

PHUBBING OF STUDENTS IN “Y” UNIVERSITY

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RESUME

Phubbing is a short word from cellphone and snubbing where phubbing has the attitude of ignoring the other person using a smartphone. *Phubbing* is an abbreviation for *phone* and *snubbing* where *phubbing* shows the attitude of hurting the other person using a *smartphone*. This research aims to describe phubbing at Y students. The research subjects used in this study were 40 students in “Y” university. This selected with a purposive sampling technique. Analysis of the data used is using descriptive statistical analysis with the help of SPSS 23 for Windows. The results of this research indicate $r = 0.320$, from 30 items around 25 items are valid and 5 item is fall. Score validation ranging from 0.356 to 0.899 and reliability with a value of 0.712. It can be concluded that *phubbing* of students in “Y” university are the quite high category.

Keywords: *Phubbing*; Student; Descriptive Study

Introduction

Since the invention of *smartphones*, information technology has developed very rapidly. Starting from mobile phones that were originally only for ease of communication using a simple telephone number, until now *mobile phones* are turned into *smartphones* because they can do a variety of very complex jobs. Of course this is very helpful for humans to carry out activities that were previously impossible to do in a short time, but with a *smartphone* that takes a long time is no longer a problem.

One of the developments in information technology that has a big impact is the creation of internet technology. According to Ahmadi&Hermawan (2013) the internet is a global communication network that connects all computers in the world despite different operating systems and machines. The internet spread throughout the world in less than a decade. It is undeniable that many people use their *smartphones* more for various things such as helping to find information. Things like this are influenced by various factors including the expansion of the internet coverage area, the use of internet technology and the latest communication that is faster and more efficient, the emergence of various kinds of social media, and the increasing number of individuals who understand and actively use their *smartphones* and social media. The internet has successfully changed the barriers that limit humans in communicating, allowing various information to flow easily across time and space.

Wood (in Hanika, 2015) considers that technological inventions such as *smartphones* to be everything is more practical. The presence of new media such as the internet, *smartphones*, or *gadgets* seems to be a basic requirement for modern society, especially those living in the 1982 to 2000s. Because of this, it is not

uncommon for many people to look focused on their *smartphones* or *gadgets* and do not care about their surroundings. This is often seen in public places where many people gather to do an activity either temporarily or continuously such as eating places, bus stops, when queuing to buy tickets to watch at the cinema, even in the class of a college when lessons are ongoing and not consciously users of *smartphones* has been ignoring the surrounding environment, it is called with *phubbing*.

Phubbing is a combination of the words *phone* and *snubbing*, the term *phubbing* coined by Haig (in Douglas, 2018). In other words, *phubbing* is a person's disregarding behavior. Individuals who do *phubbing* usually focus more on their *smartphones* to check existing social media such as Instagram, Facebook, Twitter, Tumblr, WhatsApp, E-mail, and other applications. According to Turnbull (in Youarti, 2018) a person who spends a lot of time accessing the internet, then he has little time to communicate with other people in real time.

Human as social beings it is impossible not perform interactional relationships with other human beings. One of the instruments or tools used as a medium in building these relationships is using various *smartphones* with various brands. The presence of *smartphones* according to Gifary&Kurnia (2015) greatly affects individual behavior, it can be seen from everyday reality, where everyone can hardly be separated from the name of a *smartphone*. With the passage of time the use of *smartphones* is not only enjoyed by teenagers, but adults and the elderly are now in dire need of a *smartphone*. Especially students who really need a *smartphone* to facilitate their study or study period. It is worth remembering that the development of technology and information in Indonesia has increased rapidly from day to day and from year to year.

According to Law No. 12 of 2012, a student is a person whose name is registered in tertiary institutions both public and private. Whereas students in RI government regulation No. 30 of 1990 students are registered students and study in certain tertiary institutions. Students have a real contribution, keep in mind that students have two roles, namely the role as a student and from the other side students also have interests and talents that must be lived through activities outside of lectures. Students can think and act critically. Not only academics are always featured by students, but there are also soft skills that must be encouraged in living as a student, including in terms of socializing among students.

