

Twitter Discourse: The Necessary Melding of Ethics and Digital Activism

Isma Adila, Nikita E. Santanasya, Alanis Desra Marja Arif, Lenia Ajeng Titiasa, Erlangga Firdaus

Universitas Brawijaya

Email: ismaadila@ub.ac.id

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Abstract

This paper draws upon how digital activism, data collected by using hashtag (#) which is influencing audience discourse on Twitter platform, with cases carried out by the twitter account @PartaiSocmed. This twitter account is anonymously focused on creating threads, containing unofficial information, photos, videos of public officials- politicians, related to their wealth and family. In the second section, this paper will also discuss how this social media activism and discourse also has lateral issues related with doxing and privacy breaching. This research will mainly be using Sentiment Analysis as tools to reveal how social media has been utilized, for digital activism and asserting important issues. In addition, the author highlights, there is power in the attention online activism brings, also online activists need to work on a way to improve the quality of the discourse by developing habits and operating under standards to make them more ethical.

Keywords: *Digital Activism, Ethics in Online Activism, Twitter Sentiment Analysis*

INTRODUCTION

Modern social media platforms have made it possible for us to easily obtain news and information from all around the world. Social media is a communication medium that allows users to communicate privately between individuals (to be shared one-to-one) and on public media with anyone without special individual characteristics (Meikle & Young, 2012). Therefore, social media opens the boundaries of communication with conventional media and allows individuals to share information freely. It is an expression of participatory culture. This participatory culture emphasizes that every individual on social media can interact with each other and create a cycle of content or information (Fuchs, 2014). This is in line with the character of social media content, namely user-generated content (UGC). UGC allows social media users to be not only consumers of information on social media but also producers of information on social media. Therefore, social media is referred to as self-mass communication because social media can reach a global audience, but the production of messages for the selection of social networks is done independently by individuals (Fuchs, 2014).

Fuchs (2014) explained that the characteristics of self-mass communication on social media make social media have symbolic power to influence public opinion about certain issue. This symbolic power makes social media play a political role in elections for social movements. Therefore, the term digital activism is currently known, which refers to a series of activities or campaigns that use technology and digital networks widely and exclusively (Rahmawan et al., 2020).

One of the social media sites that has become a means of online activism is Twitter. In the research of Carley et al. (2015), it is known that Twitter shows an important role as a medium for disseminating information in Indonesia. One of them was the dissemination of information in Political Campaign, both in Presidential Election and Regent Election. In addition, Twitter was also used by the government as a medium for disaster warnings and geological updates during the eruption of Mount Kelud on February 13, 2014. In this disaster warning, community groups and other individual Twitter users play a role in disseminating information so that warnings given by the government through Twitter can be known by the wider community.

Social media is reaching the public in ways never formerly seen, whether we are just acquiring news more quickly thanks to constant notifications or obtaining eyewitness footage at the site of a crime by opening an app. Vague line between the presenting of facts and ideas, as well as between social awareness and action, are the negatives of this, though. A lot of people have always felt obligated to give back to their communities in some form, but there is growing doubt over whether internet activism is more driven by self-interest than by social concern (Jaber, 2016). This study aims to analyze digital activism as a means of influencing the audience on the Twitter platform. Moreover, it pursues to examine the privacy violations that occur when personal information is leaked to the public.

Social activism can continue to be a place in society where moral persons with widely held beliefs in the "common good" and honorable priorities can advocate for the equality of all people by using professional and personal ethics. Deviating from this conventional understanding of social activism can result in harmful subcultures where individuals are committed to the unethical privatization of social activism itself for financial or political reasons or even for the individual benefits of self-promotion through "hashtag activism." To investigate the social media conversation that has not yet been thoroughly examined in existing literature, this study is centered around analyzing the discourse on social media regarding how individuals communicate and are discussed in relation to specific topics, particularly digital activism and ethical considerations in social media.

