



Challenges and Responsibilities of Freedom of Expression in the Industrial Era 4.0: Analysis of Social Interaction on Instagram Social Media

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Abstract

The industrial era 4.0 has brought significant changes in people's lives, with the rapid development of technology and information, as well as the important role of social media such as Instagram in digitalization changes. Freedom of expression on these platforms is becoming increasingly important, but also increasingly complex. Freedom of expression is a basic right of every individual which is included in Human Rights (HAM). However, this concept is not absolute and is always accompanied by certain responsibilities and obligations. Laws and statutory regulations stipulate that freedom of expression must be exercised by complying with ethical norms, laws, and other individual rights and freedoms. Freedom of expression also plays an important role in the world of the internet and social media. The internet has become a platform that allows individuals to express themselves without physical limitations, with almost limitless potential. Social media such as Instagram allows users to share creative content, in the form of photos, videos and text. However, users must use this freedom wisely and responsibly. They have complete control over their uploads, with a privacy settings feature that allows them to control who can access their content. Social media should not regulate individual ethics and behavior, but rather give individuals the right and obligation to use the platform wisely. Thus, freedom of expression on social media such as Instagram requires awareness of individual responsibility in carrying it out. By obeying the rules, norms and rights of other people, this freedom can be exercised well without harming anyone and still strengthening the social norms that apply in society.

Keywords: Freedom of Expression, Social Media, Instagram, Human Rights, Individual Responsibility.

1. Introduction

The industrial era 4.0 has penetrated every aspect of people's lives throughout the world, including Indonesia. The rapid transformation of technology and information has led society towards total digitalization. These changes are not only reflected in technological infrastructure, but also in the way we interact, communicate and share information. Social media, especially the Instagram platform, has played a central role in driving this evolution. In recent years, Instagram has become the most popular platform among Indonesian people. With its diverse features, Instagram is used for various purposes, both by individuals and organizations. In the January-May period, the number of Instagram users in Indonesia reached an astonishing figure, with 69,270,000 million users, reflecting how big its impact is on everyday life.

Instagram has become an idol, especially for millennials who dominate its use (Isti, 2022). The 18-34 year age range is the largest user segment, and women account for a significant portion. The reason behind Instagram's popularity lies in its ability to cater to the diverse needs of users. Starting from personal use, managing organizational or corporate accounts, to marketing tools for certain brands through advertising (Adsense), everything can be accessed easily through this platform.

Instagram users freely upload their content to their homepage. This content is diverse, reflecting freedom of expression and opinion (Isti, 2022). Daily activities, moments with family and friends, as well as documentation of the surrounding environment are a small part of what users upload. Selfies, or selfies, are one of the trends dominating this platform, reflecting how social media has changed the way we understand ourselves and interact with the world.

The presence of Instagram and the phenomena related to it create a digital landscape full of challenges and opportunities. This study aims to dig deeper into the impact of Instagram in the digital transformation of Indonesian

society, with a focus on how this platform influences individual identity, social interactions, and the dynamics of cultural change. In the following chapters, we will present the literature review, research methodology, and findings we obtained through this research.

However, recently, phenomena that have attracted controversy have also often occurred on the Instagram platform. Several uploads were deemed to violate applicable ethics and norms. Personal accounts often share more personal and intimate aspects of life, including confiding in personal and domestic problems. In fact, there is a tendency to deliberately post selfies in controversial clothing, with the aim of attracting attention or getting appreciation from followers. These kinds of actions tend to be carried out by women. Apart from that, it is not uncommon for us to come across uploads that contain direct hate speech, as well as subtle innuendos implicitly through uploaded photos and videos. A similar phenomenon also often occurs in comment columns, where some users express criticism openly. This often sparks controversy among users and society in general.

The perpetrators of this controversial act often use the argument that Instagram is a means to express themselves (Isti, 2022). They argue that social freedom must be respected, but there must still be limits that must be respected. However, it is important to remember that freedom of expression and opinion must also go hand in hand with social responsibility and respect for applicable norms. It is not uncommon to find anonymous accounts or "fake accounts" that deliberately share controversial content from other users, with the aim of inviting negative comments, even ridicule. The public responded that such sensation-seeking actions had violated ethical boundaries and norms that should be upheld. Therefore, in this digital era, questions about boundaries and ethics in using social media are becoming increasingly important to discuss.

