



## INTERPERSONAL COMMUNICATION IN OVERCOMING THE PHUBBING BEHAVIOR PHENOMENON IN STUDENTS IN LHOKSEUMAWE CITY

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### **Abstract**

#### **Keywords:**

*interpersonal  
communication;  
phubbing behavior;  
smartphone*

*The effectiveness of communication has strong indications that it can overcome phubbing behavior. However, which factors are the most dominant in communication effectiveness is not yet known with certainty. This research aims to determine the effectiveness of communication factors that can overcome phubbing behavior among students in Lhokseumawe City, Aceh, Indonesia. The study's population consisted of all teenagers in Lhokseumawe City actively studying at state universities in 2022, totaling 8,467 people. The sample included 382 students who met the inclusion criteria set by the researchers and according to a specific formula. This research employed quantitative methods with statistical tests involving Pearson correlation and multiple regression. The results revealed that Positiveness ( $X_4$ ) is the dominant factor significantly influencing the overcoming of phubbing behavior at Lhokseumawe City State University, as evidenced by a partial determination coefficient test value of*

*0.569 and a relative contribution value of 71.88%. This research contributes to contemporary communication studies and social pathology literature concerning phubbing behavior. It aids in developing communication theories, especially those related to communication psychology and effectiveness.*

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**Kata kunci:**  
komunikasi  
antarpribadi;  
perilaku *phubbing*;  
gawai

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### Abstrak

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Efektivitas komunikasi mempunyai indikasi yang kuat dapat mengatasi perilaku *phubbing*, namun faktor mana yang paling dominan dalam efektivitas komunikasi belum diketahui secara pasti. Tujuan penelitian ini adalah untuk mengetahui efektivitas faktor komunikasi yang mampu mengatasi perilaku *phubbing* pada mahasiswa di Kota Lhokseumawe, Aceh, Indonesia. Populasi dalam penelitian adalah seluruh remaja Kota Lhokseumawe yang aktif kuliah di Perguruan Tinggi Negeri Kota Lhokseumawe pada tahun 2022 yang berjumlah 8,467 orang, sedangkan sampelnya sebanyak 382 orang mahasiswa yang memenuhi syarat inklusi yang ditetapkan peneliti dan sesuai rumus. Penelitian ini menggunakan metode kuantitatif dengan uji statistika. Tahapan analisis yang digunakan dalam penelitian ini adalah korelasi Pearson dan analisis regresi. Hasil penelitian menunjukkan melalui uji dominan diketahui bahwa *positiveness* (X4) merupakan faktor dominan yang memiliki pengaruh signifikan dalam mengatasi perilaku *phubbing* di Perguruan Tinggi Negeri Kota Lhokseumawe, dengan nilai uji koefisien determinasi parsial sebesar 0.569 dan nilai sumbangan relatif sebesar 71.88. Penelitian ini memberikan kontribusi pada literatur kajian komunikasi kontemporer dan patologi sosial, terutama terkait perilaku *phubbing*, dan manfaat bagi pengembangan teori-teori komunikasi khususnya yang berkaitan dengan psikologi komunikasi dan efektivitas komunikasi.

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## **INTRODUCTION**

Smartphones have dominated the lives of Indonesian people. This is evidenced by the results of the We Are Social survey in 2021, which revealed the fact that the average Indonesian uses the internet for 8 hours and 25 minutes a day. This data increased from the previous year, which averaged only 7 hours and 59 minutes per day (Kemp, 2021). The data submitted by the Director of Informatics Empowerment, Boniface Wahyu Pudjianto, stated that, on average, each user uses the internet for 8 hours 36 minutes a day (Kasih, 2022). This condition is considered normal for some smartphone users, but others realize that excessive smartphone use is increasingly worrying and will have a negative impact (Achangwa, Ryu, Lee, & Jang, 2023; Ayandele, Popoola, & Oladiji, 2020; Azizah & Rahmatika, 2019; Huang & Su, 2018; Montag & Reuter, 2017; Sunday, Adesope, & Maarhuis, 2021). In addition, other behavioral problems found in selected studies on smartphone addiction research are adolescents' vulnerability to excessive thought load, attention regulation (Khalifa et al., 2023), aggressiveness of antisocial actions (Fekih-Romdhane, Malaeb, Dine, Obeid, & Hallit, 2022), self-esteem (Liang et al., 2022), and increased potential for self-destructive actions (Utami, 2019).

