The Practice of Digital Ethics among TikTok Content Creators

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Abstract: *Content creator is becoming an in-demand profession for the millennial generation, along with increased social media consumption in Indonesia. Content creators do not just upload content, but are required to create creative content. These content creators can be called citizen journalists because they perform media functions including providing information, mobilizing, entertaining, and spreading values to society. Content creators are also required to be professional. Professional means content creators not only create the creative content, but also need to pay attention to digital ethics. This study will look at the application of digital ethics among TikTok content creators. Digital ethics is essential because this moral guide will help content creators reflect on uploaded content. This study uses qualitative research with case study method. The results show that content creators do not fully understand the principles of digital ethics. Digital ethics was only discovered after the informant received punishment from TikTok for the uploaded content. Furthermore, this study also shows that content creators are more dominant in practicing device literacy than digital ethics.*

Keywords: *content creator, digital ethic, digital literacy, TikTok*

INTRODUCTION

The content creator is identical to those who produce content, whether audio-visual, written, or a combination of both, and upload it to their social media. This profession is closely related to the millennial generation because this generation tends to prefer to express their ideas through social media. Even in expressing their ideas, this generation can also set the type of content, upload time, caption, target audience, and comments from other users. Another interesting thing is that the more people click on their content, the more they can earn money from social media. These reasons attract millennnial generation to become content creator.

One of the social media platforms that are currently popular among the millennial generation is TikTok. This application contains short videos of about 15 seconds to 3 minutes in the genre of dance, comedy, to education that are shared with other users. TikTok was introduced in 2016 by a Chinese company called Bytedance. TikTok is one application that is currently experiencing an increase in the number of users. Statista data 2020 (Katadata.co.id, 2020) states that Indonesia is TikTok's second market after the United States, with 22.2 million monthly active users. The advantages of the TikTok application, namely comedy videos and music-based shows, make TikTok more popular than other applications. Specific individuals or organizations take this advantage for marketing activities. Not infrequently, an individual content creator is hired by certain companies to promote their products.

According to Indeed (Anggraeni, 2022), content creators are professionals who use writing, design, visual storytelling, or a combination of these disciplines to create any topic and appeal to consumers/audiences. Professional itself in the KBBI (Kamus Besar Bahasa Indonesia) means a person who meets specific qualifications. Someone who works professionally does the job correctly according to ethics (Abdi, 2021). In the context of content creators, professionals have particular skills in producing their content and applying ethics on the internet.

Content creator, or user-generated content (UGC), is a form of citizen journalism that is currently more popular than professional journalism (Holton, Coddington, and de Zuniga, 2013). Citizen journalists carry out media functions like professional journalists. These functions include information functions, dissemination of cultural values, entertainment, and mobilization. As a matter of fact, they have to work professionally. Unfortunately, this UGC practice has yet to practice professional journalist work fully. Holton, Coddington, and de Zuniga (2013) state that UGC is actively involved in producing content in the media but has slightly omitted its role as a citizen journalist. The uploaded content tends to be daily, separated from traditional journalism practices and values. Meneghello, Thompson, Lee, Wong, & Abu-Salih (2020, p. 104) assert that UGC better represents current events and their views on the issue. Comments, statuses, messages, and tweets usually reply to messages between friends. The research of Meneghello, et al (2020) also concludes that UGC should contribute more to the public sphere to explore democratic issues. UGC has the potential to empower others in their position as citizens.

The urgency of content shared by content creators does not seem to be an essential part of their work process. The uploaded content tends to be light and entertaining. Moreover, uploaded content is also vulnerable to harmful content, as proven by the phenomenon in Indonesia in 2018 where Kominfo blocked TikTok. Adawiyah (in Rahardaya & Irwansyah, 2021) stated that this blocking was triggered by the rise of harmful content on TikTok which was feared to harm children. Pramesti (2022) also shows that violent events in Indonesia have been misused on TikTok, such as uncensored violent content, violent content made up of comedy videos, to bullying of victims. Afrilia (2018, p. 3) states that the many uses of social media as part of new media have not been ini line with the level of use for positive things.