Ethics as a concept is the foundation of human life (Grigorescu & Baiasu, 2023). Due to the fact that ethics has been included into the lives of people, it is necessary to emphasize that the world is rapidly transitioning towards the online world. This necessitates that humans adapt the urgencies to apply ethics when they are involved in online activities. As stated by the American Speech-Language-Hearing Association (2020), in accordance with

the Code of Ethics, there are a few fundamental rules of utilizing ethics to secrecy. These ground rules make a statement about the necessity of protecting the security and confidentiality of an individual's personal information.

Social activism where people are acceptable to practice can turn into a place of breaching private confidential information. By this, ethics take part into creating a place where people are allowed to share but in the bubble of ethics meaning that sharing is a way to increase awareness, but the concept of ethics needed to be taken seriously. However, in the current trend of sharing information, the consideration of ethics seems to be decreasing and sometimes privacy of an individual seems to be breached to provide information for others.

Due to increased awareness and first-hand accounts of injustice, the hashtags have encouraged legitimate boycotts of businesses, governments, and other organizations. Since then, these campaigns have received support and attention on a global scale. Along with this, however, is a hostile environment of people using hashtag activism to belittle the campaigns and responding with skeptical analyses. According to Jaber (2016), online activism can become dangerous with threats and breaches of privacy. The rhetoric can be so toxic that individuals battling behind the hashtags grow disenfranchised and despairing to a point of removing themselves from the fight completely as the movement loses its foothold.

In the emerging world of social media, there are many new things revealed everyday due to the speed of social media. Communication can be performed with many mediums and the process of communications is flexible. One way to show that communication can be flexible is using social media because it allows us to communicate from many different places. By connecting digital devices, communication can happen. Social media is a platform of communication which is operated by a variety of people that is not always individual but can also be used by groups of people in the purpose to educate, contribute to social activities, and do marketing (ASHA, 2020). One of the most used social media platforms is Twitter. Based on Meltwater and We Are Social Digital 2023 Global Overview Report, Twitter placed fourth as the most visited web by Similar web with 6,91 B total visits between December 2021 and November 2022.

Some features that can be applied by using Twitter are uploading photos, streaming video, polling, bookmarks, replying message, retweeting, liking tweets, following other accounts, using hashtags, see top viral tweets, and many more. There are many features that can be used by Twitter users which are enjoyed by the users. Additionally, Twitter is the place of viral things because there are many cases being viral in Twitter. The way that a specific case can be viral in Twitter is by the searching engine provided in the application. The more people search for a keyword, the more viral the message will be.

Twitter users usually use Twitter as an application for doing microblogging. The term microblogging is an idea of doing traditional blogging in a faster way to exchange ideas. There are more than just messages that can be shared through Twitter because images

and videos can also be attached in a tweet. The representation of people's minds can be found in Twitter because people tend to be more truthful in Twitter rather than other social media.

Social media is a place where people can contribute their thoughts and opinions. By this, there is a discourse in social media because in every sentence poured out to people, there will be a sequence. The order of sentences and words and being coherent is known as discourse (Valentini et al., 2016). In social media, discourse plays a vital role since the activity of giving out statements is in line with discourse. Social media discourse is a collection of frameworks that are tied with a system (Valentini et al., 2016). In this, the system is social media, and the sequence of sentences is related to the platform of the social media.

Per 2022, Twitter users in Indonesia is aforesaid to be approximately 18,45 million (Kemp, 2022). This recent number also sets Indonesia as the fifth country of Twitter users in the world (Rizaty, 2022). This Year, Indonesia named as the fourth largest country of Twitter Users, preceded by India, Japan and United States (Statista, 2024) The information that is posted on Twitter frequently contains opinion bout products, services, celebrities, events, or anything that is of user's interest (Giachanou & Crestani, 2016). In accordance with aforementioned data, Jakarta (Indonesia) is named as the most active city on social media; for example, in 2012 originated the most tweets of any city in the world (Alatas et al, 2019). Although Internet and Twitter users are concentrated in Jakarta and Java's urban centers, their use is high in rural areas, internet are mostly accessed is through mobile technology (Carley et al, 2016).

