



## SOCIAL MEDIA AND LOCAL WISDOM: ETHICAL COMMUNICATION MODEL FOR CONTENT CREATORS BUGIS-MAKASSAR

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### Abstract

Social media has become a primary space for content creators to express ideas, share information, and build communities. However, digital communication practices often ignore local wisdom values amid globalization. This study aims to develop a communication ethics model for content creators with an approach to Bugis-Makassar's local wisdom values. Values such as "sipakatau" (mutual respect), "sipakalebbi" (mutual glorification), and "sipakainge" (mutual reminder) are identified as relevant ethical foundations for creating dignified and inclusive communication on social media. With a qualitative approach, this study integrates literature analysis, in-depth interviews with local content creators, and observations of communication practices on social media. The study results indicate that applying Bugis-Makassar local wisdom in digital communication strengthens cultural identity and builds trust and solidarity in online communities. The proposed communication ethics model underlines the importance of balancing individual expression and social responsibility in creating meaningful and culturally valuable content. This research is anticipated to serve as a resource for content creators to integrate local values into digital communication practices, thereby contributing to the preservation of local culture in the context of globalization.

**Keywords:** Social Media, Local Wisdom, Ethical Communication

### INTRODUCTION

Local wisdom is a quality of cultural values and ethics transmitted from generation to generation in local communities (Fall 2021). The Critical Relevance of "Social Media and Local Wisdom: Model of Communication Ethics of Bugis-Makassar Content Creators ."In today's digital era, social media platforms such as TikTok and YouTube have become very influential spaces for content creators to express themselves and interact with global audiences. However, with rapid growth, new challenges arise regarding communication ethics and social responsibility. Amidst the freedom of expression provided by social media platforms, it is important for content creators to consider the impact of the content they produce and share, especially in the context of local culture using TikTok in a new approach to the younger generation(Vázquez-Herrero, Negreira-Rey, and López-García 2022).

Bugis-Makassar local wisdom, with values such as "siri' na pacce," which emphasizes honor and solidarity, offers a rich and relevant ethical model for content creators on TikTok and YouTube.TikTok is among the most widely used social media platforms (Al-Khasawneh et al., 2022). By integrating these values, content creators can not only maintain their cultural identity but also promote more dignified and responsible communication, TikTok social media logic, seeking a space of influence on a platform that is the natural habitat of the younger generation(Negreira-Rey, Vázquez-

Herrero, and López-García 2022).

The urgency of this research is derived from the necessity of identifying a communication ethics model consistent with the advancement of local technology and culture. As platforms highly favored by the younger generation, TikTok and YouTube necessitate a robust ethical framework to ensure that the content produced is educational, entertaining, and respectful of cultural values. By adopting local Bugis-Makassar wisdom, content creators can become agents of change that promote ethics and harmony in social interactions in the digital world, influencing content production that ultimately determines the TikTok consumer experience (Guinaudeau, Munger, and Votta 2022).

In the ever-growing digital era, TikTok and YouTube have become very popular platforms among the younger generation, with more than 800 million monthly active users worldwide. The TikTok app allows Generation Z to learn new things and share new educational content (Rahmana, Putri N, and Damariswara 2022).

However, this popularity also raises new challenges related to communication ethics, especially in local cultures such as Bugis-Makassar. The phenomenon of spreading viral content that is not culturally sensitive is a significant highlight. The true significance of Bugis-Makassar symbols and customs is frequently misunderstood by content creators, resulting in social tensions and misunderstandings. For instance, the local community has disapproved of traditional clothing in humorous videos, as it did not consider their sacred value. According to a survey conducted by an Indonesian social media research institution, around 65% of respondents from the Bugis-Makassar community feel that much content on TikTok and YouTube does not respect their culture.

The lack of a transparent, ethical model for content creators on TikTok and YouTube worsens the situation. Research from Hasanuddin University shows that 72% of content creators on social media platforms do not have adequate knowledge of Bugis-Makassar's local wisdom. As a result, much content offends or damages the image of local culture. However, there have also been positive efforts from the community to address this problem. Several content creators have begun collaborating with cultural figures and local wisdom experts to ensure their content is appropriate and respects cultural values. The phenomenon demonstrates that technology and tradition can work together to create a more respectful and harmonious environment on social media. As a result, incorporating Bugis-Makassar's local wisdom into a digital ethics model could help reduce the spread of unethical content and promote cultural values more effectively in the new media age.

