



The Phenomenon of Phubbing in The Communication Patterns of The Influencer Generation

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ABSTRACT

Pesatnya perkembangan teknologi di era modern memicu munculnya karakter-karakter baru di masyarakat akibat gempuran perkembangan teknologi informasi dan komunikasi. Salah satu karakter baru tersebut adalah *Phubbing*, yang berasal dari kata “*phone*” dan “*snubbing*”, yang diartikan sebagai fenomena menghina atau mengabaikan seseorang karena terlalu fokus pada gawai. Penelitian sebelumnya menunjukkan bahwa 80,2% *influencer* atau gen Z pernah melakukan *phubbing*, dan 91,3% mengaku pernah di-*phubbing* oleh *phubbee* karena penggunaan gawai yang berlebihan. Seseorang dapat kehilangan kepercayaan, hubungan interpersonal yang tidak harmonis, dan empati. Jadi, penelitian ini bertujuan untuk melihat dan mempelajari teori determinisme teknologi dari sudut pandang ini. Untuk menyelidiki fenomena *phubbing*, digunakan pendekatan kualitatif deskriptif. Selain itu, untuk mendapatkan informasi mengenai *phubbing*, subjek penelitian menggunakan metode *purposive nonprobability* sampling dengan jumlah partisipan sebanyak delapan orang. Hasil penelitian menunjukkan bahwa kehadiran media baru dapat menyebabkan *phubbing* sehingga mengubah pola komunikasi generasi *influencer* atau Gen Z. Kemudian, komponen utama dari *phubbing* adalah kehilangan kendali atas penggunaan media baru. Dengan sebagian besar khalayak menganggap *phubbing* sebagai hal yang normal, hal ini mengarah pada sistem tatanan sosial yang terjerumus oleh determinisme teknologi. Studi mengenai *phubbing* diperkuat oleh teori determinisme teknologi. Kemajuan teknologi memungkinkan khalayak untuk melakukan tindakan secara langsung. Penelitian ini mampu membuka wawasan dan perspektif baru dalam penelitian serta menawarkan solusi bagi khalayak untuk menghadapi fenomena *phubbing* di era digital.

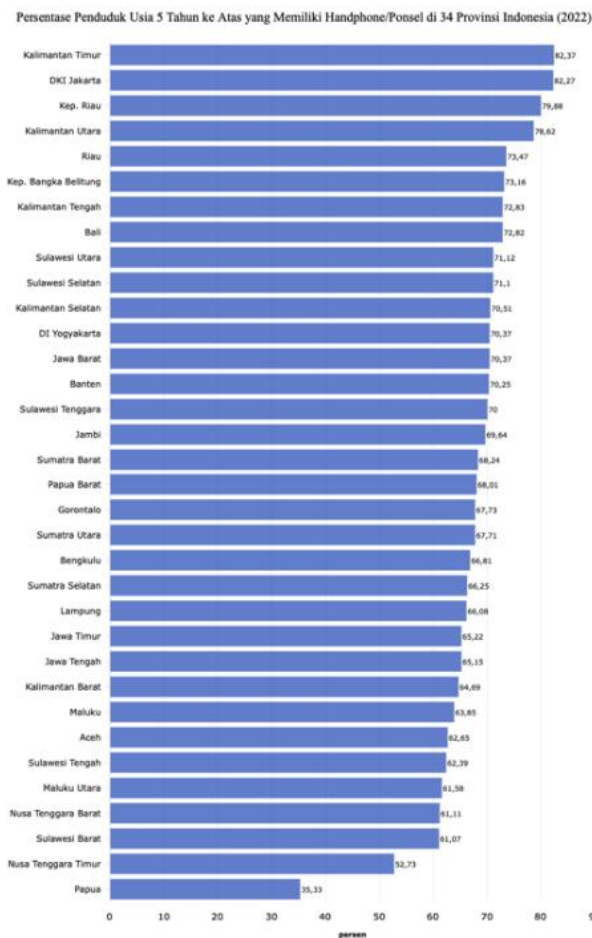
INTRODUCTION

The development of information and communication technology in the era of society 5.0 is characterized by rapid and many technologies and easy digital access, which significantly impacts the aspects of relationships in the social environment. The pattern of social interaction that was initially harmonious has begun to shift and change.

