

ETHICS STUDY IN NEW MEDIA ADVERTISING

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Abstract. The ethics of advertising in traditional mass media still leaves problems and debates, meanwhile, new technologies continue to develop rapidly and the emergence of new media also requires the application of advertising ethics. This article discusses self-regulation, privacy and the helplessness of regulators in several countries facing globalization due to the development of new media. This study uses a descriptive ethical study method by analyzing several journals published in America, Europe, Asia and Africa. The results of the study show that the ethics of advertising in new media is dynamic and complex and requires self-regulation, the need for ethical judges, privacy, reform and regulation for better advertising development and audience convenience.

Keywords: ethics; advertising; new media; communication; marketing communications

I. INTRODUCTION

Technological developments have progressed very rapidly, this is supported by the development of information technology that allows people to easily obtain information and communicate. The preparation of a marketing communication strategy is inseparable from the production and distribution of marketing communication materials. As in Indonesia, other countries also have their own regulations or rules regarding advertising ethics. According to Kotler, [1] advertising is any form of non-personal presentation and promotion of ideas, goods or services by certain sponsors that must be paid for. Meanwhile, according to Akseki, [2] the notion of ethics is a concept that examines what is right and wrong within the framework of social harmony, taking into account moral values. Advertising in new media has enabled advertisers to track and influence several areas of the data they collect, such as location, activity, and in-app behavior, as well as create digital profiles of users that can be shared with other companies [3]. The ethical issues of advertising in this new media include the exploitation of women, subliminal perceptions, advertisements for children, deceptive advertisements, and other issues which can lead to the moral decline of society [4].

Researchers make a study of advertising ethics in new media by studying international journals that deal with issues of advertising ethics. Researchers limit reviewing relatively new journals, a maximum of five years from the time the researcher conducted the study. The context of the journal comes from various countries, namely Lebanon, the Middle East and North Africa (MENA) region, Spain, the United States, China, Uzbekistan, South Africa and Cuba. The results of this study are expected to be able to answer research questions, how is the practice of applying advertising ethics in new media in other countries? The type of study conducted is a Descriptive Ethics study. This means that researchers only

explain, try to examine critically and rationally the attitudes and behavior of business people in interpreting advertising ethics in their respective countries, especially in new media. The presence of this study is expected to provide insight into the practice of advertising regulations in new media for business people and regulators for implementation in Indonesia. Meanwhile, academics are expected to be able to contribute and attract the interest of further researchers to explore the ethical issues of advertising in new media.

II. RESEARCH METHODS

As a first step, the researcher conducted a literature review. The steps taken refer to Neuman, [5] namely: Determine the topics to be taken and over time adjustments or improvements to the topics to be taken are made. The next step is to create a search design and plan a search strategy. Referring to Neuman, [5] the researcher decides on the type of review, the extent of the review, and the type of material to include. Then evaluate the research articles. Neuman, [5] provides guidelines for reading and evaluating reports found as follows: Check the title, read the abstract, read the article and make a conclusion. In the process of making conclusions the researcher uses descriptive research methods (in this case descriptive ethical studies), which is a research method in which the main objective is to "paint a picture" using words or numbers and to present profiles, classifications of species, or outlines of steps -steps to answer questions such as who, when, where, and how [5].

III. RESULTS AND DISCUSSION

The first study entitled *Exploring Perceptions of Advertising Ethics: An Informant - Derived Approach* by