The information filtering process is not carried out because of the rush to upload exciting content. The researcher assumes that people's ignorance causes the existence of harmful content in choosing which information is appropriate and which is not. The existence of harmful content is what ultimately triggers disharmony between users. Not infrequently, due to this harmful content, perpetrators receive criminal penalties, such as in the cases of Prita Mulyasari (2009), Ariel Noah (2010), and Ahmad Dhani (2017).

Plaisance's (2013) research on the importance of neo-Aristotelian ethics developed by Philippa Foot in the digital world strengthens the discussion about the existence of positive and negative content. Plaisance research confirms that humans consider morals as digital advances. These considerations include understanding the digital world, authenticity, privacy, autonomy, and the exchange of information and evolving discourse. The results of this study indicate that conversations about what can and should not be done need to be

understood by every internet user.

Ethics is certainly something that cannot be separated from content creators. Ethics is part of their professionalism in this profession. The reason is that the uploaded content is not just content; it has been filtered to meet applicable ethics. Dewey (in Luke, 2018, p. 186) asserts that ethics refers to the codes, norms, and procedures that govern daily life and interactions, courtesy, and exchanges in institutions, society, and culture. Dewey's statement also shows that ethics has been rooted in society's culture and is practiced in everyday life.

Digital ethics is crucial to creating healthy, safe, and comfortable media behavior. Content creators are at the forefront of disseminating information, like journalists providing information to the public. Understanding digital ethics for content creators is necessary because their content is not only consumed but also opens up interactions between content creators and users. This interaction often invites unwise comments on their social media.

Digital ethics is a fundamental thing in behaving in the digital world which should be internalized in each individual. This study aims to map the understanding of digital ethics among content creators. This research is essential because researchers want to see how far this digital ethical knowledge is understood, especially by content creators. Content creators are important figures to research because they are message communicators, where the messages conveyed can impact the wider community.

This research has novelty compared to previous research. Research by O'Reilly, Levine, & Law (2020) concludes that children who grow up use social media to interact and establish relationships with many people. These children can account for their activities in the online world when they misbehave on social media. Rawanoko, Komalasari, Al-Muchtar, & Bestari (2021) also in their research mention that students as social media users consider the content to be uploaded and tend to post positive content. The novelty of this research compared to previous research is seen in the objectives, concepts, and research subjects. The purpose of this study is to map the extent to which basic knowledge of digital ethics is based on the Deloitte concept. Simultaneously, the research subjects are content creators whose content is mainly followed by people. Meanwhile, previous research looked at the extent of their understanding of positive and negative content and their impact. At the same time, the research subjects are teenagers who use social media.

Digital ethics is part of media/digital literacy. According to Fardiah, et al (2020, p. 282), media literacy is an activity to protect vulnerable and weak citizens against new media penetration. Media literacy is a balance for citizens to deal with the negative impacts of new media. Fardiah, et al (2020) also emphasized that media literacy skills include the ability to access, analyze, and communicate media messages. Media literacy also makes the role of citizens more optimal because citizens can solve problems with critical thinking activities. Fardiah, Taufik & Suhaeri (2020, 134) state that media literacy is the emergence of user perspectives on media messages that tend to be negative and unexpected. Through media literacy, users can see the clarity of a media message. Kwon and Hyun (in Noh, 2016, p. 2) stated that digitally literate people can find and understand information, express and share their opinions freely, and have a common understanding.

Park (2012) states that media literacy relates to the ability to access, understand, and create. There are two

main dimensions, namely, device literacy and content literacy. Concerning digital media literacy, users are required to have more skills, namely technical mastery, because digital media content is interactive. Park divides into three indicators to see device and content literacy dimensions. These three indicators are accessing, understanding, and creating. Device literacy emphasizes the ability to understand, access, operate, and produce content using digital technology. While content literacy is related to the ability to understand, find, filter, and analyze content. The following are the dimensions and aspects of it.

