



Enhancing the Integrity and Responsibility of Business Actors in Business Environment Communication Ethics on the Instagram Platform

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Abstract

In the business sector, integrity and responsibility are two important values that must be possessed by business people. Integrity relates to the suitability between the values espoused and the actions taken in business practices. This study aimed to analyze efforts to increase the integrity and responsibility of business people in the ethics of business environment communication on the Instagram platform. This research used a qualitative method with a literature approach and analyzed the communication behavior of business actors in the Instagram platform business environment. The results of this study showed that communication ethics in the business environment on the Instagram platform plays an important role in improving the integrity and responsibility of business people. Therefore, it helped in building trust and strong relationships with various stakeholders including employees, customers, investors, and society. By paying attention to the values of integrity and responsibility in daily business practices, businesses can gain a positive reputation and improve business competitiveness in the marketplace.

Keywords: integrity and responsibility, business people, business communication ethics, Instagram

Introduction

In the era of transparency and sustainability, it is important to understand how integrity and responsibility play a role in building good relationships between businesses, consumers and society at large. Integrity in business is the moral foundation of doing business that involves consistency between the values adopted in business practices. This includes five values such as trust, accountability, transparency, sincerity, discipline, and innovation (Ekasari et al., 2019). With integrity, a business person can build trust, a good reputation, and strong relationships with all parties.

In nowadays digital age, the integration of ethical communication practices in business

environments is more vital than ever, especially on platforms like Instagram. As businesses leverage social media to engage with consumers, the demonstration of integrity and responsibility becomes paramount. Companies such as @melstore.jkt, @bella_shoesjkt, and @lozyhijab exemplify this by collaborating with influencers and celebrities to build a trustworthy and positive image. This strategy not only enhances consumer confidence but also underscores the importance of ethical standards in business operations. By focusing on integrity and accountability, businesses can foster long-term relationships with their audience, ensuring sustainable success in a competitive market. This paper explores the significance of these ethical practices and their impact on the business environment, emphasizing how adherence to

these principles can lead to a stronger, more reputable brand presence on social media.

Business people as members of society must follow the norms and values that apply in the business world. In this sophisticated digital era, social media has become a powerful marketing tool for businesses. Due to its wide use and influence, social media offers opportunities for companies to expand their marketing reach and increase brand awareness. With the current development, many companies are using promotion through digital. Promotion through media has proven to be more effective and efficient. However, when using social media to do business, companies must also consider the ethical aspects of communication. Corporate communication ethics is about how companies communicate honestly, fairly, and responsibly with consumers, stakeholders and society. A company's overall reputation can be affected by public distrust of some business actors. Therefore, a thorough corporate communication ethic is essential to create healthy and dignified business competition.

Paying attention to the communication ethics of the business environment on the Instagram platform can be an effort to increase integrity and responsibility. Some companies have responsible goals and prioritize communication ethics, both internally and when dealing with the public. Therefore, the ethics of one group may differ from another, depending on the values embraced by each group. Because the application of business ethics in an organization is universally applicable. In understanding this important role, ethics in the company plays a good role and understanding to realize good self-awareness and norms following juridical rules (Subagyo, 2022). In theory, many consumers are interested in doing business with companies that are ethically trustworthy and offer unique market advantages through these business ethics.

This research aims to investigate the current state of business communication ethics on the Instagram platform, identifying gaps in integrity and responsibility among business actors. By examining ethical challenges, such as misleading advertising, privacy concerns, and influencer authenticity, this study seeks to develop a comprehensive framework for enhancing ethical

conduct. Ultimately, the research aims to contribute to the creation of a more trustworthy and responsible business environment on Instagram, benefiting both businesses and consumers.

Method

We used the qualitative method with a literature approach to obtain a set of ideas about strategies to increase the integrity and responsibility of business actors in communication ethics in the business environment on the Instagram platform. In addition, we conducted a content analysis of business people's posts on Instagram related to environmental issues. The steps of this research are to collect information from online journal literature and public websites, obtain some theoretical and practical ideas published from various sources of business information, and draw conclusions from the analyzed data in the form of text, images, and interactions with other users).

