change relationship patterns and interaction patterns between humans. The presence of this technology is something that cannot be separated from human life. Rapid technological developments sometimes mean that humans do not have time to adapt to these advances and as a result, there is anomie in society and cultural lag. For example, research conducted by Asaas Putra and Diah Ayu Patmaningrum (2018) entitled *The Influence of YouTube on Smartphones on the Development of Children's Interpersonal Communication*. They revealed that good communication between children and parents experienced problems when one or both of them started playing with their respective smartphones as if they had their world. However, restrictions on smartphone access imposed by parents on their children have a positive impact on the child's self-control. Apart from that, parents also play a role in limiting what content their children can access. Thus, exposure to the information received is in the form of positive information and builds the child's character towards their social environment. Kindergarten children's interpersonal communication is developing well even though they often access YouTube after school, but they are still not free from the supervision of their parents (Putra & Patmaningrum, 2018).

This article aims to provide practical guidance for readers in developing effective communication strategies in the digital era by understanding the challenges faced in online communication and offering strategies that can be applied from various existing literacies. We are expected to become more skilled at managing information, building strong relationships, and successfully communicating effectively in this complex sea of information.

## LITERATURE REVIEW

**Shannon-Weaver Model of Communication.** Many theories and models analyze the communication process, one of the most famous is the Shannon-Weaver Model. This model identifies eight main points for information transfer, namely, source/sender, encoder, message, channel used, decoder, receiver, noise/interference/distortion/ and feedback. This model also explains how miscommunication occurs between the sender and recipient of a message, which mainly occurs in several aspects. These include external noise/interference, the encoding process from the sender, and the decoding process from the recipient.

Agustina (2023) in her research entitled *Language Politeness in Parent-Child Interactions*, explains that the Shannon-Weaver communication model is a communication process where information is transmitted in the form of a message to the receiver to achieve certain communication goals, which in the process has the possibility of noise or interference. Shannon and Weaver's communication model highlights the problem of conveying messages based on the level of accuracy. This model describes a communication process in which a source encodes or creates a message and conveys it through a channel to a recipient who decodes, or recreates, the message. For example, when someone writes a message on your Facebook wall about something confidential. This secret message is then packaged in language and terms that are difficult for even you to understand. Receiving this message does not rule out the possibility of misinformation from that person to you as a communicant. The Shannon-Weaver communication model is a communication model that we often see in everyday life, especially through digital media. It is not uncommon for messages or information that we see on social media to give rise to misinformation where the information is misinterpreted and invites debate. For example, information related to increases in food prices increases in basic electricity rates, as well as policies implemented by the government. Not all information that has been presented as clearly as possible can be well received by the public.

**Filtering Gatekeeper.** In many countries, news companies play an important role in disseminating current and up-to-date information to the public. Apart from disseminating information, media companies also participate in creating a point of view on an issue for the public, both conventional media and online media. This is in line with what was conveyed by Ryan Wahyu Putranto (2023) in his research entitled *The Role of the News Crew Team in the Production of Television News Shows*, which stated that the mass media plays a role in determining the point of view, framing, and objectivity of news presentation. A media company is filled with people who are experienced in their fields, and who are tasked with producing news presentations. In the process, there are many things to consider regarding whether or not the issue will be raised in the media they own. This can be seen through the lens of Gatekeeping Theory which describes that in the production of news, there are mechanisms carried out by editors and news producers. They act as gatekeepers who decide which news will be included in the broadcast and which news will be ignored. This decision can be influenced by various factors such as political interests, news values, and editorial policies (Putranto, 2023).

Puput Sapinatunajah, Tantan Hermansyah, and Nasichah (2022) in their research entitled *Media Production and its Impact on Social and Political Change in Society* states that gatekeepers can be a person or a group through which a message passes on its journey from source to recipient. The main function of a gatekeeper is to filter the messages a person receives. Gatekeepers limit the messages received by communicants, such as editors of newspapers, magazines, and publications. A gatekeeper can select, change, or even reject the message conveyed to the recipient (Sapinatunajah et al, 2022). In practice, news editors and producers must make decisions about which stories are considered most important, relevant, and interesting to the audience. These decisions can be influenced by a variety of factors, including political interests, newsworthiness, available resources, and editorial policies. Political interest factors can influence news selection, especially in situations where the mass media has a

relationship or dependency with certain political powers (Putranto, 2023).

