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Regulatory Ethics in The Context of Mobile Communications and AI in Society

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ABSTRACT
The rapid advancement of mobile technology and artificial intelligence (AI) has brought about significant changes in the way social communication is carried out throughout Indonesia. Although this technology has a significant positive impact, challenges related to ethical regulations, especially in terms of protecting personal data safety, taste and clarity, are a matter of concern. This research seeks to understand the ethical regulations and their implementation that must be carried out so that this communication technology does not harm society. This research reviews the application of regulatory ethics in the field of mobile applications and AI using the theories of ambiguity, negative morality, fairness, and vulnerability. Methods include a literature review of updated peer-reviewed articles as well as data points and statistics from secondary articles on how past applications of Mobile-AI changed Indonesia's social communication patterns. The findings show that current regulations are not effective at protecting user privacy; therefore, the study concludes by recommending stricter policy planning on the use of AI technology to engage and instill public trust.

Introduction

Mobile technology and Artificial Intelligence (AI) are the two main forces driving today's digital revolution. In Indonesia, these two technologies have a very important role and are increasingly popular among the public. For example, the use of mobile devices is very widespread and well accepted by Indonesian society. This phenomenon occurs thanks to the emergence of various popular applications that make everyday life easier. According to a report compiled by the Indonesian Internet Providers Association in 2022, around 77% of Indonesia's population has access to the internet, with most usage focused on certain applications. These applications have not only brought revolution in various sectors, but also integrated AI technology into almost all aspects of people's lives.

From the emergence of social media that allows individuals to connect with friends, family, and people from all over the world, to e-commerce applications that are changing the commerce sector by allowing people to carry out transactions online from the comfort of their homes, and

healthcare applications, mobile technology and AI plays an important role behind each of these achievements. For example, according to a study conducted by Nugroho et al. (2020), an application based on the transportation sector has overcome the transportation problems faced by Indonesian people every day. With mobile-based applications, passengers no longer need to look for safe and affordable transportation at night to go home. This application provides these services at any time, thereby increasing convenience and security for users. With integrated AI technology, the application can ensure that service providers located in certain locations can be easily accessed by users.

The AI aspects of the app have been expanded and detailed to ensure that users can monitor wait times, get information about other jobs that may arise, and stay connected to the services they need. Mobile technology and AI are phenomena that influence all aspects of society, including the way people interact and communicate. More broadly, these technologies have created new ways for individuals to access information and participate in discussions and social activities. As explained by Santoso and Kurniawan (2021), individuals who utilize mobile AI technology also have a deeper impact on social communication, with communication patterns becoming faster and more dynamic, so that the dissemination of information occurs more quickly. This also contributes to increased efficiency in the industrial sector, where various industries are starting to develop thanks to the capacity of mobile technology. This technology has increased efficiency in these industries, with AI processing information in real-time and aiding accurate analysis.

However, behind all the advances offered by Mobile-AI technology, there are increasingly complex ethical and regulatory challenges. These challenges develop along with advances in technology itself, making them a major concern for policymakers and society at large. In Indonesia, one of the classic challenges associated with this technology is the use of personal data. Often, app users are unaware of whether their personal data is being collected, by whom, for what purpose, as well as how AI operates with that data. According to analysis by Setiawan et al. (2023), transparency of applications that use AI is especially important, as users are not always provided with clear information to understand privacy policies or data usage. Additionally, independent oversight of applications that utilize the same technology does not always exist, bringing the risk of data misuse. In many cases, personal data is used without permission, or even misused, which is clearly unethical and unacceptable.

At the international level, many countries have begun to impose stricter regulations to protect the privacy of user data and enforce transparency in the use of this technology. Research by Anggraini (2022) points out that the European Union, for example, through its GDPR regulations, has become a model for many other countries in the protection of personal data. Therefore, all parties, both application developers and governments, must work together to create ethical and clear regulations for the use of Mobile-AI solutions. With the right approach, we can utilize this technology without violating user rights. This research specifically focuses on the challenges and solutions faced during the implementation process of ethical regulations in Mobile-AI communications in Indonesia, as well as providing recommendations for the authorities to ensure the development of more effective policies in the future. Thus, it is important for all stakeholders to collaborate to create a digital ecosystem that is safe, transparent and beneficial for the entire community.

This article was written with the aim of providing readers with an in-depth and comprehensive understanding of the application of regulatory ethics in the context of Mobile-AI communications in Indonesian society. In the ever-growing digital era, Mobile-AI technology has had a significant impact, both positive and negative, on various aspects of daily life. Therefore, this

article is intended to discuss the crystallization of the significant social impacts of this technology as well as the main challenges faced by current regulatory approaches.

