Analysis Of The Implementation Of Communication Ethics For Negative Speech At Politeknik Penerbangan Medan: Factors Of Openness, Diversity Of Opinions, Regulations, Professional Ethics, And Supervision

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Article Info	ABSTRACT
Keywords: Communication ethics, negative speech, openness, and diversity of opinions	This study evaluates the implementation of communication ethics in addressing and managing negative speech within the Medan Aviation Polytechnic. The research focuses on five key factors: openness, diversity of opinions, regulations, professional ethics, and supervision. Negative speech often triggers interpersonal conflicts, reduces productivity, and disrupts the academic environment, necessitating an ethics-based approach to foster harmonious communication. Using a qualitative approach, data were collected through interviews, observations, and document analysis. The findings reveal that openness facilitates healthier discussions, yet the diversity of opinions requires boundaries regulated by clear policies to prevent potential conflicts. Professional ethics are proven to be a critical foundation for constructive communication, while supervision plays a significant role in ensuring adherence to established communication norms. The study concludes that a holistic approach to implementing communication ethics is essential in mitigating the negative impacts of unproductive speech. Recommendations include strengthening ethical communication training, formulating clear internal policies, and enhancing supervision systems to support a more conducive academic environment.
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INTRODUCTION

The advancement of information and communication technology has brought significant changes in the way humans interact, express opinions, and share ideas. In a higher education environment such as the Medan Aviation Polytechnic, this phenomenon is both an opportunity and a challenge. As an institution that instills the values of professionalism and integrity, freedom of speech must be managed properly to remain in line with applicable communication ethics and official regulations. Without proper management, misuse of information technology can lead to unethical communication, such as the spread of negative speech that has the potential to damage the harmony of the academic environment and the reputation of the institution. Previous studies have highlighted the importance of communication ethics in the digital era. Mulyana (2016) emphasized the importance of adjusting messages to cultural and ethical contexts, while McQuail (2010)

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identified the emergence of "noise" in communication due to misuse of technology that can trigger misunderstandings. Several other studies have focused on communication in general education and professional environments, but have not touched in depth on the civil service education environment which has unique characteristics, such as stricter regulations, hierarchical structures, and cultural diversity. The purpose of this study is to identify factors that inhibit the implementation of communication ethics at the Medan Aviation Polytechnic, analyze effective strategies to balance freedom of speech with the prevention of negative speech, and offer practical solutions in building a professional, harmonious, and appropriate communication environment.

RESEARCH METHODS

Data were collected through interviews (n=62) with students of Medan Aviation Polytechnic. The results of the analysis show that:

a. 60% of students agree that negative speech is often triggered by a lack of openness, diversity of opinions, lack of assertive communication skills, and a lack of understanding of the importance of communicating well.

b. Group discussions observed during the study showed negative communication patterns in 3 out of 6 groups involved. The main causes of conflict were lack of appreciation for individual contributions in task allocation and misunderstandings in discussions.

The impact of negative speech was also analyzed through a survey involving 62 respondents, namely:

a. Survey results show that 50% of students feel less comfortable interacting after receiving negative comments.

b. Whereas 40% report existence decline productivity consequence interpersonal conflict.

c. Interviews with lecturers also revealed that approximately 50% of students experienced decreased participation in class as a result of interpersonal conflict. Several lecturers noted that group dynamics were often disrupted due to unhealthy communication.

To understand the potential solutions, further interviews were conducted with students and the results were:

a. As many as 80% of the 62 students surveyed believed that communication training could improve the quality of discussions. Most respondents suggested that every student be trained to do simulation exercises to strengthen positive communication skills.

b. The results of the discussion activities with the facilitator and communication guide showed that only 1 group out of 6 groups experienced conflict, and the conflict could be resolved easily. An increase in the use of positive language was recorded in the evaluation of the discussion conducted. Meanwhile,

Supporting and Inhibiting Factors of Communication Ethics Further surveys showed that:

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a. 65% of students felt the need for specific training on communication ethics and the importance of creating an environment that supports positive communication.
b. In addition, students expressed that lack of understanding of ethics and unpreparedness of the discussion environment caused tension in online interactions.