By using social media, people often put out discourses in a form of digital activism. The term activism traditionally refers to the action to provide change (Cammaerts, 2013). Activism is an action by people to support the right thing and protest to highlight justice and make difference. The action of activism can be done offline or online. In this era, digital activism is a very popular thing. People often use Twitter to do digital activism since its features allow the user to do digital activism. The action of activism in Twitter is different from the activism traditionally done because users can just share, like, and retweet the messages in Twitter. By using these features, the keyword can be viral, and the purpose of activism is channeled.

However, the true purpose of social media such as Twitter is to utilize it in a positive way, but there are many individuals who use Twitter incorrectly to promote negative things. Using Twitter does not mean that there is no such thing as ethics because using social media is the same as communicating with people in real life. Twitter can be a place of doing risky things since information is flowing every second. There is a risk of harm in using social media since people's identity is easily shared in social media (Townsend et al., 2016).

One of the most known terms of collecting and spreading personal identity in social media is doxing. The Oxford British and World English Dictionary defines doxing as

“searching for and publishing personal or identifying information about (a specific individual) on the Internet, usually with malicious intent.” The term itself is defined as the action of dropping an individual's personal information to the internet may be in the form of social media for the purpose of harassing, terrifying (Douglas, 2016). The action of doxing can lead to a harmful result since people's personal information is shared publicly to many audiences. These audiences can later use the personal information shared by the irresponsible parties as a weapon to threaten the individual whose information is shared across social media platform.

Doxing is also an action of breaching other people's identity. Users of social media are exposed to the chances of being breached when using social media since they are exposed to parties who will likely do the action of breaching other people's identity even though the action may lead to many serious consequences. Internet users, especially social media users are very vulnerable since the risk of their personal information being abused may happen through doxing.

The action of doxing may also cause many other negative effects and often lead into criminal activity. The exploitation of personal information is dangerous, and some crimes can be committed due to these issues. A few things that may happen are stalking, identity theft and violence. These unsafe and high-risk activities can be the consequences of doxing to the culprit and to the victim. Doxing is a serious action with dangerous consequences and not only the fact that. There are many information details posted in a tweet and in many cases, significant information is posted without the consent of the people. The breaching of people's identity is usually performed in Twitter by sharing confidential information to the public. According to ASHA (2020), the use of social media in an inappropriate way will be considered an ethical violation. This research will explain more about the digital activism using hashtag by using sentiment analysis and discussion on the ethics and privacy breaching in social media.

METHODOLOGY

This research uses a descriptive qualitative method. The purpose of using qualitative research methods is to deepen the understanding of phenomena that will be discussed in this research. As to the focus, the main idea of this research is to acknowledge digital activism in the Twitter account of @PartaiSocmed. Discussion on what @PartaiSocmed has shared private information of Indonesian government officials as the approach to show digital activism and the sentimental impact will be discussed further in this paper.

Data Collection

The data are gathered from @PartaiSocmed's tweet replies regarding the tweet about the improper assets reveal of Andhi Pramono, the Head of Makassar's Customs. The content showed the photos and videos of Andhi Pramono's spectacular assets including houses and luxury clothes from his kids and wife on 7th March 2023 with 3 time periods of first week, first month and three months after the tweet with sentiment analysis on the third month.

Sample

The sampling of this research is taken from the replies which are processed by using exportcomments.com website which later were processed using Monkey Learn. The analysis of the data follows through the sentiment analysis of Naive Bayes classifiers. This specific analysis explains the classification of data into some following sections, by this the opinions of the public will be gathered into sections of positive, neutral, and negative depending on the content (Rizali Rakhman et al., 2021). Comments posted on this platform that discuss negative things will be categorized into negative comments and this system is applicable towards neutral and positive comments. As this research will focus on a social media application, Twitter, comments are exported from this application. This sentiment analysis is used to know public opinion and responses towards a specific topic. When sentiment analysis is used towards a topic, data gathered will allow the researcher to know the flow of the opinion.