Phubbing is the antisocial aggression that is conspicuously evident as a result of contemporary smartphone addiction. Phubbing, an acronym representing phone and snubbing, signifies the intention of causing harm to the person with whom one is engaged in conversation through the

excessive use of a smartphone. (Bitar, Akel, Salameh, Obeid, & Hallit, 2023). According to research conducted by Lee, the phubbing phenomenon results from people's excessive reliance on smartphones and the internet. Suppose addiction is typically attributed to the consumption of alcoholic beverages, illicit narcotics, or specific substances. In that case, smartphone addiction can be attributed to humans' reliance on particular mechanical devices. (Won-Jun, 2013).

Phubbing is the behavior of individuals who look at their smartphone while having a conversation with other people, always making contact with the phone and avoiding interpersonal communication (Karadağ et al., 2015). Phubbing can be described as insulting someone in a social setting by focusing on the cell phone rather than communicating at close range and building closeness (T'ng, Ho, & Low, 2018). Another opinion, precisely the concept of "phubbing," is insulting someone in a social environment because the main focus is not on the person you are talking to but on the smartphone (Chotpitayasunondh & Douglas, 2016). Thus, in general, it can be concluded that phubbing is an action that involves the communicant and communicator in communication, insulting someone by ignoring the person they are talking to because the main focus has shifted from someone to something, to the smartphone attached to their hand (Humaira, Ferdiansyah, Irsyadi, Adhha, & Rahmah, 2022).

Focusing on a smartphone to ignore other people in social interactions is called phubbing behavior. Phubbing activities consist of phubbing perpetrators and phubbing victims. Phubbing victims are called "phubbee", namely people who are ignored; their presence is not considered, assisted by the presence of a smartphone because the perpetrator's focus is on the smartphone (Chotpitayasunondh & Douglas, 2016)

Multiple specialists summarised the effects of phubbing. Most people consider Phubbing bothersome and detrimental to the quality

of their relationships and social interactions. This claim is supported by empirical research, which shows that phubbing lowers the quality of social contacts and relationships, causes conflict and jealousy in relationships, and makes being present with another person feel socially rejected (Abeele, Hendrickson, Pollmann, & Ling, 2019; Abeele, 2020). Phubbing is regarded as impolite, disrespectful, and against social norms. Perception, focus, empathy, intimacy, interpersonal trust, and the quality of the discourse are all hampered by this (Al-Saggaf & O'Donnell, 2019). Phubbing is regarded as a conduct that deviates from society's expectations of how others, especially those closest to them, should behave, according to studies on "mobile ethics."

Phubbing is often done on campuses and other places with solid internet signals (Chinmi & Marta, 2020). This statement was obtained based on research conducted by Munatirah and Anisah in 2018, which stated that Aceh's people phubbed more than 15 times a day (Munatirah & Anisah, 2018). The research findings explain that empathy and openness influence problematic smartphone use (Albashrawi, Asiri, Binsawad, & Alqahtani, 2022; Gao et al., 2023). It was also stated that communication disruption due to phubbing could eliminate the effectiveness of communication (Atmaja & Alvin, 2023; Lv & Wang, 2023; Parmaksız, 2023).

DeVito (2015) states empathy and openness are part of creating effective humanistic communication. Empathy is an emotional (affective) response, depending on the interaction between trait capacity and the influence of circumstances. The empathy process arises automatically but is also shaped by a top-down control process. The resulting emotion is similar to a person's perception (directly experienced or imagined) and understanding (cognitive empathy) of the emotional stimulus, with the recognition that the source of the emotion is not oneself (Cuff, Brown, Taylor, & Howat, 2016). Openness is understood as the ability to express feelings, thoughts, needs, and fears, is associated with higher satisfaction

with relationships (Thompson & Vangelisti, 2016), and its lack leads to conflict and breakdown of relationships (Caughlin, Mikucki-Enyart, Middleton, Stone, & Brown, 2011).

Further research is related to research that focuses on phubbing and other factors in the overall effectiveness of Devito's humanistic communication, such as openness, empathy, support, attitude, and equality, that researchers have never found. This paper analyzes Devito's communication effectiveness factors that play a vital role in overcoming stooping behavior among students at Lhokseumawe City State University, Aceh, Indonesia. As a city that adheres to Islamic law, Lhokseumawe has phubbed infected Lhokseumawe youth, especially with the rise of cafés, coffee shops, and even campus areas that facilitate internet networks and gathering places for phubbers. The hypothesis of this research shows that the factors of openness, empathy, supportive attitude, positive attitude, and equality together in interpersonal communication are the dominant factors that are able to overcome phubbing behavior in students at Lhokseumawe City State University.

