

## A Juridical Study of Social Media in the Digital Age: The Dilemma between Promotional Needs and Adherence to the Notary Code of Ethics



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**ABSTRACT:** Social media provides a great opportunity to be used as a means of educating the public widely, quickly and practically. However, this opportunity is a challenge for the notary profession, which is bound by a professional code of ethics that prohibits promotion through social media. This study aims to analyze the reasons why notaries are prohibited from promoting on social media and analyze the dilemma between the need for promotion and adherence to the notary code of ethics in the digital era and its solutions. This research uses a doctrinal approach, specifically the normative juridical method, with descriptive research specifications. The result of this research is that the reasons for the prohibition of promotion by notaries on social media are to maintain the independence of the notary profession, avoid the practice of professional commercialism and protect the reputation of the notary profession. The dilemma between the need for promotion and adherence to the code of ethics in the digital era arises because of the tension between two different interests, namely on the one hand, notaries need a way to introduce and market services but on the other hand, notaries are bound by a code of ethics that prohibits promotion through social media so that the solution is that notaries must take an ethical promotional approach; the Notary Honor Council and the Notary Supervisory Assembly need to increase efforts to socialize the code of ethics in the digital era; and supervision and enforcement of the notary code of ethics consistently.

**KEYWORDS:** Notary Code of Ethics; Promotion; Social Media

### I. INTRODUCTION

Notaries as one of the pillars of national law enforcement, in carrying out their profession, in addition to being based on the law, must also uphold the ethical values of their profession. In this case, Notaries are required to adhere to the code of ethics of the Notary position which is a moral rule that has been agreed upon by the Indonesian Notary Association (INI) through Congress decisions and regulated in relevant laws and regulations. (Apri, 2019: 42) One of the provisions in the code of ethics is the prohibition of commercial promotions or advertisements. However, in this digital era, the need to introduce services and build a professional image through social media is a challenge for notaries. However, the development of information and communication technology, especially social media, has brought major changes in various aspects of life, including for notaries. (Jamus, et al., 2024)

The position of Notary as a profession cannot be separated from the development of existing technology. The rapid development of digital technology has brought legal changes, which have an impact on problems in the application of the ethics of the notary profession because it does not rule out the possibility that Notaries will be trapped in new phenomena that can ensnare them in legal problems, for example the use of social media for promotion which is clearly a violation of the notary code of ethics and Law Number 2 of 2014 concerning the Notary Position (UUJN). (Syafriana, 2024) In practice, it is not uncommon to find Notaries who promote their position to the public by creating a Notary office website that includes the name, position, office address, and the form of services provided by the Notary office. In addition, there are also several social media accounts that include the position and position as a Notary in their profile. Violations of the notary code of ethics committed through social media promotion can lead to serious sanctions. In accordance with the provisions in Article 9 paragraph (1) of the UUJN, a notary can be temporarily dismissed from office if proven to have violated the obligations and prohibitions of office and the code of ethics of the notary profession. The article states that "A notary is temporarily dismissed from his/her position for violating the obligations and prohibitions of the office as well as the code of ethics of a notary". This temporary dismissal decision is taken by the Minister of Law and Human Rights upon the proposal of the Central Supervisory Council.

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Previous researchers have found several cases of violations involving notaries who utilize social media in ways that are contrary to the professional code of ethics. In the first case, the notary clearly stated his name, position, and field of work in the biodata of social media such as Tiktok, Facebook and Instagram. In this case, the notary utilizes social media platforms to introduce himself and his profession, so that his status as a public official (notary) becomes known by the public or other social media users. (Halid and Wahyuni, 2023) While the initial objective may be to increase outreach and introduce the profession, this risks violating the provisions in the notary profession's code of ethics which prohibits the use of social media as a means of excessive self-promotion or leads to the advertising of services. The second case involved more explicit promotion, namely through advertisements on the website [www.anwarsusanto.com](http://www.anwarsusanto.com) and Instagram account ("kliknotaris"). In it, a notary referred to as "Notary A" was promoted with the claim of being the cheapest in Depok and Bogor. (Sharfina, et al., 2023) This kind of advertisement clearly violates the principles of the notary profession's code of ethics, especially in relation to the prohibition on commercial self-promotion or direct advertising of services. The notary code of ethics stipulates that notaries are not allowed to engage in promotional or marketing practices that lead to the impression that they prioritize personal gain or conduct overt advertising.