Data Processing

Data areas also follow the steps of review, pre-processing including folding case, cleansing, tokenizing, word replacer, stop words removal, stemming, and language translation. The steps which were used each have different functions and support each other to arrange the data that were taken. The process known as preprocessing are:

1. Folding case method is known as a method to make a standard form of words for the alphabet which will create standardized texts into lower case (Cahyono, 2017). The conversion from capital to lower case will help to process the data easier.
2. The next step is cleansing which is the process to clean the data that were inconsistent and irrelevant (Fathonah & Herliana, 2021). This step is needed to make the data clear and focused on the research topic so that irrelevant data will not be included in the research.
3. After cleansing, data will be filtered and will be put on tokenizing. Tokenizing is the process of cutting the data into parts and these parts will be known as tokens (Cahyono, 2017). Punctuation will be eliminated in this part and cleared out so that the data will be clean.
4. Word replacer step is changing the words into the correct order and following the arrangement that should be used.
5. Stop words removal will be next in the pre-processing steps of the data. This step is an elimination step for words that do not provide any influence for the data (Cahyono, 2017). Words will be selected thoroughly and some words that are considered out layer will be removed or known as the process of stop words removal.
6. Stemming is a process of finding the base word for a word specifically resulting in the elimination of affixes including infixes, prefixes, suffixes (Kesuma Dinata et al., 2020). This process will make the word back to its base.
7. Language translation is a step of inserting the data to Monkey Learn to translate the text from Bahasa Indonesia to English.

There is also social media analysis by Social Network Analysis (SNA). Social Network Analysis (SNA) is a method of analyzing the social network between the user and nodes by making a sign of the user with edges (Bratawisnu & Alamsyah, 2018). This SNA analysis can be used to see the relation of people and community as a representation (Inayah et al., 2020). The analysis of Social Network Analysis (SNA) is used to study cases and issues that are considered a trend. Moreover, there is also a case analysis on the case of Andhi Pramono from @PartaiSocmed that will be the case example through the discussion of this research. The analysis on the case of @bjorkanism and @intinyadeh will also complete the analysis for this research.

RESULTS AND DISCUSSION

Social Media

Social media is a platform to connect people with the main purpose of having positive output. The process of communication happens every second in social media because it connects people. The access to sharing information and giving out opinions is provided by many platforms of social media. People can be the communicator and the communicant in social media as the main function of social media is to allow people to share their thoughts and moments in their everyday life. Users of social media are provided with features to share their experiences in the form of photos, videos, and sentences. These features can also be used together and created a mixed features post. Users can post videos and photos together in one post. Additionally, users can also add text or caption towards the photos and videos they posted to their account.

There are many applications of social media such as Instagram, YouTube, Facebook, and Twitter that allow users to communicate with each other on the platforms. One of the most used social media applications is Twitter. Based on data from Meltwater and We Are Social Digital 2023 Global Overview Report, it is stated that the average time spent on Twitter from each Android's platform is 5,5 hours per month throughout 2022 and it is seventh in the ranks. The popularity of Twitter is in a large volume because people spend their time in the application to read and express their thoughts. It can be said as one of the most popular social media platforms in the world. There are many features of Twitter that can be enjoyed by the users such as tweeting, retweeting, liking tweets, sharing photos, sharing videos, making bookmarks, giving comments, and creating viral tweets. One of the most popular features is retweeting and by using these features frequently, a topic of discussion can be viral in the application.

Viral Tweets and Digital Activism

Creating a viral tweet can also be a tricky process since there must be a dominant keyword that is repeated in a great number of frequencies in order to produce a viral tweet. A viral tweet is always associated with a hashtag since it is one of the typing features to produce a viral tweet. Hashtag (#) is a sign that will section the keyword into a category. This sign helps users to find a specific keyword easier without requiring much effort. It is also a sign that can also be used in searching specific contexts such as memes (Ma et al., 2012). Users can simply type a keyword that they are interested in and find out

information about the keyword. There are many issues that became popular because of this feature since it is very effortless to use this hashtag sign. However, when a keyword with a hashtag is repeatedly posted by many users in Twitter, that keyword can be viral.