This change in interaction patterns is due to the emergence of various features or technological instruments that can facilitate activities. This convenience makes the audience complacent, ignoring and forgetting their nature as social beings with this rapid technological development.

Graphics 1.

Percentage of Indonesians who own a mobile phone in 2022



Source: Katadata (2023)

The reality illustrates the easy access to digital technology launched in the era of Society 5.0, which shows that the current communication interaction process is no longer limited by distance and time. However, this ease of access does not always lead to something good for the development of one’s life if it is not wise to use it. According to data from the Badan Pusat Statistika (BPS) in Katadata (2023) mentioned in graphics 1, as many as 67.88% of Indonesians have cellphones in 2022, which are spread across all regions in Indonesia, and this percentage has increased compared to 2021, which is only 65.87%.

According to the results of research conducted by Hyangsewu et al. (2021), it shows that 43.80% of students, who are also mostly Gen Z, spend more than 10 hours per day playing gadgets, WhatsApp ranks first in their choice of platform, 45.90% prefer gadgets to social activities, and as many as 83.80% have

dependence on gadgets. Similar research was also revealed by Pratiwi et al. (2019), which found that 92% of students, who are also mostly Gen Z, use gadgets for more than 1 hour, and most students use gadgets within 5-10 hours daily. More than that, 8.1% of students, mainly Gen Z, spend more than 15 hours with their gadgets daily.

Using gadgets that cannot be regulated or maintained also has effects. The Pontianak City Population Control and Family Planning Office, Women’s Empowerment and Child Protection (DPPKBPPPA) revealed that some resulting effects are divided into physical and psychological impacts. Physical impacts include poor eating habits, irregular sleep quality, and growth disorders. Meanwhile, psychological impacts include the emergence of depression, more solitude, anxiety, aggression, lack of empathy, social phobia, and not being able to control the urge to use internet networks (DPPKBPPPA Pontianak, 2022). This is also exacerbated by a research organization in the UK, which states that as many as 53% of gadget users in the UK tend to experience anxiety when dealing with running out of battery, lack of network coverage, and losing their gadgets (Hafni, 2018). From these facts and statements, it can be analyzed that the adherence to technological advances, especially the existence of new media in gadgets, has had a significant impact that is quite drastic in terms of psychological, economic, health, and social interaction.

The influencer generation, or Gen Z, known as the digital-savvy generation, tends to spend more time in front of the screen of the gadget they are using rather than communicating with the surrounding environment. Suppose you look at previous research data according to the Alvara Research Center. In that case, the most addicted users are from among the influencer generation or Gen X, namely 7-10 hours/day with a percentage reaching 20.9% in using the internet, then followed by millennials as much as 13.7% and Gen X only 7.1% (Katadata, 2022).

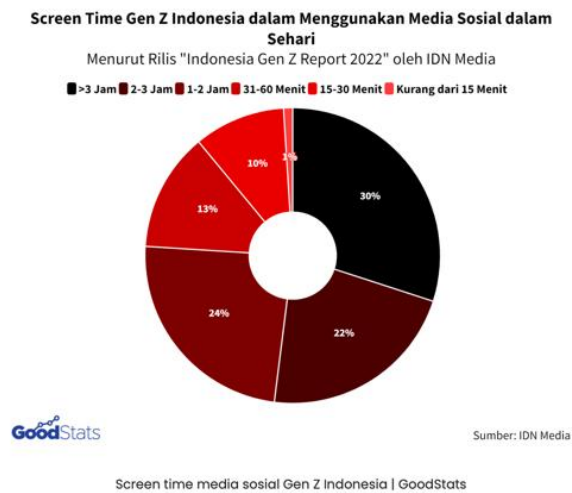
This was reinforced by data from IDN Media in Goodstats (2023), mentioned in graphics 2, that most Indonesian Gen Z access social media for more than 3 hours/day, and this generation of influencers or Gen Z most likes to

interact on the internet. It gave rise to a new phenomenon in the surrounding environment, especially the influencer generation or Gen Z, namely phubbing.