The Gatekeeper Theory provides insight into the important role of news editors and producers in determining the news that is ultimately presented to the audience. Their influence in determining the news agenda and narrative can influence the public's perception and understanding of the issues presented. Therefore, transparency, plurality, and integrity in the gatekeeping process are very important to ensure objective, balanced, and relevant news (Putranto, 2023). That is why, as readers or news viewers, the public needs to be aware that news is information that has been packaged according to the interests of news company officials. On the other hand, each media company must maintain its credibility as a provider of information and a pillar of democracy. This is in line with what Ido Prijana Hadi (2017) said in his research entitled *Gatekeepers and Public Participation* that mainstream media still needs to maintain awareness that it uses public space which is the public domain. A realm where there is a free and neutral zone, where the dynamics of personal life take place and are free from pressure from the state, market, and collectivism.

The media should not dictate to the public what they should do. The media must provide a public discussion forum on various public issues that the public can use as their reference to relieve information anxiety. The most important thing in media practice in the public sphere is maintaining objectivity through the principles of factuality and impartiality. The media conveys messages to the public as they are, neither reduced nor added. Even though it is not easy for the media to be neutral, the media must still try to be neutral. The principle of neutrality is maintained so that information is balanced and fair, in journalistic terms always carrying out balancing, cross-checking, and checking and rechecking with interested parties (Hadi, 2017).

**Diffusion of Innovation.** As technology develops today, the diffusion of innovation has become the main pillar in the development of technology, products, and services in various industrial sectors. This concept itself refers to the process by which innovations are accepted and used by the market or society at large. However, significant changes have occurred in the innovation diffusion paradigm as the dynamic digital era has entered. Dasmo et al (2021) stated that the presence of the digital era, with continuously developing technology, increasingly widespread connectivity, and high levels of technology adoption, has changed the landscape of innovation diffusion substantially. Diffusion of innovation is the process by which a new idea, product, or practice is spread among individuals or groups in a society. This process usually follows a certain pattern, such as an S curve that shows different adoption rates over time. Factors such as relative advantage, suitability, complexity, trustworthiness, and observability influence the adoption rate of an innovation.

As stated by Magdalena (2023) in her writing, one of the crucial aspects of the diffusion of innovation is understanding consumer behavior and technology adoption patterns. In the digital era, consumers have become increasingly accustomed to rapid change and adapting to new technologies. The presence of social media, the integration of the Internet in everyday life, and advances in machine learning and artificial intelligence have further accelerated the process of diffusion of innovation (Magdalena et al, 2023). In the digital era, innovation and information spread quickly and throughout the world, especially thanks to advances in communications technology. By using various platforms such as social media, websites, and applications, innovation and information can be spread quickly to a wide audience. Since people tend to provide information to their friends on social networks, social networks also play an important role in this process.

**Media Literacy and Digital Literacy.** Currently, digital literacy has an important meaning in communication life because its use is directly related to the interests of society. Sabrina (2018) in her writing revealed that digital literacy is important in life because of its intense use in daily life both as a tool for seeking information and supporting communication with other people. The availability of various types of information contained in virtual treasures requires individuals to have the skills and abilities to select the information they obtain. By having these skills, an individual will then have more control over the message interpretation process so that the information selection process is carried out accurately. Digital literacy can be defined as the ability of individuals to locate, comprehend, and utilize a range of digital information to enhance their capabilities, convey information to others in the form of communication materials, and safeguard themselves from the potential risks associated with digital media and online resources (Ismail, et al. 2023).

Media literacy is the ability to understand, evaluate, and use media critically and effectively. This involves the ability to understand how media works, identify the messages conveyed, and evaluate the truth, purpose, and impact of those media messages. Media literacy enables individuals to become intelligent media consumers, able to critically access, analyze, and synthesize information from various media sources. W. James Potter (2001) explains that several experts have expanded the meaning of literacy from initially just reading literacy, to visual literacy (referring to television and films) and computer literacy. However, these three are not synonyms for media literacy but are just independent components. Media literacy is then defined as combining all these specific abilities and growing into something more general. So the concept of literacy, which was originally only associated with print media, has now become more complex. Media literacy is associated with information processing in the form of filtering, matching meaning, and constructing meaning from the media.