Ethical issues arise in the content literacy dimension. Ethical issues are the basis for content creators to think deeply about the content they produce. According to Brown (2014), digital ethics is the ability to reflect on the bonds in cyberspace to build a more diverse discourse. This reflection requires a critical approach and explores more deeply the developing discourse. Digital ethics is also considered capable of developing analytical skills in the digital space. Research from Lubis, Sinaga, and Fauza (2022) also confirms that literacy and ethics are essential keys for the younger generation to enrich their identity and maintain their privacy.

Digital ethics (Deloitte, 2021) is the ability of individuals to realize, model, adapt, rationalize, consider, and develop digital ethical governance (netiquette). This study uses the concept of Deloitte's digital ethics (2021) to see how content creators apply this digital ethics in their lives. This digital concept of Deloitte's ethics is part of the roadmap of the Ministry of Communication and Information Technology. Deloitte provides indicators for understanding digital ethics, namely 1) internet ethics, 2) knowledge of information containing hoaxes, hate speech, pornography, bullying, and other negative content,

TABLE 1. Understanding of Digital Ethics

Internet etiquette	Know the importance of internet etiquette
	Know the various community standards that exist on each social media platform
	Understand what to upload and what not to upload when using social media and other digital tools
Knowledge of information that contains hoaxes, hate speech, pornography, bullying, and other negative content	Know the types of information that contain hoaxes, hate speech, pornography, bullying, and other negative content
	Understand the impact of being a creator or disseminator of information that contains hoaxes, hate speech, pornography, bullying, and other negative content
Basic knowledge of interacting, participating, and collaborating in the digital space following the rules of digital ethics and applicable regulations	Know how to interact, participate, and collaborate in the digital space according to ethical rules and applicable regulations
	Understand the various regulations that apply when interacting, participating, and collaborating in the digital space
	Know the types of interactions and electronic transactions in the digital space following applicable regulations
	Understand how to interact and transact electronically in the digital space safely

3) Basic knowledge of interacting, participating, and collaborating in the appropriate digital spaces with digital ethical rules and applicable regulations, and 4) Basic knowledge of interacting and transacting electronically in the digital space according to applicable regulations. Below is a table to explain the dimensions and sub-dimensions of Deloitte's (2021) digital ethics, which became the concept of this research.

METHOD

This research is qualitative with a case study method. According to (Rahardjo, 2017), a case study is a series of scientific activities carried out intensively, in detail, and in-depth about a program, event, and activity, either by individuals, groups, institutions, or organizations to gain in-depth knowledge of the event. This case study refers to the actual case, which is explored with the questions of what, why, and how. Mulyana in (Rahardjo, 2017) also states that case studies have many benefits, including presenting the views of the subject under study, presenting a comprehensive description similar to what the reader experiences in everyday life, and being open to an assessment of the context that plays a role in meaning of phenomena in that context. The primary data in this study was obtained by conducting in-depth interviews with three content creators with the account names @dandiprd_, @callmecolll, and @dimasyudhystira. These three content creators were chosen based on the number of followers above 100K, who are assumed to have many viewers, and whose content has gone viral on For Your Page (FYP). Stephanie (2021) explains that FYP is a tab that contains a collection of short videos, 15 seconds to three minutes long, that appear on the TikTok timeline. The selection of this content creator uses the snow bowling method. Other primary data was obtained

by observing each TikTok account. Observations are made by observing the trend of uploaded content, the activity of content creators in the content, and the interaction between content creators and viewers. Meanwhile, primary data were obtained from books, journals, and other literature from the internet.

Data analysis in this study is qualitative data analysis. Rahardjo (2017) states that qualitative data analysis is in the form of essential data findings in research. The data analysis process is carried out by grouping the data, coding, and categorizing it into parts based on the problem formulation. Afterwards, the researcher conducted a theoretical dialogue, discussing findings and theories to provide conclusions.

In this study, researchers will classify data as interviews regarding indicators in understanding digital ethics based on the Deloitte concept. Four indicators in understanding digital ethics will be coded and categorized based on the findings in the field. Furthermore, the researchers conducted an analysis based on theory and findings in the field to obtain conclusions.

