Transforming Ethics in the Digital Era: A Philosophical Review of the Ethics of Multicultural Societies

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Abstract: The digital era has changed the way society conveys and receives information, which has implications for how society understands and responds to ethical issues in multicultural societies. The ethical dynamics in a multicultural society reflect the complexity and diversity of moral values that emerge from the encounter of various cultures. In this context, each cultural group brings a unique set of ethical norms and principles, which can differ significantly from one another. These differences can influence various aspects of social life, from how to communicate, to business decisions, to daily practices. Philosophical concepts about ethics can be applied to understand and overcome ethical challenges in the digital era, including 1). Deontology, deontology requires society to consider whether society's actions, such as sharing information or using other people's personal data, can be made into general rules that apply to everyone without harming individual rights, 2). Utilitarianism, a utilitarian approach will consider how this decision affects the welfare of the majority of users, 3). Existentialism, an existentialist approach can be used to assess the extent to which digital technology, such as social media and artificial intelligence, strengthens or reduces individual freedom, and 4). Pragmatism, this concept can be applied in developing privacy policies or online content regulations, a pragmatic approach will focus on what really works in protecting users and encouraging positivity.

INTRODUCTION

The digital age has fundamentally changed the way people communicate, work and interact with each other. Information and communication technologies have created a global space that allows for instant interactions and no geographical boundaries. This transformation, while bringing many benefits, also presents new challenges for ethics and morality. In a multicultural society, where diverse values, norms and perspectives converge, these changes become even more complex. Digital technologies are not just tools, but also agents that influence and shape human behavior and social structures.

Ethics is a branch of philosophy that discusses values about good and bad, and is also known as Moral Philosophy. Ethics highlights considerations regarding actions that are considered good or bad, as well as behaviors that are considered moral or immoral in human relationships. The word "ethics" comes from the Greek "ethos," meaning moral character or custom, while "morals" comes from the Latin word "mores," meaning way of life or custom. There is a difference between ethics and morals. Morals refer more to actions or deeds that are judged, and can also be defined as a system of teachings about good and bad values. Ethics, on the other hand, is the in-depth study of existing value systems. As a science, ethics is a branch of philosophy that studies the

prevailing value system (morals). Morals are teachings about good and bad values that are accepted as they are, while ethics is a critical and rational study of morals (Wiluajeng, S. R, 2013).

In the context of a multicultural society, differences in values and ethics become more prominent. Each culture has a unique view of what is considered right and wrong, good and bad. When technology brings these different cultures together in one digital space, questions arise about how ethics and morality should be interpreted and applied. Should society follow universal ethics that apply to all, or should society consider moral relativism that respects cultural differences. The transformation of ethics in the digital age is also complicated by technological developments such as artificial intelligence and algorithms. Algorithms used in social media platforms and search engines can reinforce cultural and social biases, affecting fairness, privacy, and individual freedom. Therefore, understanding how technology affects ethics and morality in multicultural societies is becoming increasingly important.

Ethics is a branch of philosophy that studies human obligations and their behavior from the perspective of good and bad. Ethics has a highly critical nature. It questions the norms that are accepted as standards, investigates the foundations of those norms, and questions the rights of institutions such as parents, schools, the state, and religion. In addition, ethics also requires individuals to be rational towards all existing norms (Praja, J. S, 2003).

The digital age has changed the way people convey and receive information, which has implications for how people understand and respond to ethical issues in multicultural societies. The rapid and widespread dissemination of information can reinforce stereotypes and exacerbate tensions between groups, but it also has the potential to educate and promote better understanding. A key challenge is to ensure that technology is used to build bridges between cultures, rather than deepen divides. This requires strong ethical frameworks and policies that support inclusion and equality in the digital world.

In the context of a multicultural society, it is also important to consider how cultural identity is maintained and respected in the digital age. Cultural identity is an important part of who a person is, and digital technologies offer platforms to express and maintain that identity. However, these platforms can also be a terrain for cultural homogenization and the dominance of certain values, which can threaten cultural diversity. The reality is that the ethics of a multicultural society in the digital age requires society to rethink how people interact and work together amidst increasingly real and complex diversity. This is no easy task, given the rapid technological and social changes taking place. However, with the right approach, which respects differences and prioritizes dialogue and mutual understanding, society can create an inclusive and harmonious digital society. This is where the role of social philosophy becomes very important, as a guide to navigate the challenges and opportunities offered by the digital age.

