

# Optimizing the Role of Ethics Ambassadors on Nurses' Ethical Behavior in Nursing Services

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## ABSTRACT

**Background:** In nursing, ethical principles and discipline are very important. The role of ethical principles and discipline in determining how nurses behave ethically when they provide care. The application of good ethical behavior can improve the quality of nursing services, relationships with colleagues can be established good cooperation so that mutual interests can be fulfilled.

**Methods:** The research method used in this study used case studies with a total sample.

**Results:** The majority of ethics ambassadors perceive, have good concern for ethical and disciplinary issues as many as 8 (52.7%) respondents, with the majority of ethics ambassadors perceiving, have moderate difficulties in implementing ethics as many as 6 (46.1%) respondents. The majority of ethics ambassadors perceived, made very good consideration of ethical issues as many as 6 (46.1%) respondents.

**Conclusion:** The implementation of ethical behavior of ethical ambassadors on ethical issues, can be categorized as well carried out at Hospital X East Kalimantan.

## I. Introduction

In nursing, ethical principles are very important. The role of ethical principles in determining how nurses behave ethically when they provide care. To behave well in the workplace, they must have a professional code of ethics to ensure that they behave in accordance with societal norms. (Aningrum et al., 2018). As healthcare professionals, nurses can hurt clients or do unwanted things if they do nursing care as ordinary people. However, if nurses work on the principles of truth and nursing, such things can be avoided. (Zainuddin et al., 2019). In the field of nursing, one of the ethical principles that has an impact on nurse performance is caring behavior. Good relationships between nurses and patients, fellow nurses, organizations, and communities are some examples of how nurse care looks. To serve patients, communicate well, and collaborate with colleagues on a daily basis, nurses must be professional (Barahama et al., 2019). Nursing treatment in urgent conditions often ignores the rights of patients and families in making decisions. The impact of ethical dilemmas experienced by nurses in doing nursing can cause anger, stress, frustration and fear in ethical decision making (Khoiroh et al., 2020). Ethical behavior problems in nursing services will have an impact on the emergence of dissatisfaction with the nursing services provided. Patients will feel their needs are not met and feel that they do not get attention by nurses. Ethical problems in nursing often cause conflicts between both patients and colleagues (Setiani, 2018). The problem of ethical behavior that occurs in the nursing process is a sense of injustice in nursing services, lack of attention and concern for patients, neglect of patient rights, lack of respect for patients and high demands for professional ethics in each nursing service (Pashar et al., 2020). Ethical ambassadors as a role model in nursing services must have a sense of sensitivity, a sense of care for problems that occur in the nursing team. The head of the room will provide input, suggestions for useful feedback on ethical behavior issues in nursing services (Fauziyah et al., 2021). Ethical coaching is a briefing process between the room manager and the ethics ambassador. The room manager will

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provide solutions to ethical problems and violations that occur and supervise the evaluation of the application of ethical behavior so as to increase patient satisfaction and safety in the hospital (Meri et al., 2021). The knowledge possessed by a nurse can influence the mindset of a nurse, so that it can determine how to behave towards the application of nursing ethical norms (Rifai et al., 2021). The application of good ethical behavior can improve the quality of nursing services, relationships with colleagues can be established good cooperation so that mutual interests can be fulfilled (Nasir & Purnomo, 2019).

The results of the initial study based on observations and interviews with 4 ethics ambassadors at Hospital X in East Kalimantan, related to the management of ethical case resolution, already have standards for ethical behavior coaching that must be carried out but have not run optimally. Room managers and ethics ambassadors only give reprimands if there is a violation of ethical behavior and discipline, there is no follow-up process from the results of coaching, the unavailability of standard operating procedures for follow-up plans for ethical behavior coaching and nursing discipline. The novelty of this case study is to identify difficulties, care, preparedness as well as consideration of ethical behavior and discipline of ethical ambassadors. The results of problem identification will be carried out to design improvement proposals in the form of innovation, in order to optimize ethical behavior management in nursing services. Based on the background description above, it becomes an urgency to conduct a case study in this study.

## II. METHODS

The research method used in this study uses case studies. The case study was conducted at RS X in East Kalimantan, from december 1 to december 29, 2023. Case studies start from identification, analysis, prioritization of problems, Plan of Action (POA), implementation, and evaluation. Data collection by interview, observation and survey methods. The survey was conducted using a questionnaire distributed via google form to 13 ethics ambassadors. The results of the study are analyzed using Microsoft Excel, The results of data analysis are then analyzed using the management function approach, namely POSAC (Planning, Organizing, Staffing, Actuating, Controlling).

## III. RESULTS

Characteristic	Frequency (F)	Percentage (%)
<b>Gender</b>		
Man	2	15.4
Woman	11	84.6
Total	13	100%
<b>Education</b>		
Diploma	8	61.5
Profession Ners	5	38.5
Total	13	100%
<b>Career Path</b>		
PK 1	2	15.4
PK 2	6	46.1
PK 3	5	38.5
Total	13	100%

Based on table 1 states that, the majority of the gender of ethics ambassadors are, women as many as 11 (84.6%) respondents, with the majority of the last education of ethics ambassadors is diploma III Nursing as many as 8 (61.5%) respondents. The majority of ethical ambassador career paths are PK 2 as many as 6 (46.1%) respondents.

