ABSTRACT

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ETHICS OF STUDENT AND LECTURER DIGITAL COMMUNICATION IN THE ACADEMIC GUIDANCE

Keywords: Lecturer, Ethics, Symbolic Interactionism, Communication, Students

(xi + 47 + Attachment)

This study aims to find out the appropriate digital communication ethics for students to interact with lecturers during the academic guidance process and to find out what obstacles occur in implementing digital communication ethics between students and lecturers in the academic guidance process and to find out how to build and maintaining the ethics of digital communication that occurs between students and lecturers in the process of academic guidance. This study uses the theory of Symbolic Interactionism. This research method uses descriptive qualitative by using observation and interviews. The results of this study are that lecturers and students communicate using ethics so that communication can run well. Lecturers and students use communication ethics that make the communication process as well as the academic guidance process that is being carried out run smoothly and the messages received can be conveyed properly. During the academic guidance, not everything went smoothly, there were obstacles that occurred during the academic guidance, there was a misunderstanding of communication between lecturers and students so that the messages conveyed by the lecturers were not well received. The intentions and meanings that the lecturers wanted to convey to students , not only that, the problems that usually occur are also due to network factors or the platform used is inadequate because academic guidance is carried out online.

(Bibliography 1960-2021)