Several studies have highlighted the impact and challenges of ethics in the digital era, especially in the context of a multicultural society Nurhasanah (2018) shows that social media plays an important role in shaping ethical values and morality among people. In an increasingly globalized digital space, social media serves not only as a communication platform but also as a means of cultural interaction, which has the potential to both strengthen cross-cultural ethical understanding and exacerbate stereotypes and tensions between groups. Meanwhile, research by Setiawan and Yuliawati (2019) revealed that in the digital world, ethical relativism becomes a real challenge, especially when local values meet universal ethical ideas. Both can coexist, but sometimes cause conflict in application, especially since digital interactions often involve diverse cultural values. On the other hand, Ahmad and Dewi (2020) explore the influence of algorithms on digital platforms, such as social media, which tend to reinforce users' pre-existing biases and preferences, and limit them from exposure to different ethical views. These algorithms play an implicit role in shaping and reinforcing users' ethical perceptions, which in turn can narrow the space for cross-cultural interactions and influence their views on ethical norms. These findings as a whole highlight how technology serves not only as a tool, but also as an agent that influences ethical values in a multicultural society, while also posing a challenge to create an inclusive and fair ethical framework

in the digital age. Therefore, this research aims to examine the dynamics of ethics in multicultural societies and how philosophical concepts of ethics can be applied to understand and overcome ethical challenges in the digital age.

RESEARCH METHODS

The writing of this scientific work uses the literature study method to discuss and describe the transformation of ethics in the digital era, a philosophical review of the ethics of multicultural society. Literature study is a data collection technique that uses a study of books, journals, notes and reports that have to do with the problem to be solved. Literature study is an appropriate method used in this paper to review the transformation of ethics in the digital era, a philosophical review of the ethics of multicultural society. By using the literature study method, the author uses several books and previous articles used as the main reference source.

RESULTS AND DISCUSSION
Ethical Dynamics in a Multicultural Society

Today, the discussion of living together in a multicultural society is a topic that continues to be discussed endlessly. Many views are put forward to provide guidelines on how living together should be organized. This variety of views cannot be separated from different subjective backgrounds and experiences. In this context, things like negotiation, compromise, consensus; even conflict, domination, and coercion often arise.

Ethics is the study of what is considered good and bad. Ethics functions as a theory that examines good and bad actions, and its application can be done in the discipline of philosophy. Multicultural society refers to a group of individuals who live together and interact according to certain customs and traditions in a certain area and for a certain period of time. In general, a multicultural society is a group living together in a location with diverse cultures. Typically, multicultural societies hold the principle of multiculturalism, which states that each culture is considered of equal value and has its own unique advantages (Agustina, I. N, 2020).

A multicultural society is a community consisting of diverse cultural backgrounds, where different values, traditions and norms interact and are accepted by the community. The concept of multiculturality is often related to cultural diversity and can be influenced by various factors of specific values or interests.

Diversity in multicultural societies often involves differences in views on what counts as the definition of an ethical "good life", which may vary between different groups. The ethical norms that are internally held within one group do not necessarily align with those of other groups. The challenge of multiculturalism lies in trying to find a foundation that can serve as the basis for common interests, which can be accepted by all parties (Supartiningsih, 2007). The question arises as to how the rationale behind claims of common interest can be justified. Today's society is so large and complex that it is difficult to describe the concept of 'society' as a unified whole. The critique of meta-narratives by postmodernists further destabilizes the ontological status of the public interest.

In the context of a multicultural society, each group has different habits, aspirations and values. Often, each group tends to believe that the absolute truth claims are on their own side. The "us and the stranger" paradigm often emerges. A further impact of this mindset is the emergence of various labels that tend to lead to negative stereotypes. As a result, prejudice, intolerance and discrimination become increasingly rampant (Supartiningsih, 2007).

The dynamics of ethics in multicultural societies reflect the complexity and diversity of moral values that arise from the confluence of different cultures. In this context, each cultural group brings a unique set of ethical norms and principles, which can differ significantly from one another. These differences can affect various aspects of social life, from ways of communicating, to business decisions, to everyday practices. In the digital age, where intercultural interactions are becoming more intense and common, these dynamics have become even more complex. Digital technologies,

such as social media, create spaces where different ethical values meet and sometimes clash, posing new challenges to social cohesion and understanding between individuals.