RESULTS AND DISCUSSIONS

The study of digital ethics among content creators is not an ordinary thing. The three informants tend to understand more about creating engaging content to invite viewers so they can appear on the FYP page. For informants, TikTok is a social media platform that is more desirable than Instagram. One of the informants stated that TikTok frees content creators to express themselves.

> I chose TikTok because many viewers are none of whom I knew. Unlike IG, we are befriended merely by those we know. On TikTok, I have more freedom of expression because our content will be randomly viewed by people we do not know (@dandiprd_,

interview, April 4, 2022)

The same thing was also stated by informant @callmecoll who stated that creating content on TikTok is more accessible and easier for viewers than on Instagram. He shared his experience creating content on Instagram and TikTok. Even though the content is the same, it turns out that the content on TikTok is viewed more than on Instagram.

For the three informants, to maintain or increase viewers, engaging content must be considered. Engaging content should be light, entertaining, and supported by good audio-visuals. The @callmecoll account added that low quality and dramatic content tend to be liked.

> If you make serious content, no one will even watch it. It is better to make content that is not clear. It is like I often make mermaid content in a swimming pool, yet many people watch it. (@callmecoll, interview, April 4, 2022)

The account @dimasyudhystira also added that he is consistent with funny drama content. He describes himself as a woman named Dinda whose life is always sad. Even though he is a male, this informant admitted that he enjoyed his role as Dinda because many viewers liked his content, which went viral on FYP TikTok.

> My content is a lot about Dinda's drama. Dinda is a sad girl character who is always cheated on, and her story is related to everyday life. I am not ashamed to play Dinda, in fact there are many challenges for me. Many people like this content. (@dimasyudhystira, interview, April 4, 2022)

Technically, the three informants understand how to create entertaining content such as finding interesting locations, good lighting, sophisticated device technology, creativity in the editing process, and writing content. The three informants also admitted that they need to master the features of TikTok, because it benefits their content and popularity as content creators.

The technical skills has not been accompanied by understanding digital literacy. The informant with the @dandiprd_ account and the @callmecoll account admitted that they had heard the term digital literacy but did not know and understand it. Meanwhile, the informant with the account @dimasyudhystira admitted that he had never heard of the term. The results also show that the informants do not understand the definition and realm of digital ethics. However, the informants understand that when the content is uploaded on their social media need to consider ethics.

The informant's understanding of digital ethics is understood as behaving in the digital world. According to the informant, there are several vital ethics that content creators must know, namely speaking well, not imitating the ideas of other content creators, not bringing the brand down, not insinuating other content creators, and being honest when endorsing a particular product. These manners differ from culture to culture and should be understood by each individual.

> Ethics is from ethical and unethical. Ethics exists in each culture and should be known to each. If it is ethical, we do it. If it is unethical, we do not. On TikTok, we need to speak good words, not mention other content creators because it is unethical. This is actually the basic manner. Unfortunately in Indonesia, many people still say bad things on TikTok. (@dandiprd_, interview, April 4, 2022)

An informant also conveyed the same thing with the account @callmecoll

> Even though haters blaspheme us, we still have to speak good words in our account. We need to give viewers an example of being polite as account owners. We also must refrain from plagiarizing and bringing down other content creators. Unfortunately, in Indonesia, bringing other content creators down still commonly occured. (@callmecoll, interview, April 4, 2022)

The statement from the account informant @dimasyudhystira agreed with the two informants that speaking politely when creating content is necessary. Unfortunately, they only know about this ethical application and implement it when they get sanctions for the content they upload. The results show that informants will read TikTok's ethical guidelines when their uploaded content is not compatible with Tiktok. The three informants had the same experience when the content they uploaded violated ethics, the informant could not upload the content for a certain time. TikTok gives reasons and pinpoints where they went wrong.

