Bigo Live: Ethical Degradation in Communication
(A Critical Study of Communication in a Computer-Mediated Communication Perspective)

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Abstract— **Marshall McLuhan, with his idea of Global Village, shortly wants to say that there are no barriers in communication nowadays. Internet, as one great technology in the 21st century, is the centre of technology development in this era. Through the internet, the computer becomes more perfect than before. Computer with internet can be an important technology for communication. With both of them, communication begins to change to be Computer-Mediated Communication. This concept of communication is a great revolution in the communication field. The thing that is very dominant in Computer- Mediated Communication is the emergence of various forms of social media. Social media has its own advantages because, in social media, users have access to create their own profiles, know other user lists and interact with other users. The background of the emergence of social media is the need to make many people become connected to one another through a communication network. Ethic is one factor that sometimes, forgotten when the technology of communication become uncontrol. Bigo Live for example can be evident that technology has a degradation effect when technology is used uncontrol.**

Keywords: Global Village, Computer Mediated Communication, social media, communication, technology, computer

I. BACKGROUND

The 21st century can be said to be a big wave in the technological revolution. Marshall McLuhan in the theory of technological development calls this era The Electronic Age. The discovery of various communication technologies such as telephone, radio, film, computers and the internet marked this electronic age. With the development of this technology, the dimensions of space and time in communication are no longer an obstacle. Humans can communicate across space and time so that this era becomes a Global Village. Global Village Concepts want to say that there are no more obstacles to time and place in communicating and exchanging information [1]. In the end, McLuhan predicts that there will be human dependence on technology, especially communication technology and information technology.

This is what McLuhan calls the Technology Determinism. The spectacular discovery that must be recognized until now and become the starting point of Global Village is the discovery of computer and internet technology. The development of new media is able to explore the role of new media in communities that have global networks [2].

Computers were first introduced by Charles Babbage in the 19th century [3]. Initially, a computer was a machine for analyzing that can do complex calculations at a time. The way to calculate in a conventional way began to be replaced by the role of the computer. In the next development, computers are increasingly equipped with functions other than counting. Computers began to replace typewriter functions in writing, this machine also provides convenience in editing and layouts that are more flexible than conventional typewriters.

The role of computers has developed very significantly when found in internet technology. This internet technology is able to make computer functions more optimal. Internet technology is a technology that uses computers and network systems so that using the internet can be connected to other computers. Is Leonard Kleinrock, a person who is referred to as the inventor of internet technology [4].

The discovery of computer technology and the internet became an invention that can be said that the findings are interrelated and inseparable. Computers become very useful when the internet is found, while the discovery of the internet requires computers as tools. The combination of computers with the internet has brought tremendous changes in the civilization of human life, especially in the world of information and communication. That powerful change made the Global Village concept become real. This situation underlies the emergence of the theory of Computer- Mediated Communication or computer-mediated communication.

However, this change in information technology and computer-based and Internet- based communication technology is not only a leap of tremendous development for human civilization but also brings moral degradation. This happens because the flow of information and communication becomes unlimited. Any information and any form of communication are possible to access. Therefore, information technology and uncontrolled communication technology cause various kinds of universal values and norms that are degraded amid the pace of development. This situation is the potential for moral degradation.

This paper intends to present an explanation of Computer-Mediated Communication in the context of the development of communication technology. In particular, this paper will raise the phenomenon of Bigo Live, a communication technology that is loaded with elements of ethical degradation in communication.

II. LITERATURE REVIEW

Computer-Mediated Communication: Technology Revolution The concept of Computer-Mediated Communication according to Crispin Thurlow can be interpreted as an idea or design arranged in such a way as to facilitate the communication process of two or more people through different computers as media [5]. Of course, what is meant in this case is not the interaction of two hardware instruments (hardware), but rather on two or more communication actors who interact or communicate through an instrument called a computer by optimizing a program or application on that computer.