These differences in ethical values can lead to conflict when the norms that one culture considers right conflict with the norms of another culture. Conflict in many contexts is often recognized as a clash, competition or disagreement that arises from rigid opinions rather than ideas. This is because ideas tend to be flexible, not fixed in rigid views, and do not necessarily imply differences in desires (Chotim. (2017). For example, in some cultures, freedom of expression is highly valued, while in others, restrictions on this freedom are put in place to maintain social harmony. When individuals from different cultural backgrounds interact in digital spaces, they may experience tension between respecting freedom of expression and maintaining cultural sensitivity. Such conflicts highlight the need for a more flexible understanding and adjustment of ethics, which can accommodate multiple perspectives without compromising basic principles of morality.

Besides conflict, the dynamics of ethics in multicultural societies also include the process of adaptation and integration of new values. The digital age accelerates the dissemination of information and enables wider and faster cultural exchange. This opens up opportunities for people to learn from each other and develop more inclusive and universal ethical values. This process often involves intercultural dialogue and negotiation, where individuals and groups work together to find understandings that are acceptable to all parties. Thus, the dynamics of ethics in multicultural societies in the digital age are not only about dealing with differences, but also about finding new ways to live together in harmony and respect for diversity.

In multicultural societies, individuals from different cultural backgrounds must interact and communicate with each other to reach agreement on accepted shared values. For example, in a society made up of different religions, there is negotiation on moral values that are universal, such as justice, tolerance and equality. It is also important to understand and appreciate cultural differences in a multicultural society. This involves recognizing the right of individuals to practice their own beliefs and cultures without discrimination or oppression. For example, in a multicultural workplace, it is ethical to respect prayer times for Muslims or certain religious holidays for other religious groups.

In a multicultural society, there is a process of forming a shared identity that recognizes diversity as a source of wealth. This involves building awareness of the similarities that exist among the differences. For example, cultural festivals where different ethnic or religious groups celebrate their traditions together strengthen community ties. In intercultural interactions, it is important to have a sensitive awareness of each individual's cultural context. This involves understanding that what is considered ethical or unethical can vary significantly between cultures. For example, ways of communicating that are considered polite in one culture may be considered rude in another.

Philosophical Concepts of Ethics That Can Be Applied to Understand and Address Ethical Challenges in the Digital Age

1. Deontology (Obligation Ethics)

Deontology, introduced by Immanuel Kant, emphasizes that moral actions should be based on universal obligations and principles. In this conception, the basis for judging good or bad behavior is obligation. An action is considered good if it is an obligation for society to do so, while an action is considered bad if it is prohibited by society. This theory asserts that the assessment of whether a behavior is good or bad is not determined by the consequences it causes, but by the obligations that exist (Maiwan, M. (2018).

Deontology, or obligation ethics, is an approach in ethics that emphasizes the importance of acting in accordance with certain moral obligations, independent of the consequences that may arise. In this complex digital age, the deontological approach can be a useful framework for understanding and addressing various ethical challenges.

In the context of the digital age, deontology requires society to consider whether people's actions, such as sharing information or using other people's personal data, can be made into general rules that apply to everyone without harming individual rights. Applied to the use of personal data,

a deontological approach would emphasize the importance of consent and privacy protection. This means that technology companies must ethically manage user data, ensuring that it is not misused or accessed without clear consent.

2. Utilitarianism (Consequentialist Ethics)

Utilitarianism, proposed by Jeremy Bentham and John Stuart Mill, the word "utility" means "useful" or "usefulness". In this view, an action is considered positive if it benefits society at large, not just certain individuals or groups. The standard for judging whether an action is good or bad is "the greatest happiness for the greatest number of people," which means creating happiness for as many people as possible. Thus, actions that produce happiness for the greatest number of people are considered to be the best actions (Bertens, K, 1975). This concept focuses on the end result of actions and seeks to achieve "the greatest happiness for the greatest number." In the digital world, utilitarianism can be used to assess the impact of digital technologies and policies by considering the benefits and harms to society as a whole.

Utilitarianism, as a philosophical concept of consequentialist ethics, offers a relevant framework for understanding and addressing ethical challenges in the digital age. It emphasizes that ethical actions are those that produce the most beneficial outcomes or consequences for the greatest number of people. In the digital context, utilitarianism allows us to evaluate decisions related to online privacy, data use, and technology development by considering their impact on the well-being of individuals and society as a whole. By applying the principles of utilitarianism, we can measure and minimize the negative impacts and maximize the positive benefits of digital technologies, thus creating a more ethical and sustainable online environment.