Haseeb Ahmed Shabbir, Hala Maalouf, Michele Griessmair, Nazan Colmekcioglu and Pervaiz Akhtar [6] concluded that in addition to establishing MDS (*multi-dimensional scaling*) as a feasible approach methodology, the researcher also provides the first illustration of how advertising ethics is perceived from the audience's perspective. This perspective has largely been lost to academic debate, but this knowledge can be leveraged to preempt unwarranted consumer-based outcomes. The multi-dimensional and pluralistic nature of advertising ethics suggests a complex interaction between consumer concerns, its precise nature influenced by local and cultural priorities but also supported by more universal issues related to advertising ethics. Collectively, researchers believe that an audience-based conceptualization of advertising ethics has long been needed and hope that the findings in this paper will stimulate more informant-based research to better understand the multi-dimensional and pluralistic nature of advertising ethics. The second research is entitled *Ethics Versus Survival: The Relationship between Advertising Ethics and New Business Challenges* by Erin Schauster [7] says that pursuing new accounts to keep doors open, consumes a great deal of time and resources in preparation for launching a new business, which often results in incurring non-refundable costs, to meet client goals while maintaining creative integrity . This is just one of many challenges facing advertising agencies. In addition to running a successful business, advertising agencies, which consist of professionals, have an obligation to “exercise personal ethics in the production and dissemination of commercial information to consumers. Advertising ethics studied at the *meso level* [7], provides a highly context-dependent and in-depth look at the relationship between advertising ethics and organizational culture, explaining why problems and disagreements persist. Moral ecologists argue that situational influences exerted by an organization and by the organizational environment simultaneously shape and are shaped by organizational actors [8]. Moral ecology encourages consideration of the complexity of relationships in moral decision-making, as well as how factors influence this. However, advertising professionals seem unable to agree on what these ethical standards should be. These findings impact on different perceptions of advertising ethics: organizational challenges and unintended consequences of new business. These findings also suggest that advertising ethics is dynamic and complex versus a static dichotomy of right versus wrong action, which shows why agreement has not been reached.

The third study entitled *Self - regulation of Sexist Digital Advertising: From Ethics to Law* , conducted by David López Jiménez, Eduardo Carlos Dittmar and Jenny Patricia Vargas Portillo [9] saw that advertising is a representation of contemporary society. As a result advertising stimulates growth and innovation, enhances competitiveness, combats abuse of dominant position, and expands consumer choice. To fulfill this important role, advertising must be able to garner high levels of consumer trust. Therefore, it must be trustworthy, legal, honest, and loyal. Bad advertising (which does not meet all or some of these characteristics), even if it represents a small part of the whole, will undermine consumer

trust, and all advertisements will eventually suffer some kinds of negative consequences.

Therefore, advertising must be regulated so that this does not happen, and such regulations will benefit the whole of society. There are two complementary (non-exclusive) options: regulation from the government (hetero-regulation) or discriminatory (*self-regulation*), in which an industry discipline itself. In fact, for now regulations have used various channels to promote self-sufficiency in certain sectors. One of them is the advertising sector. This study concludes that the state can no longer act alone to control material circulating through communication channels that have no territorial boundaries. State regulation must continue to play an active role on the Internet, but a complement is needed such as self-regulation of the advertising sector. One area where this trend is especially apparent is Internet advertising that is discriminatory or gender demeaning. *The Autocontrol Jury*, has taken the opportunity to make decisions in several relevant cases, so that it becomes a paradigm to emulate in this regard. The document on which the Advertising Jury's decision is based is not entirely a rule of law. Interactive advertising conflict resolution is based on the advertising code of ethics and on the *Confanza Online trust stamp*. *Confanza Online's* standards must be seen as ethical guidelines even though they sometimes contain increased rights of potential consumers and users that go beyond applicable regulations. However, in practice, this difference weakens because *self-regulation instruments* establish compliance with legal norms as a basic standard of ethical behavior.

The fourth study, *Gender, Advertising and Ethics: Marketing Cuba*, was conducted by Nigel Morgan and Annette Pritchard [10]. Advertising has been described as having a profound effect on society because of its pervasive nature, its tendency to equate human happiness with material gain, its manipulative and persuasive tendencies and its stereotyped portrayals. At the same time, there is now a sizeable literature, which has established that marketing campaigns and promotions are simultaneously cultural productions and instruments of cultural pedagogy, creating a want and dream economy. Tourism advertising as a niche area of marketing has also been subject to similar sociological scrutiny and is acknowledged as being “loaded and transported with a great deal of hidden [and not so hidden] ideological baggage”. For example, Pritchard and Morgan are two of several explorations of how tourism's language, representations, and meanings are connected endlessly in a continuous loop to form a set of discourses so powerful that they shape the worldviews of people and those that perpetuate places and themselves. Alone. This paper has explored how advertisers, advertising agencies and consumers create meaning through dialogue between individuals and the images and symbols they perceive. Whatever Iberia Airlines' response, their advertising emphasizes the relationship between race, exoticism and eroticism and in it we can see "caricature of the symbolism of the body". Her portrayal of Afro-Cuban women parallels the ongoing tourism advertising construction of Caribbean and Asian women as “devoid of desire for emancipation and full of warm sensuality and

velvety tenderness". Tourism executives made a choice, which has real consequences for travel industry workers and the dream economy, in this case reinforcing the oppression of Afro-Cuban women by stereotyping and objectifying them in the rhetoric of desire that ensnares Cuba and its women in a discourse of beauty, conquest and domination.

