

ABSTRACT

The use of Media Sosial is very massive, many people use Media Sosial but often forget communication ethics in using Media Sosial. The aim of this research is to analyze how communication ethics are applied in Media Sosial in generation Z with Media Sosial platforms, namely Twitter or Based on the results of interviews, many informants realized that hate speech was still widespread due to uncontrolled freedom of expression. Harsh words, curses, and attacks against certain individuals or groups often appear without ethical consideration.

Keywords: Media Sosial, Twitter (X), Communication Ethics, Ethical Violations, Communication