Many previous researchers have conducted research on phubbing behavior and interpersonal communication (Hafizah, Adriansyah, & Permatasari, 2021; Hanadi, Rostiana, & Gismar, 2022; Purnamasari, Juniarly, & Paradita, 2021; Utami, Anam, & Noorrizki, 2020; Yam & Kumcağiz, 2023; Kılıçarslan & Parmaksız, 2023). This study, however, differs from a number of earlier ones. Most earlier studies investigate whether phubbing behavior and interpersonal communication are related. In the meantime, this study aims to investigate how interpersonal communication styles affect phubbing behavior. This research and the research by Yam & Kumcağiz (2023) are comparable. Both seek to investigate the variables influencing phubbing behavior. This research does not test the same criteria as Yam & Kumcağiz's (2023) study. Aside from that, students from other Lhokseumawe City universities participated in

this study. Meanwhile, previous studies involved research samples other than university students at Lhokseumawe City universities and research locations other than Lhokseumawe City.

## **METHODS**

This research aims to quantify and further analyze the factors of interpersonal communication effectiveness that can overcome phubbing behavior among university students at Lhokseumawe City State University. This research type is predictive correlational research (Marta & Suryani, 2016) because it aims to measure the strength between variables. It can be seen to what extent the factors of interpersonal communication effectiveness can predictively overcome phone and snubbing (phubbing) behavior among students in Lhokseumawe City.

The research location chosen by the researcher was the State University in Lhokseumawe City, namely Lhokseumawe State Islamic Institute (Institut Agama Islam Negeri Lhokseumawe) dan Lhokseumawe State Polytechnic (Politeknik Negeri Lhokseumawe). The population in this study were all university students who were actively studying at State Universities in the Lhokseumawe City area, namely students of the Lhokseumawe State Islamic Institute and Lhokseumawe State Polytechnic who met the research criteria of 8,467. The sample to be taken is 382. Those selected in this study were 382 Lhokseumawe State Islamic Institute students and Lhokseumawe State Polytechnic, provided they met the inclusion criteria. This research uses a probability sampling method to determine the sample.

The data used in this research is numerical, and to find out the relationship between two variables, the recommended tests are correlation and regression. The correlation test aims to determine the degree/closeness of the relationship. In contrast, the linear regression analysis test seeks to determine the form of the relationship between the two variables to be tested.

Bivariate analysis in this research describes the relationship between the dependent variable and each independent variable. The dependent variable in this research is phubbing behavior, and the independent variables are openness (X1), empathy (X2), supportiveness (X3), and positiveness (X4). And equality (X5). Hypothesis testing to determine the relationship between openness variables and phubbing behavior can be done using the Pearson Correlation test.

## **RESULTS AND DISCUSSION**

### **Research Results**

It is known that the calculated *r*-value (Pearson correlations) between openness (X1) and phubbing behavior (Y) is -0.025. The minus sign means that Openness (X1) and phubbing behavior (Y) have a negative relationship with a very weak correlation. The value (*r* count)  $0.025 < 0.100$  (*r* table) also means that there is no significant correlation between the openness variable (X1) and phubbing behavior (Y). Next, for the Sig. Value. (2-tailed) between openness (X1) and phubbing behavior (Y), the resulting value is 0.632 ( $p > 0.005$ ). It means no significant correlation exists between the openness variable (X1) and behavior phubbing (Y).

The Pearson correlation test can be used to determine the association between the empathy variable and phubbing behavior. The estimated Pearson correlation value (*r*-value) between phubbing behavior (Y) and empathy (X2) yielded a result of -0.262. The negative symbol and the value fall between  $0.25 < r < 0.50$ , indicating a negative link between phubbing behavior (Y) and openness (X1). There is a significant link between the two factors. The link between phubbing behavior (Y) and empathy (X2) has a computed *r* value of  $0.262 > 0.100$  (*r* table). It indicates that the phubbing habit variable and the empathy variable are related.

The Pearson correlation test can be used for hypothesis testing to ascertain the association between supportive variables and phubbing



behavior. These findings indicate that there is a  $-0.616$  computed Pearson correlation ( $r$ -value) between phubbing activity ( $Y$ ) and supportive views ( $X3$ ). It indicates a bad association between phubbing activity ( $Y$ ) and supportive attitudes ( $X3$ ). There is a high correlation between the two factors. The link between phubbing behavior ( $Y$ ) and supportive attitude ( $X3$ ) has a determined  $r$  value of  $0.616 > 0.100$  ( $r$  table). This indicates that the phubbing conduct variable and the supporting attitude variable ( $X3$ ) also have a substantial association.

