

ANALYSIS OF STUDENTs PHONE SNUBBING BEHAVIOR

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Abstrak: Fenomena phubbing sudah melekat disemua kalangan khususnya mahasiswa, perilaku *phubbing* menunjukkan perilaku tidak sopan dan berdampak pada komunikasi antar individu saat melakukan komunikasi. Penelitian ini menggunakan metode kualitatif dengan study fenomenologi. Teknik pengumpulan data dilakukan dengan metode wawancara secara terbuka. 10 Responden dari penelitian ini berasal dari universitas di Indonesia yang diwakili oleh beberapa universitas, diantaranya ialah Universitas Islam Negeri Sumatera Utara, Universitas Islam Negeri Suska Riau, Universitas Medan Area, Universitas Muhammadiyah Sumatera Utara, Universitas Panca Budi, Poltekkes Medan, Universitas Mallikussaleh, Universitas Terbuka, Agama Islam Daar Al Uluum (IAIDU) Asahan, Universitas Asahan. Teknik yang digunakan dalam memilih responden adalah *probability sampling*. Analisis yang digunakan ialah teknik kualitatif, analisis secara mendalam serta fenomenologi interpretatif. Tujuannya adalah untuk menganalisis perilaku *Phone Snubbing Behavior* dikalangan mahasiswa. Hasil penelitian menunjukkan bahwa perilaku *phubbing* bagi mahasiswa sudah sering dilakukan hingga berdampak pada interaksi antar keluarga, percintaan maupun pertemanan. Hasil ini menunjukkan bahwa mahasiswa tanpa segaja terbiasa melakukan *phubbing*.

Kata-kata Kunci: *Phubbing*, o, Mahasiswa

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Abstract: The phenomenon of phubbing is inherent in all circles, especially students, phubbing behavior shows impolite behavior and has an impact on communication between individuals when communicating. This study uses a qualitative method with a phenomenological study. Data collection techniques were carried out using open interview methods. 10 Respondents from this study came from universities in Indonesia represented by several universities, including the State Islamic University of North Sumatra, Suska Riau State Islamic University, Medan Area University, North Sumatra Muhammadiyah University, Panca Budi University, Medan Polytechnic, Mallikussaleh University, University Open, Islamic Religion Daar Al Uluum (IAIDU) Asahan, Asahan University. The technique used in selecting respondents is probability sampling. The analysis used is qualitative techniques, in-depth analysis and interpretive phenomenology. The aim is to analyze Phone Snubbing Behavior among students. The results of the study show that phubbing behavior for students has often been carried out so that it has an impact on interactions between families, romance and friendships. These results indicate that students are unintentionally accustomed to phubbing.

Keywords: *Phubbing*, Smartphone, Student

INTRODUCTION

Today, people usually always use technology when carrying out their activities. The use of *smartphones* easier until in fact the development of this technology we cannot avoid, humans are always in process and continue to develop over time just like the development of this technology (Hanika, 2015). It has been recognized and considered that modern technological advances greatly facilitate and improve human existence (Ngafifi, 2014).

Students are *agents of change* who play a role in global civilization, especially the role of technology, In the student environment, *smartphones* are one of the main items brought when going to college. It is certain that all students have and bring *smartphones* when studying (Mashoedi & Pekerti, 2022). Students always do this repeatedly until in the end it becomes a habit that cannot be avoided.

The effects of *phubbing* are further than expected, and tend to be more severe. It can also impair the process of social interaction (Mariati & Sema, 2019). Reduced sense of belonging, respect, and respect for the other person is caused by *phubbing* behavior, this affects how well people communicate and how happy they interact (Syifa, 2020). It was found that if a person spends more time using a *smartphone*, he will have less time to interact with others directly (Youarti & Hidayah, 2018).

Very difficult to prevent or even eliminate, *phubbing* behavior has become a very easy phenomenon to find. *Phubbing* behavior becomes a reality that really happens before our eyes. *Phubbing* behavior is a reality that must be accepted (Mustolah et al., 2022).

