



The Influence of The Phubbing Phenomenon for Teenagers

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Abstract

Recently, there has been an increase in internet usage. In line with the development of technology and increasingly sophisticated communication tools, any distance between individuals can now be overcome with just a smartphone. Through social media on smartphones, we can communicate with other people without being hindered by distance. The results of a survey by the Indonesian Internet Service Users Association or APJII (2018) in (Saloom & Veriantari, 2021) stated that the number of internet users' behavior, as many as 171 million Indonesians are active internet users with an internet usage percentage of 64.8%. This figure rose 10.12% compared to the previous year of 143.26 million people.

Keywords: *Phubbing actors, Phubbing Characteristics, Phubbing Indicators*

Introduction

Along with technological advances and increasingly modern developments, the way people communicate has also changed. In today's digital era, people no longer need to meet with their interlocutors to convey messages because of the emergence of new communication tools such as smartphones and the internet that make face-to-face communication activities less frequent because individuals prefer to communicate with their gadgets or smartphones rather than having to communicate directly with others. The

existence of smartphones in the era of globalization requires every individual to be more up-to-date in a world full of technology that truly makes smartphones an inseparable part of everyday life (Aditia, 2021).

The presence of new media such as the internet, smartphones or gadgets seems to have become the basic needs of modern society. This will lead to a number of social change phenomena in the community, such as changes in the attitude or personal behavior of people around when they are focused on playing social networks on their smartphones, so that many individuals are not aware of possible negative impacts such as phubbing. Phubbing is a phenomenon that seems to occur on a large scale in our lives. But in reality, not all individuals are aware of the potential dangers posed by this phenomenon. The term phubbing is short for phone and snubbing, used to express the attitude or behavior of an individual who hurts other individuals or interlocutors with excessive smartphone use (Hanika: 2015). Phubbing can worsen the social relationship between the perpetrator and the recipient of phubbing due to intentional or unintentional neglect or exclusion.

In this modern era, smartphone users come from all ages. In this regard, it cannot be denied that phubbing behavior is getting worse over time, especially among adolescents, because adolescence is a phase where the search for self-identity is being carried out. So, at this stage adolescents also experience confusion because they cannot determine which activities are beneficial to themselves and are also very curious about things they do not know (Aprilia, Sriati, & Hendrawati, 2020).

Phubbing is currently occurring in every social layer, including students. Phubbing phenomenon is a tendency to play around with smartphone rather than establishing direct interactions with the surrounding people. Phubbing is taken from the words phone and snubbing, used to indicate an attitude that harms the interlocutor by excessive smartphone usage (Hanika, 2015). The harming is essentially in the context of the feeling of being disrespected because the interlocutor frequently looks at the smartphone. Phubbing can also be interpreted as a behaviour that ignores other people during social interactions as the person is focused more on his cell phone (Ratnasary & Oktaviani, 2020).

Phubbing can be caused by the anxiety of not accessing smartphone in a long time. This condition is usually referred to as nomophobia (no mobile phone phobia) (Hanika, 2015). Robert Kaunt (in Sparks, 2013:261) states that individuals who excessively use their smartphones will have short attention span. At this level, they unable to understand the delivered information comprehensively because technologies such as smartphone causes disorders. The long-term effect of excessive smartphone use is they would experience health disorders (Hanika, 2015). Smartphone usage can affect transactional processes. The dynamic and reciprocal communication quality is felt to have decreased, especially during the face-to-face interaction (Mariati & Sema, 2019). A person with phubbing behaviour uses smartphone as the escape to avoid discomfort in a crowd. For instance, in a lift or during traveling alone in public transports. At present, phubbing behaviour is getting worse, young people are not only doing phubbing because they are in public transports, they do it at any time and to everyone, either towards the elder people or their peers, even when teachers explain materials in class (Youarti & Hidayah, 2018).

Method

In compiling the results of this study, the concept used is a qualitative approach, where to compile the required data using library research methods or literature studies used to collect, view, read, understand, record, and manage the influence of the phubbing phenomenon on the personality of adolescents. Therefore, the necessary literature is cited through literature studies sourced from google scholar in the form of research journals, articles, and ebooks which are then analyzed to get the final result into a concept of thought (Fauzan & Kurniawaty, 2020). The results and discussion in this study refer to the concepts that have been obtained.

Results and Discussion

Phubbing behavior becomes prevalent when smartphones are ubiquitous, such as when dining at a restaurant, every table is distracted by a smartphone. This is in contrast to spending enjoyable time with a dinner partner (David and Roberts, 2017).

Excessive smartphone use can lead to phubbing behavior during in-person social interactions. One of the signs of smartphone addiction is, according to Young and Rogers (Alrasheed & Aprianti, 2018), not knowing the time when playing smartphones, thinking too much about smartphones, losing self-control, and feeling anxious if not using smartphones.