The phenomenon of social media in this digital era poses a dilemma for notaries, on the one hand they need an effective way to promote their services and increase their professional presence in the community through social media, but on the other hand, there is a great risk of violating the rules set out in the UJUN and the notary code of ethics. This leaves the notary profession faced with the important question of how to maintain a balance between the need for self-promotion and adherence to regulated ethical principles. Therefore, it is interesting to study juridically, given the importance of maintaining the integrity and credibility of the notary profession in the midst of the rapid development of information technology. The integrity of the notary profession relies heavily on adherence to rules and codes of ethics, while technological developments, especially social media, offer new challenges. This law review will discuss the dilemma between the need for promotion and adherence to the notary code of ethics. It is hoped that a deeper understanding can be found on how the notary profession can remain professional, have integrity, and comply with applicable regulations despite being in the midst of this challenging digital era.

### **II. METHOD**

This research uses a normative juridical approach, namely legal research conducted by examining library materials or secondary data only, not only examining the law in the sense of legislation alone, but covering broader aspects, everything that can be traced through library materials. (Qamar and Rezah, 2021) This research uses two main approaches, namely conceptual approach and statute approach. Conceptual approach, this approach is used to examine relevant legal concepts, such as the notary profession, notary code of ethics, and promotion and professional ethics in the digital era; statute approach: this approach is carried out by examining laws and regulations and codes of ethics that regulate the use of social media by notaries, especially the prohibition of promotion through digital platforms. (Marzuki, 2019) This approach aims to understand how the rule of law and professional code of ethics are applied in dealing with the phenomenon of notaries' use of social media for promotion as a necessity and adherence to the notary profession's code of ethics.

The specification of this research is descriptive analytical which aims to describe and analyze the application of legal rules and the notary code of ethics related to the use of social media for service promotion, as well as the challenges faced in upholding professional ethics in the digital era. The data used is secondary data, consisting of primary, secondary and tertiary legal materials. (Ashshofa, 2013) Primary Legal Materials include Law Number 2 of 2014 on the Amendment to Law Number 30 of 2004 on the Position of Notary; the Indonesian Notary Code of Ethics and other relevant regulations governing the notary profession. Secondary Legal Materials include books, scientific journals, articles, and research that discuss the notary code of ethics, social media, and professional ethics. Opinions of legal experts related to the use of social media by notaries. Tertiary legal materials include legal dictionaries, legal encyclopedias, and other reference sources that can enrich the research analysis. Data collection is conducted by library research, which involves searching and reviewing documents, laws and regulations, notary codes of ethics, and other literature relevant to this research. The data collected will be analyzed qualitatively by interpreting primary, secondary, and tertiary legal materials to provide a deeper understanding of the relationship between the promotion of notary services through social media and the application of the professional code of ethics.

### **III. RESULTS AND DISCUSSION**

#### **A. Notaries are prohibited from promoting on social media**

Notaries are an extension of the government and have the responsibility to ensure that every deed made and legalized is in accordance with applicable laws and regulations. (Kholidah, et al., 2023) In carrying out his position, a Notary is bound by the authority, obligations, and prohibitions, and is bound by his oath of office as a Notary. The oath states, among others, that a Notary must always obey and be loyal to the Republic of Indonesia, Pancasila, and the 1945 Constitution of the Republic of Indonesia, the Law on Notary Position, and the code of ethics. (Nadhif, 2021) Thus, as an extension of the government, Notaries

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play an important role in supporting the country's legal system, ensuring legal certainty, and providing fair and transparent legal services to the public.