Results and Discussion

Improving integrity and responsibility in business communication on Instagram requires continuous efforts to maintain ethics. These ethics need to be applied by business people in their business practices. Based on the communication ethics that are transparent and honest in doing business, it is an opportunity for companies to increase business competitiveness in the market and create a positive reputation in the eyes of consumers.

The study revealed prevalent ethical challenges in Instagram's business environment, including misleading advertising, privacy infringements, and influencer authenticity issues. These practices eroded consumer trust and created an uneven competitive landscape. Moreover, a lack of clear ethical guidelines and enforcement mechanisms exacerbated these problems. While some businesses demonstrated commendable ethical practices, the overall findings highlight a significant gap in integrity and responsibility among business actors on the platform.

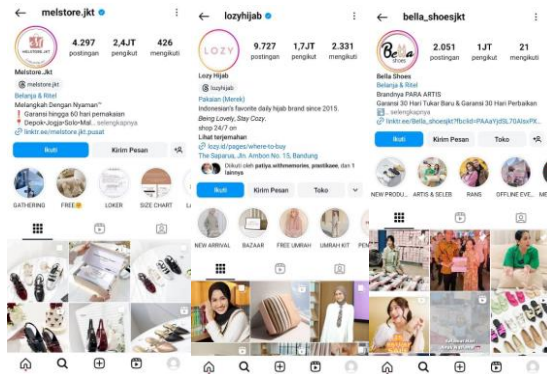


Figure 1. Sample Business Environment on Instagram Platform

Based on Figure 1, the ethics of business communication on the Instagram platform are crucial for companies to build a positive image and competitive edge in the market. Three Instagram accounts, namely @melstore.jkt, @bella_shoesjkt, and @lozyhijab, implement business communication ethics on Instagram by collaborating with influencers and celebrities to enhance integrity and responsibility in their business. This approach aims to build trust and a positive image for the company, underscoring the importance of integrity and responsibility in business operations. Integrity is defined as something related to individuals rather than groups, requiring qualities such as honesty, loyalty, simplicity, and a sense of responsibility (Salsadilla et al., 2023). Integrity and responsibility serve as the moral foundation for business operations, as businesses with a reputation for high integrity tend to gain greater trust from stakeholders. Companies must also consider the impact of their operations on the environment, society, and other stakeholders, not just the interests of shareholders alone. Responsibility thus becomes a key focus for business sustainability and societal well-being (Judijanto et al., 2024). Integrity involves consistency between one's or an organization's values and the actions taken in every business practice. This includes five key values: trust, accountability, transparency, sincerity, discipline, and innovation (Ekasari et al., 2019). These values in marketing practices significantly influence the global image and reputation of a company. Companies must consider the consequences of each decision and action in their

marketing activities (Suhairi et al., 2024). While integrity and responsibility pose significant challenges, maintaining them in a competitive business environment is crucial, as integrity positively impacts job performance and is seen as a factor that can enhance performance (Jannatun et al., 2021). Therefore, businesspeople must consistently demonstrate commitment and develop an organizational culture that supports these values.

These three business entities leverage Instagram not only as a promotional tool but also as a platform to build trust with their audience through good communication ethics, such as transparency and the use of authentic content. They strive to enhance integrity and responsibility by collaborating with public figures who can help strengthen their positive image and customer trust. Consequently, business actors have broad responsibilities towards various stakeholders, including employees, customers, investors, and the general public. Stakeholders interacting with the business include business stakeholders and end-users. Hence, every component must uphold high ethical standards to maintain a solid foundation of trust (Andre Alkahfi et al., 2022). Business actors must have integrity reflected in their attitudes and behavior when interacting with others (Andriani, 2021). They must also adhere to societal norms and values, including ethics, morals, and cultural practices within the business environment. As the fundamentals of the business world change, business actors' behaviors also evolve. Intense global competition demands that economic actors continually innovate their products using available technology to overcome global challenges (Widya Astuti et al., 2023). Businesspeople must understand virtualization, where situations are packaged as if they exist and are real, even though they may not be. This perceived reality is often referred to as the virtual world (Kristina, 2018). Therefore, business actors must adapt and adhere to prevailing norms and values to be accepted and trusted by society. In mitigating risks, companies must continue to operate their businesses based on principles that benefit without harming others, ensuring positive and healthy competition and harmonious alignment among

business actors (Butarbutar, 2019). Public distrust of certain business actors can negatively impact a company's overall image. Therefore, comprehensive corporate ethics are vital to fostering healthy and dignified business competition.