Almurobbay (2014) said that students based on their knowledge, level of education, and mindset were appropriate for students to become good role models. However, in reality the field is very different from what was expected, the majority of students tend to only study the theoretical sciences on the classroom. Students who are indifferent to the life of socializing will experience great losses when viewed in terms of the application of science and the relationship of harmony. In terms of the application of knowledge, indifferent students mean the same as wasting knowledge obtained from tertiary institutions. In terms of harmony, the student has closed himself off from the surrounding environment so that apathy or indifference appears, loss of mutual help, loss of friendship and loss of kinship and this will affect the social behavior of students themselves. The modernization movement which covers all aspects of human life causes a shift in social values that occur in students both in quantity and quality.

Seeing the conditions above it will be more natural if a *smartphone* will replace humans. As Reeves & Nass said in *The Media Equation: How People Treat Computers, Future Psychology Interaction of human behavior, culture, and technology to create Society 5.0*

Television, and New Media like Real People and Places (in Hanika, 2015) where people unconsciously treat the media like humans who can be invited to communicate. The negative effects caused by the development of communication media such as *smartphones* can not be avoided.

This study aims to examine the role of *phubbing* variables. Thus this study wants to describe how high or low *phubbing* of student in "Y" university. The benefits expected through this research are twofold theoretical benefits and practical benefits. The theoretical benefit of this research is that it is expected to be able to add references about the theory of creativity to the wider field of social psychology. The practical benefit has two benefits, namely for the institute is expected to be a source of information and can also help the problems experienced by college students Y. For students are expected to maximize the level of student prosocial behavior so that they can establish a good social relationship. This study uses a hypothesis namely: the existence of *phubbing* of student in "Y" university.

Theoretical Framework

Previous research conducted by Hanika (2015) stated that the results of his research resulted in a number of respondents who had been investigated as saying that they did *phubbing*. The biggest reason for respondents doing *phubbing* is because they have to receive messages or calls. The second reason is that respondents open social media. There are also reasons beyond that, where the other person is not attractive so the respondent becomes bored. *Phubbing* phenomenon is finally considered a negative thing because a person tends to underestimate the environment around him in other words, less respect for the surrounding environment. In the study there were several respondents answered if the respondent was disturbed if the interlocutor used a *smartphone* especially if it was done while being together.

Research conducted by Douglas (2018) that his research proves that variables such as internal addiction, self control, and fear of missing out affect *phubbing*. Someone who is afraid of being left behind by information from others will look for it through their smartphone. Because of that the person will do *phubbing* which is more focused and it is feared that it will be less concerned with the surrounding environment. According to his research someone who feels anxiety in a social environment will divert attention to the smartphone so that the person ignores the people around him.

Research Methodology

This study consists of one variable, namely *phubbing*. Analysis of the data used is using descriptive statistical analysis with the help of SPSS 23 for Windows. Said to be descriptive, because this study is directed to describe and describe *phubbing* of students in "Y" university.

This study implemented at 40 students in "Y" university. As may as 40 students were selected using the technique of *purposive sampling*, the selected students is then given a questionnaire in the form of *soft files* in google form. Alternative answers used in this questionnaire are in the form of descriptive scales with Likert scale attitude patterns.

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This is based on the fact that statements made to respondents demand answers in the form of approval or rejection of the contents of the statement. In this questionnaire, the acceptance or rejection of respondents is stated in the form of the respondent's approval starting from strongly agreeing, agreeing, hesitating, disagreeing, and strongly disagreeing. This form is used to explore data regarding *phubbing* at students in "Y" university. The approval form is symbolized by the numbers 1, 2, 3, 4, 5.

The *phubbing* variable is measured using a *phubbing* scale based on aspects that have been put forward by Karadağ (2015) including is disruption of communication, and obsession with mobile phones .