The blurred perception of freedom has raised new issues that need to be considered in depth. The concept of "freedom" itself is often understood as the absence of binding restrictions, so that many individuals interpret and carry out their actions based on their personal interpretation of the meaning of freedom. Questions regarding limits in the context of freedom of expression become very relevant. Should freedom be limited, or should there be no limits at all? Why do we use the term "freedom" if there are restrictions on the exercise of these rights?

To answer these questions, it is important to understand that freedom in society always exists within a larger social context. We live in a society that has norms, ethics, and laws that regulate individual behavior. The concept of freedom is an important right, but this freedom cannot be exercised without social responsibility. Freedom of expression, for example, is a right protected in many constitutions and human rights declarations around the world. However, this freedom also has limits. These restrictions include prohibitions against hate speech, slander, and the spread of false information that can harm individuals or society. This is done to maintain a balance between individual rights to expression and protecting society from potential negative impacts.

Thus, freedom does not necessarily mean the absence of limitations, but rather the recognition that individual freedom has limitations that must be respected for the common good. When it comes to expression on social media such as Instagram, questions of ethics, boundaries and social norms become relevant, and understanding the limits of freedom is one of the keys to understanding how individual freedom can be exercised without harming other people or society at large.

2. Methodology

This research use descriptive qualitative approach. A qualitative descriptive approach is used to analyze events and phenomena of freedom of expression on Instagram social media. This approach allows researchers to understand and describe in detail the characteristics, context and dynamics of the phenomenon under study. In this research, data will be collected through observation of Instagram users' uploads, both in the form of text, photos and videos. Apart from that, analysis will also be carried out on comments and interactions between users on the platform. This data will be organized and analyzed to gain deep insight into how freedom of expression is manifested within the Instagram community.

In addition, a qualitative approach allows researchers to understand the social, cultural context and norms that influence the phenomenon of freedom of expression on this platform. Insights from qualitative analysis will provide a deeper understanding of how freedom of expression is interpreted, exercised, and questioned by Instagram users. This research will involve analysis of text and multimedia content, and may involve in-depth interviews with a number of respondents who are active Instagram users. A qualitative descriptive approach will allow researchers to describe in detail the dynamics of freedom of expression on social media, as well as understand individual perspectives and experiences in this context.

3. Analysis and Discussion

3.1. Freedom of Expression: Legal Context and Human Rights

According to the United Nations (UN) General Assembly in 1946, freedom of expression, or what is known as "freedom of expression," is a basic right that every individual has (Aniceto et al, 2023). This freedom is considered one of the foundations of Human Rights (HAM) (Aniceto et al, 2023). In simple terms, freedom of expression refers to an individual's ability to express their ideas and views on various matters.

Freedom of expression is closely related to freedom of thought and the way of conveying ideas without interference (Erdem, 2022). At the ontological level, freedom of thought is not limited by values, but its implications are limited by axiology, ethics and moral values when realized in social action. Therefore, freedom of expression is a form of self-actualization as an individual in the context of social life and reflects democratic values (Erdem, 2022). Freedom of expression is also very relevant with the existence of public platforms, both in offline and online contexts. In the digital era, social media and online platforms such as Instagram have become important platforms for individuals to exercise this right.

UNESCO, in an article, underlines the importance of freedom of expression with several main points. First, freedom of expression is important because it helps individuals reach their maximum potential and fulfill themselves as individuals. Second, freedom of expression aids in the advancement of knowledge, allowing individuals to hear all sides of a question, consider alternatives, and reflect optimally. Third, freedom of expression allows the participation of all individuals in decision making. Finally, freedom of expression contributes to the stability and adaptation of societies and countries.

However, along with highly respected freedom of expression, questions also arise about responsibility in exercising this freedom, especially in the context of social media such as Instagram. In subsequent chapters, we will further explore how freedom of expression is manifested on social media platforms and how this can influence social interactions and cultural dynamics in Indonesian society.

Freedom of expression is one of the human rights recognized internationally and regulated in various treaties and laws. International law recognizes this right as a fundamental and important right for every individual. For example, in "The European Convention on Human Rights," freedom of expression is regulated in Article 10(1), which states that freedom of opinion includes two dimensions, namely understanding (reception) and form of expression (transmission). This means that individuals have the right to receive and convey ideas and information orally or in writing, in the form of art, or through any media they choose.

