



JAMBURA JOURNAL CIVIC EDUCATION  
<http://ejurnal.ung.ac.id/index.php./jacedu>  
E-ISSN : 2798-4818  
P-ISSN: 2808-2249

## Digital Literacy And Ethics In The Concept Of Global Citizenship: A Study On Social Media Use

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### ARTICLE INFO

#### Article History:

Received: April 2026

Accepted: Mei 2026

Published: Mei 2026

#### Keywords:

Digital Literacy,  
Digital Ethics, Global  
Citizenship, Social  
Media

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### ABSTRACT

The development of digital technology and the widespread use of social media have changed the way people communicate and participate in various issues at the global level. The concept of global citizenship now not only includes identity and responsibility within geographical boundaries but also involves digital ethics and literacy in communicating in cyberspace. This study aims to explore the role of digital literacy and ethics in shaping global citizenship awareness among social media users, and this can help reduce social conflict and increase social responsibility in global interactions. This study uses a qualitative method with descriptive data exposure with case studies of social media users in Indonesia. Data were collected through in-depth interviews and content analysis from various social media platforms (Instagram, Facebook, and TikTok). The results of the study show that the majority of social media users do not reflect adequate digital literacy and ethics in the concept of global citizenship. Of the 1,000 data analyzed, 60% of them contain negative comments that are not by the principles of digital ethics. These findings underline the importance of digital literacy and ethics knowledge in creating a more positive and responsible interaction space in the global era. This study contributes to the development of a more inclusive and ethical concept of global citizenship in the real world. The limitations of this researcher lie in direct interaction with respondents.

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### INTRODUCTION

In line with the development of the times, the use of technology, information, and communication has experienced significant growth, especially in the context of social media. This change has also influenced patterns of social interaction globally, including in Indonesia. According to the latest report by We Are Social, the number of internet users in Indonesia has reached more than 204 million people, with 170 million of them actively

using social media. This figure places Indonesia among the countries with the largest number of social media users in the world. For more details, see the figure below.

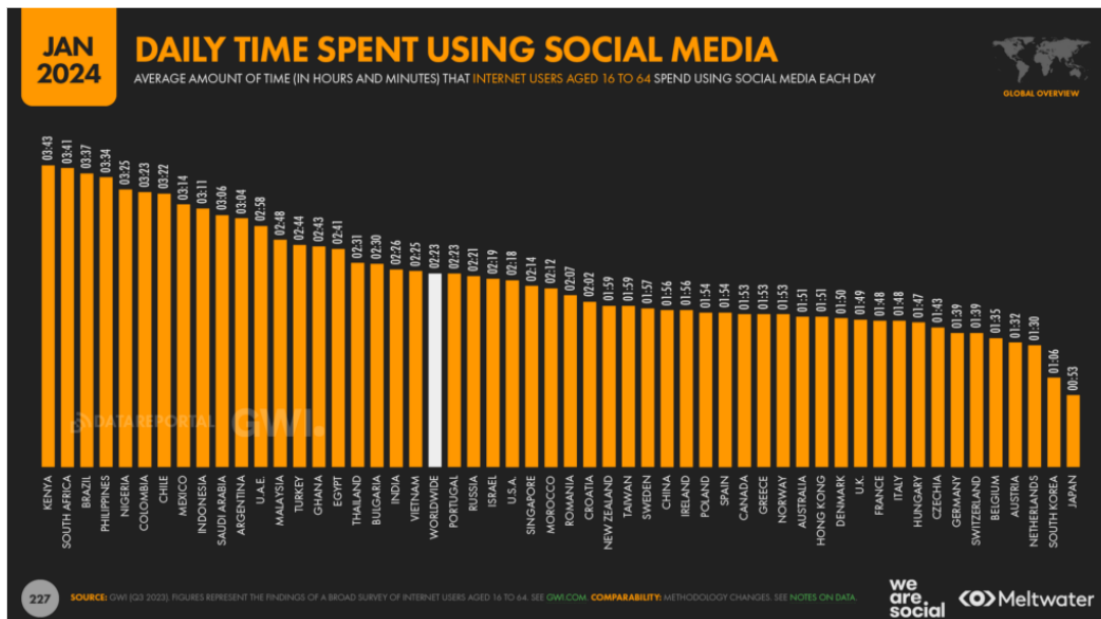


Figure 1: Daily Time Spent Using Social Media  
Source: We Are Social dan Meltwater

The survey results above show the average amount of time spent by internet users aged 16 to 64 across various countries on social media each day, as of January 2024. The country with the highest usage time is Kenya, with users spending approximately 3 hours and 43 minutes per day, while Indonesia ranks 10th with an average social media usage time of around 3 hours and 4 minutes per day.