Hypothesis testing in this study emphasizes understanding and describing the high or low *phubbing* of students in "Y" university. Data analysis in this study was carried out using computer aids with the SPSS (*Statistical Packages For Social Science*) program.

Result and Discussion

Result

The *phubbing* variable is measured using a *phubbing* scale based on aspects that have been put forward by Karadağ (2015) including is disruption of communication, and obsession with mobile phones .The scale consists of 35 items. The test results show that out of 35 items there are 25 valid items and 10 fall items. It is known that the *phubbing* scale validity test results obtained r tabel of 0.320 with a significance level of 5%. The *phubbing* scale produces a validity test that moves from 0.356 to 0.899 with a reliability coefficient (α) = 0.712 . Thus the *phubbing* scale has a *Cronbach alpha* reliability coefficient close to 1 which means there is consistency in the results of the measuring instrument, the higher the reliability coefficient near 1,00 the more reliable.

In the preliminary studies that have been done by using interview technique on college student Y researchers obtained data from five (5) informants. The first informant claimed to be more active using a *smartphone* than dealing directly with friends next to the informant . The informant tells how the experience *phubbing* informant while in college that the informant was reprimanded by lecturers who are melangsungkan lessons in the classroom, but the informant did not listen and just focus on *the smartphone* used by the informant, up to three times reprimanded by teachers, new informants realized if it had been called by the informant lecturer. Not only that, the informant's *phubbing* experience while in the canteen and with informant friends, but the informant only focused on the *smartphone* the informant was using so that the informant friend rebuked him for not playing the *smartphone* continuously.

Second informant , researchers use interviewing techniques. Researchers obtain data if the second informant is active enough in using a *smartphone* . The second informant admitted that if he was walking towards the motorcycle parking lot on campus, the informant continued to walk with a focus on *smartphones*. Not only that, the informant also said that the informant felt he wanted to always hold the *smartphone* of the informant even though the *smartphone* of the informant was in a state of battery charging.

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Researchers obtain data from the third informant using interview techniques with the results of the data that is if the third informant uses a *smartphone* to fulfill the tasks given by the lecturer. In addition, the intensity of the use of *smartphone* informants is used to find the latest news so as not to be left behind with *up-to-date* news .

The fourth informant using interview techniques, researchers obtained data if the fourth informant could ignore friends around the informant just to play *games* on the *smartphone* the informant was using . The informant was reprimanded by friends of the informant for playing too many *games* on the informant's *smartphone* compared to playing with his friends.

The fifth informant using interview techniques admitted that he was more active in using *smartphones* because he was bored with the environment.

Phubbing statistics description results can be shown in the following table.

The results of the questionnaire that has been distributed via google form generate data that students when they wake up the first time they are looking for is a *smartphone* . In addition, students prefer to answer the phone while talking important things with friends. Students will reply to *chat* even when talking to friends. Students find it difficult to escape from *smartphones*. Students consider replying to *chat* or responding to calls from *smartphones* while with friends is a natural thing. Students cannot if they do not buy a quota for *smartphones* for one month. Students feel uneasy when there is a notification to enter and the student does not immediately check it.

Table 1
Description of Variable Research

Variable	Range	M	SD
<i>Phubbing</i>	140-81	115,6	14,64

In table 1 it can be seen that the level of involvement of the subjects of this study is at a high ego level with a value of $M = 115,6$.

The data obtained are grouped into five categories: high, high enough, low enough, and very low. This grouping is based on the deviation of the average value (*Mean / M*) in the Standard Deviation (Azwar, 2011)

- Hight = $X > M + 1,8 \cdot SD$
- Fairly High: = $M + 0,6 \cdot SD < X \leq M + 1,8 \cdot SD$
- Average = $M - 0,6 \cdot SD < X \leq M + 0,6 \cdot SD$
- Rather Low = $M - 1,8 \cdot SD < X \leq M - 0,6 \cdot SD$
- Low = $X < M - 1,8 \cdot SD$

Information:

X: Total score of raw SD data : Standard Deviation

M: Average

Table 2
Category

No	Category	Score	Frequency	Procentage
1.	High	$X > 142,5$	0	0%
2.	Fairly High	$124,4 < X \leq 142,5$	20	50%
3.	Average	$106,84 < X \leq 124,4$	11	27,5%
4.	Rather Low	$89,3 < X \leq 106,84$	7	7%
5.	Low	$X < 88,7$	2	2%
Total			40	100%

Based on the table above shows that *phubbing* in the high category with a percentage of 0%, there is a high enough category there are 20 students with a percentage of 50 % , in the category there are enough 11 students with a percentage of 27.5 % , in the low category with a total frequency of 7 students and the percentage of 7 % , in the category of very low there are 2 students with a percentage of 2 % . From the overall data above, the *phubbing* of student in "Y" university is included in the quite high category with a percentage of 50 % .

Discussion

Over time the use of *smartphones* greatly enjoyed by various circles of the young to the old. people really need a *smartphone* to make it easier to find information. Specifically for students , enjoying a *smartphone* is not just to help their study period, students claim to be more active using a *smartphone* than connecting with friends around them. Students claim to be more active in using *smartphones* because it is not boring, many applications can be enjoyed anytime and anywhere, students can play *online games*, reply to *chats* quickly, check notifications from various applications such as Instagram, Twitter, Facebook, WhatsApp and many more. Students also claimed that when students were more active in using *smartphones*, Students stay away from friends directly from themselves. This is in line with Youarti's research (2018) that a person who spends a lot of time using a *smartphone* then that person has only a little time to communicate with other real people. Ironically students do not realize that students have done *phubbing*.

Students are social creatures where students are creatures that are in mutual relations with other humans. One of the instruments or tools used by students is a *smartphone*. The presence of a *smartphone* greatly affects individual behavior, it can be seen from everyday reality. Everyone can hardly be separated from the name *smartphone*.

Students are learners enrolled and studying at a particular college, the educational institution that aims to prepare all students to be members of the public who did have the abi p uan academic and / or professional can apply, develop, create science, technology, and art. With by- students are members of a particular community which is "elite" intellectuals have a responsibility to science and society that is attached to him. Students are not only academics that are superior but *soft skills* also need to be improved such as social skills, communication, language, hospitality, and mutual care.

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This study describes a data regarding the high or low *phubbing* in Y college students. Through data from 40 students found the following data in the high category with a value of $X > 142.5$ has a number of 0 students. In the high enough category with a value of $124 < X \leq 142.5$ has a total of 20 students with a percentage of 50% . In the sufficient category with a value of $106.84 < X \leq 124.4$ has 11 students with a percentage of 27.5% . In the rather low category with a value of $89 < X \leq 106.84$ has a number of 7 students with a percentage of 7% . In the low category with a value of $X < 88$, 7 has a number of 2 students with a process of 2% . Then it is stated if *phubbing* of students belongs to the quite high category.

Conclusion

Based on the results and discussions above produces data that *phubbing* at student in "Y" university is in the fairly high category. In accordance with the results of the preliminary study, if students are more active in using *smartphones*. This is evident from students' perceptions through interviews with the results of being bored with the environment , always checking notifications on *smartphones*, playing *online games* , many interesting applications, always being able to find out the latest information through *smartphones* and the hat has unwittingly taken a negative action that is ignoring the surrounding environment. *Smartphone* is currently the object of the most widely used or required in addition to internet facilities subject can do anything any more practical like buy movie tickets, train tickets, flight tickets, concert tickets without having the data ng directly to the ticket stand. *Smartphones* make things close to far and distant close like reducing the allocation of time to play and talk with friends but prefer to use a *smartphone*, with *smartphones* also making the far closer because of the application facilities on *smartphones* that can connect all people in the world easily .*Phubbing* is an indifferent act of someone in an environment and is more interested or focused on *gadgets* or *smartphones* .*Phubbing* reduces a real conversation. This is in line with the *booming* of its *smartphone* market that facilitated the internet so that one is able to explore the world of limitless information.

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