### **The Influence Of Openness On Phubbing Behavior**

According to the correlation test results, the determined  $r$  value ( $-0.025$ ) has a very weak correlation strength and a negative association direction. The stepwise regression test findings also demonstrate that there is no discernible relationship between the openness and phubbing behavior variables. The Sig (2-tailed) test value of  $0.632$  is greater than the significance value of  $0.005$ , while the  $t$  count value of  $0.480$  is smaller than the  $t$  table value. In the regression equation, phubbing behavior ( $Y$ ) =  $68.713 + (-0.028)$  and openness ( $X1$ ) are the variables. The value obtained is known to be  $-0.028$ . This indicates that the variable openness ( $X1$ ) and phubbing behavior ( $Y$ ) have a weak and inverse association.

The regression coefficient value  $R^2$  is  $0.001$ . It means that the regression line equation obtained can only explain  $0.1\%$  of the variation in phubbing behavior or the line equation obtained is not good at explaining phubbing behavior variables. This is different from what was explained by Ramdhani (2012); Karadağ et al. (2015), and T'ng et al. (2018), who stated that an open attitude influences phubbing behavior. Someone with a relaxed attitude likes new things, wants further information, and can create activities that are not usually done. This individual will be busy exploring things that interest him. Individuals with high openness are more likely to pursue and adopt the latest information technology, consistent with high flexibility of thinking and tolerance for new ideas.

### ***The Influence Of Empathy On Phubbing Behavior***

In the regression equation for the empathy variable (X2) and phubbing behavior (Y) = 78.484+(-0.280). It is known that the value obtained is -0.280. This shows a relationship in the opposite direction between the empathy variable (X2) and phubbing behavior (Y). It means that every increase in the empathy variable by 1% will influence a decrease in student phubbing behavior at state universities in Lhokseumawe City by 2.8%. The coefficient value with the determination of 0.069 means that the regression line equation obtained can explain 6.9% of the variation in phubbing behavior or the line equation obtained is good enough to define the phubbing behavior variable.

The statistical test results show that the empathy variable (X2) is one of the five De Vito humanistic communication effectiveness variables that significantly influence phubbing behavior. It is stated that every increase in the empathy variable (X2) will substantially influence the phubbing behavior of students at state universities in Lhokseumawe City. This is in accordance with the opinion of Kadanakuppe (2015), who states that empathy impacts communication effectiveness. Smartphone addiction and phubbing will cause students to become indifferent to other people or lose empathy (Jordaan & Surujlal, 2013), become arrogant, and commit immoral acts such as fraud, theft, murder, and so on. Davis & Kraus (1997) explained that individuals with an empathetic attitude tend to be more tolerant and able to adapt to others. High empathy allows someone to prioritize other people even though they have to put aside personal interests (Goetz, Keltner, & Simon-Thomas, 2010), one of which is smartphones.

### ***Supportive Influence On Phubbing Behavior***

The results of statistical tests show that the supportiveness variable (X3) is one of the five De Vito humanistic communication effectiveness

variables that significantly influence phubbing behavior. It is stated that every increase in the supportiveness variable (X3) will substantially affect the phubbing behavior of students at state universities in Lhokseumawe City. However, until this research was completed, few studies had discussed the supportiveness variable (X3) separately as a factor influencing phubbing behavior.

The supportiveness variable (X3), together with Devito's other humanistic communication effectiveness factors, is said to influence phubbing behavior (Aditia, 2021). Phubbing behavior is part of social degradation, which can reduce five aspects of communication quality, and one of these aspects is a supportive attitude, whether spoken or unspoken. When the supporting element decreases, the individual's social relations will undoubtedly decrease. When this happens, individuals may experience social ostracism for their actions.

The beginning of social interaction begins with interactions between individuals who greet each other, shake hands, and communicate with each other. It can be understood that social interaction occurs because individuals need each other and other individuals. Social interaction starts from a simple and unlimited level to a broader and more complex level. Ideally, as people grow older, social relationships develop and become extensive and complex. However, if someone is not good at controlling themselves when using social media and smartphones, this affects the effectiveness of ongoing communication.