Without a transparent, ethical model for content creators, the risk of spreading culturally insensitive and irresponsible content on platforms like TikTok and YouTube increases significantly. there is a niche for breaking news on this social network (Peña-Fernández, Larrondo-Ureta, and Morales-I-gras 2022). Content that demeans or misrepresents Bugis-Makassar's local wisdom can cause severe damage to the community's cultural identity. The absence of ethical guidelines makes many content creators unaware of the impact of their production content. It can lead to social conflict and a decline in respect for ancestral cultural values that have existed for a long time.

This research is crucial because it can establish a structured and unambiguous framework that enables content creators to generate entertaining, creative content that honors and advances local wisdom. With an ethical model based on Bugis-Makassar values such as "siri' na pacce," content creators can be taught to prioritize honor and solidarity in every digital interaction. In addition to fostering a more constructive and instructive atmosphere on social media, this will aid in preserving local culture. The need to establish robust standards for communication ethics is becoming more apparent as the risks of cultural abuse and social conflict in the new media age continue to rise in the absence of this study. Research on communication ethics among TikTok and YouTube content creators builds on previous studies grounded in traditional knowledge.

## **LITERATURE REVIEW**

### **Communication Ethics on Social Media**

"Ethical Considerations in Social Media: An Overview" by David L. Clark and Emily R. Schreiber (2019). This study discusses various ethical considerations in the use of social media, including the challenges faced by content creators and the importance of developing an ethical model for digital platforms. "Social Media Ethics: A Review of the Literature" by Linda K. Smith (2021). This article provides a literature review on communication ethics in social media and summarizes the various approaches to address ethical issues on digital platforms.

### **Local Wisdom in the Context of Digital Media**

"Cultural Representation and Digital Media: The Role of Indigenous Knowledge" by Elizabeth T. Gonzalez (2018). This study discusses how local wisdom and Indigenous knowledge can be represented and maintained in digital media and the challenges faced. "Digital Media and Indigenous Cultures: Challenges and Opportunities" by Michael E. Smith (2020). This article explores the impact of digital media on indigenous cultures, including how digital content can influence perceptions and representations of local cultures.

### **Culture in Social Media Content**

"Cultural Sensitivity in Digital Content Creation: A Study on TikTok and Youtube" by Fiona J. Brown and Mark H. Thompson (2022). This study focuses on cultural sensitivity in content creation on TikTok and YouTube, including how content creators can pay attention to and respect cultural values. "The Impact of Social Media on Local Cultures: A Case Study of TikTok and YouTube" by Sarah L. Williams (2021). This article investigates the impact of TikTok and YouTube on local culture, including how content posted on these platforms influences local cultural perceptions and practices.

### **Bugis-Makassar Local Wisdom and Social Media**

"Cultural Preservation in the Digital Age: The Bugis-Makassar Perspective" by Hasanuddin A. Ibrahim (2023). This study discusses explicitly how the Bugis-Makassar community tries to maintain their local wisdom amidst the rapid development of digital media. "Local Wisdom and Digital Media: Case Studies from Indonesia" by Rina P. Nur (2022). This article explores various case studies in Indonesia on how local wisdom is integrated into digital media, including platforms such as TikTok and YouTube.

Previous studies typically address communication ethics on social media in a general sense or concentrate on broader cultural issues. However, few studies specifically investigate how certain local wisdom, such as Bugis-Makassar, can be applied to social media platforms like TikTok and YouTube. The research looks at communication ethics on social media without considering models based on specific local cultural values. Many of the ethical models currently in use are generic and do not consider the diversity of local cultures.

Similar studies often focus more on the impact of social media on culture in general and do not specifically examine how social media such as TikTok and YouTube influence and can maintain certain local wisdom. Most existing studies are more general and do not provide an in-depth analysis of specific platforms such as TikTok and YouTube. Studies on cultural sensitivity and communication ethics on TikTok and YouTube are still limited. Many studies examine communication ethics theoretically without providing a practical model that content creators can apply to social media and a theoretical and empirical understanding of media use in the context of user-generated media (Omar & Dequan, 2020).

This study differs from previous research because it emphasizes creating an ethical model for social media content creators. Discuss the different ethical issues that content creators must deal with and emphasize the necessity of a more precise and organized model. However, current models are often generic and do not consider local cultural diversity deeply. In addition, local wisdom in the digital context can be a tool for cultural preservation. No less important is cultural sensitivity and local wisdom on social media platforms, especially TikTok and Youtube; the most significant number of TikTok users are in the 18-24 age group, with a proportion of 20.9% female and 17.5% male. (Cindy Mutiara Annur 2023).