Fifth research, *Ethics of mobile behavioral advertising: Antecedents and outcomes of perceived ethical value of advertised brands*, conducted by Mercy Mpinganjiraa and Daniel K. Maduku [11]. A factor underlying the growth in mobile ad spend is the speed of penetration of mobile devices and the opportunity these devices provide companies to send highly personalized marketing messages to consumers. Mobile phones in particular enable the easy collection of a great deal of personal information about customers, including details of their location and their mobile browsing behavior, such as search engine queries, sites visited, duration of visits, products viewed or purchased, etc. This information is critical for the provision of highly personalized advertising, including behavior-based advertising. Of particular interest in this research is mobile behavioral advertising, which is defined as the practice of monitoring and analyzing a customer's mobile browsing behavior, and using that information to predict consumers' interests and preferences and serve targeted advertisements where they find relevant.

The research results show that:

1. The desire for privacy is significantly and positively related to consumer privacy concerns about cempala behavioral advertising.
2. Consumers are concerned with their privacy significantly and are negatively related to their attitudes towards *online behavioral advertising*.
3. Consumer attitudes towards behavioral advertising are significantly and positively related to their perception of the brand's ethical value. When consumers have positive attitudes toward cempala behavior advertising in general, they are less likely to have negative perceptions of the brand's ethical value.
4. Consumers' perceptions of privacy management policies significantly moderate the relationship between consumers' attitudes toward mobile behavioral advertising in general and their perceptions of a brand's ethical value, suggesting that brand privacy management policies are central to customers' evaluative judgments about ethical values.
5. Perceived advertising benefits, interacting with perceived distraction from mobile behavioral advertising, significantly influence customers' evaluation of the brand's ethical value, thus reinforcing the role of perceived benefits in customers' evaluative judgments about behavioral advertising and brand ethics.

As this research focuses only on mobile advertising, it is suggested that future research consider online behavioral advertising in general. This will help provide insight into the practice in general, as consumers may be targeted by such advertising practices through different devices.

The sixth study, *On the Reconstruction of Advertising Ethics in the New Media Era*, by XU Ming and Xu Jiao [12]. This research was conducted in China, where since time immemorial, China has been considered an ethical society. "Ethics" has also been forged to maintain the basic principles of group social survival and healthy development within the old cultural melting pot. "Advertising ethics is about the viability and healthy development of advertising communication activities, and the basic principles and values of maintaining the harmonious operation of the ecological environment integrated social system brought by advertising communication activities." With the revitalization of digital communication technology and the Internet, the inherent structure and distribution of rights in the traditional advertising industry has also been disbanded to a certain extent, even if the traditional position of TV, radio, newspapers and other traditional advertising seems to be unbreakable. *media* advertising is also increasingly showing their progress as a commercial leader and social influencer. On the other hand, we should note that the new media era has also provided a breeding ground for the spread of *decadent culture* and negative thoughts. This new complex situation has forced researchers to rethink the ethical anomalies behind the seemingly conspicuous nature of the advertising industry under the auspices of new media technologies. In this context, therefore, it appears that advertising discourse has posed a formidable challenge to traditional ethical frameworks.

The results of this study include: According to researchers, the core elements of cross-cultural advertising ethics issues include aspects of (1) tolerance and mutual trust (2) freedom and equality (3) self-esteem and self-discipline. In addition, the new media advertising social norms system should consist of the following aspects, (1) establishing an ethical review system for new media advertising (2) new media advertising ethics laws and regulations are further enhanced (3) advertising ethics reconstruction is put into practice. the scope of the legal system, thereby making advertising ethics legal. The current reconstruction of new media advertising ethics should focus on existing Advertising Laws and formulate more refined laws and regulations (4) finally, an effective social monitoring system and industry self-regulatory mechanisms should be established.