Something similar is stated in the "International Covenant on Civil and Political Rights" in Article 19(2), which recognizes the individual's right to express ideas and information either orally or in writing, in the form of art, or through other media. This emphasizes the importance of freedom of opinion and expression in a democratic society. The Universal Declaration of Human Rights also emphasizes individual rights to freedom of thought, conscience and religion. This includes the right to change religion or belief, as well as the right to express a religion or belief by teaching it, practicing it, carrying out worship, and obeying it, both individually and together with other people, both in public and in private.

At the national level, Indonesia's 1945 Constitution (UUD 1945) also recognizes the right to freedom of opinion and expression in Article 28E Paragraph 3, which states that "Everyone has the right to freedom of association, assembly and expression." Apart from that, Law no. 39 of 1999 concerning Human Rights (HAM) in Article 23 Paragraph 2 also underlines the right of everyone to express opinions according to their conscience, both orally and in writing, through print and electronic media, taking into account religious values, morality, order, public interest, and the integrity of the nation (Yunus, 2021). Thus, freedom of expression is a right that is widely recognized and protected by various conventions and laws, both at the international and national levels. However, in practice, the implementation of this right in the context of social media and platforms such as Instagram may raise ethical challenges and questions that need to be discussed further.

3.2. Complex Issues in Freedom of Expression on Instagram Social Media

In the context of Instagram social media, issues surrounding freedom of expression become very complex. For example, there is a phenomenon where users upload photos wearing clothes that are considered inappropriate in the opinion of the general public. This gives rise to differences of opinion in society, where the dominant group prohibits this kind of expression because it is considered to violate existing values, thus attracting criticism and insults.

In situations like this, those who feel oppressed may not realize that their right to freedom of expression is being ignored. Another example can be seen in uploading photos or videos about daily activities. An individual might upload a video of themselves shopping at a luxury shopping center while showing off their purchases. However, his followers may leave derogatory comments or criticize him with harsh words. In fact, the individual may only intend to share their activities via social media.

Apart from that, on Instagram social media, users often upload more intimate aspects of their personal lives, especially among the younger generation. They may share moments of togetherness with their partner in poses that are considered excessive, even though they are not married. This is also often done by Instagram celebrities who have many followers. Although many responses from the public are against this, the perpetrators argue that social media is a place for freedom of expression and that there is nothing to criticize about what they upload.

Apart from that, comments containing hate speech, insults or swearing also often appear from the public. The perpetrators argue that this is also a form of expression of freedom of opinion. However, it is important to remember that freedom of expression must be exercised responsibly, in accordance with applicable laws and regulations. Thus, freedom of expression on Instagram social media often becomes a battleground for different values and norms in society. This illustrates the complexity of this right in the digital age and points to the need for further discussion regarding the limits and ethics of freedom of expression in the context of social media.

This has a bad impact, especially for underage Instagram users, because they tend to imitate behavior that they should not follow. They may view this behavior as common and accepted, so they feel allowed to do it. The meaning of the concept of freedom of expression, which can be interpreted in various ways, has a significant, ongoing and very complex impact.

Although freedom of expression is often considered the foundation of a democracy, this right is actually complex. This is because freedom of expression is not absolute and must be balanced with special duties and responsibilities. There is an obligation to comply with a number of restrictions regulated by law and necessary in a civilized society. This right is also complex because it protects the rights of speakers as well as the rights of listeners. These two sides of rights can sometimes conflict with each other and are difficult to accommodate. Therefore, it is important to find the right balance between the rights to dignity, safety and privacy.

Based on data from Napoleon Cat which was explained in the background, there are around 63.2 million Instagram users, the majority of whom are of productive age. This shows the importance for young users to be able to sort and select information that is appropriate to their age. Even though the flow of information on the social media platform Instagram is difficult to stem, every individual has a responsibility to understand the importance of communicating responsibly. Sometimes, individuals or society often ignore ethics in communicating with other people. Therefore, in Indonesia, sanctions in Article 27 in Law no. 11 of 2008 concerning ITE which has been revised into Law no. 19 of 2016 is often ignored. Training regarding ethics and norms of freedom of expression in public spaces is important to provide a correct understanding in exercising freedom of expression.