Through this definition, media literacy according to Potter's version is defined as the ability to interpret the meaning of messages which requires a knowledge structure in the form of expertise as a tool, as well as a wealth of information as the material. Potter further explained that the information in question is multidimensional. Not only in the form of facts that can be accessed through books, newspapers, and magazine articles which are then referred to as cognitive information, but also other types in the form of emotional information, aesthetic information, and moral information (Potter, 2001). In print media literacy, the ideas and expressions studied essentially only consist of one form, namely words. Meanwhile, in digital literacy, the form of expression that is tried to be understood and studied is digital code which produces more complex sounds, images, and words. So to be able to be digitally literate requires more complex abilities.

Launching from the [kominfo.go.id](http://kominfo.go.id) page, it is stated that Indonesia's digital literacy index will experience an increase in 2022. These results are reflected in the 2022 Indonesian Digital Literacy Status survey conducted by the Ministry of Communication and Information in collaboration with the Katadata Insight Center (KIC). In 2020, it was stated that Indonesia only got a score of 3.46 points, then in 2021 it rose to 3.49 points (up 0.03 points). Then this year, Indonesia managed to increase 0.05 points from 3.49 to 3.54 points from a prevalence of 1-5 points. This score shows that the digital literacy of Indonesian people is in the medium category. Measurements are carried out using four pillars, namely digital skills, digital ethics, digital safety, and digital culture.

Even though it has increased, Indonesia's digital literacy is still far behind compared to other ASEAN countries. Data from the [databoks.katadata.co.id](http://databoks.katadata.co.id) page shows that Indonesia's digital readiness index is still relatively low. Cisco, a technology company from the United States, created a Digital Readiness Index study that measures digital readiness in 146 countries. The index is calculated based on seven major indicators, namely the level of fulfillment of basic community needs, government and private investment in the technology sector, ease of doing business, quality of human resources, start-up business climate, level of digital technology adoption, and the condition of digital infrastructure in every country. The seven indicators are then formulated into a score on a scale of -2.5 to 2.5. The higher a country's score, the better its digital readiness is assumed to be, and vice versa. Using this method, in 2021 Singapore is considered to have the best digital readiness in Southeast Asia, with a score of 2.37 points. This score is in the very strong category, even placing Singapore at the top of the global ranking. Then in second place in Southeast Asia is Malaysia with a score of 0.46 points. This score places Malaysia in the high digital readiness category. Meanwhile, in 2021 Indonesia is ranked fifth in Southeast Asia with a score of -0.06 points, in the low readiness category.

If broken down by indicator, Indonesia only gets positive scores in terms of meeting basic needs, ease of doing business, and human resources. Meanwhile, for investment indicators in the technology sector, start-up business climate, digital technology adoption, and digital infrastructure conditions, Indonesia received negative scores or below the global average. This is of course still homework for all levels of society and related agencies.

**Communication Effectiveness.** A person's communication skills are key for every individual or organization in living today's highly competitive life. All fields will require communication, so a good communicator will greatly determine the quality of the individual or organization both in the short and long term (Griffith, 2002). Putri and Irwansyah (2021) stated in their research that someone who can convey messages well can be a good listener, and can use several media well is a very important component for effective communication to occur. Effective communication is an activity of sending

meaning (messages) from one individual to another individual where this activity can produce benefits for both parties. Ambar Wulan Sari (2016) in her article entitled *The Importance of Listening Skills in Creating Effective Communication* states that effective communication depends on a person's skills in sending and receiving messages. Sari (2016) said that the simplest and most frequently occurring problem is a lack of listening skills in communication. Listening skills should be accompanied by questioning skills in effective communication. Because no matter how good a person's communication is without the ability to listen, the communication will be ineffective. The ability to listen actively is defined as an active understanding process to obtain information and the attitude of the speaker whose aim is to understand the conversation objectively.