Phubbing, a phenomenon influenced by technological advancements, disrupts social communication patterns due to the rapid flow of information and individual needs in cyberspace, often unnoticed in our surroundings.

Graphics 2.

Screen Time of Influencer Generation or Gen Z Indonesia in Using Social Media in a Day



Source: Goodstats (2023)

Regarding language, phubbing stands for phone, and snubbing means cell phone and insult. This term indicates the attitude of hurting the interlocutor due to excessive gadget use and too focused on the gadget being played (Hanika, 2015). The existence of this phenomenon can also affect the sociological order in the social environment as a social being.

Webster (2015) explains that phubbing is “the act of snubbing someone in a social setting by looking at your phone instead of paying attention.” It also means that phubbing is an action that can hurt other people, so they are hurt because the individual’s attention is too focused on their gadget. This factor is triggered due to a person’s addiction to gadgets.

In addition, this is supported by data stating that phubbing in students who are also mostly Gen Z can be found in family settings when gathering with colleagues studying in class and other meetings requiring social interaction. Phubbing behavior has also

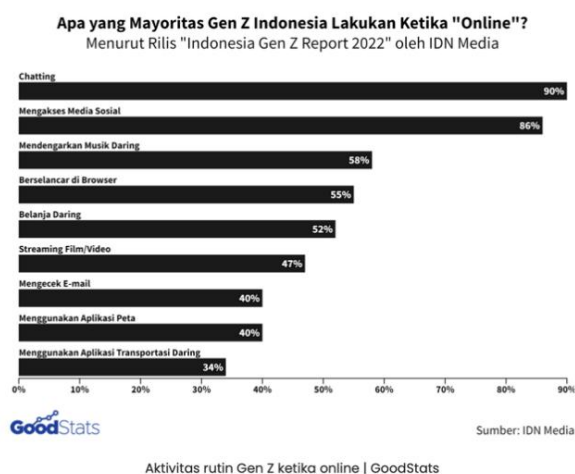
impacted virtual learning interactions, especially when students who are also mostly Gen Z do lecture activities on Zoom. Survey results show that students tend to surf on their gadgets rather than interact with others (Yam & Kumcağız, 2020). Similar survey results were also revealed to psychological students at Padang State University in 2019, which showed that 80.2% of students who were also mostly Gen Z had ignored their opponents when interacting (friends or friends) while playing gadgets (phubber). Then, as many as 91.3% of students who are also mostly Gen Z also claim to have been ignored by interlocutors (friends or friends) because they are too busy with gadgets (phubbed). This then coincides with the results of research conducted by Leung, which explains that the low quality of a friendship relationship occurs due to addiction to gadgets. On the contrary, good relationship quality tends to have a small level of device addiction (Widyasari, 2015). In addition to affecting the quality of one’s interactions, phubbing also causes anxiety, physical problems, and psychological problems.

Then, according to research conducted by Sinambela et al. (2023), the teenage generation is also active in using social media, especially Instagram, on fitter stories because it is used to express and actualize themselves. It is also because it satisfies its desires, such as wanting to be judged as cool, up-to-date, or contemporary, to find relevant information, to want to communicate and share feelings or stories on Instagram stories, and so on. Looking at research conducted by Rachmania et al. (2024) said that AI technology is often misused in the form of spreading revenge pornographic images and videos.