> I once made content in the car and TikTok immediately took it down. TikTok says that my content can be dangerous because it causes accidents. I have received TikTok warnings three times, and have not been able to upload content for a week. (@dimasyudhystira, interview, April 4, 2022)

Informants with the @callmecoll account have also uploaded dance content with shorts. An informant also expressed the same thing with the @dandiprd_ account who also received a warning from TikTok for mentioning other content creators in his giveaway program. Finally, for three days, he could not upload the content again because TikTok considered the content to contain pornographic elements.

Based on research observations, ethical guidelines on TikTok have been included in the settings section of each account under the name community guidelines. These community guidelines contain norms and codes of practice that provide security and comfortable space for users. These community guidelines prioritize security, diversity, inclusion (respect for others), and truth/authenticity. The community guidelines also state that TikTok will remove content (video, audio, live streams, images, comments, links or other text) from users if their content violates these guidelines. Accounts from users will also be advised not to be followed for a while. These community guidelines regulate some content that is managed by TikTok, including harmful content, pornography, violence, illegal activities, hatred, bullying, copyright infringement, and suicidal content. TikTok clearly provides guidelines on each content, which content is allowed to be uploaded or prohibited.

The study results show that content creators do not study the community guidelines when they want to use this application. This guide was only realized when TikTok deactivated their account. After realizing it, the informant admitted that he would just read the ethics guide.

> My account was suspended. At first, I did not know why, but TikTok showed me the error. Finally, I read the guide and found out I can not upload such content. (@dandiprd_, interview, April 4, 2022)

The informants admitted that they did not study all the ethics written in the community guidelines. Informants only study the content they have violated or general content. Informants also understand which negative content should be avoided such as hate speech, pornography, hoaxes, and other negative content.

I do not pay much attention to ethics such as suicide and drug content. I can not even upload such content. This is basic etiquette that everyone should understand. So it is enough to just study general content that TikTok prohibits. (@callmecoll, interview, April 4, 2022)

Even though the informants understand the types of negative content, they are often confused by the ethical guidelines on TikTok. This confusion is based on the fact that some content creators also upload prohibited content, but the content is not removed from TikTok. An informant from the @callmecoll account told of his confusion when uploading content that was considered pornographic by TikTok, even though he was still fully clothed and only wearing shorts. Meanwhile, other content that seemed more vulgar is safe from removal.

In addition to getting sanctions from TikTok, informants can be abandoned by followers. Besides, one of the informants from the @dimasyudhystira account knows that when uploading negative content, he can be subjected to criminal law. The informants also understand the impact of the content they upload. Meanwhile, the other two informants did not understand that content creators could face criminal law. However, the three informants admitted that they did not know which law could ensnare them.

The impact thought by the informants affected their interactions with their followers. The three informants admitted that they had to create a positive climate when interacting with followers. This favorable climate is done by replying to follower comments in a positive tone. Although there were terrible comments, the three informants were not provoked to reply. The results showed that the informants filtered out words that should not be issued on the comments page to avoid negative comments on their accounts. The filtering process is carried out through one of the features on TikTok, and indirectly TikTok helps content creators choose which words are appropriate and which are not.

So for example, because I play a female figure, I filter inappropriate content, such as the words "prostitute", "wedok", and others. Automatically, the words will not appear. So, only positive content appears on my account, such as,"Good luck for the content" or "Nice content". (@dimasyudhystira, interview, April 4, 2022)

Although the informants have tried to do the screening, there are often rude comments. This is because TikTok reaches all circles that are completely unknown to the account creator himself.

Even in interacting with followers, they also consider the content they upload. The content is expected to invite participation or invite comments from followers. One of the informants from the @dimasyudhystira account admitted that he always inserts moral messages in his funny content. He hopes the content can invite other users to learn. As a result, content with hidden moral messages elicits many responses from followers. The results also showed that the three informants collaborated with other content creators to create joint content. When collaborating, the three informants admitted that they still had to pay attention to exciting and ethical content.