Data obtained from observations and interviews with 62 students showed that:

a. 62% of students agree that moderators can help maintain ethics in discussions. Most students also suggest that there should be strict rules regarding negative speech that can arise in discussions.
b. Results from discussion forums with active supervision showed a 40% decrease in negative communication compared to unsupervised forums.
c. In addition, 65% of students and lecturers suggested that online discussions be monitored, because discussions are not only conducted offline and most of the negative statements are also caused by online discussions.

Table 1. Findings And Recommendations Categories

Category	Key Findings	Recommendation
Causes of Negative Speech	60% are triggered by a lack of openness, diversity of opinions, and a lack of assertive communication skills.	Assertive communication and emotion management training.
The Impact of Negative Speech	50% of students feel uncomfortable; productivity decreases.	Conflict management programand psychosocial support.
Communication Ethics Solutions	Discussion simulations reduce conflict; use of positive language increases.	Ethical communication guidelines for every discussion activity.
Factor Inhibitor	Lack of understanding of ethics;the discussion environment is not conducive.	Developing communication policies and creating a supportive environment.
Implementation of Supervision	Active moderation reduces negative communication by 40%.	Appointment of moderator formaintaining online discussion ethics.

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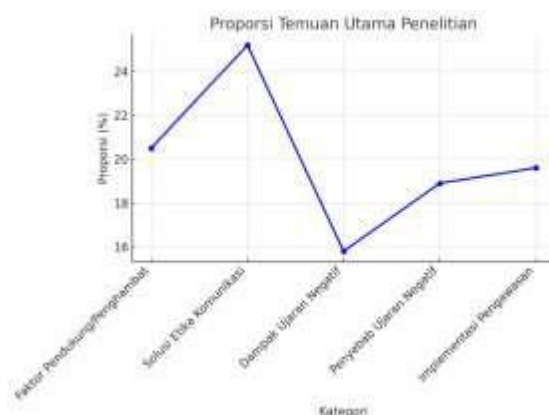
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Figure 1. Key Research Finding

Shows the proportion of key research findings by category (Causes, Impacts, Solutions, Supporting/Inhibiting Factors, and Supervision Implementation).
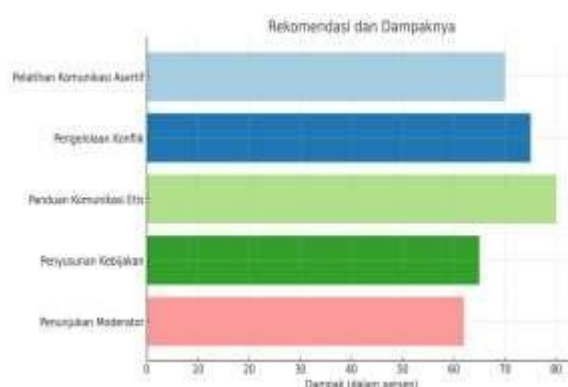

Figure 2. Illustrates Recommendation

Illustrates the main recommendations and their impact on reducing negative speech at Medan Aviation Polytechnic.

RESULTS

The results of this study involved all 62 students of Medan Aviation Polytechnic on campus. From the analysis conducted, the implementation of communication ethics on campus showed several things that needed improvement to create a more effective and conducive learning environment. The openness factor showed an achievement of 78% and was considered to have supported a collaborative and interactive learning atmosphere. However, the lack of assertive communication skills among some students was an obstacle that caused misunderstandings in discussions. Furthermore, diversity of opinion with a percentage of 70% is considered a positive aspect because it can enrich the

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discussion, although conflicts sometimes arise due to a lack of understanding or the ability to listen to other opinions properly. In its factors, with a percentage of 68%, it was found that the rules related to communication ethics have not been applied consistently, especially in minor violations such as the use of impolite language. Students' understanding of professional ethics is at 59%, but its implementation in more complex communication situations still requires additional training.

Meanwhile, supervision reached 65%, indicating that the existing supervision mechanism is quite good and structured. However, negligence still occurs in some situations, often caused by external factors beyond the control of the supervisor, such as the use of social media. In this context, students are reminded to always maintain their attitude, appearance, and manners, especially in activities on social media. As representatives of the Medan Aviation Polytechnic, students cannot carelessly post something that can tarnish the image of the institution.