In retrospect, technological development and advancement should have positively impacted social progress and welfare, communication patterns, and interactions with others. However, technological determinism has begun to worsen the audience’s situation, where phenomena such as phubbing arise due to the influence of technology, especially on the gadgets used. The existence of a culture in Indonesia (graphics 3) that respects interlocutors is now starting to fade, and it is less like a friend than humanizing other humans (Hanika, 2015).

Graphics 3.

Survey Data of the Majority of Gen Z Indonesians Conducted Online



Source: Goodstats (2023)

Like previous research, there are more studies related to the phenomenon of phubbing in the community, children, and certain groups of students without any focus on the advancement of the current era of technology or digitalization. For example, research conducted by Firman (2022) only looks at how the phubbing phenomenon exists in the community environment. The research focuses on the phenomenon of phubbing in the communication patterns of Generation Z (influencers), which is seen in the theory of technological determination. Then, Generation Z will be part of the nation's next generation, so it is interesting to see the phenomenon of phubbing in the younger generation.

The study on phubbing, a new phenomenon in Indonesia, is needed due to its ongoing effects and public perception of it as a natural phenomenon. It seeks to explore theoretical perspectives and solutions to overcome its negative impact. The purpose of the research is to see and examine the phenomenon of phubbing in the communication patterns of Generation Z (influencers). This research is also significantly needed in the current era of technological advancement, especially when facing the challenges of phubbing interpersonal communication patterns.

In this study, researchers examine the phenomenon of phubbing using the perspective of technological determinism theory. This theory explains that existing information and

communication technologies shape a person's behavior and ethics and bring progress to the social operating system (Jan et al., 2020). This theory also has a relationship or connection with the phenomenon of phubbing. Because of technological determinism has influenced the pattern of audience communication interaction. By using descriptive qualitative methods, this research is expected to add new insights and new mindsets regarding the phubbing phenomenon, which shifts audience communication patterns, especially the scope of the influencer generation or gen Z and its analysis based on the perspective of the theory of technological determinism.

LITERATURE

New Media

The process of community interaction continues to develop along with the presence of technology in the form of new media or new media. According to Vivian in Surokim et al. (2017) say that new media, namely the internet, can surpass the pattern of disseminating a traditional media message, as can be known the nature of the internet can blur geographical boundaries to make relationships, relationship capacity, and the most important thing is that it can be done in real-time. A similar statement was also conveyed where, according to McQuail (2010), new media is a platform identical to the internet, where there is a lot of uncertainty in the future because of its many models of use and supervision. Its presence in the postmodern era has made new media develop with various models accompanied by uncertainty (Cahyanti, 2016). From this, it can be concluded that new media is media whose system is closely related to the Internet. The term new media refers to various changes in media production, distribution, and use. New media is also said to be one of the markers of characteristic changes that can intensify the globalization process (Nugroho, 2020).

New media or new media such as the internet has characteristics such as Nasution's statement (2016) in Ii, et al. (2005), namely: computer-based technology, has a hybrid character, is not dedicated, and is flexible, has interactive potential, has public and private functions, there are no strict rules, is interconnected, and is everywhere or does not

depend on location. The characteristics of new media itself are Interactivity, Demassification, and Asynchronous. Another character, according to McQuail (2010), states that new media consists of 4 criteria, namely information search media, collective user participation media, interpersonal communication media, and interactive game media. New media also exists from access to the use of social media such as WhatsApp, Facebook, TikTok, Instagram, YouTube, and so on. The existence of new media smartphones makes modern social communication patterns change. Variation in the form of new media makes many users addicted. This then causes a disturbance in interpersonal interaction. New media is also a cultural product that cannot be separated from social life, including the influence created by its users (Hanika, 2015).