In the Australian region, several linguistics, communication, and technology experts together with one of the organizations often called *Macquaire Dictionar*, the organization describes a behavior that has become a human habit every day and then the term *Phubbing* emerged (Mumtaz, 2019). The expressions

"*Phone*" and "*Snubbing*", which are used to convey the attitude of harming others by using smartphones excessively, originated from this gap from the origin of the term "*Phubbing*" (Dwijayanti et al., 2021). The two components of this behavior are *phubber* and *phubbee*. An individual who is a *phubbs* is known as a *phubber*. While *phubbee*, on the contrary, is a person who is a victim of *phubbing* (Mumtaz, 2019). The term *phubbing* itself is known for increasing one's activities with smartphones without paying attention to the surrounding environment (Shukriah & Psi, n.d.). *Phubbing* is the behavior of using a *smartphone* while discussing face-to-face but ignoring others (García-Castro et al., 2022).

Phubbing is an example of behavior that does not reflect the attitude of the Prophet SAW, furthermore, *phubbing* not only brings physical disorders, but mental as well. Lack of time to worship Allah SWT due to too often checking the *smartphone* and thinking *the smartphone* is his true friend. *Phubber* often struggles with problems that are virtual, unreal, and even useless. "*These are those whose hearts, hearings and sights have been locked to death by God, and they are negligent men.*" (Q.S. An-Nahl:108). The adverse effects of *phubbing* behavior can be a tool to encourage cruelty and sadism (Eva Yuliza, 2021).

People who use smartphones tend to be more focused with the world in their hands than the interlocutor in front of them, this gap is known as the "ducking generation" due to its excessive use in society. Furthermore, *phubbing* behavior was found that can reduce the quality of social relationships between individuals. A reduced sense of belonging can result from *phubbing behavior*, which then impacts how well people communicate and how satisfied they feel in social situations. (Dwijayanti et al., 2021). Women do *phubbing* more often than men. In addition, the gender of a person has a big impact on the problem of using a *smartphone*, women have more problems Than pria. Men and women are physically and biologically different from each other, and these differences determine the many roles each person plays (Saloom & Veriantari, 2022).

It was found that *phubbing* had more negative impact on romantic partner relationships and friendships (Youarti &

Hidayah, 2018). The negative impact of phubbing is also from the phubbing perpetrators themselves, where someone who gets *phubbing* behavior also does the same thing to their interlocutors when they communicate both ways (Mashoedi & Pekerti, 2022). Some of the negative effects of *phubbing* include an inability to fully meet one's needs for psychological well-being, a lack of quality connections and togetherness, and a lack of communication satisfaction (Isrofin, 2020).

In other studies, the effects of phubbing behavior have been identified. These effects include ignoring direct interaction, decreasing the quality and satisfaction of interaction, decreasing trust in others, Straining relationships with communication partners, jealousy, affecting one's mood, and creating situations of social exclusion because the other party feels neglected, leading to feelings of hopelessness and helplessness. Therefore, the quality of romantic relationships and friendships often does not work well, where there are gaps and discomfort from the interlocutor, which causes negative impacts (Isrofin & Munawaroh, 2021).

Researchers are interested in researching this because this always happens in all situations and conditions. The focus of this study is to describe and describe how *phubbing behavior* towards students (Adinugroho & Paramaiswari, 2022). This study aims to find out and find the cause of *phubbing* activities having a negative impact on student social interaction. In accordance with the background learned when conducting field observations, this incident will be explained in detail.

RESEARCH METHODS

This article was created using a qualitative approach using phenomenological studies. The research process is carried out with open interviews and in-depth analysis to strengthen the arguments and data to be presented in order to obtain complete, accurate, trustworthy, and impartial data and obtain

the latest information and findings about *phubbing* (Mustaqim, 2016). Because the information collected for this study is descriptive and tries to answer existing gaps (Pranasti, 2020). Selection of respondents using *probability sampling* (Brier & lia dwi jayanti, 2020). Data is collected using Google Form because it is easily accessible, easy to operate, and free to use (Isrofin & Munawaroh, 2021). The purpose of this investigation is to determine how detrimental *phubbing* activities are to students. The primary data used in this study were collected through in-depth interviews with approved participants using best interview practices (Ihsan et al., 2021). Data analysis is an effort to organize data systematically through observation, interviews, and others to find, collect data to make it easier for researchers to conduct research and make the latest findings (Rijali, 2018). The phenomenological approach is one way of renewal to view and study the relationship between humans and their environment (Yuni, 2017).