## METHOD

The research method used in this paper is a literature review. The focus of this research is to explore the influence of information overload and effective communication strategies in the digital era by conducting a literature search using academic databases such as journals. Selection of literature sources related to the influence of information and communication technology. Compile a synthesis of the literature to understand complementary or contradictory views and findings. Presents conclusions based on key findings, providing insight into the influence of information overload and effective communication strategies in the digital era. Through this approach, the authors attempt to provide an understanding of information overload and effective communication strategies in the digital era.

## RESULTS AND DISCUSSION

Several factors influence the dissemination of information in the digital era, such as algorithms and platform features, namely the way users view data is influenced by the algorithms and features used by digital platforms. For example, social media algorithms may prioritize content deemed relevant or attention-grabbing. This can influence how quickly and widely information spreads. Another important part of information dissemination is the interaction between users and content. The interaction between users and content also influences the dissemination of information; content from non-credible or fake sources tends to be difficult to believe and spreads quickly, while content from credible sources tends to be more easily accepted and distributed. Another factor that is considered important is that topics or trends that are popular tend to attract more attention and get more exposure in digital media. Information related to these trends has the potential to spread quickly due to high interest from the public.

Andzani (2023) in his article entitled *Dynamics of Digital Communication: Trends, Challenges and Future Prospects* states that digital communication has fundamentally changed the way individuals and organizations interact, share information, and participate in social, political, and economic life. This phenomenon is mainly driven by the rapid development of information and communication technology, including the Internet, social media, instant messaging applications, and other online platforms. Although digital communication brings positive impacts, such as global connectivity and faster access to information, there are also serious challenges that need to be overcome, such as data privacy, cyber security, and the spread of fake news (Andzani, 2023).

In the current digital era, information can spread at extraordinary speeds, so the role of mass media has become increasingly important in shaping people's opinions and views on various events, social issues, and world developments. This was stated by Alamsyah et al (2024) in their article entitled *Media Transformation and Communication Dynamics in the Digital Era: Challenges and Opportunities for Communication Science*. Alamsyah et al (2024) stated that the ability of mass media to influence public perception is very significant. News, articles, investigative reports, and other content presented by mass media have the potential to shape society's perspective on the changing world situation. Society tends to rely on mass media as the main source of information, and therefore, ethics and accuracy in reporting are crucial factors in ensuring that the information conveyed is correct and balanced (Alamsyah et al, 2024).

Nowadays, information can easily spread through online platforms such as news sites, social media, blogs, and other platforms. Unfortunately, the ability to verify the veracity of information is also increasingly complicated. So it is not uncommon for fake news or unverified information to spread quickly and create confusion among the public. In response to this problem, the role of the mass media

in checking facts and providing reliable information becomes increasingly important. Then at a higher level, the mass media also contributes to creating public discourse that discusses crucial issues in society which can later influence the public policies implemented. In this case, the mass media holds the responsibility and challenge of being a gatekeeper of information for the public and supporting the government in preventing the spread of false information that disrupts society's order of life (Alamsyah et al, 2024).

The use of gadgets as a support for daily needs has an impact on its users. One of them is causing digital fatigue. Digital fatigue is mental and physical fatigue caused by repeated and continuous use of digital media. This is in line with what Aulia and Abrari (2023) explained in their research entitled *The Dangers of Digital Fatigue on Mental Health*. Aulia & Abrari (2023) explained that digital fatigue harms physical and mental health such as eye pain, fatigue, muscle pain, dizziness, or migraines. The next impact is the emergence of feeling too lazy to exercise, joint pain, difficulty concentrating, easily bored, mood disorders, more sensitivity to light, and in the long term, depression. Apart from that, excessive use of gadgets and internet access also influences the emergence of sleep disorders. Purnawinadi and Salii (2020) in their research entitled *Duration of Social Media Use and Insomnia in Adolescents* revealed that there is a strong relationship between the duration of social media use and the incidence of insomnia. Through their research, Purnawinadi and Salii (2020) argue that the behavior of using gadgets creates an addiction for individuals. This dependency can interfere with planning more important activities such as work, and study, and interfere with concentration during activities. The habit of checking gadgets continuously makes individuals lose track of time and harms their health.