This data indicates that people in various countries, including Indonesia, spend a significant amount of time on social media. This highlights the important role of social media in daily life and social interactions at the global level. A report by We Are Social shows that more than 60% of internet users in Indonesia are frequently exposed to negative content, such as hate speech and the spread of inaccurate information.

This phenomenon of negative comments not only reflects a lack of literacy but also indicates the limited role of civic education in shaping ethical communication in the digital world. Civic education in the digital era does not only focus on national identity but also on communication ethics and awareness of the social impacts of online actions. Civic education has a major responsibility to equip individuals with a proper

understanding of digital literacy as well as awareness of the digital era. Civic Education (PKn), as an educational program aimed at forming smart and good citizens, can serve as a means of developing citizens' digital literacy. Through Civic Education, contextual, current, and factual citizenship issues are presented and analyzed through citizens' digital literacy skills (Pradana, 2020).

## **RESEARCH METHODS**

This study uses a qualitative method with descriptive data presentation, employing a case study approach to social media use in Indonesia. The research instrument used is descriptive analysis. By choosing a qualitative descriptive approach, this study aims to explore and understand the complexity of social media use in Indonesia. The main data collection technique was carried out through content analysis of various social media platforms (Instagram and TikTok).

In the data collection process, this study employs analytical techniques that include several main steps. First, the data are reduced by extracting important information and grouping related findings to identify the essence of the material being studied. Next, the reduced data are presented in a structured manner in the form of tables, graphs, or a series of key findings to provide a clear and systematic overview of the research results. After that, conclusions are drawn and verified, where findings from the literature study are evaluated and verified through a triangulation approach. This process compares literature findings with previous research results and other data sources, ensuring that the final results reflect diverse perspectives and understandings from various relevant literature sources (Sugiyono, 2020).

## **RESEARCH RESULTS**

### **Digital Citizenship**

Civic education is a compulsory subject in the Indonesian curriculum with the noble primary goal of forming citizens who are intelligent, critical, and active in national and state life. In addition, civic education aims to instill a sense of pride in the nation and its culture, build character traits such as honesty, discipline, and responsibility, and teach an understanding of citizens' rights and obligations and how to fulfill them. This education also aims to foster unity and cohesion within diversity, as well as instill democratic values

and emphasize the importance of participation in democratic processes. In today's era of globalization, civic education has become increasingly relevant. The rapid development of technology and information demands citizens who are not only academically intelligent but also possess strong social and emotional competencies (Naibaho et al., 2024).

Digitalization has become one of the main factors influencing changes in forms of participation practices. As explained earlier, openness and freedom in participation provide significant benefits for civic education, particularly in political participation. However, the negative aspects of political communication in the digital sphere also result in various adverse impacts. Civic education, which previously aimed to form good, democratic, and civilized citizens, is now considered insufficient to address the challenges of the digital era.

## 9 Elements of Digital Citizenship



Figure 2. 9 Elements of Digital Citizenship  
(Source: brycewilkins.weebly.com)

### 1. **Digital Access**

The high number of internet users in Indonesia, reaching more than 204 million people with around 170 million of them active on social media, indicates widespread digital access among society. This access opens great opportunities for users to engage in both global and local issues. However, the high exposure to negative content suggests that broad digital access must be accompanied by an understanding of ethics in digital interactions.

### 2. **Digital Commerce**

Indonesia has also experienced rapid growth in digital commerce, particularly with the increasing number of transactions conducted through social media. However, a lack of digital literacy often causes users to fall victim to fraud or unsafe transactions. Civic education can provide an understanding of responsible behavior in digital commerce, helping users understand aspects of security and ethics in online transactions.

**3. Digital Communication**

One of the key aspects highlighted in the We Are Social report is the amount of time Indonesian users spend on social media, averaging 3 hours and 4 minutes per day. This high usage indicates that social media has become a primary means of communication. However, the emergence of negative comments shows that communication literacy still needs improvement. Civic education needs to strengthen digital communication ethics, such as avoiding hate speech and understanding the social impact of the words used.

**4. Digital Literacy**

Exposure to negative content and low ethical standards in commenting indicate that digital literacy in Indonesia still needs to be improved. Civic education can play an important role by introducing the concept of digital literacy as the ability to understand and critically evaluate information, as well as encouraging users to think critically before sharing information or making comments.

**5. Digital Etiquette**

The lack of digital etiquette is evident from the high intensity of negative comments that do not align with digital ethical principles. This element of digital etiquette is closely related to civic education, which can teach users to be polite and respectful in online communication and to be aware that every digital interaction has an impact on others.