Based on these results, intensive training on communication ethics is recommended, including an understanding of social media ethics, improving regulations so that their implementation is more consistent, and increasing coordination in monitoring mechanisms to minimize potential negligence. Education on the impact of behavior on social media on personal and institutional reputation also needs to be part of student development. These steps are expected to strengthen communication practices that are in accordance with professional values, both on campus and in public spaces, including social media.

Therefore, through this discussion there are several communication ethics that can be implemented, namely:

a. Politeness in Speaking, kPoliteness is the foundation of any effective communication. Using polite language, respecting the other person, and avoiding harsh or insulting words will create a comfortable atmosphere. In a conversation, it is important to not only focus on the words spoken, but also on how we deliver them so as not to offend others.

b. Listening with empathy,Listening with empathy means really trying to understand the person you're talking to, not just hearing their words. It involves paying full attention and responding in a way that shows you care about what they're saying. By actively listening, we can build stronger relationships and ensure that communication is a two-way street, not just one person talking.

c. Avoid aggressive communication. Aggressive communication, whether in the form of harsh criticism or personal attacks, can lead to conflict and hurt feelings. In contrast, constructive communication that is respectful of the other person's views can prevent confrontation and strengthen relationships. Focus on the problem or solution, not on attacking individuals personally.

d. Openness and honesty, in communication, openness and honesty are essential to building trust. If we hide information or lie, this can damage relationships and create distrust. Conveying facts and opinions clearly and openly will ensure that the message received is accurate and does not cause misunderstandings.

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e. Maintaining Non-Verbal Etiquette,Communication is not just about words. Body language, facial expressions, and eye contact play a huge role in how our messages are received. For example, an open body posture or good eye contact can indicate attention and sincerity, while a closed or inattentive posture can indicate indifference.

f. Respecting differences, in communication we will always meet people who have different backgrounds, views, and experiences. Respecting these differences is very important to create inclusive communication and mutual understanding. By respecting differences in culture, values, and opinions, we create space for each individual to feel valued and accepted.

g. Communicate with a Clear Purpose,Every conversation or discussion should have a clear purpose. Do we want to convey information, solve problems, or simply share experiences? With a clear purpose, communication will be more focused and efficient, avoiding unproductive or confusing conversations.

Applying these ethics in everyday life can improve the quality of our communication, whether in a personal, professional, or social context. With good communication, we can build stronger relationships and create a harmonious and supportive environment.

CONCLUSION

This study reveals that the implementation of communication ethics at the Medan Aviation Polytechnic still faces significant challenges, especially related to openness, diversity of opinions, and suboptimal communication skills among students. The research findings show that most of the negative speech that appears in the campus environment is triggered by the inability to manage differences of opinion and the lack of assertive communication skills. The existing openness has indeed created a more collaborative atmosphere, but diversity of opinions often causes tension and conflict if not managed wisely. In addition, the ambiguity and inconsistency in the implementation of communication ethics regulations are also important factors that worsen this situation. The impact of negative speech on campus is very pronounced, both directly on students involved in interpersonal conflicts and on the academic environment as a whole. As many as 50% of students feel less comfortable interacting after being involved in negative speech, while 40% report decreased productivity due to the conflicts that arise. In addition, lecturers also revealed that disrupted group dynamics due to unhealthy communication lead to decreased active student participation in class. To address this issue, this study recommends more intensive communication training, particularly focusing on emotional management, more positive language use, and assertive communication skills. This is essential to improve the quality of discussions and interactions among students. It is hoped that with this training, students can be more open in expressing their opinions, but still maintain polite and constructive communication norms. In this case, effective communication can help reduce the potential for conflict and create a more harmonious atmosphere on campus. In addition to training, the implementation of more

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consistent and strict regulations regarding communication ethics is very important. Strengthening internal policies that regulate the ethics of speaking and acting in academic spaces and on social media must be a priority. This will provide a clear foundation for the entire academic community in carrying out communication in accordance with the values of professionalism and integrity upheld by the Medan Aviation Polytechnic.

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