Digital activism that can be done by users of Twitter is often associated with viral words. The main purpose of digital activism in the first place is to share the right idea to many people and make it a form of mass. By connecting people from many different places, an idea that wants to be shared through the action of activism can be shared effortlessly through social media. When the action of digital activism is viral, there will be many people that will be aware of the issue the creators are sharing. There are many types of digital activists that can be done using Twitter such as political activism, environmental activism, religious activism, and many other types. Twitter has provided a place to share ideas to a large quantity of people. The platform of Twitter is used for the action of digital activism since it can be used to pour out a very long idea and be able to reach out to many people.

Unfortunately, the feature of making a viral tweet can sometimes be crossed over with ethical codes. The dissonance of not being in line with ethics is often done on social media. There are many cases in which ethics are considered in the last option to be included when posting a statement. Many people tend to be more polite in the real world and be sarcastic as they can be in social media. People who communicate with others politely in the real world while doing mean things in social media don't know the function of ethics. It is very easy to see a very different character people portray on social media and those differences can be drastic.

The Case of @PartaiSocmed

Figure 1. @PartaiSocmed Twitter Account



Twitter users often express their thoughts freely and may also often breach the privacy of other individuals or groups of people. The case of @PartaiSocmed is an example of this, @PartaiSocmed is a Twitter account with 388K followers in April 2023. This account often

discusses issues related to political topics that are currently trending in Indonesia. The ways @PartaiSocmed pour out its ideas to the public is by giving out statements about the current issues for the purpose of many people. They often put out controversial statements about current trending issues using debating techniques which are giving out arguments to the public. This popular Twitter account is an anonymous account so the creator of the content it provided to the public is unknown. The bravery of the creator can be seen by the content they posted to their account. Uniquely, this account is a voluntary type of account which shares information as a function to tell the truth to people. @PartaiSocmed provided information which has the aspects of being very critical. Many of their tweets are provided with proofs which make the public believe their statements about specific topics which they were discussing.

Figure 2. Screenshot of Andhi Pramono, The Head of Makassar's Customs

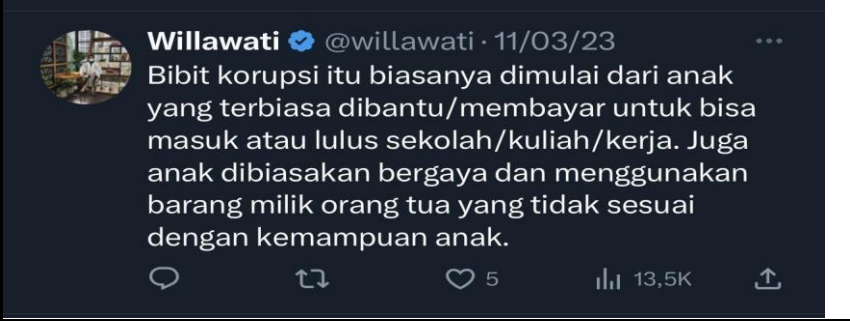
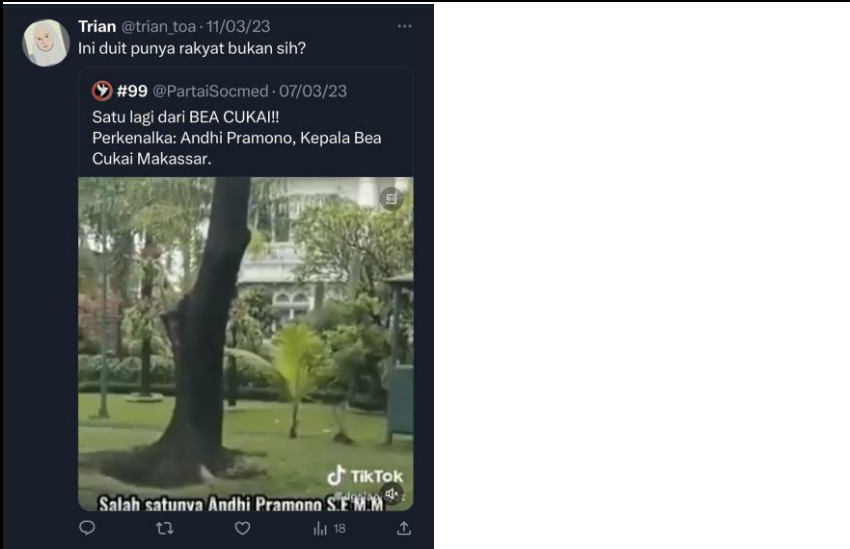