A.F. Wood and M.J. Smith explained Computer-Mediated Communication as an interpersonal or communal communication by optimizing computer and internet media [6]. In short, it can be said that Computer-Mediated Communication describes the behaviour of human communication using computer media that has been integrated with the internet.

Computer-Mediated Communication makes intermediary elements and direct elements in communication merge into one. Intermediary elements refer to an intermediary media in communication in both very traditional and more modern forms. Direct elements refer to face-to-face elements that occur in communication. However, today's technological

developments have built awareness that face-to-face elements are not an essential element in communication.

The thing that is very dominant in Computer- Mediated Communication is the emergence of various forms of social media. Social media has its own advantages because, in social media, users have access to create their own profiles, know other user lists and interact with other users. The background of the emergence of social media is the need to make many people become connected to one another through a communication network.

Speaking of communication media, computer media in Computer-Mediated Communication consists of hardware and software integrated into one. Hardware refers to a collection of computer building components such as the CPU, hard disk and so on, while software refers to a program or application that allows people to connect with other people. The absolute demand for computers to be able to become a communication medium is the existence of an internet network.

Initially, around 1957, the internet was discovered in its capacity as a military strategy during World War 2. It is very inconceivable that the internet has a tremendous impact on technological development. A study conducted in 2008 stated that 71.4% of US citizens use the internet and around 21.9% of the world's citizens use the internet [7]. In 2019, We are Social said there were 4.39 billion internet users in the world. The data increased by 366 million, equivalent to 9% compared to January 2018. We are Social also displays data on social media users worldwide in 2019 which increased 288 million (9%) to 3.48 billion [8].

This rapid development not only affects the way people get information but also influences the way people communicate. In each generation, there are unique ways of communicating and how to use communication technology that makes a significant difference between generations. However, in its development, the difference became not very striking when people became more familiar with internet technology.

Initially, communication was understood to be limited to interpersonal relations. This concept turns into the awareness that communication is a fundamental and integral part of human life. Communication is done to fulfil physical needs, the need for self- identity and the need for social status. Even in an extreme study states that people who fail to communicate will experience life dissatisfaction, identity crisis, bland relationships, even a person's life span [9].

Interpersonal communication itself can be understood from two different sides. First, through a qualitative approach. This approach to understanding communication is an interaction between two people. In this approach, two people are understood as parties that are unique and irreplaceable. In short, parties involved in communication have an impact on each other's lives [9].

In this day and age, computers have taken over the mediation of communication from face to face aspects of communication. Communication has many forms because of computer mediation. People are able to communicate not only

through email but also through other forms such as social media, chat and short messages [10].

This computer-mediated communication has had a tremendously positive effect on the world of global and interpersonal communication, although there is no doubt that there are negative effects. Communication research states that the wealth of communication lies precisely in the elements of tone, gesture, or expression. But this becomes significantly reduced when the computer becomes a communication mediation. The tendency of people who predominantly use computer mediation as a communication medium is those who have few opportunities to communicate directly [11]. Another effect is said that computer mediation communication is impersonal [12] and has the potential to result in loneliness and isolation [9].

The absence of nonverbal signals that reinforce verbal messages in computer- mediated communication makes communication seem to lose wealth and become very poor in meaning. The message received is very likely to be a message y the multiple interpretations and not so convincing to interpret. Humorous messages are often interpreted differently or interpreted differently and are considered serious. Online communion, for example, causes communication actors to build their ideal version compared to if communication is done face to face. This makes communicators able to freely communicate things that cannot be done in face-to-face communication. An extreme example can be taken when someone pretends to be a woman in online communication. There are cases where people are disappointed with their online communication partners. It turns out that the online communication partner is not in accordance with the ideal picture displayed [9].

But it must be admitted that the phenomenon of online communication has shifted the way traditional communication becomes network- based communication. Network communication makes them connect with more and more people, friends, family or relatives. Many people use the power of this network to plan joint activities or to carry out communications that lead to an element of strengthening relationships.

