

Strategies for Strengthening Ethics and Integrity to Prevent Corruption in Indonesia

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ABSTRAK

Perilaku korupsi di Indonesia merupakan sebuah permasalahan yang sangat krusial yang harus di cegah melalui upaya-upaya dalam pembrantasan korupsi. Penguatan etika dan integritas merupakan komponen penting dalam upaya menga¹⁵ tantangan utama pencegahan korupsi di Indonesia. Salah satunya yaitu Undang-Undang Republik Indonesia Nomor 28 Tahun 1999 Tentang Penyeleng¹³ in Negara Yang Bersih Dan Bebas Dari Korupsi, Kolusi, Dan Nepotisme. Metode penelitian yang digunakan adalah metode kualitatif yang bersifat deskriptif. Sumber data di peroleh²⁷ melalui website, jurnal, media sosial, dan peraturan undang-undang. Teknik analisis data menggunakan teknik analisis Nvivo 12 Plus melalui fitur crosstab. Teknik analisis Nvivo 12 Plus menggunakan fitur Crosstab dan Sociogram dalam analisis data. Penggunaan tek³¹ analisis Nvivo 12 plus adalah pengolahan data berdasarkan big data yang diperoleh. Hasil penelitian menunjukkan bahwa strategi yang dapat digunakan dalam penguatan etika dan integritas untuk pencegahan korupsi di Indonesia dapat dilakukan pemerintah dengan menerapkan pendidikan anti korupsi di setiap instansi dan elemen masyarakat yang diwujudkan dalam berbagai program dan juga dapat dilakukan melalui media sosial yaitu dengan mengupload berbagai tindakan korupsi yang terjadi disekitar masyarakat agar dapat segera ditindaklanjuti oleh aparat hukum dan melalui pengawasan publik, kode etik, dan aturan hukum yang kuat.

ABSTRACT

Corrupt behavior in Indonesia has existed since the king¹⁵ era. Therefore, a strategy is needed to strengthen ethics and integrity to prevent corruption in Indonesia. P³⁵ government has also enacted various laws and regulations that serve as guideline⁵ for strengthening the ethics and integrity of government officials to prevent corruption. One of them is the Law of the Republic of Indonesia Number 28 of 199³⁰ concerning the Administration of a State that is clean and free from corruption, collusion, and nepotism. The research method used is the descriptive qualitative method. The data analysis technique used was the Content Analy⁸ Technique. Nvivo 12 Plus analysis technique uses Cross²⁹ and Sociogram features in data analysis. The use of the Nvivo 12 plus analysis technique is data processing based on the big data obtained. The results of the study show that the strategy that can be used in strengthening ethics and integrity to prevent corruption in Indonesia can be carried out by the government by implementing anti-corruption education in every institution and element of society which is manifested in various programs and can also be carried out through social media, namely by uploading various acts of corruption. . events that occur around the community so that they can be immediately followed up by law enforcement agencies and through strong public oversight, codes of conduct, and rule of law.

1. INTRODUCTION

The ranks of the bureaucracy are government executors who have the power to carry out various development programs and determine policies. So, control is needed to prevent corruption and other irregularities to create good governance. One of the main controls that can be used as a guideline is setting ethical and integrity standards within the bureaucratic ranks. Because without ethical standards and integrity,

corruption and other irregularities will be difficult to prevent (Wiranta, 2015:45)

From 2004 to 20 October 2022, there were 1,310 corruption cases handled by the Corruption Eradication Commission (KPK). The majority of these criminal acts occurred in district/city government agencies, namely 537 cases. This amount is equivalent to 40.99% of the total corruption cases in that period. The next highest number of corruption crimes were in ministries/agencies with 406 cases, provincial governments with 160 cases, and BUMN/BUKMD with 109 cases. Corruption crimes also occurred in the DPR/DPRD institutions in 76 cases and commissions (non-structural institutions) in 22 cases. From 2004 to 20 October 2022, the majority of corruption crimes in Indonesia were related to bribery with a total of 867 cases. Then there were 274 cases of corruption in procurement of goods/services and 57 cases of budget misuse. Furthermore, the crime of money laundering (TPPU) was 49 cases.

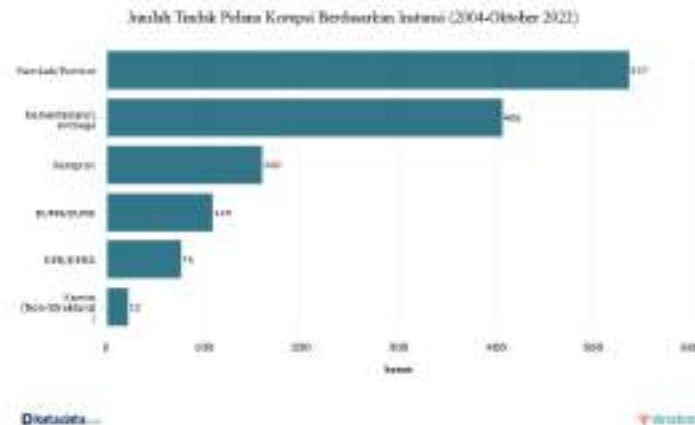


Figure 1. Number of Corruption Crimes by Institution (2004-2022). Source: DataIndonesia.id

Based on the latest data from the Corruption Perception Index (IPK) or the Corruption Perception Index (CPI) released by Transparency International Indonesia (TII) on 31 January 2023, it shows that Indonesia received a score of 34. The CPI is a composite indicator to measure public sector perceptions of corruption on a zero scale, (very corrupt) to 100 (very clean) in 180 countries and territories based on a combination of 13 global surveys and assessments of corruption according to perceptions of business actors and world expert judgment since 1995.

