

## ABSTRACT

This research is motivated by the lack of awareness of the ethical phenomenon in social media in making status or comment. Social media users use social media as its medium of expression. Freedom of expression is mistaken freely in making status or comments without regard to ethics. Therefore we need a campaign that invites youth to ethics in media bersosial. The purpose of this research is to create a campaign to build awareness of social media users in social media ethics.

This study used a qualitative research method with purposive sampling method of data collection. The collection of data through observation of observing the status of social media and user comments unethical. Then the author interviews with sources associated with social media communication. Besides using literature study to obtain the relevant theories as the basis for making the design of the campaign.

The research found that social media users unethical can be criminalized by the Act ITE 2008, in addition to criminal sanctions can also be sanctioned social actors, namely in-bullied by all Indonesian people. From year to year the number of cases is increasing because of the ITE Law. Users who are caught due to unwise in making status or comments, using the words of reproach and insult. From the analysis designed a campaign that invites youth to a wise, friendly, polite in social media with major media website which aims to build awareness of youth for social ethics in the media. Website contains material which directs the youth to a wise, friendly and polite in social media.

Keywords: *Social Media, Ethics, Moral, Campaign.*