The emergence of digital media is widely considered to change the social experience of society in the twenty- first century. Communities need to introduce sociologists about digital technology to have a deeper understanding of the important role of digital technology in everyday life [13]. Connectivity speed can provide free space in communication. In addition to the relatively saving time, computer-mediated communication quality communication is also very reliable. A study states that 50% of internet users acknowledge that email communication is able to strengthen relationships with others and 66% say that email has enabled them to connect with more people [14]. But on the other hand, computer-mediated communication has eliminated the constraints of space and time to communicate with others. It must be realized that communication does not always allow face-to-face

communication. In fact, mediated communication has provided a stimulus for communicators to be able to express themselves more courageously. Things that they cannot express directly, are mediated by communication through computers [9].

In the study of sexual communication, computer- mediated communication is also a powerful means for communication to start relationships with online dating applications [15]. Intimacy is easier to develop through computer-mediated communication than face- to-face [9]. After seeing the description above it becomes clear that the second approach is the quantity approach. This

approach would rather state that computer-mediated communication helps communication people connect with more people both interpersonally and communally. It is undeniable that the phenomenon of Computer-Mediated Communication is a communication technology revolution. Conventional communication in the form of face to face has been displaced by the form of communication mediated by computers. This is a great revolution in the field of communication along with the discovery of internet technology.

Computer-Mediated Communication itself has two types. First, synchronous communication, which is a form of direct communication such as communication when people call. While the type of asynchronous communication is a form of delayed communication which means that communication is carried out alternately, both acting as senders on one side and recipients on the other, such as communication patterns of people using e- mail [16].

Computer-mediated communication is also distinguished by direct face-to- face communication. The differentiating aspects of Computer-Mediated Communication and face-to-face communication are aspects of verbal cues and aspects of time needed. In face- to-face communication verbal symbols that exist in nonverbal languages and symbols that appear in gestures are very important. Whereas in Computer-Mediated Communication both of these are replaced with applicative symbols such as emoticons. In time, communication in Computer- Mediated Communication takes longer to interpret the symbols used.

It is clear now that computers and the internet seem to be on two sides in one currency coin. Computers become media that boosts internet technology so that internet technology becomes very optimal. The combination of computers and the internet has brought a huge wave of change in the world of information and the world of communication. Even extreme can be said that humans have experienced too dependent on technology, especially information technology and communication technology. This is what Marshall McLuhan calls the Determinism of Technology.

The phenomenon of Computer-Mediated Communication must be recognized as a necessity in the development of communication technology. This model of communication with computer mediation is inevitable, even though it ultimately creates a dependency. However, amid the uproar of

enthusiastic welcome at the presence of Computer-Mediated Communication, there is something that cannot be avoided, namely the emergence of scepticism on this matter. The presence of computers and the internet is seen as an instrument that will eliminate the human element in communication. The sides of the humanities in communication seem to be discarded by the presence of computers and the internet. In addition, the social aspects of communication are also seen as something that fades with the development of computers and the internet in the realm of communication. Communication participants are considered to have become antisocial because they are more likely to use computer media to communicate compared to face to face humanely. Apart from the scepticism in looking at the presence of computers and the internet in the world of communication, the positivism flow is far more dominant. The presence of computersand the internet, which built Computer-Mediated Communication, is considered to be an intellectual gift that is able to positively transform human civilization.

III. DISCUSSION

A. ABOUT BIGO LIVE

As discussed in the previous explanation, social media has become a necessity in human life in the midst of rapid technological developments. The era of digital media has given rise to a new social world. This is a world where the transmission of information from little too many continues to be replaced by multi-directional media. A world where hundreds of millions of people voluntarily store personal details into databases that are publicly accessible. Interpersonal communication is increasingly being done in virtual space [17]. Social media inevitably has become a new media that becomes a human link with the wider world. All kinds of relationship histories, both relatives, friends, colleagues or other connected relationships are even traced through social media. In short, social media has formed a new communication platform. This platform makes it possible for humans to form an online community that can be in the form of discussion forums or forums for exchanging ideas or all kinds of information that have the potential to be shared with the public. In an online community, it is not uncommon for discussions to begin with a particular topic that does not rule out the possibility of expanding into a discussion of other topics. But in its development, the online community has experienced a wider development of functions, which is a means of sharing information or just meeting social needs, including being a means to build a network with specific goals.