The Corruption Perception Index for Indonesia for the last 7 years is as follows:



Figure 2. Indonesian Corruption Perception Index Score Graph, Indonesian International Transparency Data, 2023

The released CPI 2022 shows that Indonesia continues to experience serious challenges in fighting corruption. Indonesia's CPI in 2022 is at a score of 34/100 and is ranked 110 out of 180 countries surveyed. This score is down 4 points from last 2021 which was at a score of 38/100. This score dropped 4 points from

2021 which is the most drastic decline since 1995. With this result, Indonesia was only able to increase its CPI score by 2 points from a score of 32 over the last decade since 2012. This situation shows that the response to corrupt practices is still progressing slowly and even worsening due to the lack of real support from stakeholders. According to the Secretary General of Transparency International Indonesia, Danang Widoyoko, the drastic drop in Indonesia's CPI score in 2022 proves that eradication strategies and programs are ineffective. The revision of the Corruption Eradication Commission Law in 2019 is a change in the government's strategy to reduce law enforcement and shift to preventing corruption. Various programs eradicate corruption in public services and business services, such as the digitalization of public services and even the Job Creation Law are claimed to be major strategies for eradicating corruption through prevention. However, the drop in the CPI score confirms that the strategy is not working. Indonesia's situation in the 2022 CPI is also sinking further into the position of 1/3 of the most corrupt countries in the world and far below the average CPI score in Asia-Pacific countries, namely 45. This largest country in Southeast Asia shares the position with Bosnia and Herzegovina, Gambia, Malawi, Nepal, and Sierra Leone with a score of 34. Meanwhile, Indonesia's position in the Southeast Asia Region is ranked 7th out of 11 countries, far below several neighboring countries such as Singapore, Malaysia, Timor Leste, Vietnam, and Thailand. Transparency International Indonesia calls on the government to prioritize anti-corruption commitments, strengthen checks and balances, uphold the right to information, and limit private influence to finally rid the world of corruption and the instability it causes.

In Indonesia, the level of corruption is high, especially as many regional heads are caught in corruption cases. Of course, this has an impact on the level of public trust in the government. The high level of corruption in Indonesia shows that the implementation of ethics and integrity of government officials is low in carrying out their responsibilities. Services that are easy, transparent, and free from corruption, collusion, and nepotism (KKN) will not be created if each related component does not adhere to ethical and integrity standards in carrying out its duties (Eti Henriyani, 2021: 515). In strengthening the ethics and integrity of government officials to prevent corruption, several foundations are issued as guidelines, namely Since 2004, the government has carried out bureaucratic reform to improve the performance of bureaucrats, starting with the implementation of pilot projects in three agencies, namely first the Ministry of Finance, second the Supreme Court, and third the Supreme Audit Agency. To speed up the implementation of bureaucratic reform in these three agencies, a National Team for Bureaucratic Reform was formed, chaired by the State Minister for Administrative Reform. Each ministry or institution can implement its bureaucratic reform which focuses primarily on structuring business processes, organizations, and human resources. As time goes by, bureaucratic ranks are required to be able to administer the government in a transparent, accountable, and quality manner. The main foundation for creating a transparent government.



Figure 3. Strategies To Strengthen Ethics And Integrity To Prevent Corruption In Indonesia. Circle Diagram Created by Researchers 2023.

The circle diagram above shows that The strategy of strengthening ethics and integrity to prevent corruption in Indonesia can be done through: first, education and awareness of public ethics on ethics and integrity through formal and informal education. This can include awareness campaigns, training programs, and educational curricula that incorporate integrity values. Secondly through strict law enforcement and ensuring strict and fair law enforcement against perpetrators of corruption. This includes thorough investigations, transparent trials, and adequate punishment. Third, transparency and accountability in government decision-making processes, budget utilization, and public services. Provide public access to monitor and oversee government activities. Fourth secure reporting in facilitating safe and confidential

reporting of corruption for those with information about corrupt acts. This may include the establishment of independent reporting institutions or channels. (42) fifth strategy to combat graft adopts strict policies and regulations against (37) aft and conflicts of interest in the public and private sectors. The sixth is to develop and implement a clear code of ethics and code of conduct for government employees, public officials, and company leaders. Furthermore, public participation encourages active public participation in decision-making and monitoring the implementation of corruption prevention programs. Finally, through media supervision (22) this encourages independent media to function as government watchdogs and investigative reporting on acts of corruption.