The case about Andhi Pramono is shared as a tweet by @PartaiSocmed. Andhi Pramono is the Head of Makassar's Customs who was the main discussion in a tweet posted by @PartaiSocmed, his private files are shared by @PartaiSocmed. The tweet was shared on 7th of March 2023 and gained 9 million views, 26 thousand likes, and 9 thousand retweets. The number of views is very large resulting in this topic becoming a viral topic on Twitter at that time. The tweet tells a story about how Andhi Pramono's personal life is very luxurious and glamorous. The family of Andhi Pramono including his wife and kids are often seen with luxurious items. This specific tweet invites many reactions from other people including the public as can be seen by the views it gained. There are many replies to this tweet and one of them is by Prastowo Yustinus, Ministry of Finance of Republic of Indonesia's staff. With the username of @prastow, he gave out his opinion by giving out his gratitude and mentioning that he will identify if work according to the system to fix this problem.

Social Reaction to the Case of @PartaiSocmed

Users of Twitter could express their thoughts, reactions, and feelings about a specific Tweet by commenting on the post of the Tweet. Here are some comments by the public about the case of @PartaiSocmed :

Table 1. Social Reaction to the Case of @PartaiSocmed

No.	Types of Reply	Comments
1.	Reply	 <p>Willawati @willawati · 11/03/23</p> <p>Bibit korupsi itu biasanya dimulai dari anak yang terbiasa dibantu/membayar untuk bisa masuk atau lulus sekolah/kuliah/kerja. Juga anak dibiasakan bergaya dan menggunakan barang milik orang tua yang tidak sesuai dengan kemampuan anak.</p>
2.	Quotes Tweet	 <p>Trian @trian_toa · 11/03/23</p> <p>Ini duit punya rakyat bukan sih?</p> <p>#99 @PartaiSocmed · 07/03/23</p> <p>Satu lagi dari BEA CUKAI!! Perkenalkan: Andhi Pramono, Kepala Bea Cukai Makassar.</p> <p>Salah satunya Andhi Pramono S.F.M.M</p>



The replies in the table above were all leading towards supporting the action of doxing done by @PartaiSocmed because this account reveals the truth that the public has been waiting for. When this moment happened, the public did not think about the idea that the action of revealing this private information is breaching other people's identity because the facts were published.

The Case of @bjorkanism

There is another case of identity breaching posted in Twitter, an account with the username of @bjorkanism often exposed to Indonesian companies and governmental institutions. @bjorkanism claimed that they have access to Indihome's customers data, SIM Card data, and many private and confidential information. This Twitter account shared some information about Puan Maharani, Head of the People's Representative Council of Indonesia since 2019, Luhut Binsar Pandjaitan, the Minister of Maritime and Investment Affairs of Indonesia, and Erick Thohir, Minister of State-Owned Enterprises of Indonesia since 2019. These people are doxed by @bjorkanism and their private information is shared through the account.

