

Role of Social Media for Institutional Branding: Ethics of Communication Review

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Abstract : Currently, the world of communication experiences a rapid development. There are many ways of communication utilized in line with the development of science which creates many technologies that encourage a rapid development of communication system. However, despite giving convenience for the society, the development of communication system is not accompanied by the development of applicable values and regulations. Therefore, it raises many issues regarding false information or hoax which can influence the society's mindset. This research aims to know the role of social media towards the reputation of an institution using a communication ethics study. It is a qualitative research using interview, observation, and literature study for collecting data. Then, the data will be analyzed using philosophical methods which are hermeneutic and deduction methods. This research is expected to show the role of social media in developing an institutional reputation in ethical review.

Keywords : social media, ethics, communication, reputation

Conference Title : ICSSPP 2018 : International Conference on Social Science, Philosophy and Psychology

Conference Location : Singapore, Singapore

Conference Dates : March 22-23, 2018