To prevent corruption within the ranks of the bureaucracy, of course, a strategy is needed related to the vision, mission, objectives, targets, policy directions, programs, and activities carried out by the government. The concept of strategy is a concept that must be understood and applied by every leader or manager in an organization. The term strategy is widely used by profit-oriented organizations. However, now the term strategy is starting to develop and be used in public organizations, both in the government bureaucracy and in volunteer organizations. Mulyadi suggests that the types of strategies are as follows: Grand strategy is a continuous and systematic effort to achieve long-term organizational goals that have been set, Generic strategy is a way to make the total cost as small as possible (low cost), and Value-based strategy, namely an activity to lead managers to carry out their obligations in meeting customer needs (Sellang et al., 2019: 110).

Pearce and Robinson say that strategy is a company's reflection of its awareness of how, its intended aims and objectives, where and when it must act to face opponents. Anthony and Govindarajan stated that strategic planning is a structured management process that is defined as a decision-making process for the agendas that will be realized by the organization taking into account the resources provided for each planning agenda over the next few years. The results of this process are called strategic decisions.

Strengthening ethics and integrity is important in increasing order and high order within a group. Because the ethics and integrity set by an organization are ethical and integrity behaviors that should be done and should not be done (Serlika Aprita, 2019:4).

Diverse mechanisms and measures designed to promote honest, transparent, and ethical behavior in various sectors of Indonesian society are employed to bolster Indonesia's efforts to eradicate corruption. The following are some of the mechanisms used in these efforts: Implementing powerful and effective laws is the first step in eradicating corruption. In Indonesia, agencies such as the Corruption Eradication Commission (KPK) are assigned to investigating and prosecuting corruption cases. Secondly, Governments and public institutions must also ensure transparency in budget and policy management. This can be accomplished by expanding the public's access to information regarding budgets and major decisions. The third Government, business, and education are among the sectors of society where ethics education and training should be strengthened. These programs can help raise awareness of the significance of ethics, promote behavioral integrity, and provide tools to address ethical dilemma situations. Fourth, whistleblower protections are crucial to encourage individuals with knowledge of malfeasance to report it without fear of reprisal. Fifth The media and civil society play an essential role in monitoring corruption. Careful reporting and media investigations can assist in revealing instances of malfeasance, and To reduce opportunities for corruption, policy, and administration must undergo reform. This includes procurement procedure reforms, anti-corruption regulations, and enhancements to public administration systems.

Black's Law Dictionary defines ethics as ethics relating to moral actions, behavior, motives, or character; as an ethical emotion; also, treating something with morals, duties, or conduct; contains teachings of morality; moral. Professionally or appropriately; conform to standards of professional conduct.

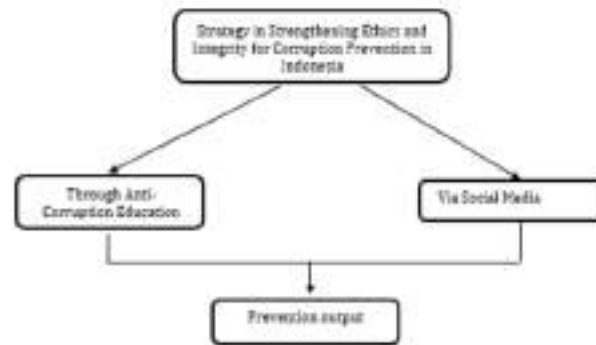
According to Kees Bertens, ethics has three meanings, namely ethics means normal norms and values, guidelines for a group and a person in regulating their behavior (Serlika Aprita, 2019:2). Nowadays, someone who has integrity behavior is becoming rare to find. Some people think that integrity behavior does not have to be had if the desired goals can be achieved easily without integrity. Someone who has integrity will always look different when compared to someone who does not have integrity. Integrity is a concept related to conformity to methods, values, behavior, principles, and various aspects created. People who have integrity have an honest personality and strong character.

According to Jacobs, integrity prioritizes consistent morals, personal unity, or honesty. Butler and Cantrell stated that integrity is the trustworthy and honest reputation of someone in an organization. According to Cloud, integrity is related to a person's efforts to be a person who fully works according to his or her functions and responsibilities. A person's integrity is closely related to their consistency and effectiveness as a human being. According to Plato, Aristotle, and Aquinas, integrity comes from the Latin word integrity which means integrity showing the completeness and wholeness of certain parts. In a person's life, integrity is a person's character that is used to achieve all happiness and goodness.

This research focuses on strategies for strengthening ethics and integrity to prevent corruption in Indonesia, which aims to analyze the factors that cause corruption in Indonesia to realize good governance. The focus of the strategy to strengthen ethics and integrity to prevent corruption in Indonesia can include several aspects, namely anti-corruption education, public oversight, codes of conduct, rules, and prevention.