The results of identifying ethical ambassadors' perceptions of ethical behavior and discipline in nursing services, consisting of sub-variables of concern for ethical problems, difficulties in applying ethics and considerations in solving ethical problems, are described through table 2 below:

Concern for Ethical and Disciplinary Issues		
Less	0	0,0 %
Good	8	61,5 %
Very good	5	38,5, %
Total	13	100,0 %
Difficulties with the Application of Ethics		
Low	5	38,5%
Keep	6	46,1%
Tall	2	15,4 %
Total	13	100,0 %
Ethical and disciplinary Problem Solving Considerations		
Less	3	23%
Good	4	30,9 %
Very good	6	46,1 %
Total	13	100,0 %

Based on table 2, the identification results based on table 2 show that the majority of ethics ambassadors perceive, have good concern for ethical and disciplinary issues as many as 8 (52.7%) respondents, with the majority of ethics ambassadors perceiving, have moderate difficulties in implementing ethics as many as 6 (46.1%) respondents. The majority of ethics ambassadors perceived, made very good consideration of ethical issues as many as 6 (46.1%) respondents.

#### IV. DISCUSSION

Ethical ambassadors as a role model of nursing ethics, must be sensitive to the problems and ethical behavior of nurses that occur in their environment. The results showed that the majority of ethical ambassadors have concern for good ethical behavior. Nurses as health professionals, must be able to cultivate a sense of care and noble humanity. As a nurse in nursing services, they can always put the interests of clients first, compared to their personal interests ([Risnawati & Amir, 2022](#)).

The identification results show that the majority of ethics ambassadors have a moderate level of difficulty in implementing ethics. One of the difficulties of nurses in applying ethical principles is the ability to make decisions. The difficulty of nurses in implementing ethical behavior is caused by a lack of professionalism at work. The professionalism of nurses will influence ethical decision making and cause conflict. The lack of professionalism of ethical ambassadors in implementing ethical behavior will have a low impact on the sense of concern for the problems of implementing nurses faced ([Wahyu & Rochaeni, 2019](#)).

The results showed that, the majority of ethical ambassadors have very good consideration of ethical issues. Ethical ambassadors must have the ability to consider ethical issues. The application of ethical leadership, will benefit all employees. Efforts made in improving these abilities need a nursing ethical code of conduct, with guidelines and guidelines will be a reference for ethical ambassadors in implementing ethical behavior ([Nurhayati et al., 2020](#)). The role of the ethical ambassador as a role model in the nursing service unit has the task of analyzing and making changes to problems in the unit, especially towards optimizing ethical behavior management. The problem-solving process can be done through the theory of change according to Kurt Lewin, namely unfreezing, moving and refreezing ([Wulandari & Handiyani, 2019](#)). The unfreezing stage is the stage of realizing the need for a change. The moving stage is the stage of trying to create change, and the refreezing stage is creating and achieving change. Changes made by the head of the room create innovation, using the approach of 5 POSAC management functions (Planning, Organizing, Staffing, Actuating, Controlling) in solving a problem. These five functions are interrelated with each other in the process of changing nursing services ([Nurdiana et al., 2018](#)).

The first stage is the planning function which is the initial stage of a room head making a change, namely the process of strategizing in making changes. Proposed changes based on problems can be analyzed results are not optimal ethical behavior management. Problem solving will be carried out by creating an innovation, in the form of supporting documents in ethical behavior management, such as Standard Operating Procedures (SOP), ethical allegation forms and ethical coaching forms. The planning management function is an important stage. Not optimal planning function can cause failure in the management process ([Riyani & Rizal, 2020](#)). The next stage of management is the organizing function and the power function. This function carries out a process of negotiation, collaboration and interpersonal relations through a discussion process with the head of the room and the nursing ethics committee in formulating supporting documents for ethical behavior management. The discussion process involving the head of the room and the ethics committee in designing innovations will avoid conflicts over the discrepancy of innovations in accordance with the needs achieved ([Putri et al., 2020](#)).

The next stage of management is the control function. The control function in this case study was carried out through socialization to all ethics ambassadors at RS X in East Kalimantan, related to the introduction of standard operating procedures for ethical coaching, ethical coaching forms and alleged ethics forms. The direction function that is carried out optimally will increase the sense of satisfaction and increase performance, so that changes or innovations can be well received ([Dardin et al., 2020](#)). The last stage of the management function is the control function, carried out by re-evaluating the innovation product, based on criticism and suggestions given at the stage of the directing function. The application of ethical behavior is nurses in carrying out nursing practice, always complying with the principles of nursing ethics, so that nurses in carrying out their practice will avoid ethical problems ([Lintang, 2021](#)).

## V. CONCLUSION

The implementation of ethical behavior and discipline by ethical ambassadors, which can be categorized as the implementation of ethical behavior management and discipline, is carried out well at Hospital X in East Kalimantan. Efforts in optimizing ethical behavior and nurse discipline problems must be balanced with supporting documents in the process of solving ethical and disciplinary behavior problems. Innovation as a proposal for improvement in maintaining ethical behavior and discipline running optimally is the improvement of the planning function with the preparation of a standard Operating Procedure (SOP) for fostering ethical behavior and discipline, a form for finding alleged violations of ethics, a form for reporting violations of ethics and professional discipline, and a form for coaching nursing staff ethics, with supporting documents in supervising nurses' ethical behavior, Can solve ethical problems well in nursing services.

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