RESULTS AND DISCUSSION

Result

Based on the results of the study consisting of age, gender, university and *analysis of Phone Snubbing* behavior as follows:

Tabel 1.
Research Informant Category Table

No	Demografi	Research Subject Category
1	Gender	Laki-laki
		Perempuan
		20
		21
		22
2	Age	23
		24
		25
		Universitas Islam
		Universitas Negeri Sumatera Utara
3	Universitas	Universitas Islam
		Universitas Negeri Suska Riau
		Universitas Medan

No	Demografi	Research Subject Category	No	Interview Category	Hasil
		Area Universitas Muhammadiyah Sumatera Utara Poltekkes Medan Universitas Terbuka Agama Islam Daar Al Uluum (IAIDU) Asahan Universitas Asahan	3	Causes of Phubbing	respect and respect in accordance with verse 11 of Al-Ra'd. There is boredom between interlocutors, someone feels less comfortable in communicating and someone can do something while they are communicating with others.

Based on table 1, 8 informants were successfully interviewed, 2 other informants refused to be interviewed. The 8 informants consisted of men and women. Information was obtained by vulnerable ages 20 to 25 years, which means that the 8 informants are still students.

Informants consisting of each representative of universities in Indonesia are randomly selected and voluntarily conduct open interviews.

4	Impact of Phubbing	It produces two different effects, <i>first</i> , someone feels unappreciated, <i>second</i> someone feels unappreciated and considers Phubbing behavior is something that everyone is used to
5	Prevention Efforts	Prevention efforts that can be done include three things, namely <i>first</i> , a person must be able to divide his <i>time management</i> properly and structured. <i>Second</i> , keep the <i>smartphone</i> away when you are having two-way communication with the other person. <i>Third</i> , someone

Tabel 2.
Table of Interview Research Results

No	Interview Category	Hasil
1	Knowledge of phubbing	Some informants understand and explain in general what phubbing is, while some feel foreign and do not understand what phubbing is, so they find it difficult to define what kind of behavior is called phubbing.
2	Islam Views Phubbing	Allah Almighty advocates mutual

No	Interview Category	Hasil	Discussion Knowledge of <i>Phubbing</i>
6	Environmental Role	<p>respects the other person by not opening the <i>smartphone</i> in front of him.</p> <p>The tradition of using a <i>smartphone</i> makes a person accustomed to <i>phubbing</i>. The development of the times and increasingly sophisticated technology requires someone to use his <i>smartphone</i> in every activity. As a result, the environment is constantly moving and continues to be habituated. Excessive use of <i>smartphones</i> Making one's way of thinking and acting move and change.</p>	<p>Based on the results of research conducted at several universities in Indonesia, by conducting in-depth interviews randomly taken 10 respondents from 100 available respondents. After the interview, it turned out that the researcher only got answers from 8 respondents. 2 respondents declined to conduct an interview. According to research findings, the majority of interviewees had limited knowledge about <i>phubbing</i>. They define <i>phubbing</i> as the act of ignoring someone we are engaged with because they are busier with their phone. Some informants feel foreign when they hear the word <i>phubbing</i>, they feel they hear new things, when in reality they have done <i>phubbing</i> without them knowing it</p> <p>As told by the first informant with the initials NM came from the State Islamic University of North Sumatra who considered <i>phubbing</i> to be new and still very foreign to him.</p> <p><i>I don't understand phubbing because this is a new thing I hear, it's just possible that it's an act of communication that affects communication between the two parties.</i> This is in line with the opinion that the phenomenon of <i>phubbing</i> is inherent in all circles, especially students, <i>phubbing</i> behavior shows disrespectful behavior and has an impact on communication between individuals when communicating (Amelia et al., 2019). The second informant whose initials IN came from the State Islamic University of North Sumatra revealed that:</p> <p><i>"Phubbing is an event that develops gradually over time; it doesn't just happen overnight. A person has to repeatedly use gadgets with increasing intensity. This repetition is done inadvertently to develop a habit that results in phubbing."</i></p> <p>Not far from the opinion of the first informant who felt that <i>phubbing</i> could affect communication between the two parties, the third informant with the initials SA who came from the Open University and the fifth informant with the initials SS came from Asahan University were different. They revealed that :</p> <p><i>This behavior known as phubbing is natural, because it could be that when someone speaks there can be a friend who is talking again there is work that cannot be left in his smartphone.</i></p> <p>Effective communication is just two people communicating with each other, but effective communication</p>