2. METHOD

This research uses a qualitative descriptive approach. The data or information obtained from this research is descriptive. Descriptive research is research that leads to facts, symptoms, and events that are accurate and structured, and related to the characteristics of a particular population or area. Descriptive research tends not to have to look for or explain various hypothetical relationships and test hypotheses (rdani & et al., 2020). This research data comes from books, documents, news, websites, journals, and laws. The data analysis technique used in this study is the Content Analysis Technique (Data Analysis) and the Nvivo plus 12 analysis technique. Nvivo 12 Plus analysis technique uses Crosstab and Sociogram features in data analysis. The use of the Nvivo 12 plus analysis technique is data processing based on the big data obtained, and the author creates a theoretical framework to make it easier for the author to determine the direction of the research. NVivo 12 Plus is qualitative data analysis software for organizing, analyzing, and exploring qualitative data, such as text, audio, and video. One of the features used in this research is the crosstab and sociogram features. NVivo 12 Plus can perform crosstab analysis or cross-tabulation analysis. Crosstab analysis analyzes and understands the relationship between two variables in the data to be analyzed. Here are the general steps for conducting crosstab analysis in Nvivo 12 Plus: importing data, creating categories, analyzing using Nvivo 12 Plus Crosstab, interpreting data results, data visualization, saving data results, and narrating them.



Theoretical Framework, processed by researchers, 2023

Figure 4. Theoretical Framework, Processed by Researchers, 2023

3. RESULTS AND DISCUSSION

Good governance means providing various facilities and legal certainty in service delivery and free from arbitrary behavior against oneself, rights, and property. Therefore, the preparation of clean government policies as an effort to eradicate corruption can be seen in the improvement of state administration and law enforcement carried out by developing dynamic-based strategies in each region (Riwukore, Jefirstson Richset, 2020: 236). Corruption eradication must be done to its roots. Because if not, corruption will continue to occur one after another. Eradicating corruption from its roots can prevent the growth and occurrence of corruption in the future. Two factors cause a person to commit corruption, corruption by need, which is corruption in public service activities that occur because of a need. For example, the act of bribing to get convenience with the desire to be achieved and because of greed (corruption by greed), which is corruption that occurs due to mutually beneficial cooperation through collusion and involves several parties. For example, project collusion and government positions.

a. Strengthening Ethics and Integrity Through PAK (Anti-Corruption Education)

Corruption is a social problem that can be found everywhere. History shows that every country has problems with corruption. Thus, the definition of corruption is always changing and developing with the times. Robert Klitgaard stated that corruption is behavior that deviates from one's responsibilities in one's position because every profit comes from violating the rules of behavior. According to M.Mc. Mullan, a government bureaucrat is said to be corrupt if he receives money to do something while in office even though that something is something that should not be done.

Of course, the implementation of strengthening ethics and integrity needs to be done appropriately and efficiently in eradicating corruption in Indonesia. Efforts to prevent corruption at its roots, among others, through efforts to improve or strengthen the ethics and integrity of candidates and executors of the bureaucracy in Indonesia through anti-corruption education. The presence of efforts or steps to implement anti-corruption education (PAK) is one of the efforts to prevent corruption that is preventive (anticipation), as a complement to efforts to eradicate corruption curatively. The implementation of anti-corruption education is regulated in Law No. 19 of 2019. Using Anti-Corruption Education (ACC), the Indonesian government has taken several measures to strengthen ethics and integrity. These steps include various initiatives and programs designed to increase comprehension of corruption, educate the public about its negative effects, and promote behavior that is consistent with integrity. The Indonesian government uses PAK in the following methods to strengthen ethics and integrity: Anti-corruption education is an effort carried out in a planned and conscious manner to realize teaching and learning activities that are critical of anti-corruption values. The implementation of PAK prioritizes cognitive aspects (knowledge), character formation (affective), and moral awareness in fighting corrupt behavior. The implementation of PAK aims to create a young generation with good morals and anti-corruption behavior.

The Corruption Eradication Commission has prioritized anti-corruption education as one of the three fundamental components in its efforts to combat corruption, alongside prosecution and prevention. The government aims to cultivate a future generation of corruption-free individuals in Indonesia through the implementation of anti-corruption education in schools, to enhance the nation's prospects. Recognizing the importance of anti-corruption education, the Indonesian government in 2018 held a National Coordination Meeting on Anti-Corruption Education (Rakornas PAK). The meeting resulted in a commitment to implement anti-corruption in character and culture education signed by the Minister of Research and Technology and Higher Education, the Minister of Education and Culture, the Minister of Religious Affairs, the Minister of Home Affairs, and the Chairman of the Corruption Eradication Commission. As a form of this commitment, various ministerial decrees were born related to the implementation of anti-corruption education for students. Among these are Permenristekdikti No. 33/2019 on the implementation of anti-corruption education in higher education, Kepdirjen Pendis No. 5783/2019 on Guidelines for the Implementation of PAK at Polytechnics of Industrial Chemical Technology (PTKI), Decree of the Minister of Religious Affairs No. 184/2019 on Strengthening Character Education in Madrasah Curriculum, Circular Letter of the Minister of Religious Affairs No. B-1368.1/Dj. B-1368.1/Dj/05/2019 on Anticorruption Education in Madrasahs, Minister of Religious Affairs Regulation No. 2/2020 on the Implementation of Strengthening Character Education, Minister of Home Affairs Circular No. 420/4047/Sj 2019 on the Implementation of Anticorruption Education for Governors, and Minister of Home Affairs Circular No. 420/4048 Sj 2019 on the Implementation of Anticorruption Education for Regents/Mayors.