In the applicable laws and regulations, freedom of expression is strictly regulated. Law no. 9 of 1998 Article 6 emphasizes that citizens who express opinions in public have an obligation and responsibility to respect the rights and freedoms of other people, comply with generally recognized moral rules, obey the law and the provisions of applicable laws and regulations, as well as maintaining and respecting security and public order, as well as national unity and integrity.

Article 28 J Paragraph 2 also confirms that in exercising their rights and freedoms, everyone is obliged to comply with the restrictions stipulated by law. This aims to guarantee recognition and respect for the rights and freedoms of other people, as well as fulfilling fair demands in accordance with moral considerations, religious values, security and public order in a democratic society. From these several articles, it can be concluded that freedom of opinion does not only mean freedom to express ideas, notions and feelings of each individual. However, this freedom must still be in accordance with applicable laws and regulations, taking into account the ethics and norms that apply in society.

Thus, freedom of opinion is a right balanced with obligations and responsibilities, and is an integral part of the legal system and norms that apply in a democratic society. In the context of social media such as Instagram, it is important to understand that freedom of expression must be exercised wisely and responsibly, taking into account its impact on other people and society as a whole.

3.3. Freedom of Expression and Social Media

Social media is an online platform that allows online social interaction on the internet. This platform provides a website or application that facilitates communication in the form of interactive dialogue (Constantinides, 2009, January). According to Kotler and Keller, social media allows users to share information, text, images, video and audio with companies and vice versa. One very popular social media platform is Instagram.

Instagram allows users to upload photos and videos into their feed, which can be edited with various filters and given hashtags and location information. These posts can be shared publicly or only with pre-approved followers. Users can also explore other users' content based on hashtags and location, as well as view trending content. They can also like photos and follow other users to get the latest content on their homepage.

Freedom of expression plays a very important role in the internet world. According to Dawn C. Nunziato, a freedom of speech expert, the internet has become a kind of forum for freedom of expression with almost unlimited potential for every individual to express themselves and receive expressions from other individuals. With social media such as Instagram, freedom of expression can be realized in the form of uploading photos, videos and text. Users can express their ideas, concepts and feelings with high creativity. However, it is important to remember that this freedom must also be carried out responsibly, respecting the rights and freedoms of other people, and complying with applicable regulations. Thus, social media is not only a forum for expression, but also teaches the importance of being responsible in communicating online.

In several examples of issues that have been described, problems often arise because users are irresponsible in their uploads. However, before an upload is posted, social media such as Instagram provides features that allow users to control who can access their uploads. Users can set their accounts as "private," which requires them to approve each new follower request. This means that control over uploads and who can see them rests entirely in the hands of the individual.

In this context, social media should not be a tool that regulates how someone should be ethical and behave, but instead, social media should give individuals the full rights and obligations to use the platform wisely and responsibly. This reflects the basic principles of freedom of opinion and expression, which also includes individual responsibility in exercising these rights.

With the privacy settings feature, users have full control over who can see their uploads, so they can maintain their own privacy and security. However, with the freedom that users have, there is also a responsibility not to violate other people's rights and privacy, and to comply with the rules and ethics that apply in communicating online. In other words, social media provides a very powerful tool for expression and communication, but user responsibility is very important so that this freedom can be exercised well without harming other people or destroying applicable social norms.

4. Conclusion

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Freedom of expression is a basic right of every individual which is included in Human Rights (HAM). However, this concept is not absolute and is always accompanied by certain responsibilities and obligations. Laws and statutory regulations stipulate that freedom of expression must be exercised by complying with ethical norms, laws, and other individual rights and freedoms. Freedom of expression also plays an important role in the world of the internet and social media. The internet has become a platform that allows individuals to express themselves without physical limitations, with almost limitless potential. Social media such as Instagram allows users to share creative content, in the form of photos, videos and text.

However, users must use this freedom wisely and responsibly. They have complete control over their uploads, with a privacy settings feature that allows them to control who can access their content. Social media should not regulate individual ethics and behavior, but rather give individuals the right and obligation to use the platform wisely. Thus, freedom of expression on social media such as Instagram requires awareness of individual responsibility in carrying it out. By obeying the rules, norms and rights of other people, this freedom can be exercised well without harming anyone and still strengthening the social norms that apply in society.

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