Nowadays TV commercials, outdoor advertisements or online advertisements are full of illusory images, rhetorical words, and various ideological corrupt connotations and extravagant support. Even if the revolutionary wave of the new media era brings unprecedented opportunities to the advertising industry, we must admit that the impact of moral disorientation on the advertising industry will eventually become stronger as time passes, while it is currently not so clear. Therefore, the alternative of "integration" or "dispersion" must be a key issue for us to deal with the rationality and inevitability of advertising ethics. Seventh research, *Practical Issues of Advertising Ethics* by Murat Ikramov, Sanjar Eshmatov, Abdulaziz Ashurov, Shukhrat Fayzullaev, Baxrombek Bobojonov and Maftuna Boboerova[13].

According to this study, the decisions taken by the country's leaders to ensure the implementation of the Strategy of Action for 2017-2021 and the pandemic are the basis for further economic development, compensation for losses for objective reasons, effective implementation of social and organizational tasks. The effective implementation of these tasks, the creation of a real competitive environment and the promotion of products and services produced in this country to the world market are of great importance, but practice requires strict adherence to ethical requirements in its organization. Adherence to the rules of advertising ethics will help Uzbekistan enter the international market and gain prestige in the international market, promote membership of the International Trade Organization, successful implementation of competitive strategy and deeper integration into the world community. Eighth research, *Traditional and emerging ethical concerns in advertising* by Jennifer L. Lemanski [14]. This research reviews and analyzes the current state of ethics in advertising in the United States. Traditional advertising ethics issues are subliminal advertising, advertising for children, advertising of harmful products, promoting lifestyle materialism, *advertising appeal* (ad appeal). Some advertising appeals are considered unethical by their nature: sex appeal, fear appeal, using humor to cover up or distract from unethical appeals. Meanwhile, the current problem is that *New Media* (new media) has opened the door for the emergence of various ethical issues. For example, privacy issues, *intimate personal space*, personal data, and advertising issues for children and youth continue to be the focus of much research. According to Pew Research, 81% of parents are very concerned or somewhat worried about their child's information being made available to advertisers.

The researcher concludes that various ethical issues in advertising have been explored and discussed over the last decades. Many of them are still subject to debate, while new technologies and new media have introduced new areas of ethical concern, particularly in the area of privacy. Although self-regulation is practiced in the United States advertising industry, the field is changing so rapidly that there may always be new tactics, media placements, or other issues for which there are no preexisting ethical guidelines. Advertising practitioners may be able to make these judgment calls themselves, and if they don't do so, additional regulations could be announced by the Federal Trade Commission. Future research to investigate the thinking of advertising practitioners about industry ethics, their own companies, and those of their competitors. Although industry *self-regulation* standards and data on American consumers and advertisers have been the focus of this paper, research on advertising ethics, industry guidelines, and laws from other countries will be critical to our understanding of how advertising ethics is considered, discussed, and is practiced around the world.

IV. CONCLUSION

Based on a review of eight journals from several countries, it can be concluded that: Audience-based

conceptualization of advertising ethics has long been needed and it is hoped that this will stimulate more informant-based research to better understand the multi-dimensional and pluralistic nature of advertising ethics. The existence of different perceptions about advertising ethics is an organizational challenge and an unintended consequence of new business. It also shows that advertising ethics is dynamic and complex as well as shows why an agreement has not been reached. Self-regulation and the existence of a code of ethics jury are alternative solutions in several countries. Even if there are state agencies that do not have strong influence over globalized media, they can only create alternative messages, emphasizing other, more favorable attributes. Then privacy issues, privacy controls, desire for privacy, and attitudes towards mobile behavioral advertising have a significant influence on consumer perceptions of the ethical value of a brand. In addition, there are suggestions for countermeasures against problems and strategies for reconstructing advertising ethics in the new media era. Researchers see the importance of compliance with the rules of ethics, its role in ensuring fair competition conditions and integration into the process of managing the world economy. A wide variety of ethical issues in advertising have been explored and discussed over the last decades. Many of them are still subject to debate, while new technologies and new media have introduced new areas of concern, particularly from the ethical and privacy perspectives.

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