Figure 5. bukudigitalkpk.go.id Website

The picture above is one of the applications of anti-corruption education implemented and provided by the official KPK institution through its website we can access various e-books on anti-corruption education from the categories of children, primary and secondary education, higher education, business, politics, and general. On the official website of KPK digital books, there is a wide variety of ebooks that explain anti-corruption, its dangers, and prevention. The digital books are designed according to age, class, education, and community needs. Digital books can effectively communicate coherent and organized knowledge about the definition, identification, and significance of corruption, hence facilitating efforts to combat it. This has the potential to enhance persons' consciousness towards matters of corruption. The availability of a complete range of anti-corruption educational materials, accessible at all times to readers, facilitates ongoing learning and enables individuals to enhance their comprehension of corruption. Digital books can incorporate educational content that can be subjected to evaluation and assessment. This aids in assessing the level of comprehension among persons regarding anti-corruption principles and can facilitate the evaluation of the effectiveness of educational initiatives.

Digital books have the potential to motivate individuals to engage in positive actions aimed at combating corruption. These actions may encompass several strategies such as providing guidance on reporting instances of corruption, advocating for transparency, or actively participating in anti-corruption initiatives. The objective is to effectively engage diverse demographics, encompassing students, instructors, government personnel, and the broader populace. A more comprehensive perspective on anti-corruption education. The ability to share information Digital books possess the inherent capability to be readily distributed via various channels such as social media, email, and file-sharing platforms, hence facilitating the expeditious transmission of anti-corruption knowledge to a larger audience.

Implementing strategies to strengthen ethics and integrity to prevent the implementation of corruption certainly requires various efforts or steps that need to be implemented in various ways, both through law and a structured system in dealing with this matter. Therefore, efforts need to be made to strengthen a system in its implementation. Individual integrity relates to the responsibility and ethical behavior of individual state apparatus.

The integrity of state apparatus implementers can be seen from their consistent attitude and commitment when implementing the established integrity pact, taking the oath, and strengthening ethics through the code of ethics for state civil servants. The established integrity pacts are usually aimed at certain structural or functional positions. The integrity pact, among other things, contains a commitment to implementing the rules or regulations that have been established. As well as ensuring that state officials carry out a government that is free from corruption and corruption through accountability and transparency. All countries in the world have made preventing and eradicating corruption a problem that must be resolved immediately. This problem was resolved through Resolution Number 58 of the Convention Against Corruption by the United Nations (UN). It is explained that each member country is obliged to introduce accountability, integrity, and appropriate management to facilitate and prevent corruption in public services effectively and efficiently. In this regard, UNDP stated that countering corruption is about changing behaviors, attitudes, and the structures of accountability, transparency, and integrity. So personal integrity requires the strengthening of ethics.



Figure 6. Anticorruption Education Center Website

The picture above shows that anti-corruption education can also be done through webinars and this also makes it easier for every citizen to understand the dangers, consequences, and prevention of corruption. Anti-corruption values, morals, and integrity are virtues that need to be nurtured as early as possible because education is a long process whose results cannot be instantaneous. Start all of this with great hopes and aspirations that these values can be internalized in the person, and then actualized in everyday life. From each of these individuals, which will ultimately form the integrity of a nation: A better Indonesia. The process of embodying and internalizing the value of integrity within a society is a crucial measure in endeavors aimed at mitigating corruption. Within this particular framework, integrity can be defined as the capacity of both people and collectives to conduct themselves in a manner that is characterized by honesty, ethical behavior, and a sense of responsibility across all domains of the nation and state. This anti-corruption learning portal is intended for various groups of Indonesian society. We provide various anti-corruption and integrity education materials in various forms, such as books, articles, board games, songs, and videos, which can be accessed easily. Managed by the Deputy for Education and Community Participation of KPK, this portal provides one-stop access for the public to obtain information on anti-corruption socialization and campaigns, participate in integrity and anti-corruption education, training, and certification, as well as contribute thoughts, experiences, or learning materials on anti-corruption.

To realize the strategy of strengthening ethics and integrity in efforts to prevent corruption, of course, the government needs to make various efforts to create a generation of government workforce who have high ethics and integrity in efforts to eradicate corruption to prevent corrupt practices from occurring. In general, the strategy of strengthening ethics and integrity in preventing corruption is very necessary for the government to implement anti-corruption education in every agency and element of society which is realized in various programs or domains so that in the realm of education the government needs to implement a study on PAK so that the resulting generation will know and be able to reject various attempts at corruption crimes from the education they have received so that prevention of corruption can be carried out as early as possible and can also create ethics and integrity in government officials who have high ethics and integrity in the implementation of government bureaucracy. If this strategy is implemented, it will produce maximum services for the community to achieve good and orderly implementation of good governance throughout Indonesia.

The ethics of bureaucratic implementers that have been established in the professional code of ethics for state civil servants serve as guidelines for behavior and attitudes in carrying out their duties and in daily life. The code of ethics for those carrying out the duties of state civil servants includes ethics in an organization, state, and society, ethics towards oneself, and fellow state officials. This is regulated in Articles 7 to 12 of the Republic of Indonesia Government Regulation Number 42 of 2004 concerning the Development of Corps Spirit and the Code of Ethics for Civil Servants as evidence of efforts or strategies to strengthen ethics and integrity to prevent corruption in Indonesia.