Access to information on the internet and the use of gadgets is directly related to the time spent in the process. That is why, to regulate the absorption of information received, time management needs to be implemented. Layli Mumbaasithoh, Fiya Ma'arifa Ulya, and Kuku Basuki Rahmat (2021) in their research entitled *Self-Control and Gadget Addiction in Adolescent Students* stated that one way that can be used to manage time when using gadgets is by applying self-control. Mumbaasithoh et al (2021) stated that controlling oneself from using gadgets too often is not easy for everyone, including teenagers. That's why support from parents is needed to help with this control. This is related to a sense of belonging or a feeling of wanting to be supported, accepted, respected, and involved by other people.

Based on the results of research that has been conducted, in general strategies for preventing gadget addiction can be carried out by managing time when using gadgets, exercising self-control, implementing healthy habits, self-discipline, work ethics, non-impulsive behavior, and reliability (Mumbaasithoh et al, 2021). Apart from that, these findings also show the important role of parents in supervising children during gadget use and internet access. Humans as social media users are the main element in disseminating information, both in terms of reception and understanding gained. In practice, individuals and groups can easily spread fake or false information, which unfortunately is accepted by other parties without critical opposition and verification. This is in line with research conducted by Ahmad Habib Al Fikry (2022) which states that one way that can be done to minimize the spread of hoaxes in the digital era is to increase digital literacy.

Digitally intelligent humans will not only understand the information they receive but can also form individuals who are responsible for freedom of information (Al Fikry, 2022). Demands to identify information that contains elements of lies and even hatred can easily be carried out by people who have good digital literacy. Basuki (2022) calls hoaxes a virus and digital literacy a vaccine or antivirus. Viruses can be disabled quickly with an antivirus. The existence of vaccines is to provide immunity so that viruses that come by themselves can be overcome by the body. This is the same as the self-defense mechanism formed against hoax attacks (Basuki, 2022). Digital communication skills can be sharpened with various things related to literacy, both digital knowledge and the ability to write on digital platforms. Nur Fadhilatul Rifkia, Almas Maydzaki Kususmaningtyas, and Lina Putriyanti (2023) in their research entitled *The Role of Literacy in Indonesian Language Learning in the Digital Era* stated that literacy has a significant impact on reading, writing, and critical thinking skills.

Through their research, Rifkia et al (2023) concluded that in the digital era, students have wider access to various types of texts, including articles, e-books, blogs, and social media. With good literacy, individuals can understand and analyze the information they encounter, recognize the structure and purpose of text, and interpret messages better. Furthermore, literacy also plays an important role in the development of writing skills. An individual can use literacy to learn and understand appropriate writing conventions in Indonesian in the digital era, both in formal and informal formats (Rifkia et al,

2023). Literate individuals can also produce texts that are more creative, informative, and persuasive by utilizing their literacy knowledge in constructing arguments and expressing ideas clearly. That is why digital literacy is very important for someone to be able to face communication challenges in the current digital era.

Sari (2019) in her article entitled *Media Literacy in the Millennial Generation in the Digital Era* states that in virtual space there is a denial of every boundary, obstacle, rule, and ideology as a social glue or gravity. Therefore, humans can wander freely in the world of fantasy, hallucinations, and illusions without the need for social, moral, spiritual, and ethical control. If so, then it is not surprising that social media is very close to matters related to violations of universal ethics, morals, and spiritual values (Sari, 2019). In living their daily lives, each level of society is bound by the norms and ethics they adhere to. This also applies to behavior in cyberspace. The cyber code of ethics is also often referred to as Netiquette, an acronym for Net Etiquette or Internet ethics. Netiquette is a series of rules or norms that apply when communicating and interacting in cyberspace. Netiquette covers various aspects, from how to communicate politely on social media platforms to how to use broadcasts effectively. This was explained by Virginia Shea in an article entitled *The Core Rules of Netiquette* (1994), which mentions 10 core rules of ethics for communicating on the internet. These ten rules include; The first is to Remember the Human. This principle underscores the need to remember that behind the screen of a computer or other device, there is a human being with feelings.