Phubbing

According to Karadag (2015), phubbing behavior is defined as the behavior of a person who deals with their phone while talking to others and ignores interpersonal communication by looking at their phone. Phubbing is when a person is more concerned with their phone and virtual environment than people in real life, making them not respect others, develop relationships, or talk to others. Chotpitayana Sunondh & Douglas (2016) define phubbing behavior as ignoring or neglecting someone whose feelings may be hurt. However, Nazir & Piskin (2016) state that phubbing behavior is when someone directs their gaze to the gadget while talking rather than to the interlocutor. According to David & Roberts (2017), phubbing behavior can negatively impact the well-being of the affected individual, hindering poor interpersonal interactions. In addition, there are dimensions of phubbing, which, according to Karadag (2015), are communication disorders and obsession with cell phones. Then, according to Nazir and Bulut (2019), several factors influence phubbing behavior, including gadget or internet addiction, social media addiction, gaming addiction, and personal and situational factors. Based on the definitions above, it can be concluded that phubbing behavior is when a person pays attention to a smartphone while talking or talking in person and chooses to focus on the

smartphone while avoiding interpersonal communication, which can cause relationships with interlocutors to become worse. It is also explained that the factors triggering phubbing are boredom, loneliness, fear of missing out, and addiction to new media, such as social media (Al-Saggaf & O'Donnell, 2019).

Communication Patterns

According to Effendy in Gunawan (2013), the communication pattern itself is a process that aims to show reality in relation to the elements included and its continuity, thus facilitating logical thinking. There are several kinds of communication patterns, including (1) primary communication patterns, where symbols are used as a medium for conveying messages from communicators to communicants, (2) secondary communication patterns, namely when tools are used as a medium for conveying messages, (3) linear communication patterns, namely the process of conveying messages directly or can be called interpersonal communication, and (4) circular communication patterns, namely the communication process that is carried out continuously due to feedback (Cangara, 2019: 40).

The research focus lies on interpersonal communication patterns. There are several essential elements that play a role in creating effective interpersonal communication patterns, including: (1) communicator, (2) communicant, (3) message, (4) media, (5) feedback, (6) interference, and (7) ethics.

Ethics has a role in determining the effectiveness of communication. Ethics significantly affect the response of others. Not only that, the optimal situation and mood of the communication actors can also lead to peaceful and comfortable communication patterns (Suranto, 2011).

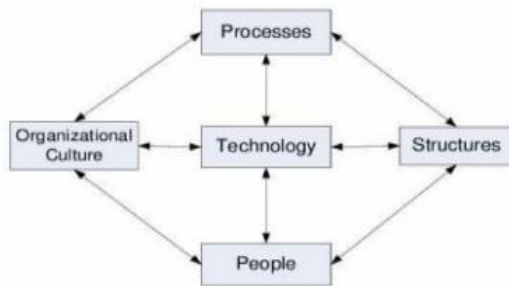
The Theory of Technological Determinism

According to the theory of technological determinism, technological advances have a significant impact on society. The focus is on how human existence will be shaped by communication. According to the book *Mass Communication Theory and Societal Change* (2020) in Kompas (2022) by Salsabiela et al., this theory is considered to have the ability to

influence the way a person thinks and acts. Ultimately, technology brings humans from one technological century to the next. Then, according to Hidayat (2021), if the word determinism is united with technology (technological determinism), it can be interpreted that every action or event carried out by humans is due to the influence of technological development.

According to McLuhan (1964), the growth of mass media ensures a culture of diffusion in society, which suppresses changes in people's behavior. "We shape our tools, and they, in turn, shape us," McLuhan said. According to West & Turner (2007), "We have a symbolic relationship with mediated technology; we create technology, and technology in turn recreates who we are." In addition, Turner put forward three important hypotheses for this theory. According to Jan et al. (2020), the media has three functions. First, they organize society's current actions; second, they organize human experiences and shape their perceptions; and third, they connect the world. Figure 1 is a diagram of technological determinism affecting social structures.

