

## **ABSTRACT**

*Problems often faced in the context of social media in Indonesia include the spread of fake news (hoaxes), hate speech, cyberbullying, and privacy violations. TikTok's popularity among Generation Z and Millennials makes it an ideal platform to study how these generations understand and apply communication ethics in the digital era. The research method used is a descriptive qualitative research method. Overall, This study reveals the differences in views between Millennials and Generation Z regarding communication ethics on TikTok and its impact on social interactions. Millennials emphasize honesty, accuracy, and social responsibility, while Generation Z prioritizes authenticity and emotional connectedness, sometimes at the expense of accuracy. Both generations show a high awareness of the importance of respecting individual rights and dignity. The impact of ethical violations includes a decline in reputation and quality of interactions. Awareness-raising efforts through education, creative campaigns, and effective content moderation are considered important by both. TikTok has a crucial role to play in supporting and enforcing ethical communication standards on the platform.*

**Keywords:** *Communication ethics, Generation Z, Millennial Generation, TikTok*