

THE IMPACT OF SOCIAL MEDIA ON ACADEMIC FRAUD

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ABSTRACT

Technology has presented various new avenues for creating academic fraud among students, one of which is through the presence of social media. In today's education that takes place in the digital era, technology and social media actually have both positive and negative sides. The aim of the research to determine the impact of social media on academic fraud with a focus on problems the practice of "joki tugas" or globally known as contract cheating services that involving students on social media especially Twitter. The method used in this research is qualitative with study case. Data collection techniques were through interviews with 10 informants consisting of 5 contract cheating providers and 5 contract cheating users. Data analysis used data reduction, data display, and data interpretation. The results showed that contract cheating providers are students or fresh graduates who need money and do not have jobs, meanwhile contract cheating users are student who do not understand and wanted an easy way to finish their assignments.

Keywords: *technology, social media, academic fraud, contract cheating*

1. INTRODUCTION

Technology has presented various new ways for creating academic fraud among students, one of which is through the presence of social media. In today's education that takes place in the digital era, technology and social media actually has both positive and negative sides. On the positive side, for example, we can see how technology is applied in learning. Especially in e-learning or classes that carry modern concepts, the presence of technology is needed and greatly helps the learning process of students. However, on the negative side, technology can cause academic fraud. The most commonly found is for example cheating or plagiarism, and the one that has been found some time ago is contract cheating.

Internet penetration or the percentage of people using the Internet in Indonesia until this year based on the observations of the Indonesian Internet Service Providers Association (APJII, 2022) reached 77.02% with the number of internet users in the range of 210 million people from the total population of Indonesia as many as 272 million people. According to Arindita et al. (2021), internet penetration in Indonesia, which is always increasing, actually expands the space for people to interact online. Relationships with mutual patterns and mutual benefits are the foundation for building online interactions (Alyusi, 2016). The relationship with reciprocity can be passed on groups or individuals that occur in various forms (Indriani, N. & Kusuma, R. S., 2022) and each party involved in the relationship has an active role (Zulfa & Junaidi, 2019). According to Weber (1975), the process of social interaction is motivated by forms of action, including instrumental rationality, value-oriented rationality, traditional actions, and affective actions (Ashari, 2015).

Both in the external and internal environment, social media which contains the interaction process is used by the community to communicate and establish relationships (Bahfiarti et al., 2021). Interactions between other social media users can be seen in activities such as sharing personal life portraits in the form of photos, videos, or statuses which then attract feedback in the form of comments, or exchange messages with other users (Johana et al., 2020). The development of this online world presents a place where users can interact in a social environment that is not limited and does not have obstacles of distance or time (Sakti, B.C. & Yulianto, M., 2013). Through social media, the interaction that is carried out becomes much easier because it can take place in a virtual form without requiring people to meet in person (Indriani, N. & Kusuma, R. S., 2022).

In the era of people who have looked at the need for various kinds of information, social media is considered indispensable. The use of social media today is one of them as a medium to find initial information about the need of a person. The need for social media is felt by various parties at various ages. Looking at the current phenomenon, in general, social media is widely used by the younger generation. They use social media as an opportunity to do business share the information they want to provide and find the information they need. On the other hand, students and college students are indeed the biggest consumers of social media. This is evidenced by the percentage that as many as 99.16% of internet users in Indonesia are in the age group of 13-18 years and the other 98.64% are in the age group of 19-34 years (APJII, 2022).

Social media is considered important at a time like this where society has seen the need for different types of knowledge. The use of social media today is one of them used as a medium to gather basic knowledge about what a person needs. Social media is needed by different people at different times. Social media is generally widely used by young people, as evidenced by the current phenomenon. They leverage social media as a platform to run a business, share the information they want to offer, and gather the information they need. In addition, students and college students are generally the largest users of social media. This is evidenced by the percentage that as many as 99.16% of internet users in Indonesia are in the age group of 13-18 years and the other 98.64% are in the age group of 19-34 years (APJII, 2022).

Such conditions today even allow social exchanges to occur on social media such as in the contract cheating service that is currently found on Twitter. Based on observation, there are so many account which is relate to provide contract cheating service. These accounts are specifically created to accommodate supply and demand transactions of contract cheating service. The emergence of social media is a new part of digital technology that distinguishes

today's social exchanges from those of the past. One of the new forms of social exchange that emerged along with the growing use of social media is the service of contract cheating. Contract cheating service refers to an activity in which a student or college student pays someone else to work on their assignment. This activity reflects academic fraud because it violates educational ethics, but in this day and age it is actually done blatantly on social media. Because of this situation, this research was conducted to determine the impact of social media on academic fraud with a focus on problems on the practice of "joki tugas" or globally known as contract cheating services that involve students on social media, what reasons are behind students being involved as users and providers of contract cheating services, and find out the possibility of whether this phenomenon will damage the character of young generation in Indonesia.