The specifications of the discussion in this article are as follows: First, the author will offer clear and structured guidance regarding the contribution of ethics as a guide in presenting effective solutions to current regulations. In this case, the author will include relevant case studies and real examples to support this step, with the aim that readers can see the application of ethics in a more practical and applicable context. It is hoped that this will provide a clearer picture of how ethics can function as a main pillar in creating responsible regulations.

Second, the author will try to provide a complete and detailed explanation of the social impacts of using Mobile-AI technology in Indonesian society. In this discussion, issues such as data security policies, user privacy, and the spread of misleading information will be explained in detail and carefully considered by the author. Thus, this article aims to create a deep and broad understanding of the challenges that policy makers must face in regulating the use of this technology.

Third, the author will present logical explanations and arguments regarding certain steps needed to implement new policies more effectively. All this will be seen from the perspective of regulatory ethics in the context of AI technology regulation. The author will emphasize the importance of collaboration between government channels, the technology sector, and civil society as the key to success in creating fair and sustainable regulations. It is hoped that this collaborative approach can create an ecosystem that supports innovation while protecting the interests of society.

However, this article is not only intended to provide a greater view of the ethical issues that need to be regulated in the Mobile-AI context, but also to enhance constructive discussions among stakeholders regarding effective regulation in Indonesia. The author will provide additional information regarding the special challenges faced by Indonesia regarding Mobile-AI regulations. Issues such as inconsistent policies, legal uncertainty, and people's ignorance regarding their digital rights will be discussed in depth. In this way, this article aims to strengthen and clarify existing ideas, as well as reach stronger and more focused conclusions, so as to make a significant contribution to the formulation of better policies for the future of Mobile-AI technology in Indonesia.

Materials and Methods

This research is qualitative in nature and specifically focused on the analysis of relevant literature. This qualitative approach was chosen because it provides researchers with the opportunity to deeply explore and understand ethical issues related to the regulation of Mobile-AI technology. With this approach, researchers can obtain a more comprehensive picture of the challenges faced by society today, as well as alternative solutions that might be applied to overcome these problems. Through careful analysis, this research aims to provide valuable insights for decision-making and policy-making related to this evolving technology.

This research will also include analysis of official documents explaining government policies and regulations regarding the use of AI technology in Indonesia and other countries. The importance of this analysis lies in understanding the existing regulatory context and how these policies can be adapted to improve privacy protection and data security. By reviewing existing policies, researchers are expected to be able to draw conclusions regarding the effectiveness of current regulations and provide constructive recommendations for future policies. In addition,

analysis of relevant case studies will also provide concrete examples of the application of ethical principles in Mobile-AI technology. This includes a review of specific apps that implement transparency and fairness in their practices. For example, researchers could examine healthcare applications that leverage AI to provide diagnoses, to evaluate how they manage patient data and ensure the privacy of that information.

Results and Discussions

Privacy and Data Security Aspects

The use of Mobile-AI intrinsically involves capturing and analyzing large amounts of personal data, which increases the risk of data misuse and information theft. This can damage individuals and reduce people's trust in technology that is supposed to provide benefits.

Many individuals are concerned about the security of their personal information which is often stored and processed by Mobile-AI applications.

- Reference: In Soemarno's study, the lack of transparency in the use of personal data and accountability from those who store the data increases public concern. This problem is compounded by users' low understanding of how their data is used and lack of control over the information captured.

Lack of Transparency and Openness

Many Mobile-AI applications do not provide sufficient information about managing user data. The lack of transparency in easy-to-understand language increases the potential for violations of the principles of justice.

Users are often forced to agree to long and complicated terms and conditions without understanding their implications.

- Reference: Floridi (2002) states that greater openness increases trust between users and service providers. This shows the need for service providers to be more proactive in providing clear and easily accessible information regarding user data management.

Absence of Access and Benefits

Limited access to Mobile-AI exacerbates digital inequality. This indicates that this technology does not yet provide equal access to all parties.

- Reference: Based on Rawls' (1971) theory, this injustice shows that not all individuals receive the same benefits. Groups of people from lower economic backgrounds tend not to get the full benefits of this technology, which should be accessible to all.

Discussion Topic or Argument

While Mobile-AI technology increases efficiency and innovation in various fields, challenges related to ethics legislation require urgent attention.

a. Privacy and Security Measures:
b. Stricter laws are needed to protect personal data. Current policies are inadequate to address the complexity of AI technology. Collaboration between policy makers and other stakeholders is needed to create effective legislation.
c. Transparency and Fairness:

Transparency in data collection and use can increase trust in Mobile-AI technology and ensure equal distribution of benefits.

Conclusion

The issues of privacy, data security and transparency in the use of Mobile-AI are multidimensional problems that require serious attention. Collaboration between society, government and technology developers is very important to create an environment for safe and responsible technology use.

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