The Twitter account of @bjorkanism has collected a lot of private data and this account shared it freely and publicly to many people. On the other hand, there are people who thought that the action done by Bjorka of collecting data revealed many unpleasant truths about the internal problems of Indonesia. The action which has been done by Bjorka revealed that the cyber security of Indonesia is not great and lacking in it. Bjorkas has shared anxiety among the public of Indonesia because of their actions. Interestingly, among the anxiety felt by many, there are groups of people who admired the action of Bjorka and decided to form a group (Sutikno & Stiawan, 2022). This group is known as the cult of Bjorka and the main thing that makes them interested in supporting interest is the background of Bjorka and the impact they created (Sutikno & Stiawan, 2022).

The alarming movement of Bjorka has deeply impacted people who got their identity breached and exposed to the public. Bjorka has taken 1,3 million data which are from SIM cards and not just stopping until there, the data were sold on unknown dark web (Sutikno & Stiawan, 2022). By this, the after effect of Bjorka's action has made many people feel the loss since their data are taken on purpose. The panic and anxiety level are increasing due to the theft of private information.

The Case of @intinyadeh

Figure 3. @intinyadeh Twitter Account



As can be seen from many of the examples, doxing often happens in Indonesia and there are many real cases in identity breaching, doxing, and sharing private information. There are many people who felt disadvantaged due to doxing and identity breaching. In some cases, misunderstanding can also be the main cause of people doing doxing and identity breaching to other people. A Twitter account named @intinyadeh also exposed how doxing happened in Indonesia by sharing a case about someone who got doxed. There are many clarifications posted by the culprit and people who got into the case.

The case posted by @intinyadeh is about a woman who did a transfer payment through one of the e-wallet platforms which is GoPay. The platform offers the user to do a transfer transaction to another account and the woman decided to do a transfer to someone she knew, but unfortunately, there was a mistake of making a wrong transfer transaction. The transaction was sent to the wrong account and the woman who did the transfer tried to contact the person to whom she sent the money mistakenly. When reaching out to the person, the response was not what had been expected since the

woman got blocked. The person who got the money was known as D and she thought that the action was fraud.

The woman who transferred the money to D was mad and did doxing action towards D because of blocking her account. Furthermore, the action of doxing did not stop there because the woman changed the username of D using the application of GetContact as a fraudster. When D finally decided to check her e-wallet, GoPay account, D found out that she got transferred. D decided to transfer the money back to the woman with the rules of clearing her name. When D gets doxed by the woman, D’s name is labeled as fraudster and there are many Twitter users who contacted her privately because the doxing done by the woman is sharing D’s private information such as photos, WhatsApp number, and the location of her office. Twitter users filled up D’s WhatsApp application with threats towards D’s private and personal life. This action disturbed D’s life so that she needs her name to be cleared out.

The consequence of this action is the massive post of clarification video by the culprit of the people who made the threats to D. In a Twitter thread posted by @intinyadeh, there was a thread which showed the collection of clarification videos done by the culprit to the doxing action. Most of the videos started with apologies towards the action they did to D and the impact to D’s personal life.

Social Reaction to the Case of @intinyadeh

From the case about doxing explained through the account of @intinyadeh, the users of Twitter replied to the Tweet with various reactions. Some of the reactions were described as follows:

Table 2. Social Reaction to the Case of @intinyadeh

No.	Types of Reply	Comments
1.	Quotes Tweet	

2.	Reply	
3.	Reply	

The reactions of the public towards the case that was posted by @intinyadeh were all leading to commenting about the action done by the culprit. Some of the accounts on the table above were all in the tendency of mentioning how the culprit is certainly on the wrong side. People tend to follow the flow of the comment when replying to a certain Tweet because the pattern of replies can be noticed from the Tweet.