Teenagers who are too obsessed with smartphones often do not pay attention to others and even harm others by becoming perpetrators of phubbing or phubber behavior. Phubbers use smartphones as a means of escape to avoid discomfort in crowds such as when in an elevator, riding a bus alone or relieving boredom. However, phubber behavior is getting worse, especially in teenagers who phubber anytime and with anyone, even in the classroom. While the teacher is explaining in class, teenagers often put their smartphones in their pockets.

Indicators of phubbing phenomenon

There are several indicators of the phubbing phenomenon from various existing theories, namely:

1. Phubbing behavior is less active communication when individuals are in the process of basic social contact face-to-face. (Turnbull, 2010) states that someone who spends a lot of time on the Internet will have less time to communicate with others in real life.
2. Always keep their eyes on their gadgets or smartphones and are busy playing social media without paying attention to the other person's conversation. Therefore, this can lead to a deterioration of social relationships between individuals who do and receive phubbing.

At first, phubbing happens without realizing it, but over time it becomes a habit that is considered normal. Initially, smartphones were only used for convenience, entertainment and up-to-date information. But over time, it becomes a primary need and creates a fear of missing out on social media.

Factors Affecting Phubbing Behavior

Nazir and Bulut revealed that there are several factors that can influence phubbing behavior, including:

1. **Gadget addiction or Internet Addiction:** Overuse of the internet often leads to smartphone addiction. makes it difficult to learn new things and resist the urge to check out features or websites accessible online. This results in constantly browsing the internet for a considerable amount of time, which makes him forget about real life, environment, and outward behavior This type is called phubbing.
2. **Social Media Addiction:** Although initially created as a communication tool, social media can eventually become addictive. All social media apps like Facebook, Twitter, WhatsApp and Instagram can be used through smartphones at any time. Social media allows people to live in a virtual world and try to make others forget about real life and the people around them. Such behavior reflects phubbing behavior.
3. **Personal and Situational Factors:** One individual trait that may influence phubbing behavior is an introverted personality type that deliberately avoids talking to others and shows little interest in them. Nonetheless, the environmental conditions that influence the prevalence of phubbing activity vary widely. For example, people often keep an eye on their smartphones while waiting for news, especially important or serious news. They also often phub during long meetings or lectures rather than listening or paying attention to those around them. An additional factor, namely their boredom, causes them to often pull out their smartphones to surf or engage in other types of mental relaxation.

Characteristics of Phubbing Behavior

There are 3 characteristics of phubbing behavior, namely:

1. People tend to communicate less actively when engaging in direct primary social contact without intermediaries. Examples include avoiding people around you, using a smartphone when in public, and using a smartphone when at home.
2. Always focusing on the smartphone while ignoring others in the conversation, such as using the smartphone too much and doing activities while paying attention to others.
3. using an electronic device to insult or hurt someone in a social setting, such as using a smartphone while talking to another person, hurting another person by focusing too much on a smartphone, or causing offense to another person by focusing too much on a smartphone.

Dimensions of Phubbing Behavior

According to Karadag, there are two dimensions of phubbing, which are as follows:

1. **Communication disorder.** Occurs when the smartphone becomes a distraction in interactions, either directly or indirectly. The three components of communication disorder are answering phone calls while talking, reacting to texts and conversations while talking, and checking social media notifications while talking.
2. **Cell Phone Obsession.** Cell Phone Obsession is the result of a compulsion to use a cell phone with high frequency, even when talking to another person in person.

Impact of Phubbing

The impact of phubbing is that a phubbing offender can lose moments of togetherness with friends because for them playing using a smartphone is more fun so that

when they are together, they are more focused on their smartphones. This leads to less interaction between teenagers when they meet. Teenagers still tend to focus on their gadgets, leading to low levels of social interaction among teenagers. People who receive phubbing treatment from their interlocutors tend to do the same. When the person speaking focuses on their phone, everyone else does the same by focusing on their phone. In general, phubbing can also interfere with the ability to interact socially and form interpersonal relationships, which are very important factors in life.

In a friendship if there are individuals who ignore and do not care about others, people will not trust them. Phubbing therefore has a negative impact on social life, ranging from reduced concentration in communication, reduced concentration in communication, reduced socialization and also decreased quality of interaction, decreased quality of communication due to being too engrossed in smartphones.

Conclusion

Phubbing is a change in the personal behavior of the people around us when we are engrossed in playing social networks on smartphones, so many individuals do not realize that there may be a negative impact. Including in adolescents along with the development of technology, teenagers prefer to play smartphones rather than hang out with the world around them. There are 3 factors that cause phubbing behavior, namely: social media addiction, smartphone addiction, and self-factors. The characteristics of Phubbing behavior are lack of communication with people around, more focus on smartphones, and more.

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