**6. Digital Law**

Although some regulations related to hate speech and hoaxes have been implemented in Indonesia, many users are still unaware of or ignore these laws. Digital civic education can include an understanding of laws governing online behavior, such as the Electronic Information and Transactions Law (ITE Law) in Indonesia, which prohibits the spread of false information and hate speech.

**7. Digital Rights and Responsibilities**

Digital civic education needs to teach users that they have the right to privacy and security in digital spaces, but also the responsibility not to violate the rights of others. This includes the right to express opinions, which must be exercised responsibly so as not to harm others or create social conflict.

**8. Digital Health and Wellness**

Spending excessive time on social media, as seen among users in Indonesia, can affect mental health. Exposure to negative content can also worsen users' mental conditions. Digital civic education can help raise awareness about the importance of balance in social media use, as well as ways to cope with and manage the negative effects of online interactions.

**9. Digital Security**

In addition to security in transactions, users also need to be aware of the importance of protecting their personal accounts and data on social media. Civic education can help build an understanding of digital security, such as maintaining password confidentiality and recognizing signs of digital fraud.

From the nine elements of digital citizenship, it is evident that many aspects are still not optimal among social media users in Indonesia. The high amount of time spent on social media, coupled with exposure to negative content, indicates that civic education incorporating digital literacy and ethics is urgently needed. With a better understanding of rights and responsibilities in the digital world, social media users are expected to contribute to more positive, ethical, and responsible interactions in digital spaces.

## DISCUSSION

Digital Civic Education plays an important role in shaping a young generation that actively participates in online communities. This approach aims to develop adolescents'

ability to absorb online information critically and responsibly. This is in line with the paradigm shift in the digital world, where young people are not only consumers of information but also creators and contributors of content in the virtual environment (Hamadi & Hamidulloh, 2020).

The younger generation is the group most active in cyberspace and is highly exposed to technological developments and social media. They often have significant influence within online communities, acting not only as consumers but also as active participants who are engaged and responsible in digital interactions. In this regard, Civic Education has a crucial role, as it is considered essential in addressing the challenges and dynamics of the digital environment.

To understand the concept of digital citizenship, it is important to first refer to the general concept of citizenship. Traditional citizenship is associated with membership in a social, political, or national community that carries rights and responsibilities. Digital citizenship expands this concept by considering how individuals behave as members of online communities, including interactions with people across different regions through technology. It involves responsible online behavior, as well as habits and actions that influence the digital content ecosystem and online communities (Digdoyo, 2018).

Digital citizenship is an adaptation of the traditional concept of citizenship, expanded to include behavior and responsibilities in digital spaces. This concept recognizes that as members of a global online community, individuals have rights and responsibilities similar to traditional citizenship, but with a focus on norms and ethics in digital interactions. Each individual is responsible for maintaining a healthy and ethical digital ecosystem, both through responsible behavior and positive contributions to online communities.

From the results of content analysis of 1,000 data points, it was found that 60% contained negative comments, reflecting a low level of digital literacy. This low level of digital literacy indicates that many users lack the basic skills to filter information and tend not to carefully understand the content presented. This can be seen from the fact that social media users are dominated by children and adolescents, resulting in limited literacy regarding the content available on social media.

Social media users in Indonesia have not yet fully realized the importance of responsibility, politeness, and mutual respect as good citizens. Civic Education can equip the younger generation with an understanding of the impact of negative comments and hate speech, as well as the importance of critical thinking and ethical communication in the digital sphere. Thus, Indonesian society will not only excel technologically but also become an ethical society in navigating life in the digital world. Advancing together through Digital Civic Education can help shape a society capable of adapting wisely to the developments and challenges of the digital era.

To build a culture of digital civility among Indonesian citizens through Civic Education, several important steps need to be implemented. First, digital citizenship material must be integrated into the Civic Education curriculum, with an emphasis on digital ethics, online rights and responsibilities, literacy, as well as digital security and health. Second, Digital Civic Education should encourage active citizen engagement in

the digital sphere, including the ability to critically consume information, participate in positive online discussions, and understand the social impact of digital activities. Third, this education must emphasize the importance of values such as justice, tolerance, and equality in the digital environment, including respect for cultural diversity and different perspectives (Khairunisa et al., 2024).

## CONCLUSION

In the rapidly evolving digital era, digital literacy and ethics have become essential components in shaping responsible global citizenship. This study shows that although social media offers great opportunities for global interaction, users in Indonesia are still often trapped in habits of negative commenting, lack of digital literacy, and limited understanding of communication. This phenomenon underscores the need for Civic Education that adapts to the challenges of the digital era, particularly in teaching ethics and responsibility in online interactions.

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