The main cause of the abuse of power and the occurrence of irregularities is the weak strengthening of the ethics and integrity of the state apparatus. The state apparatus is a very important part of the government because the state apparatus can create a good, clean, and free bureaucracy from corruption, collusion, and nepotism (KKN). Therefore, anti-corruption ethics and integrity must be instilled and increased by the state apparatus (Firmansyah, 2022: 338). To create state administrators who are ethical and with integrity, laws, and regulations are needed regarding how the ethics and integrity of a state apparatus are to avoid corrupt behavior. These regulations must be general so that they can be adopted by every state administrator (Hoessein, 2017: 88).

b. Strengthening Ethics and Integrity Through Social Media

The Corruption Eradication Commission (KPK) is a special institution established to carry out the eradication of corruption. This is regulated in the Law of the Republic of Indonesia Number 30 of 2002 concerning the Corruption Eradication Commission. Corruption prevention efforts can be started by instilling ethics and integrity in every bureaucrat (Wibowo et al., 2022: 293). Because bureaucrats who have very high professional abilities but do not have ethics and integrity of service will appear inconsistent, arrogant, and

difficult to control, and can even cause society to become very dependent on bureaucracy. Bureaucracy like this only benefits certain parties (Sadhana, 2010:209). The ethical behavior and integrity of bureaucrats can be improved by applying the principles of good governance.

In the era of globalization, transparency regarding various information plays a very important role for society because every society has the right to have access to information regarding state administration processes while still paying attention to the protection of state secrets and the human rights of every individual. The KPK can use social media as a very strategic tool to provide various information to the public and gain public trust about the importance of the programs carried out by the KPK in supporting national development. The Corruption Eradication Commission also shows the entire community that the results of the work programs that have been implemented are very important in alleviating poverty, making the compulsory education program a success, improving the quality of public health, and assisting housing programs for the poor. In the digital era, it is crucial to strengthen ethics and integrity through social media. Ethics and integrity education should commence at an early age. Schools and educational institutions should incorporate ethics, morality, and the prudent use of social media into their curriculum. Children and teenagers are in the process of developing their values and character. Education on ethics and integrity at this age can help them develop a strong sense of what is right and wrong, as well as the moral values that will govern their actions throughout their lives.

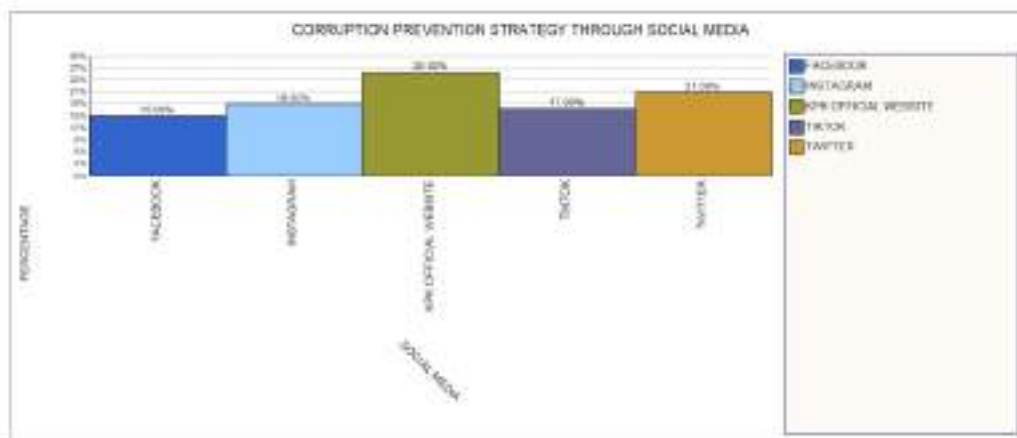


Figure 7. Graph The Nvivo 12 Plus analysis of corruption prevention strategies through social media, Processed by Researchers, 2023

The graph above shows the results of the Nvivo 12 Plus analysis of corruption prevention strategies through social media. The KPK Official Website ranks first out of five social media that are often used. Based on the graph above, the percentage of social media users obtained is through Facebook (15%), then Instagram (18%), KPK Official Website (26%), TikTok (17%), and Twitter (21%) in delivering information about corruption prevention. The KPK official website is the most widely used social media by the public to find out various information about corruption. The KPK official website is an official website managed directly by the KPK. These five social media have a huge influence in conveying information about corruption to the public because they can reach many users, both from within and outside the country. Corruption is a threat that can disrupt the country's government system, for example hindering economic growth, and development and harming state finances. So, there is a need for a strategy to eradicate corruption. Eradicating corruption can be done through strengthening ethics and integrity in bureaucrats. Of course, the ethics and integrity of every individual involved in implementing government affairs must be truly selected and far from depraved ethics and integrity in carrying out the mandate as the implementation of services for the community.

If this strategy is implemented, it will give birth to the maximum service for the community to achieve good and regular implementation of good governance throughout Indonesia. Social media is information and communication technology-based media that can be accessed anywhere and anytime and can reach many users at one time. Thus, social media is very effective in fostering an anti-corruption spirit to prevent every individual from committing corruption and any content about criminal acts of corruption uploaded by netizens can become evidence that can be used by law enforcement officials in investigating corruption.