The implementation of notary authority in the digital era is inseparable from the use of social media. Along with the development of technology and digitalization, social media is now one of the most widely used communication tools, not only by individuals so that it has become a trend among the public to promote an item or service. This can be done by everyone but not by Notaries because they are bound by the Code of Ethics which contains definitions related to the Notary Code of Ethics, the scope of the Notary Code of Ethics, the obligations and prohibitions of Notaries, as well as exceptions, sanctions, procedures for enforcing the Notary Code of Ethics, temporary dismissal, obligations of INI administrators and so on. (Martien, 2023) This code of ethics regulates that Notaries are prohibited from promoting positions so that the actions of Notaries who carry out promotions using social media tiktok, facebook and instagram indicate a violation of Article 4 paragraph (3) of the Notary Code of Ethics "notaries are prohibited from publishing or promoting themselves, either alone or together by stating their names and positions, using print and / or electronic media facilities, in the form of advertisements, congratulations, condolences, thanks, marketing activities, sponsorship, both in the social, religious and sports fields"

The prohibition of Notary promotion through social media is based on the fact that Notary as an office that provides services to the public requires the trust of the community it serves, and the existence of Notary is not for personal interests, so that Notaries are obliged to uphold their dignity in accordance with the provisions of UUJN and the Notary Code of Ethics. For these violations, notaries can be subject to sanctions in accordance with the UUJN and Regulation of the Minister of Law and Human Rights Number 15 of 2020 concerning Procedures for Supervisory Panel Examination of Notaries; as well as the Notary Code of Ethics in the form of: reprimand, warning, suspension, onzetting and dishonorable dismissal from membership of the association. (Atmaja, 2021) The purpose of the Code of Ethics and UUJN prohibiting notaries from promoting through social media is none other than to maintain the integrity and honor of the office of notary with the quality of service, morality, and public trust in the notary profession/office. The following will explain in depth the reasons why notaries are prohibited from promoting on social media:

### **1) Maintaining the Independence of the Notary Profession**

Notaries, as public officials trusted by the public, are not only required to have technical expertise in carrying out their duties, but also to adhere to high moral and ethical standards. This is expressly regulated in Law Number 2 Year 2014 on the Position of Notary, which underscores the importance of integrity, independence, and professionalism in carrying out notarial duties. In addition, Notary as a profession that has an important position in the legal system, is not only expected to have good technical skills in the preparation of deeds and legal documents, but also to maintain its independence. Independence here refers to the notary's ability to carry out his duties objectively without any influence from any party, be it in the form of political, economic, or personal promotional pressure.

The principle of independence is one of the basic principles that is highly emphasized in the Notary profession. As a public official appointed by the state, a Notary has the obligation to carry out his/her duties objectively, without being influenced by personal interests, groups, or other outside parties. If a Notary conducts self-promotion through social media, such as including the Notary's name or position in the form of advertisements or content aimed at attracting clients, this can create the impression that the Notary prioritizes the search for clients or personal gain rather than carrying out professional duties objectively and independently. (Shodiq and Octarina, 2022) Such actions have the potential to damage the professional image of the Notary, as it can be perceived as an attempt to gain commercial benefits through self-promotion.

Self-promotion through social media may also lead to the perception that the Notary is seeking support or influence through means that are inconsistent with the professional code of ethics. For example, if a Notary utilizes social media to build a personal image or gain attention, this can reduce the level of public trust in the integrity and professionalism of the Notary profession itself. This is certainly contrary to the principle of independence that must be maintained by every Notary in carrying out his/her position. In addition, promotion through social media has the potential to exacerbate the impression that a Notary is not neutral or unable to separate personal interests from professional obligations. Therefore, the prohibition of promotion through social media aims to protect the independence of the Notary profession and ensure that Notaries continue to carry out their duties in accordance with professional ethics and without any external influence that could damage their integrity.