In approximately 2009, social media experienced a golden age. Social media metamorphoses into a potential information tool in Indonesia. Popular forms of social media emerged in Indonesia and were enthusiastically welcomed. It is a very small percentage of Indonesians who do not use social media. In fact, several studies have raised data on the tendency for someone to have more than one social media. Social media is no longer just a communication and information tool but it becomes a trend or even becomes another form of lifestyle.

It is important to note that the development of technology wherever and whenever always occurs in a particular cultural context. Technological developments always occur in certain spatial dimensions that inevitably enter into certain cultures [18]. Herein lies the importance of ethics in social media. Social media as a product of technological development cannot stand alone, apart from certain cultural contexts, apart from certain ethics.

In general, it can be said that ethics are procedures, rules of the association, rules of conduct, customs and habits in society, community norms which all become references to determine what is said to be good and what is said to be bad. Wherever in this part of the world, people always have a system of rules that is used as a guideline in community life. It is this rule system that will be a control for people's behaviour so that a well-organized and ethical life takesplace.

Communication in social media must be disciplined in maintaining ethics of communication and maintaining cultural ethics where social media is used. Communication is something integral to human life. From waking up to going back to sleep, human activity is communication activities both formal and informal. In communication, humans meet other human beings and form shared values as a form of mutual respect or maintaining certain values.

The development and advancement of information and communication technology is often the cause of the fading of norms and ethics in communication. This condition is the trigger for the emergence of actions that forget good and bad values. Not infrequently we find in social media uploads that contain elements of hatred. Or easily we also find in social media uploads that contain elements of lies or even elements of character assassination. Even more concerning is that when on social media we find forms of communication that override noble values of humanity only to obtain a certain purpose. Pornographic uploads are one example of how people use social media without paying attention to the ethical elements of communication. This condition is very worthy of being referred to as ethical degradation incommunication.

Bigo Live, a social media application that is currently in the spotlight of the public because it has been assessed as a social media that has experienced ethical degradation in communication. Bigo Live is an online application where users can interact with each other. Bigo Live has advantages compared to other online applications. Bigo Live can be witnessed by anyone even though they are not yet interrelated which in online interaction languages uses the word follow [19].

Bigo Live is noted as an application that is very popular and in demand by young people, especially in Indonesia. Bigo Live is an online video streaming site that was launched the first time in March 2016. The free Bigo Live application can be downloaded both on the Play Store and the App Store. Bigo Live was launched by a Singaporean company, Bigo

Technology PTE. LTD. which focuses its business on online video broadcast services. Bigo Live's popularity was marked by being the number one app on the App Store and Play Store in March 2016. The Bigo Live application according to Biagi was included in eight mass media businesses (internet). Biagi said the eight mass media businesses were (1) Books, (2) Newspapers, (3) Magazines, (4) Records, (5) Radios, (6) Films, (7) Television, and (8) Internet [20]. Strictly speaking, Bigo Technology PTE. LTD, as the company that launched Bigo Live, emphasized the company's vision as a company that launches applications that aim to build the largest live community in the world both for networking purposes and the purpose of partnerships in business. With this live community, everyone can interact audio- visual where and whenever. To achieve this goal, Bigo Technology PTE. LTD. formulate the following code of conduct:

1. Integrity
   Conducting business ethically, credibly and full of service
2. Innovation
   Always creating new ideas in running a business.
3. Transparency
   Prioritizing the element of openness in carrying out business processes.
4. Broadcasting & Broadcaster
   Broadcast and become a broadcaster on Bigo Live social media.
5. Real-Time Interaction and Mobile Streaming
   Interactions run online and can be accessed anytime and anywhere.