Based on table 2, the authors get results from interviewed informants. In terms of knowledge about *phubbing* itself, some informants feel foreign and some feel that they have known it for a long time and have even become perpetrators and victims of *phubbing* itself. Viewed from a religious point of view, *phubbing* behavior is strictly prohibited because it can cause a break in the relationship between humans as explained in verse 11 of QS Ar-Ra'd. Meanwhile, *phubbing* can occur if the communicant and communicator already feel bored and bored in communication so that they subconsciously take their *smartphone* and play without caring about anything in front of them.

Phubbing also has an impact on the lack of respect for someone and the effort that must be made is that someone must be able to divide and limit the *phubbing* behavior itself. And the environment plays an important role in this *phubbing* behavior.

is when both interpret the message received and have the same meaning and purpose from both parties. (Hanika, 2015).

Islam Views Phubbing

Phubbing needs to end to maintain interpersonal relationships because, instead of facilitating communication, technology is now getting in the way. Islamic therapy can thus be used as a substitute to reduce the phenomenon of phubbing that infects adolescents today. In accordance with the words of Allah Almighty in surah Ar-Ra'dayat 11:

"For men there are angels who follow him in turn, in the face and behind him, they guard him at the command of Allah. Indeed, Allah does not change the condition of a people until they change their own condition. And when Allah wills harm to a people, there is no one who can refuse it; and there is no protector for them but Him" (Eva Yuliza, 2021).

By sharing the experiences of Prophet Muhammad, his companions, and other individuals who overcame difficulties, Counselors can help people overcome the phenomenon of phubbing through exemplary approaches and logical thinking. On the seventh informant with the initials DA came from Daar Al Uluum Islamic Religion (IAIDU) Asahan, he said:

According to Islam, ignoring the interlocutor while communicating is an attitude that is not praiseworthy, in accordance with the advice of Allah SWT, fellow humans must always respect and respect under any circumstances and conditions.

Since human beings are social beings who need to establish positive relationships with each other and care for each other, Islam commands them to do just that. *Smartphones* are one of the devices that will have an influence on society, especially in our current era, where people prefer to interact through *smartphones* rather than directly or face-to-face (Hasanah & Putri, 2021).

Causes of Phubbing Behavior

Without realizing it, everyone has done *phubbing*, even

the behavior is not intentional to do. When communicating, phubbing actors feel that the topic of conversation is less interesting and tends to be uncomfortable so they do *phubbing*. Even people who are perceived as "*phubbing actors*" will not appreciate if others ignore them. (Aditia, 2021). The eighth informant with the initials LU came from the Medan Poltekkes, he argued that :

"Phubbing can occur for several reasons, first because students are addicted to their cellphones, second because there are important things or news that enter through their cellphone notifications"

In line with research that reveals social interaction is a cause in *phubbing behavior*, with reduced interaction that occurs between Individuals make students become individuals and rely on the sophistication of *smartphones*. When a person relies on a smartphone or other technology to affect their social environment and prevent them from interacting with others, they develop antisocial behavior (Rosdiana & Hastutiningtyas, 2020). The third informant again revealed the reason for *someone phubbing*.

"The tendency to boredom that develops during social interaction is one of the causes of phubbing behavior. This can happen because there is no difference of opinion between the two parties regarding the subject being discussed. Plus communication is not effective because two people communicate directly must focus on each other, views must also be focused because it can cause misunderstanding"

Respect for others is one of the requisites for efficient communication, as it prevents others from feeling ignored and encourages two-way conversation. When students' social interaction is problematic, communication is said to be disrupted and fails to achieve the desired goals.(Silmi & Novita, 2022). Therefore, communication that is built not with the same goal will fail, it is due to the efficacy of communication, which can be measured by its intensity, two-way communication, listening to others, care, and empathy in discussions, can be negatively affected by the use of *smartphones* (Handayani & Husnita, 2021). The fourth informant with the initials DP from Medan Area University revealed:

"Phubbing is not that annoying, because the other person

can also understand that there is a more important message, because before the other person communicates, I have already held the mobile phone"

According to him, *phubbing* does not always interfere with or even destroy the communication process between interlocutors. On the other hand, perpetrators or victims of *phubbing* do not feel aggrieved that at the time they do *phubbing* for reasonable and urgent reasons.