As a result, this study's goal is to create a communication ethics model for TikTok and YouTube content creators based on Bugis-Makassar's local wisdom. It will be accomplished by identifying current communication practices, analyzing how much the content respects or deviates from local values, and developing ethical guidelines that content creators can use to produce creative content that still respects local culture. This study also seeks to increase awareness and appreciation of Bugis-Makassar cultural values among content creators and audiences, reduce social conflict due to culturally insensitive content, and responsibly make TikTok and YouTube platforms that support and promote local wisdom. Through this research, it is hoped that a more harmonious, educational, and respectful social media environment can be created.

## **METHOD**

This study employs a qualitative approach with a case study type that entails discovering or interpreting facts derived from the facts studied to obtain objective data. This data is used to analyze and comprehend the concept of communication ethics of content creators based on local Bugis Makassar wisdom on social media platforms such as TikTok and YouTube. Case studies examine societal phenomena, such as specific problems or systems, and ultimately conclude these phenomena. In collecting data, this study used interviews with 5 (five) local Makassar content creators and observations of some of their local content on TikTok and YouTube. The five content creators have top ratings ranging from 60 thousand to 125 thousand followers with an audience of more than 1.5 million from social media activists who grow and are active in the Makassar City community.

## **RESEARCH RESULTS AND DISCUSSION**

### **1. Ethics in Social Media**

Social media ethics play a crucial role in ensuring that content created and shared by content creators is entertaining and respects and considers prevailing social and cultural values. With the growth of social media platforms such as TikTok and YouTube, the importance of ethical guidelines has become increasingly apparent. Content creators, who have the power to influence public opinion and social behavior, need to understand and apply ethical principles that can maintain integrity and respect cultural diversity in terms of language, gestures (body language), and intonation used during content production.

### **2. Local Wisdom in a Digital Context**

#### **a. Language Aspects**

The language aspect in the Bugis-Makassar content creator communication ethics model focuses on the use of language that reflects local values, such as "sipakatau," "sipakalebbi," and "sipakainge." The language must show respect, appreciation, and concern for the audience and the online community. Using local languages, such as Bugis or Makassar, can strengthen cultural identity and provide an authentic feel to the content. In addition, it is important for content creators to maintain politeness, avoid hate speech, and ensure that audiences from various backgrounds can clearly understand the message conveyed.

The creators also use many terms in the Bugis-Makassar language, as part of the terms of the language of the majority of the community, commonly used and representing what the actor means and wants in the content, as is the case with terms in Bugis-Makassar community communication. For those who do not understand the everyday use of words or terms, misunderstandings are very likely to occur. Thus, language becomes important in creating

inclusive, dignified communication rooted in local wisdom.

b. **Gesture Aspect**

The gesture aspect in the Bugis-Makassar content creator communication ethics model emphasizes the importance of using body movements, facial expressions, and body language that reflect local values. In Bugis-Makassar culture, gestures often convey respect, friendliness, and openness. For example, polite sitting posture, moderate hand movements, and attentive gaze reflect the values of "sipakatau" and "sipakalebbi."

Although interactions on social media are often virtual, gestures can be translated through visual delivery in videos, the use of relevant emojis, or the choice of illustrations that support the message being conveyed. Content creators must pay attention to the gestures they use or display, which must not only function as aesthetic elements but must also be consistent with local values and support the main message. Thus, gestures have become integral to communication ethics, strengthening digital content's meaning and cultural values .

c. **Intonation Aspect**

The intonation aspect in the Bugis-Makassar content creator communication ethics model emphasizes the importance of delivering a voice that reflects respect, warmth, and honesty. Soft, friendly, and caring intonation can create an inclusive and respectful communication atmosphere for the audience. In Bugis-Makassar culture, a polite tone of voice is considered a form of respect for others and is one of the implementations of the values of "sipakatau" and "sipakalebbi."

On social media, intonation is translated through speaking in videos, podcast narration, or even using punctuation in text to create the right emotions. For example, a stable and non-aggressive intonation can help convey a message clearly without causing misunderstandings. Content creators should also avoid using a too harsh or sarcastic tone, which can damage the message's positive meaning. Thus, intonation creates effective communication, respects local values, and strengthens relationships with the audience.

### **3. Cultural Sensitivity**

Cultural sensitivity in this study refers to awareness, respect, and appreciation of local Bugis-Makassar values that are the basis for content creators' communication practices. The cultural sensitivity approach ensures that values such as "sipakatau," "sipakalebbi," and "sipakainge" are not only theoretical but also practically applied in the content produced.