Thus, maintaining the independence of the Notary profession through the prohibition of self-promotion on social media is very important to ensure that Notaries can still carry out their duties with integrity, objectivity, and fairness, and maintain public trust in the profession.

### **2) Avoiding Commercialization of Profession**

As a profession regulated by law and a strict code of ethics, Notaries have the responsibility to always prioritize the public interest in carrying out their duties. Notaries must ensure that every action they take is not only legally valid, but also oriented towards fair and impartial public service. Therefore, any form of commercialization of the profession, including through self-promotion on social media, must be avoided so as not to damage the image and integrity of the Notary profession itself. Self-

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promotion through social media can lead to the commercialization of the Notary profession, which makes this profession more focused on achieving personal or material benefits. If a Notary conducts promotions with the aim of attracting public attention to gain clients or financial benefits, then the main purpose of the Notary profession, which is to serve the public professionally and without distinction, may be distorted. This will lead to the perception that the Notary prioritizes personal or commercial interests over his/her obligation to provide neutral and objective legal services.

Commercialization of the profession can also undermine public trust in the Notary profession. As a public official, Notaries are expected to maintain a good reputation and image in carrying out their duties, namely as a party that guarantees the validity of legal documents and protects the interests of the public. If a Notary utilizes social media for the purpose of self-promotion, then the impression can arise that this profession is only a tool for profit, not for the purpose of providing honest and fair legal services.

Thus, the prohibition on self-promotion through social media also aims to avoid commercialization of the Notary profession. This is very important to keep the Notary profession running in accordance with the principles of public service that prioritizes integrity, justice, and compliance with the law, and is not trapped in patterns that prioritize personal or material interests. Keeping the profession unaffected by commercialization will help strengthen the role of Notaries as an important part of the country's legal system.

### **3) Protecting the Reputation of the Notary Profession**

The reputation and integrity of the Notary profession is highly dependent on public trust in the professionalism and work ethics of Notaries. As public officials who have the authority to draft authentic deeds, Notaries are expected to always maintain high standards in providing fair and honest legal services. This public trust in Notaries is an important foundation that ensures the continuity and sustainability of the Notary profession itself. However, if a Notary engages in self-promotion through social media, this may bring down the reputation not only for him/her, but also for the Notary profession as a whole. The public may see such promotion as an attempt to attract attention or pursue personal gain through the promotion of services, instead of focusing on the quality and fairness of the legal services provided. This may create a negative perception leading to the notion that the Notary profession prioritizes the achievement of financial gain over performing its duties in a professional and independent manner.

A Notary's reputation is closely related to the public's trust in his/her ability and integrity. When a Notary uses social media for self-promotion, the potential for misuse of this image becomes greater. This kind of promotion may give the impression that the Notary is more focused on image or advertising, which is certainly contrary to the values of professionalism and objectivity that every Notary should maintain. The public may begin to question the quality and credibility of the Notary's work, as they may feel that the services provided are more geared towards seeking personal gain through promotion rather than ensuring impartial legal validity. Furthermore, if the practice of self-promotion through social media continues openly and without restriction, public trust in the entire Notary profession could be eroded. The public may begin to doubt the integrity of the entire Notary profession, as they will associate the profession with marketing or advertising practices that are inconsistent with the code of ethics that requires Notaries to maintain a professional and objective attitude.

As such, protecting the reputation of the Notary profession is crucial to maintaining public trust. The prohibition of self-promotion through social media aims to ensure that Notaries remain respected as public officials who perform their duties with integrity, and to protect the positive image of the Notary profession as a whole. This helps to keep the Notary profession respected by the public and recognized as a vital part of a fair and transparent legal system.