Twitter's Anti-Doxing Policy

The social media platform, which is used to do this doxing activity, Twitter released policies regarding prohibiting the users to do the activity of doxing. The policies to forbid users for doxing were published through the help center of Twitter. The statements are "You may not publish or post other people's private information without their express authorization and permission. We also prohibit threatening to expose private information or incentivizing others to do so," as published on the help center. There are many detailed explanations to the type of information, who is sharing it, and the explanation of the violation. Steps on how to report the violations are also stated along with the consequences of doing doxing in Twitter. The consequences have different levels, and each level will require the user to do something. There is a consequence of removing the content, locking people out of their account and the most fatal consequence is permanently suspended from the application of Twitter. Twitter's new anti-doxing policy is becoming a hot topic and has acted to suspend people's accounts since then when it is

found out that the account did the doxing action. For instance, as also stated on the news of Deccan Herald, twitter users with the username of @elonjet got their account suspended due to breaching the personal privacy of Elon Musk.

The Perspective of Ethics

By doing identity breaching, doxing, and sharing private information to a public account in Twitter is not an ethical action. There are many things that should be kept private and confidential because when sharing someone's private information to the public, the person is exposed, and it is not ethical. Private data should be kept private as the name and exploitation of private data should not be done. The action that has been done by @PartaiSocmed is considered wrong according to ethics. According to the American Speech-Language-Hearing Association (2020), any conduct that falls within the criteria of breaking confidentiality is deemed a violation of the Code of Ethics. The action may encompass the act of sharing and divulging personal information on social media platforms, as well as falsely presenting a qualification or achievement.

The issue surrounding the utilization of social media revolves around the capacity to uphold online privacy (Beninger, 2017). Various occurrences of misconduct have also led to adverse and perilous situations, such as cybercrimes, suicide, defamation, breaches of privacy, political deception of constituents, and so on (Eid & Ward, 2009; Kalloniatis & Travieso-Gonzalez, 2020). The function and significance of ethics are crucial in this scenario, as ethics serve as the fundamental basis of human behavior. By according to the Code of Ethics, engaging in unfavorable behaviors is considered morally wrong.

On the other hand, by the case viewed by digital activism, there are many cases that are wanted by the public. In many cases, people who get exposed through Twitter are people who have done unpleasant things such as corruption, bullying, scamming, and many others. These culprits are frequently put out to the public to expose the things they have done and announce to the public that many people are not what they see as their image and branding. Many people have a very great and polite image as well as being clean from crimes, but when they get exposed through Twitter, those images are just an illusion they created. Unfortunately, many people with great titles did this just like the case mentioned above that was mentioned by @PartaiSocmed.

CONCLUSION

By the access of freedom in Twitter to give opinions, the action of doxing happened frequently in the application. The tendency of breaching person's identity can be seen in many threads of Twitter. Users of Twitter normally condemn their opinion unreservedly in Twitter since most users do this. The action of doxing can be seen from many cases. The Andhi Pramono case posted by @PartaiSocmed, @bjorkanism, and @intinyadeh which claimed to have often exposed Indonesian companies and governmental institutions, conducted identity breaching, doxing, and sharing private information. Throughout the discussion, these cases created a forum with the public to discuss further about each case. The social reactions gathered towards the cases tend to stick side on *PartaiSocmed's* side since they are the side who reveal the truth. It can be inferred that

doxing can be seen as positive action when it is necessary to reach a wider audience than alarming, informing and educating them through dropping the dox. On the contrary, information which has been circulated still considered as privacy breaching in public domain. Furthermore, in any right, there are limitations; ethical limitation in doxing is to know whether there is more to gain in doing so. When people have their right to acknowledge information regarding their wellbeing, then doxing is acceptable (Novianty, 2023).

In the trend of doxing activity, Twitter released a policy of anti-doxing which banned the action of revealing others' privacy. This policy is published on the help center website of Twitter and massively revealed by Elon Musk on his Twitter account. However, the trend of doing doxing in the cover of digital activism is still a dominant thing. Many users still did this breaching people's private information to do justice. Even though there is a positive side of doing the action of sharing personal information out of consideration of supporting the right, there is a negative side. Known as the action of doxing, as also explained, this action may result in many consequences because sharing people's personal information is not an ethical thing to do. The action of breaching other people's private information for the sake of exposing the unethical behavior of someone has a side that can be admired by the public and ethically wrong in terms of the action itself.

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