All informants in this study were active informants who were asked to become endorsers to advertise specific products. The three informants admitted that their duties as endorsers had their own guidelines when carrying out their duties as endorsers. First, about choosing a brand. They do not just choose a brand but consider whether or not it is good. One of the informants from the @

TABLE 2. Digital Ethics for TikTok Content Creators

Aspects of digital ethics	Indicators
Internet etiquette	Informants know that activities in cyberspace require digital ethics. Digital ethics important for informants are speaking well, not plagiarizing from other content creators, and not bringing down other content creators. Unfortunately, the practical code of Tiktok is not known to the informants
Knowledge of information that contains hoaxes, hate speech, pornography, bullying, and other negative content	Informants know the types of information that contain hoaxes, hatred, pornography, bullying, and negative content that should not be shared on their accounts. Unfortunately, the informants did not understand the legal constraints contained in the ITE Law
Basic knowledge of interacting, participating, and collaborating in the digital space following the rules of digital ethics and applicable regulations	Informants try to create a positive climate when interacting with their followers by filtering content and collaborating with other content creators.
Basic knowledge of interacting and transacting electronically in the digital space according to applicable regulations	Informants consider 3 important things when asked to become an endorser, namely choosing a suitable brand to offer, telling the truth about the advertisements offered, and not dropping other content creators

dimasyudhystira account stated that he did not accept brands with advertisements asking him to do pornographic things. Informants from the @callmecoll account also agree. He prefers to accept endorsement offers for food products that many people consume. Second, direct actions when promoting products. The account informant @dandiprd_ stated that most advertisers asked him to promote skincare. If the skincare does not suitable with their skin, the informant will return it to the advertiser. Informants also offered back, whether to continue as endorsers or not. If the advertiser is willing, the informant will upload honest review regarding the product. Last but not least, the third principle that is to not mention or bring down other content creators when promoting products. All informants agreed to respect advertisers and other content creators when advertising. The table below represents the essential findings of this study based on the research concept.

On the other hand, the research data findings also prove that other aspects of digital literacy, especially literacy in technology, can be better understood and practiced in their daily lives. The three informants are proficient in operating TikTok by understanding its features. Informants understand how to create exciting content by utilizing supporting technology.

The study results show that content creators, especially on TikTok, have not fully fulfilled their functions as citizen journalists. This follows research from Holton, Coddington, and de Zuniga (2013) which states that UGC is actively involved in producing content in the media, but has slightly omitted its role as a citizen journalist. Uploaded content tends to be entertainment content. Entertainment content or light content is content that TikTok users prefer, over serious content. Entertainment content helps content

creators to get a number of followers. This increase in number will help content creators to become endorsers of certain advertising companies. Uploaded daily content is indeed separated from traditional journalism practices and values. Traditional journalism emphasizes that the information shared with the public is information of common interest. Traditional journalism also acts as a watchdog from the government so that policies can be relevant to the interests of the community.

The professionalism of content creators, which consists of technical and ethical abilities, does not seem to be in balance. Concerning this professionalism, researchers will look at the digital literacy aspect of content creators. Park (2012) states two main aspects of digital literacy : technological and content literacy. Technological literacy, which consists of accessing, understanding, and creating content using digital media can be understood by content creators. Informants tend to understand how a platform is used. The platform features are studied before informants can upload their content. Interesting and entertaining content is the primary consideration. This underlies content creators to look for the latest technology and maximize features on TikTok.

Technological literacy, especially for content creators, is not a problem. Content creators who incidentally are the millennial generation stated that access to, understanding, and how to create content through technology is not a matter. This is also because this generation is accustomed to using technology. Technology as hardware is near and is used daily in their lives.

The level of technological literacy skills has not been supported by content literacy. Park (2012) in digital literacy sees content literacy from the same aspects as technological literacy: accessing, understanding, and creating. Accessibility relates to the ability to search, find and filter relevant content. Content creators implement access capabilities. This is proven by the search process and the decision on content ideas to filter comments from followers. The search process to the content idea decision requires consideration. However, content considerations are more on technical aspects than ethical issues. The results show that entertaining content often does not follow the code of ethics guidelines on TikTok.