Impact of Phubbing Behavior

The impact of *phubbing* behavior is not something that can be consciously tolerated. *Phubbing* affects all groups that cannot be left alone. In line with the eighth informant with the initials BR came from the University of Muhammadiyah North Sumatra.

"*Phubbing* behavior has negative consequences because it makes a person feel unappreciated, which can damage relationships and exacerbate other social problems. It can also decrease relationship satisfaction in marriage and friendship."

Social contact for students may be disrupted due to *phubbing* activities. This is possible because individuals who do *phubbing* will ignore their interlocutors while doing their hobbies. As a result, speakers feel alienated, it can even make sufferers feel lonely (Putri et al., 2022). In contrast to the informant with the DP initials he argued:

"*Phubbing* has a positive or negative impact, every change must have an impact, as well as the activity"

If *phubbing* is investigated further, it could have beneficial effects. There are naturally two alternatives when a person exhibits *phubbing* behavior towards others. The first is that he will *phubbing* or, conversely, realize how risky it is. To encourage those who are aware of this phenomenon to engage in greater social interaction and build relationships in the real world. Someone will become more attached to the media, the more they are exposed to it (Aditia, 2021).

Efforts to Overcome Phubbing Behavior

Students are required to be able to manage *their time* management, in order to avoid *phubbing* behavior. Those who are good at managing their time are more important and respected, have better organizational skills, and can perform at their best. (Gea, 2014). In line with the informant with the initials IN, he revealed:

"*Must be able to divide time, make a schedule of activities ranging from days or even to months so that there are targets that must be achieved so that they can reduce dependence on gadgets. Also get used to adapting to the surrounding environment, often communicating with others so that the focus is not only on gadgets. Take a minute to defend yourself. First, turn off the ringing sound of your gadget to protect your ears from the "ping" sound of messages. Second, hang out in a remote location. Third, keep your hangout interesting.*"

It's often normal to ignore someone by talking. Without realizing it, individuals are more engrossed in their smartphones. Efforts that can be made are to leave smartphone, limit the use of smartphone and do not use smartphone (Wenny audina, 2022).

Environmental Role

It is thought that *smartphone* technology will change the way people move. that changes in people's own behavior are shaped by the tools they create. Then, implicitly, because of their dependence on it, technology becomes the driving force of human civilization (Handayani & Husnita, 2021). In informants with the initials SS, he thinks this is so common that it becomes a habit.

"*Phubbing* behavior occurs because it is used to being done, participating in activities that are more direct activities. The more sophisticated the technology in the student environment, it is likely that this behavior will occur. A warm environment may be able to minimize this behavior"

The behavior of ignoring someone when communicating can occur due to habituation factors that are constantly carried out and taken for granted until it becomes *phubbing* behavior. It is clear that the tradition of overuse of mobile phones has changed the way people communicate. Students today have quick access to means of communication without having to speak to someone face-to-face. He must further develop his digital literacy as a student living in the

digital era in order to be able to utilize communication technology appropriately and efficiently and have a greater influence. good as opposed to bad (Ihsan et al., 2021).

CONCLUSION

Conclusion

Based on the results and discussion of research, *Phubbing* behavior can increase a person's activities with a *smartphone* without paying attention to the surrounding environment. Students agree unconsciously that they have done *phubbing*. *Phubbing* can draw a person's focus. When carrying out the process of communication with others so that he feels unappreciated causing a lack of social interaction between people. The impact caused by someone feels less appreciated and seems impolite if someone deliberately *phubbing* both in the world of family, friendship to romance. The role of the environment is very influential in *phubbing* behavior, along with the development of the times it is undeniable that *smartphone* is a true friend of everyone in carrying out their activities.

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