### ***Positive Influence On Phubbing Behavior***

The results of statistical tests show that the positiveness variable (X4) is one of the five De Vito humanistic communication effectiveness variables that significantly influence phubbing behavior. In statistical tests, the positiveness variable (X4) is known to be the dominant factor influencing phubbing behavior. It is stated that every increase in the positiveness variable (X4) will significantly affect the phubbing behavior

of students at state universities in Lhokseumawe City. However, until this research was completed, researchers had not found previous research that explained that the positiveness variable (X4) was a variable that influenced phubbing behavior, whether negative or positive.

The positiveness variable (X4) and other Devito humanistic communication effectiveness factors indirectly influence phubbing behavior (Aditia, 2021). Phubbing behavior is part of social degradation and can reduce five aspects of communication quality, one being positive behavior. Communicating a positive attitude in interpersonal communication can be done in two ways. First, interpersonal communication is fostered if someone has a positive attitude towards themselves. Second, there are positive feelings for the formation of effective interactions. There is nothing more enjoyable than communicating with people who enjoy interactions or react pleasantly to interaction situations.

## **Discussion**

Individuals with a high openness attitude prefer intense communication and close contact that involves their sense of sight because this can satisfy their stimulation needs compared to social needs, where interaction is limited via smartphones (DeVito, 2015). Open-minded individuals are pleasant to communicate with because they will react honestly to the stimuli that come their way. People who are quiet, uncritical, and unresponsive are generally boring conversation participants (DeVito, 2015). In communication, an open reaction to what is said is necessary. Nothing is worse than being ignored; not having the same understanding and a little debate is much more fun than being ignored.

Based on several studies, empathy and smartphones have been tested to influence socio-cultural changes and communication. Przybylski & Weinstein (2013) stated that just by placing a smartphone near the reach of communication activities, even without touching, it still has the potential to

damage interpersonal relationships. Smartphones can reduce involvement and attention when someone speaks, reducing feelings of empathy and understanding (Przybylski & Weinstein, 2013). When someone focuses on their smartphone, someone will enjoy their interaction with cyberspace. Some feel their interaction with the virtual world is more interesting and enjoyable than real-world conditions. This condition causes a person to not care about events around him. In the end, phubbing behavior can reduce empathy.

The basic assumption is that individuals who carry out phubbing behavior do not have a sense of empathy for the surrounding environment, so they will not pay attention to other people's conversations even though other people really ask for their attention. There is no interaction availability because of a strong desire and urge to use a smartphone even while interacting in a social environment.

In communication activities, there needs to be positive support from the communicator for the communicant so that a dynamic communicative relationship can be established and is able to involve the communicant in communication (Simorangkir, Marta, & Sadono, 2019). DeVito (2015) said that openness and empathy would not last long without support from a supportive atmosphere. This means that interpersonal communication needs a supportive atmosphere or motivation, especially from the communicator towards the communication.

The beginning of social interaction begins with interactions between individuals who greet each other, shake hands, and communicate with each other. It can be understood that social interaction occurs because individuals need each other and other individuals. Social interaction starts from a simple and unlimited level to a broader and complex level. Ideally, as people grow older, social relationships develop and become extensive and complex. However, if someone is not good at controlling themselves when using social media and smartphones, this can affect the effectiveness of ongoing communication.

The results of this study are in accordance with other previous research, which stated that there is an influence between interpersonal communication and phubbing behavior. The interpersonal communication used by Hafizah et al. (2021) is the effectiveness of interpersonal communication as explained by DeVito (2015): openness, empathy, supportive attitude, positive attitude, and equality. In this research, it was explained that simultaneously and together, these variables had a significant relationship with obsession with cell phones, but aspects of the independent variables did not have a significant relationship with aspects of communication disorders.

One of the causes of phubbing behavior is gadget or smartphone addiction (Bajwa, Abdullah, Zaremohzzabieh, Jaafar, & Samah, 2023; Talan, Doğan, & Kalinkara, 2023). The cause of gadget or smartphone addiction is a person's perception that the virtual world is more fun than the real world (Saifuddin, 2023). Therefore, one strategy to reduce phubbing behavior is to carry out effective interpersonal communication. Effective interpersonal communication includes openness, empathy, a supportive attitude, a positive attitude, and equality. These attitudes cause someone to feel appreciated. In the end, someone feels comfortable in the real world so they don't look for comfort in the virtual world. Ultimately, someone will not choose to focus on the gadget or smartphone and not engage in phubbing behavior.