## **B. The dilemma between the need for promotion and adherence to the Notary Code of Ethics in the digital age and its solutions.**

The dilemma between the need for promotion and adherence to the Notary code of ethics in the digital era is increasingly felt due to the tension between two different interests. On the one hand, Notaries need to introduce and market their services to remain relevant and recognized by the public amidst increasing competition. On the other hand, Notaries are bound by a strict code of ethics, which regulates restrictions on self-promotion, especially through social media or other digital platforms. This dilemma arises along with the development of technology and digitalization that changes the way people interact, including in seeking and selecting legal services. Some aspects of this dilemma can be explained as follows:

### **1. Overly Aggressive Promotion vs. Professional Ethics**

In the digital age, promotion through social media often requires a more aggressive and flashy approach to grab the attention of the audience. Many professions, including Notaries, face pressure to adapt to new ways of presenting themselves and their services to remain competitive. In the context of social media, this often means creating interesting and engaging content, which may focus on image or personal gain. However, such an approach can go against the ethical principles governing the Notary profession, which emphasize modesty, prudence, and a focus on objective and impartial legal services. (Sesung and Mayasari, 2022)

The Notary code of ethics emphasizes the importance of maintaining professionalism and refraining from excessive self-promotion. Promotion that is too aggressive or flashy, such as creating excessive advertisements or using social media to introduce oneself continuously, may be considered a violation of professional ethical principles. This is due to the potential to

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prioritize self-image, which risks distracting from the primary obligation of a Notary, which is to provide honest, fair, and quality legal services.

### **2. Financial Gain vs. Professional Independence**

One of the dilemmas faced by Notaries in the digital era is the tension between pursuing financial gain and maintaining their professional independence. In the midst of increasing competition, especially with the advancement of technology and digitalization, Notaries may feel pressured to try to get more clients to maintain their existence and continuity of practice. Promotion through social media is often considered an effective means of introducing services, but this can create a potential conflict between financial interests and the principle of independence that is the foundation of the Notary profession.

One of the basic principles in the Notary profession is independence, which means that Notaries must be able to perform their duties without influence or pressure from any party, be it clients, colleagues, or other external factors. If a Notary is too focused on seeking financial gain, they may neglect this principle of independence. For example, they may feel compelled to accept clients with conditions or requests that are not in line with professional ethics, or they may feel influenced by market expectations that focus on achieving financial gains. In addition, if Notaries rely too much on social media to promote themselves, they may fall into the temptation of constantly updating content or aggressively offering services, which in turn may obscure their primary purpose as honest and neutral legal service providers. Reliance on over promotion can lead to deviations from professional duties, such as offering discounts or faster services just to attract attention, when the quality and accuracy of services are far more important.

### **3. The Challenge of Maintaining Integrity in the Era of Digital Promotion**

Social media, in recent years, has become a very powerful tool to build self-image, introduce the profession, and expand communication networks. Notary, as one of the professions that prioritizes honesty, objectivity, and impartial service, now faces a big dilemma in utilizing social media. On the one hand, social media opens up opportunities to increase visibility and get more clients. However, on the other hand, social media also presents a major challenge in maintaining the integrity of the profession, as overexposure and attempts at self-aggrandizement often lead to the temptation to take actions that are contrary to ethical principles.

Notaries in carrying out their positions to serve the legal acts of the community contain moral ideals that are reflected in the Code of Ethics and UUJN. According to Ismail Saleh, there are 4 (four) main things related to the attitude and behavior of a Notary, namely first, having solid moral integrity; second, being honest with clients and oneself; third, being aware of the limits of their authority; and fourth, not solely working to serve based on money. (Soenaryo, 2023) Notaries who are too focused on image or self-promotion on social media risk making the information conveyed less objective or even biased. In some cases, promotion through social media may lead to manipulation of information. Examples include claims that are not entirely true or do not correspond to reality, such as describing successes that are exaggerated or presenting the impression that the services provided are superior to those of peers. Such actions can damage the integrity and credibility of a notary as a professional who must uphold objectivity and honesty.