This concept can be applied when designing social media algorithms or policies, a utilitarian approach would consider how these decisions affect the well-being of the majority of users. For example, a decision to remove misleading or harmful content may be defensible if it helps prevent greater harm to society.

3. Existentialism

Existentialism, with its figures such as Jean-Paul Sartre and Simone de Beauvoir, emphasizes individual freedom and responsibility in creating the meaning of life. Existentialism emphasizes the importance of individuals fulfilling their own internal drives. According to this school, humans have absolute freedom in making their life choices without being bound by external factors. In addition, individuals also have responsibility for the decisions and behaviors they choose. Existentialists reject ideas, norms, rules, and authorities that come from outside the individual, because they believe that humans are the ones who have the ultimate right and capacity to determine their own destiny (Maiwan, M. (2018). In the digital era, existentialism encourages people to question the way technology affects people's freedom and autonomy.

Existentialism as a philosophical concept of ethics offers a relevant perspective for understanding and addressing ethical challenges in the digital age. Existentialist thought emphasizes individual freedom, personal responsibility and the search for the meaning of life, all of which have significant relevance in the context of digital life. In an era where technology provides unlimited access to information and complex interactions, existentialism emphasizes the importance of conscious and responsible decision-making and self-reflection on the values underlying our online actions. It reminds us not to simply follow the flow of information without moral consideration, but to actively confront and choose how we want to interact with technology, as well as how we want to shape identity and meaning in an ever-changing digital world. By understanding existentialism, individuals can take an active role in shaping a more ethical digital culture, where values such as autonomy, responsibility and respect for private life are respected and prioritized.

An existentialist approach can be used to assess the extent to which digital technologies, such as social media and artificial intelligence, strengthen or reduce individual freedom. It also invites people to be more conscious in creating authentic digital identities and taking responsibility for people's actions online.

4. Pragmatism

Pragmatism, developed by philosophers such as John Dewey and William James, emphasizes practical actions and tangible results of ethical concepts. In the digital age, pragmatism encourages ethical solutions that can be applied and tested in real practice. Pragmatism is a view that emphasizes that actions should be based on practical thinking. According to this view, the truth of a teaching is measured by the benefits it provides. Pragmatism views that a theory or hypothesis can be considered true only if it produces the desired results. In other words, the truth of a theory is determined by its effectiveness in practice.

Pragmatism, as a philosophical concept of ethics, emphasizes the importance of adopting a practical and flexible approach to ethical challenges in the digital age. In this context, pragmatism teaches that ethical values should be judged based on the practical consequences of actions, not just on absolute or dogmatic principles. In the complex and fast-changing digital age, pragmatism emphasizes the need to adapt ethical principles to technological developments and evolving social dynamics. This enables individuals and communities to effectively understand and address emerging ethical challenges, such as online privacy, data security, the spread of disinformation, and the social impact of digital technologies. With this pragmatic approach, we can develop a relevant and sustainable ethical framework to address the challenges faced in managing digital technologies responsibly.

This concept can be applied in developing privacy policies or online content regulation, a pragmatic approach would focus on what really works in protecting users and encouraging positive interactions. This means constantly evaluating and adjusting policies based on real-world results and user feedback.

CONCLUSIONS

The dynamics of ethics in multicultural societies reflect the complexity and diversity of moral values that arise from the confluence of different cultures. In this context, each cultural group brings a unique set of ethical norms and principles, which can differ significantly from one another. These differences can affect various aspects of social life, from ways of communicating, to business decisions, to everyday practices. In the digital age, where intercultural interactions are becoming more intense and common, these dynamics have become even more complex. Digital technologies, such as social media, create spaces where different ethical values meet and sometimes clash, posing new challenges to social cohesion and understanding between individuals. Philosophical concepts about ethics that can be applied to understand and overcome ethical challenges in the digital age include 1). Deontology, deontology requires society to consider whether people's actions, such as sharing information or using other people's personal data, can be made into general rules that apply to everyone without harming individual rights, 2). Utilitarianism, the utilitarian approach will consider how these decisions affect the welfare of the majority of users, 3). Existentialism, an existentialist approach can be used to assess the extent to which digital technologies, such as social media and artificial intelligence, strengthen or reduce individual freedoms, and 4). Pragmatism, This concept can be applied in developing privacy policies or online content regulation, the pragmatic approach will focus on what really works in protecting users and encouraging positive interactions.

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