Content creators have yet to practice the ability to understand and analyze content widely. The study results indicate that the informants apply more general ethics, which have become the basis for behavior. General ethics include speaking well, not vilifying others, and not imitating other people's ideas. Meanwhile, TikTok's practical guide has many specific norms for uploading content. These special norms include what content is prohibited and what is not, along with the indicators. For example, the scope of violent content on TikTok that users need to pay attention to includes harassing and torturing others, sexual violence, child abduction, and exploitation of prostitution. TikTok created these specific norms to guide the community before maximizing the TikTok platform. Unfortunately, the perpetrators do not read and even understand these norms thoroughly. Content creators have yet to widely apply content literacy skills at the level of understanding. Understanding is still limited to an understanding of general ethics.

The ability to understand content affects content creation. Uploaded content often gets warnings from TikTok. This warning can be repeatedly given because of the content creator's ignorance of appropriate and inappropriate content.

Although content creators claim to have reflected on their actions, they still often slip up. Perpetrators claim that there is injustice from TikTok because they feel their content is safe. Unfortunately, this incident did not encourage them to read the community guidelines in general. The confusion of content creators over ethical standardization on TikTok is due to the understanding that actors have yet to widely practice. If the content creator understands the ethical guidelines in more detail and comprehensively, the applicable code of ethics is contained in the community guidelines in the settings section of each account.

The aspect of ability in content literacy is still limited to creating content that meets general standards, namely speaking well, not plagiarizing, and bringing down other content creators. The ability to create content that impacts social life is also still far from most content creators. This is because the uploaded content is entertaining, light, and dramatic.

Digital ethics, part of digital literacy, especially the content literacy section, has yet to be widely applied among content creators. The results show that the ethical aspects of the content they upload and their impact have yet to be considered. This is proven by their ignorance to the community guidelines they should have studied before receiving a warning and the punishments that could ensnare them following the applicable law. The content creators needs to learn what laws apply in cyberspace related to their activities on TikTok. Perpetrators tend to only pay attention to the technical aspects of content creation rather than the content and impact of the content.

Although the perpetrators still have not considered the entire ethics set out in TikTok, general ethics are still being practiced. According to the content creator version, there are three general ethics: speaking well, not plagiarizing, and not bringing down other content creators. The perpetrators practice this general ethic in their interactions with their followers. Perpetrators create a positive climate when interacting within their TikTok accounts. This favorable climate is created by replying to comments with positive words and filtering out harmful content through features on TikTok. Unfortunately, perpetrators cannot control the entry of negative content because TikTok is consumed by many people who do not know each other. The amount of negative content is influenced by users' lack of understanding of internet ethics.

CONCLUSION

Digital ethics is an important part of the lives of content creators on various social media platforms. Digital ethics is the basis for interacting because real interactions occur with a group of known or unknown people in the virtual world. Understanding digital ethics helps content creators to become professionals. Thus, professionals are not only concerned with how technically content creators upload content, but ethics must also be internalized in their respective lives.

Digital ethics is part of digital literacy. The results show that content creators have more control over technological literacy than content literacy (related to digital ethics). Technological literacy is related to the ability of content creators to maximize technology to produce their content. The results also show that critical content analysis has yet become essential part of the content selection. Content creators tend to upload content that can provoke many clicks from readers. Engaging content is the primary consideration rather than ethical content. Unfortunately, this interesting content is often inappropriate or unethical.

The practice of user-generated content in this study proves that the

uploaded content has not touched the issue of citizens. UGC, which is supposed to be a new form of citizen journalism and is expected to be professional, has yet to be able to implement traditional journalism practices. UGC practice among content creators only discusses daily issues in a limited scope, namely between content creators and their followers. As a result, essential issues that occur often go unnoticed by generations of internet users.

The weakness of this research is that it needs to look further at the basic knowledge of interacting and transacting electronically in the digital space according to applicable regulations. The researcher suggests that further research can conduct an in-depth study of this indicator. Another research that can be developed is measuring digital literacy's effect on interactions with followers. The study of digital literacy, especially digital ethics, is certainly interesting to study because the millennial generation's content creator profession is in-demand.

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