Despite the dilemma between the need for self-promotion and adherence to the professional code of ethics, there are several solution approaches that can help notaries maintain a balance between the two, among others:

#### **1) Ethical Promotion Approach**

Faced with the dilemma between the need for self-promotion and adherence to the profession's code of ethics, notaries must remain true to the ethical guidelines that apply within the profession. Social media can be an effective tool to educate the public and expand networks, but it is important for notaries to utilize these platforms wisely so as not to violate the principles of modesty and professionalism contained in the code of ethics. In this regard, an ethical promotional approach is necessary, where notaries use social media to disseminate useful and educational information to the public, such as basic legal knowledge or an explanation of the function and role of notaries in society, without directly promoting their services. For example, notaries can create educational content explaining certain legal procedures or requirements that people often face, without including personal information or information about the notary office, address, and services provided..

This ethical approach allows notaries to build credibility and provide added value to the public without having to appear too focused on self-promotion. This is in line with the notary code of ethics which provides several exceptions that need to be carefully understood and applied by notaries. Based on Article 5 paragraph (1) of the Notary Code of Ethics, there are exceptions that do not include violations related to self-promotion, one of which is the provision of congratulations or condolences. In this case, notaries may use media such as greeting cards, letters, bouquets, or other media, provided that they do not include the word "notary", but only the name. Thus, notaries can show empathy and social engagement without violating the code of ethics. Furthermore, another exception is regulated in Article 5 paragraph (2) of KEN which explains the inclusion of the notary's name and address in the directory of telephone, fax, and telex numbers.

#### **2) Increased Efforts to Socialize the Code of Ethics in the Digital Age by the Notary Honor Council**

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Unwise use of social media can lead to violations of the code of ethics that risk damaging the image and public trust in the notary profession. To address this challenge, the role of the Notary Honor Council is crucial in ensuring that every notary remains compliant with the code of ethics despite operating in the digital space. The Notary Honor Council is not only tasked with overseeing, but also providing guidance and socialization that can help notaries understand how to comply with the code of ethics in an ever-evolving digital context. The socialization can be emphasized on the importance for notaries to know the forms of promotion violations through social media. In this case, forms of violation of notary self-promotion include advertising, sales promotion, individual sales, public relations, direct marketing, word of mouth, and including publications through social media such as Tiktok, Instagram and Facebook. (Halid, at al., 2023)

Socialization of the code of ethics in the digital era is crucial as many notaries may not fully understand how ethical principles are applied in the context of digital promotion. Social media and online platforms provide new challenges for professions that previously relied more on face-to-face interactions and traditional information management systems. The Supervisory Board should ensure that every notary has a clear understanding of how to operate in the digital space in accordance with the profession's ethical guidelines. This socialization should be conducted regularly and thoroughly so that no notary is trapped in self-promotional practices that violate the code of ethics, such as manipulating information, making exaggerated claims, or unethically highlighting themselves to attract public attention. Socialization of the code of ethics will provide a clearer picture of the boundaries that exist in utilizing social media and the proper way to remain professional in the digital space.

To ensure that the notary code of ethics can be applied properly in the digital era, the Notary Honor Council needs to take various strategic approaches in socialization. Some steps that can be taken include:

a. **Pelatihan Training and Workshop for Notary.**

The Honorary Council may organize training or workshops aimed at providing a deeper understanding of the code of ethics and its application in the digital world. This training should include real life examples of how notaries can promote their services through social media without violating the code of ethics, as well as an explanation of the exceptions stipulated in the code of ethics. Through this training, notaries can be given a clearer understanding of the boundaries that must be maintained when using digital media.

b. **Provide Written Guidelines on Digital Promotion.**

The Honor Council needs to create and disseminate written guidelines that explain in detail the application of the code of ethics in the context of digital promotion. These guidelines can cover various aspects, ranging from how to compose ethically compliant content, to guidelines on managing notary social media accounts that do not violate the principles of modesty and objectivity. This guideline will serve as a reference for every notary in using digital media wisely.

c. **Monitoring and Enforcement**

In addition to providing socialization, the Honorary Council also needs to monitor the digital activities of notaries. If violations are found related to promotions that are not in accordance with the code of ethics, the Honorary Council must immediately give a warning or corrective action. Consistent enforcement will ensure that every notary knows that the code of ethics is a guideline that must be followed, both in conventional and digital practices.