Strengthening ethics and integrity through social media in corruption prevention is an important step toward establishing a more transparent, just, and corruption-free society. Through the above social media platforms, information on corruption prevention in Indonesia has been conveyed. Using social media to launch awareness campaigns on corruption, ethics, and integrity. This campaign could include information on the

dangers of corruption, examples of ethical actions, and the values of integrity. Further, create a dedicated hashtag for the corruption prevention and ethics campaign. This allows social media users to follow, participate, and share relevant content. Producing engaging educational content such as educational videos, infographics, articles, and success stories. This content should explain the concepts of corruption, ethics, and integrity in a way that is easy to understand. Share success stories about individuals, organizations, or projects that have committed to acting with integrity and achieved positive results.

Social media is an internet-based media launched since the beginning of the millennium and has become a communication tool used by every individual. Every individual can participate easily and can create various content virtually (Istanto et al., 2020: 2). Kaplan and Haenlein explain that social media is a combination of applications that use the internet created on the ideological and technological foundations of Web 2.0. Thus, each user can create and exchange content between users (Istanto et al., 2020:15). Hansen et al. stated that six basic aspects distinguish social media from other media: The size of the communicator and communicant population, Speed of interaction, Type of base elements, Control of basic elements, Type of connection.

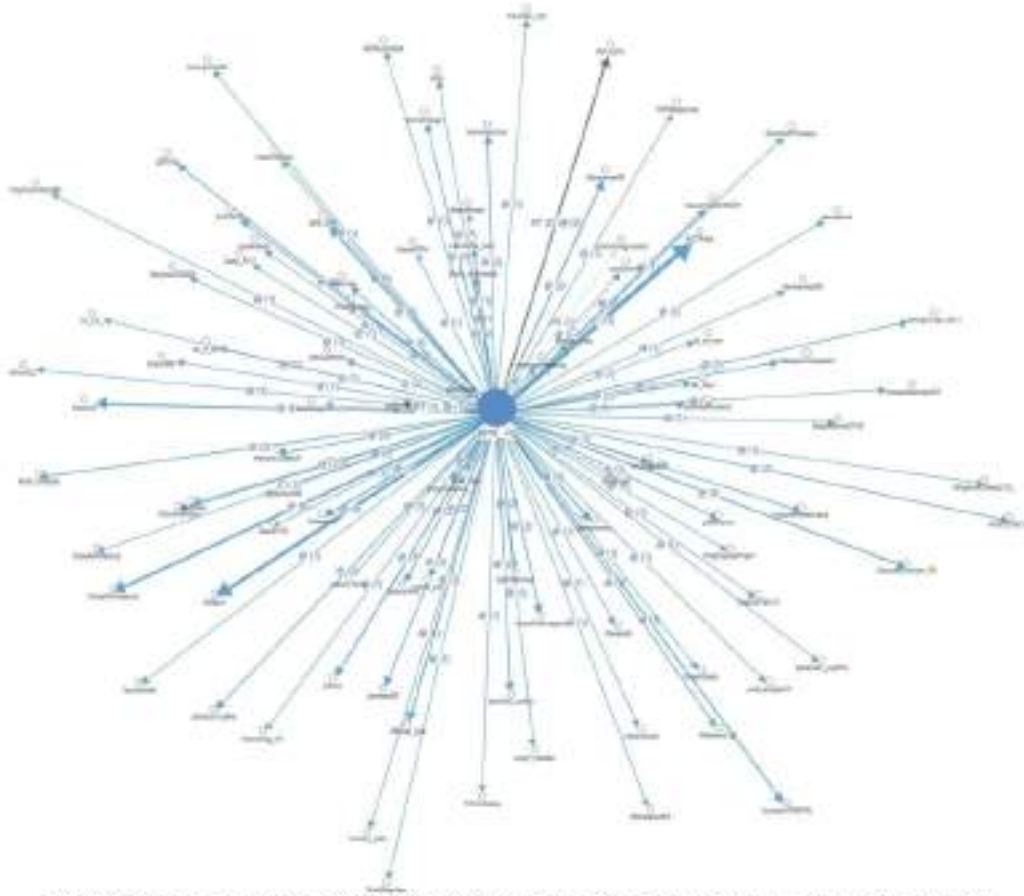


Figure 8. Graph The Nvivo 12 Plus analysis of corruption prevention strategies through social media (TWITTER). Processed by Researchers, 2023

The results of the sociogram above show **10** : social media plays a very important role for society and the government in overcoming acts of corruption. Using the sociogram feature in NVivo 12 Plus to analyze data from Twitter can prov**10** significant benefits in research and understanding social interactions and communication patterns on the social media platform. In social media, every member of society can upload various actions related to corruption. It is clear from the sociogram that the degree outline is part of the community's response to receiving information. Any uploaded content will be used as evidence to be followed up immediately. Meanwhile, the government plays a role in following up on various evidence of corruption that has been uploaded on social media by the public. Of course, with social media, the government can provide various up-to-date information that saves costs, saves time, and is also accurate to the public. In social media, the public can track various corruption incidents that occur at any time a**34** an provide useful comments and suggestions for fighting corruption. The interaction that is created from the use of social media can create a

sense of community empathy and create an anti-corruption culture from an early age to anyone. Through the social media platform @KPK_RI very much socializes and posts information related to the dangers, consequences, and prevention of corruption on Twitter, it is found that the interactions carried out through social media (Twitter) related to corruption prevention are very positively assessed by Twitter users and very many respond and repost news related to the dangers, consequences, and prevention of corruption in Indonesia.