With this code of ethics, it is clear that Bigo Live is not only launched as a live streaming-based social media for the sake of fun but is an application that can be used for business. Therefore, practically, Bigo Live is equipped with taking and give features which can eventually be compensated with a certain nominal value.

It is clear that Bigo Live was created for broadcasters to present themselves not only for friendship but also for business purposes. The take and give feature was made so that broadcasters were motivated to make interesting and profitable live shows but also stimulated the broadcaster to give an appreciation in the form of taking and give to broadcasters who performed interesting and useful broadcasts.

But, Bigo Technology PTE. LTD also realizes that there is always the potential for fraud in information technology and communication technology, including Bigo Live. Therefore Bigo Live applies a banned system. This happens when broadcasters broadcast something ethically inappropriate for broadcasting, such as pornography. Therefore Bigo Live establishes ethical rules in broadcasting:

1. It is prohibited to conduct broadcasting in the form of the spread of rumours, disruption of social order, and destroyers of social order.
2. It is prohibited to do broadcasting in the form of the spread of anxiety, pornography, gambling, violence, terrorism or incitement.
3. It is prohibited to spread slander or violate the rights of others.

B. BIGO LIVE: ETHICAL DEGRADATION IN COMMUNICATION

A deviation takes place in the event of a practice that is against or contradicted with the original goal. Likewise, what happened with Bigo Live, an application that was originally created with a very good purpose that emphasized ethical elements clearly. This application complements itself with a system of sanctions for those who violate the code of ethics.

It is very ironic that applications that initially boast a strong element of communication ethics are actually applications that manifest an ethical degradation in communication. This began when Bigo Live did not have a strict control system in monitoring existing deviations. Bigo Live is now synonymous with pornographic elements that can be said as porn action. It is commonplace that Bigo Live users make sexuality a major commodity in broadcasting to get Diamond, a take and give a form that can later be compensated in certain nominal forms. It's not difficult to find in Bigo Live broadcasting from online users who intentionally exploit their bodies. Being a very ordinary spectacle in Bigo Live, a live woman wearing only underwear and a bra. Or there is even a woman who willingly performs sensual movements. Or even more extreme is that there are lovers who live on Bigo Live when they are in a relationship like a husband and a wife.

This condition is ultimately not only detrimental to Bigo Live but also a source of ethical degradation in a shared life. Noble sexuality is now a cheap commodity. This ethical degradation is also the potential for morality to be damaged, especially given the online nature, anyone has access to open the Bigo Live application. It is very inconceivable that the morality of society will be severely damaged by ethical degradation such as that caused by Bigo Live.

IV. CONCLUSIONS

Talking about technology can be said to be something that is always actual and develops no longer in a matter of years, or months, or days, or hours. Current technological developments can be said to be changes that occur in seconds. It is grateful that the human civilization of this era has achieved an intellectual development that is capable of producing various forms of technology that can eliminate communication constraints. Technology has made this vast world become a narrow world village. Only one thing that should not be forgotten is that technology not only has positive effects but also negative effects. Therefore there needs to be a clear attitude in facing the pace of development of information and communication technology. In other words, technology must be under our control as humans. Technology is a supporting instrument in the development of human civilization. On the one hand, technological determinism is something that cannot be avoided, but humanity remains the main thing compared to the existence of technology. It is a disaster for humanity when technology removes respect for human values. Technology is basically for humans, not humans for technology. This is where the importance of ethics in technology.

Ethics is one thing that is able to become our grip so that we are not immersed in the big wave of developments in information technology and communication technology. With ethics, our humanity will not dissolve in the roar of the noise of

technological development. With ethics, technology will not backfire for human civilization. The lessons from Bigo Live should be a milestone in our awareness that as great as any information and communication technology, ethics must still be a handle.

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