3) **Consistent Monitoring and Enforcement of Code of Ethics**

Consistent supervision and enforcement of the notary profession's code of ethics is essential to ensure that all notary practitioners perform their duties in accordance with established ethical standards. As the notary profession plays a vital role in ensuring the validity and legal trustworthiness of transactions, maintaining the integrity of the profession is crucial. Therefore, effective supervision and consistent enforcement will help maintain the reputation of the notary profession and prevent violations that could harm the public.

Supervision of notary practice aims to ensure that each notary performs his/her duties in accordance with the applicable professional code of ethics. In this context, supervision should be carried out by the Notary Honor Council as well as the Notary Supervisory Council or a body that has the authority to supervise notary practices. Good supervision can prevent ethical violations, such as abuse of authority, conflicts of interest, or excessive self-promotion that can damage the credibility of the profession. In today's digital era, supervision should also include monitoring of notaries' online activities, including the use of social media for promotion or communication with clients. (Anugrah, et al., 2024) Without proper supervision, the potential for abuse and violation of the code of ethics may increase, especially with the temptation to over-promote or manipulate information in cyberspace.

The Notary Supervisory Council and the Notary Honor Council in carrying out their supervisory duties can be guided by the criteria for violations of promotion by notaries through social media for Notaries, including (1) including the word "Notary" after the mention of the full name on the social media account or in the account owner's biodata; (2) including information on the position as a Notary accompanied by the field of office of the Notary concerned; (3) include the address and telephone number of the Notary's office; (4) upload captions or captions in the form of an invitation to make deeds or perform legal acts only at the

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Notary's office concerned; and (5) inform in the form of photos or videos to attract public attention to choose a Notary's office, such as cheap discounts in making deeds. In general, for a notary office to perform acts of self-promotion on social media, there must be implied and clear criteria, namely intentionality and profit-seeking tendencies. (Hidayat, 2024)

### **IV. CONCLUSIONS AND SUGGESTIONS**

#### **A. Conclusions**

The reason why notaries are prohibited from promoting themselves through social media is to ensure that notaries are not caught up in conflicts of interest or practices that could damage the credibility of their profession. Excessive self-promotion may give the impression that the notary is more concerned with commercial aspects or personal gain than his/her responsibility in providing fair and professional services to the public. This can lead to a loss of public trust in the notary profession.

The dilemma between the need for promotion and adherence to the code of ethics in the digital era arises because there is tension between two different interests, namely on the one hand, notaries need a way to introduce and market services but on the other hand, notaries are bound by a code of ethics that prohibits promotion through social media so that the solution to address the dilemma is that notaries must take an ethical promotional approach (utilizing social media without violating the code of ethics); the Notary Honor Council needs to increase efforts to socialize the code of ethics in the digital era; and supervision and enforcement of the notary code of ethics consistently.

#### **B. Suggestion**

Notaries as public officials must maintain a balance between the use of technology and commitment to professional ethics. The use of social media as a means of self-promotion by notaries can threaten the independence and professionalism that should be upheld. Therefore, the role of supervision carried out by the Notary Honor Council and the Notary Supervisory Panel is very important to ensure that every action taken by notaries remains in accordance with the principles of the notary code of ethics. The provision of stricter sanctions against violations of the code of ethics is expected to maintain the dignity and integrity of the office of notary in carrying out its duties as a public official trusted by the public.

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