The business communication ethics on the Instagram platforms @melstore.jkt, @bella_shoesjkt, and @lozyhijab are demonstrated by maintaining polite and professional interactions with their followers. They promptly respond to inquiries and complaints, showing that they value customer feedback and are committed to improving their services. Thus, communication is essential in daily life, significantly impacting the effectiveness of any group or organization (Fardiansyah et al., 2023). Good communication within the business environment can enhance a company's integrity and responsibility. Every business activity requires communication among the involved parties. Business communication naturally relates to conveying messages, which must have specific objectives aligned with the company's goals. Business communication encompasses various forms, both verbal and nonverbal, aimed at achieving particular objectives (Philipus, 2019). Consequently, some companies have made good communication ethics one of their goals and priorities, both internally and externally. Ethical standards may vary between groups, depending on their values, necessitating universally applicable business ethics in organizations. Understanding the role of ethics in a company is crucial for creating trust and upholding good norms according to legal regulations (Subgyo, 2022).

Today, many consumers are becoming more critical and selective when choosing companies to do business with. They not only consider the quality of products or services but also how ethically the company conducts its business. Business ethics serve as an essential guide for companies in marketing their products or services to avoid harm to the company or society (Petra et al., 2024). By applying ethical practices in every aspect of business, from production to consumer interactions, companies can build a positive reputation. This approach not only attracts new customers but also boosts employee motivation and productivity. Ethically,

companies can gain a competitive advantage in the market, helping to build a strong brand image and enhance their competitiveness.

The implications for communication include the need to develop new theoretical frameworks, engage in interdisciplinary research, maintain communication ethics and integrity, and address the challenges of education communication in the dynamics of media and digital communication (Alamsyah et al., 2024). Thus, ethics as moral values and norms regulate individual behavior, including in business communication contexts. Ethics demand responsibility from those involved in business communication for the impacts and consequences of their actions. It is linked to conscience, praising good actions, and condemning bad ones. Every business communication action is judged based on its alignment with conscience. Ethics are also obligatory, without conditions, prohibiting business communication actions that harm others. They are formal, meaning moral quality is inherent in the business communication action itself, such as truth in message delivery without deception or falsehood (Philipus, 2019). Despite the clear rules set by ethics as moral values and norms guiding behavior in business communication, they are often violated by businesspeople for personal gain. Ethics require responsibility for the impact and consequences of business communication actions, demanding actions align with conscience without harming others. Moreover, ethics are formal, with moral quality inherent in the business communication action, such as truth in message delivery without deception. Unfortunately, the recommendations and prohibitions set by ethics as moral values and norms in business communication are frequently violated by businesspeople for personal interests and profits.

This research underscores the urgent need for enhanced ethical conduct among business actors on Instagram. While the platform offers immense opportunities, its current landscape is marred by misleading practices, privacy breaches, and influencer inauthenticity. To restore consumer trust and ensure fair competition, a robust framework incorporating transparency, accountability, and ethical guidelines is essential. Collaborative efforts

involving businesses, influencers, and platform regulators are crucial to foster a responsible and trustworthy business environment on Instagram.

Conclusions

Ethics in business communication are crucial in the context of platforms like Instagram. Businesses such as @melstore.jkt, @bella_shoesjkt, and @lozyhijab have demonstrated their commitment to building integrity and accountability through collaborations with influencers and celebrities. This approach not only enhances the positive image of the company but also increases consumer trust. Integrity and responsibility encompass not only our commitment to product and service quality but also the impact of our business activities on society and the environment. By adhering to high ethical principles, companies can gain a competitive edge and build a good reputation in a market where business practices are increasingly scrutinized. Therefore, maintaining ethical principles in business communication is not just a moral obligation but also a wise strategy for establishing long-term relationships with customers and other stakeholders.

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