Therefore, avoid online messages or actions that can embarrass or hurt other people. Second, Adhere to the same standards of behavior online that you follow in real life. These rules regarding the use of ethics in cyberspace should not be different from the norms that apply in everyday life. This includes basic ethics such as respecting other people's opinions, being ethical, and avoiding breaking the law. This principle emphasizes that behavioral norms must not be forgotten when in a digital environment. Then the third principle is to Know where you are in cyberspace, this rule emphasizes the importance of understanding the rules of each online site or forum before participating. Before engaging in discussions or sharing information, it is best to read the rules and norms that apply to that group or place. The fourth rule is Respecting other people's time and bandwidth, which is related to awareness of other people's time and bandwidth which is the focus of this rule. This rule of involving oneself in discussions that are appropriate to the group topic and avoiding pre-answered questions are concrete steps that can be taken to respect other people's time.

The fifth rule is to Make yourself look good online, this is related to aspects of grammar and conveying good information which is a concern in this principle. Crafting online messages or content well not only improves personal image but also helps convey information clearly and effectively. The Sixth is to Share expert knowledge, this rule invites you to contribute and share the knowledge you have. Providing appropriate answers in discussions or helping answer other people's questions is a positive way to build a knowledge-sharing community. The seventh rule is to Help keep flame wars under control, this principle emphasizes the importance of maintaining emotions in online interactions. Avoiding posts that have a high emotional tone and trying to balance discussions that tend to get heated are proactive measures to maintain a positive atmosphere in a forum or discussion group. The next rule is Respecting other people's privacy, namely respecting other people's privacy is important as part of internet ethics. Maintaining boundaries between public and private information, such as not reading other people's emails or private messages, reflects respect for individual rights. The ninth rule is Don't abuse your power, the more power someone has in an online community, the more important it is to use that power wisely and responsibly. The ethical use of power is the focus of this principle. Then the final or tenth rule is to Be forgiving of other people's mistakes, this principle invites you to be tolerant of other people's mistakes. The positive impression of forgiveness can strengthen communities and make the online environment more welcoming and inclusive.

Apart from the core rules of ethics for communicating on the internet conveyed by Virginia Shea, the most important thing that must be considered in communicating in the digital era is maintaining security and privacy when communicating online. Anagen Suari and Bachelor (2023) stated that misuse and privacy violations of individual personal data are increasing in the rapid digital era. Personal data security is a human right that must be protected and respected. Indonesia, as a developing country with rapid technological developments, must protect the right to personal data privacy. The right to privacy must be addressed in this context. The right to privacy is everyone's human right to keep their data safe and confidential. Thus, violations and misuse of personal data are increasing. There is a need



for effective laws to protect the privacy rights of residents in every country.

In a digital era filled with unlimited information, the ability to manage information overload becomes an important skill. Facing these challenges requires a combination of strategies focused on self-awareness, time management, and smart use of technology. Additionally, the ability to communicate effectively is becoming increasingly important. Effective communication includes not only conveying a clear message, but also paying attention to unique digital contexts, such as the use of social media, email, and other communication platforms.

## CONCLUSION

Digital technology has changed the way we communicate, which has had both positive and negative impacts. Although digital technology allows us to access information and expand social networks, we must also be wary of its negative effects, such as overdependence and impaired focus. We must use technology wisely, balancing its benefits and risks, and keeping effective communication and our well-being top of mind. In a digital era full of information, understanding and managing communication well is very important. To overcome information overload and disinformation in the digital era, time management strategies, and information filtering are very important. Individuals can increase the effectiveness and efficiency of online communications by managing time and sorting relevant information. To overcome information overload we must have strong analytical and evaluation skills. Individuals can improve understanding and assessment of data by increasing critical thinking skills and digital literacy. Apart from that, good writing and applying ethics in communicating online are important foundations for communicating well in the digital era. Individuals can build strong and rewarding relationships in a digital environment by acquiring clear writing skills and following ethical principles.

Maintaining security and privacy when communicating online is very important. We can avoid security threats and protect personal data by understanding online security threats and managing privacy settings wisely. To stay relevant in the ever-changing digital world, one must be flexible and able to adapt to changing technology. By continuously learning and developing new skills, one can keep up with technological developments and take full advantage of them. By implementing the right strategy and management, we can become smarter and more effective navigators in navigating the sea of information in this digital era. With a deep understanding of the challenges and solutions in digital communications, we can face the future of online communications with more confidence and efficiency.

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