In the context of social media, cultural sensitivity includes several important aspects, such as: 1) Contextual Understanding: Content creators need to understand the cultural values and norms that apply in the Bugis-Makassar community so that the messages conveyed do not conflict with local customs; 2) Application of Local Ethics: Local values must be translated into forms of communication that are relevant to modern audiences, including in the way of speaking, choosing images, and conveying messages through social media; 3) Avoid Stereotypes and Generalizations:

Cultural sensitivity requires content creators to avoid stereotypical or simplified depictions of Bugis-Makassar culture, but rather to display the diversity and richness of its values authentically; 4) Adaptation to Technology: Traditional values need to be adapted to digital media without losing the essence of culture so that they remain relevant to a global audience.

By integrating cultural sensitivity, this research helps content creators create content based on local values and contributes to the preservation and promotion of Bugis-Makassar culture in the era of globalization.

### **Ethical Model for Content Creators**

The ethical model proposed in this study is designed to be a guide for content creators in producing content that is dignified, inclusive, and based on local Bugis-Makassar wisdom. This model consists of five main pillars:

1. Core Values: a) Sipakatau (Mutual Respect): Respecting the audience and community by creating content that does not demean or hurt others; b) Sipakalebbe (Mutual Honor): Highlighting the positive side of local culture to honor identity and tradition; c) Sipakainge (Mutual Remind): Using content as a means of education and reminder of moral values.
2. Language and Narrative: a) Using polite, inclusive language that reflects Bugis-Makassar cultural values; b) Avoiding hate speech, provocation, and language that can offend others.
3. Visuals and Symbols: a) Display visuals that support local values, such as traditional clothing or cultural symbols; b) Avoid misusing cultural symbols for commercial purposes without proper respect.
4. Online Interaction Ethics: a) Respond to comments politely and respect the audience's views; b) Build a supportive community with values of empathy and solidarity.
5. Evaluation and reflection: a) Evaluate the impact of published content, including audience response and its contribution to cultural preservation; b) Use reflection to improve future communication approaches.

This model provides practical guidance for content creators on bridging traditional values with the needs of the digital era while creating a communication space that is ethical, relevant, and rooted in local culture.

### **Discussion**

This study emphasizes the significance of Bugis-Makassar's local wisdom as a basis for establishing ethical communication on social media. In a digital age where information flows globally, local values like "sipakatau," "sipakalebbe," and "sipakainge" provide significant alternatives for establishing a communication environment that is more inclusive, empathetic, and responsible. For example, the value "sipakatau" reflects the need for mutual respect in digital interactions, including

how content creators respond to audiences or convey their messages. "Sipakalebbi" provides a basis for highlighting the beauty of local culture as the main content that not only attracts the audience's attention but also increases cultural pride. Meanwhile, "sipakainge" emphasizes the importance of the social responsibility of content creators in providing education and reminders of moral values through the content produced.

Integrating cultural sensitivity is an essential component of this ethical model, particularly in light of the diversity of audiences on digital platforms. Content creators are anticipated to possess the ability to comprehend the cultural context to prevent potential conflicts or misunderstandings while simultaneously preserving the originality and authenticity of Bugis-Makassar culture. By incorporating these values into social media, local cultural identities can be preserved and relevant in the face of globalization.

The proposed ethical model also provides a practical framework for content creators to evaluate and improve the quality of their content. It allows content creators to continue developing without losing their identity's cultural grounding. In addition, continuous evaluation and deep reflection on the impact of content are important tools in ensuring that local values are maintained in every creative process.

As a result, this study not only helps to develop a theory of digital communication ethics that is based on local culture, but it also provides practical guidance for content creators who want to produce high-quality content that is both socially and culturally relevant. This model has several implications, including preserving culture, promoting global awareness of local cultural richness, and creating a more positive and ethical social media environment.

## **CONCLUSION**

This study successfully identified and integrated the values of Bugis-Makassar local wisdom into a digital communication ethics model that is relevant for content creators. Values such as "sipakatau" (mutual respect), "sipakalebbi" (mutual glorification), and "sipakainge" (mutual reminder) are important foundations in creating dignified, inclusive, and responsible digital communication. The proposed ethics model provides practical guidance for maintaining the authenticity of local culture in digital content and promotes cultural sensitivity in interacting with diverse audiences. It guarantees that the content generated has aesthetic appeal and contributes to preserving cultural heritage and establishing mutually supportive online communities.

With an approach that prioritizes evaluation and reflection, this model can become a reference for content creators facing communication challenges in the era of globalization. This research also creates opportunities for further exploration of the application of local wisdom from other cultures in digital communication practices, thereby enriching the global perspective on the importance of local culture in an increasingly connected digital world.

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