The quality of the relationship can be formed because of the effectiveness of the communication that exists, with good interpersonal communication that will get a response that meets expectations. As preparation for becoming contributing members of society, these are critical components that university students must possess. Students must possess a sense of trust or openness towards others, precisely the willingness to expose oneself to one's surroundings, in order to have a general impact on their ability to cultivate effective interpersonal communication. Demonstrating empathy entails caring for others or

being willing to place oneself in situations that others have encountered. Apart from that, fellow students must also have a supportive attitude to act as an effective interpersonal relationship for students by displaying a spontaneous and provisional descriptive attitude. A positive attitude manifests itself in pupils through conduct that we typically admire, anticipate, and take pride in, such as reciprocating positive encouragement with expressions of appreciation or praise. Students' approval of one another's value and worth constitutes equality. The demonstration of ownership over these five aspects by university students is evident in their conduct when engaging in interactions within the environment with the objective of promoting equality.

Based on the results of data analysis, it was found that openness is an important factor in interpersonal communication which is considered capable of reducing phubbing behavior. Someone who is open to the person they are talking to indicates that the person respects the person they are talking to. Additionally, this openness signifies that the individual is prepared to divulge any information that may be of interest to the other person. The individual with whom you are conversing probably requires this information. Conversely, a person whose phubbing behavior involves fixating on their device or smartphone does so because they are motivated by the need to obtain information that piques their interest. Someone who is open also indicates that someone has an open perspective. Someone who is open will accept the perspective conveyed by the person they are talking to. In this way, the person you are talking to feels appreciated and comfortable. This comfort causes the person you are talking to to choose not to focus on their gadget or smartphone. So, the person you are talking to does not engage in phubbing behavior.

In the context of a communicator, someone who is open is someone who opens his mind to be able to interact with everyone. This openness causes him to prepare himself to be able to communicate with other

people and convey information to other people. So, this open attitude can reduce a person's potential for phubbing behavior.

## **CONCLUSION AND SUGGESTION**

### **Conclusion**

The test results obtained from this research explain the technological determinism theory that McLuhan (1962) explained. He explains that the development of the type of technology used by society will ultimately determine the pattern of life in society itself. The discovery or development of communication technology is a factor that changes human culture and perception of their environment, as has been proven in this research.

In this research, communication effectiveness is a process of conveying messages directly from the communicant to the communicator to achieve the aims and objectives of the message content so that it can have an influence or effect. The effectiveness of humanistic communication can be achieved if the factors of openness, empathy, supportiveness, equality and positive attitude can be fulfilled. However, communication effectiveness is now difficult to achieve when communication has been taken over by smartphones, which are a communication medium.

In this research, it is believed that phubbing behavior will influence communication effectiveness simultaneously. Technology is presented because of human creativity and creation, which then shapes changes in people's behavior and lifestyle. Applicatively, technology is the driving force of human civilization because of the strong human dependence on technology. This is in line with the essence of Technological Determinism theory, namely: 1) The existence of new discoveries or innovations in the field of technology has a changing impact on culture; 2) Ways of communication that change and shape the existence of human life; and 3) McLuhan (1962) stated that "We shape our tools, and they, in turn, shape us" (we are the ones who shape the tools we need and now those tools are what shape us).



Phubbing is a product resulting from technological developments that have hit the lives of modern society today. Technology created by humans with the initial aim of making human life easier ultimately changes behavior and even culture and social relations in society. From this understanding and looking at the current phenomenon, there has been a strong relationship between phubbing behavior and technological determinism.

On the one hand, technology makes it easier to increase achievement and expand the range of limited human abilities (Briandana, Wahyudi, & Marta, 2022). On the other hand, the use of technology allows humans to be amputated from their duties and functions, both physically and mentally, thereby causing a loss of dignity (dehumanization) as social creatures (Chinmi, Marta, & Jarata, 2021). In accordance with research results, Phubbing behavior will influence the effectiveness of existing communication, whether in friendships, friendships, partners, parents or work relationships.

### **Suggestion**

This article only examines Devito's communication effectiveness factors, which consist of openness, empathy, support, positive attitudes and equality, and for future researchers who are interested in discussing the same theme as this research they are expected to consider other external and internal factors that can overcome phubbing behavior in students. or early teens, or can develop research efforts with a research model focused on preventing phubbing behavior, and managing smartphone use, with a research model of workshops or other interactive training that can emphasize the importance of "connecting" with other humans directly and in real life.

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