2. LITERATURE REVIEW

2.1 Social exchange theory

An exchange can occur only when both parties involved receive benefits from the exchange (Johnson, 1990). According to West & Turner (2008), is based on the idea that people assess relationships within an economic framework, balance the costs of interaction with the benefits they obtain, and then determine whether to maintain them or not. Social exchange can occur for any reason, based on the goals to be achieved and the level of reciprocity anticipated. Social exchange is considered to resemble an economic agreement in which people offer goods or services and then expect compensation for the same goods or services. Social exchange, as opposed to economic transactions, is distinguished by the fact that "it is not always measured by the value of money because in various social exchanges real and intangible goods are traded" (Poloma, 2010).

2.2 Social media

Social change is something that must happen and go through every society including students. It can spread to various aspects of life due to advances in technology and information, one of them is with the presence of social media. According to Cross (2013), social media is "a term that describes a variety of technologies used to bind people into a collaboration, exchange information, and interact through web-based message content. The internet is always evolving, so various technologies and features available to users are always changing."

2.3 Academic fraud

Academic fraud refers to "students' attempt to present others' academic work as their own". It can mean "any fraudulent actions or attempts by a student to use unauthorized or unacceptable means in any academic work" (Lambert et al, 2003). Actions that are included in academic fraud such as cheating, plagiarism, and using contract cheating services.

3. METHODS

This research uses a qualitative approach with a case study method. Data are collected by literature study techniques, documentation studies, and interviews, while at the data analysis stage, data reduction, data presentation, and drawing conclusions are carried

out. The informant selection technique is purposive sampling, and the informants in this study totaled 10 people consisting of users and task jockey service providers who carried out social exchanges on Twitter.

Table 1. Data of informants

Twitter Account	Age	Status	Code
@pse***	16 years	User	G01
@olie**	18 years	User	G02
@myy****	20 years	User	G03
@***yg	19 years	User	G04
@mn***	21 years	User	G05
@g****op	23 years	Provider	Y01
@****to	22 years	Provider	Y02
@tyh**	23 years	Provider	Y03
@yy****	24 years	Provider	Y04
@j**oo	22 years	Provider	Y05

4. RESULTS & DISCUSSION

Many facets of people's lives have changed. Technology and human lifestyles are two areas where change is seen today. Technology has been integrated into the practical way of life of modern society (Febriani, N.S. et al., 2020). The internet has brought about changes in people's lives, especially social media that connects individuals around the world. Kaplan & Haenlein (Curran & Lennon, 2011) describes social media as a group of networks based on applications on the internet built on web 2.0 technology and concepts, so as to make users create and replace the content that is spread. The internet has brought social media, such as Twitter, Instagram, and Facebook that make it easier for people around the world to interact and communicate virtually.

Social media has the characteristic of open dialogue between users involved directly and immediately. Social media gives users the freedom to set the time of their use. Based on the view of Karjaluo (2008), social media makes it easier for a community or users to participate and contribute to each other through this medium.

Specifically, social media causes people to tend to communicate through chat services or send messages through services available on social media. Referring to Nasrullah (2015), social media is an artificial space that is used as a medium to communicate various

needs and interests of society, and allows users to represent themselves in the process of interacting, sharing, collaborating and communicating with other users and forming social bonds virtually.

Twitter is one of the venues that the Indonesian people frequently utilize to express their ideas (Stephanie, 2021). Compared to other social media, Twitter requires less time to produce content. Social media consumers favor Twitter for debate due to its convenience (Pepitone & Newcomb, 1952). In social media, Twitter is geared toward interest communities, which are groups that debate a particular subject in accordance with the individual members' interests (Laudon & Traver; Priyowidodo, 2019). This group of people is also referred to as a virtual community, which is a group of people who share a common interest in a subject and communicate via internet-based media (Lizzo & Liechty, 2020). As a group of people who are members of the base @jokitugasfess account, virtual communities can bring people together who share the same viewpoints regardless of geographic or demographic barriers (Pathak & Pathak-Shelat, 2017).



Figure 1. Base account @Jokitugasfess.

The base account community @jokitugasfess uses hashtags, represented by the # symbol, to group conversations into specific categories, such as #jokitugas, #needjoki, or #joktug, before posting them as tweets. Users may easily view all of the most recent tweets on topics they are following on a user's home page thanks to Twitter's algorithm, which does not limit users to merely seeing tweets from followed accounts. The most recent and well-liked tweets on a topic that is followed are included in the update. Also, users can quickly access the most recent and well-liked tweets by using certain keywords and hashtags. Also, Twitter's algorithm will suggest tweets based on the user's favorite topics (Gotter, 2019).



Figure 2. Tweets of #jokitugas, #needjoki, and #joktug.

5. CONCLUSION

Technology that is increasingly developing today can have a negative impact on education, such as the emergence of academic fraud on social media in the form of "joki tugas" or globally known as contract cheating services. Contract cheating providers are students or fresh graduates who need money and did not have jobs. Contract cheating users are student who do not understand and wanted an easy way to finish their assignments. This phenomenon shows that the young generation in this era have moral degradation due to the loss of the value of honesty. Therefore, adherence to ethics and academic integrity in students needs to be improved.

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