The use of social media in anti-corruption efforts can be a highly effective instrument for increasing transparency, accountability, and public participation. The utilization of social media in corruption prevention can be done through several stages, the first of which is through public awareness campaigns. Social media can be utilized to inform the public about corruption, its negative effects, and the significance of corruption prevention. The public can be made aware of the perils of corruption through online campaigns, such as hashtags and brief videos. In addition, social media platforms can be used to report instances of corruption. People can use applications or websites that enable anonymous reports or report instances of corruption to the proper authorities. Developing online communities concerned with preventing corruption. This community can share anti-corruption information, experiences, and resources.

The use of public funds can be monitored via social media by civil society organizations and individuals. They can track the progress of government projects, discuss the budget, and report instances of malfeasance if they occur. Then, social media can be utilized to provide government employees, businesses, and the general public with educational materials and training on ethics, integrity, and good governance. This can assist in modifying corrupting behaviors. Mobilize public opinion and exert pressure on the government or relevant institutions to act more decisively when addressing corruption cases. Through social media, it is possible to disseminate online petitions, email campaigns, and calls to action.

The utilization of media monitoring enables the assessment of media performance in the coverage of corruption cases. Members of the general public can engage in dynamic online discourse about media coverage, wherein they may contribute factual information and offer constructive comments to media entities about certain matters. Collaboration and partnership are crucial in fostering cooperation among governmental entities, civil society organizations, commercial enterprises, and people to effectively combat corruption. This collaborative effort has the potential to establish a unified front in combating corruption. Concrete action in the physical realm, including policy modifications, rigorous law enforcement, and more openness in the allocation of public resources, must be advocated to bolster the efficacy of social media in the prevention of corruption.

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4. CONCLUSION

Based on the results of the above research, it can be concluded that strategies for strengthening ethics and integrity to prevent corruption in Indonesia are as follows: First, through strengthening ethics and integrity through PAK (Anti-Corruption Education) in Indonesia, anti-corruption education (PAK) is a preventive approach to eradicating corruption, focusing on cognitive aspects, character formation, and moral awareness. The Indonesian government uses PAK to create a young generation with good morals and anti-corruption behavior. Digital books, designed according to age, class, education, and community needs, are available on the official KPK institution's website. These books provide a comprehensive understanding of corruption, its dangers, and prevention, enhancing individuals' awareness and motivation to engage in positive actions. The goal is to engage diverse demographics, including students, teachers, government personnel, and the broader populace. Anti-corruption education can be conducted through webinars, fostering an understanding of the dangers, consequences, and prevention of corruption. Nurturing anti-corruption values, morals, and integrity is crucial for a better Indonesia. Integrity is defined as the capacity of individuals and collectives to conduct themselves ethically and responsibly. An anti-corruption learning portal is available for various Indonesian society groups, providing resources such as books, articles, board games, songs, and videos. The government must implement anti-corruption education in every agency and element of society, focusing on PAK (Professional Code of Ethics) to create a generation of government workforce with high ethics and integrity. This strategy will produce maximum services for the community, achieving good governance throughout Indonesia. The professional code of ethics for state civil servants serves as guidelines for behavior and attitudes in carrying out their duties and daily life. The state apparatus plays a vital role in creating a clean, free bureaucracy from corruption, collusion, and nepotism. To create ethical and integrity state administrators, laws and regulations must be general and be adopted by every state administrator.

Secondly through strengthening ethics and integrity through social media KPK's official website and five social media platforms have significantly influenced public understanding of corruption in Indonesia. Social media is an effective tool to foster anti-corruption spirit and deter individuals from committing corruption. Awareness campaigns on corruption, ethics, and integrity can be launched through these platforms, including educational content, videos, infographics, articles, and success stories. Social media has become a communication tool for individuals, allowing them to participate easily and create various content virtually. By implementing this strategy, Indonesian society will become more transparent, fair, and free from corruption. The sociogram analysis shows that social media plays an important role in preventing corruption. It shows that

individuals and communities can upload corruption-related content, which is then followed up by the government. The government can provide accurate and up-to-date information, saving costs and time. Social media can also foster public empathy and an anti-corruption culture. Social media can be used for anti-corruption efforts through public awareness campaigns, anonymous reporting, and online community development. Civil society organizations can monitor public funds, track government projects, and report cases of corruption. Social media can also provide education and training materials on ethics, integrity, and good governance. Media monitoring enables the assessment of media performance in corruption cases. Collaboration between government entities, civil society organizations, commercial enterprises, and the public is essential for effective corruption prevention. However, concrete actions in the physical realm, such as policy changes, strict law enforcement, and more open allocation of public resources, are needed to strengthen the efficacy of social media in corruption prevention.

If this strategy is implemented, it will give birth to the maximum service for the community to achieve good and regular implementation of good governance throughout Indonesia.

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