Figure 1.
Schematic of the Theory of Technological Determinism



Source: Adeline & Irwansyah (2022)

METHODOLOGY

This research was conducted using descriptive qualitative research methodology. According to Rakhmat (2014), descriptive research aims to increase understanding and information about a phenomenon in accordance with real and systematic facts during the research process. This research uses a qualitative approach to be more specific. As stated by Sukmadinata in Bachri (2010), qualitative research is inductive, which means

that researchers allow problems to arise before collecting data. The data is carefully observed and collected to interpret and produce in-depth information. This research uses qualitative methods to examine issues related to phubbing that often occur in society, especially the influencer generation or Gen Z. The findings obtained will be described in the research results. The findings will be described to gain new insights into the phubbing phenomenon.

Then, the research subject is the generation of influencers or Gen Z who are active in social media, such as the Instagram platform, which involves many activities using gadgets. This follows the nonprobability purposive sampling technique, which is a method of determining the sample based on the consideration and or choice of the researcher regarding which sample is most representative of the research objectives (Retnawati, 2017). From this technique, researchers chose eight informants who were trusted to be able to provide information about the phubbing phenomenon. They are the influencer generation or Gen Z who are active in the use of technology, especially social media. The main object of this research is the phenomenon of phubbing, which is considered commonplace among the influencer generation or Gen Z.

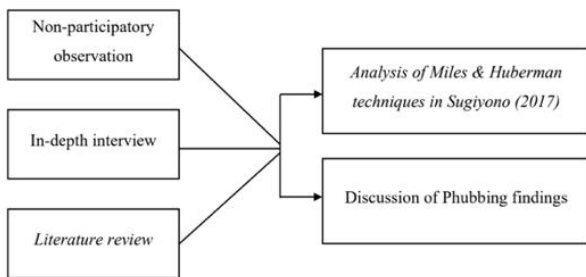
The research steps used non-participatory techniques and in-depth interviews in the data collection process. Non-participatory observation is carried out where the researcher only observes without participating in the activity (Hamli et al., 2022). In this study, researchers also observed phubbing by the influencer generation and analyzed it using theories outside the field. Researchers also conducted in-depth interviews with eight participants regarding the phubbing phenomenon. The results of in-depth interviews were then used as research instruments.

In the final stage, the researcher then analyzed using the literature review technique on the theory of technological determinism. The Miles & Huberman technique in Sugiyono (2017) was used by researchers in this study to analyze data. There are three stages: data reduction, data presentation, and conclusion drawing and verification.

Researchers conducted non-participatory observations when the influencer generation or

Gen Z made updates on Instagram social media through the update story feature. When the influencer generation is busy with stories uploaded using gadgets, researchers describe the observations' results. It aims to explain the phenomenon of phubbing based on observations. Then, in-depth interviews were conducted in two stages: August 30, 2023, and continued September 17, 2023. It can be described by the flow design in the research (figure 2).

Figure 2.
Research Design



Source: Researcher

RESULTS AND DISCUSSION

Phubbing is the New Phenomenon

The meaning of emergence of the word phubbing is defined as a phenomenon of indifference when conducting interpersonal communication because the focus is on gadgets. However, the use of the phrase phubbing is still common in the ears of the public, especially some of the influencers or Gen Z. However, many people still do not recognize what phubbing is.

Globally, this phenomenon already exists in the social sphere, consciously or unconsciously. In this study, the existence of audience ignorance regarding the phubbing phenomenon is also evidenced by the results of the interview. The results show that most participants still do not understand and recognize the meaning of phubbing. But when the researcher explained phubbing, some participants said, “Oh yes, I know enough.”

Table 1.

Interview Results

Source	Interview Results
Participant 2 KK on Wednesday, August 30, 2023	<i>“From myself, honestly, I’ve only known and heard what phubbing is. Because maybe it’s just unfamiliar, and no one has ever said that word.”</i>
Participant 3 AL on Wednesday, August 30, 2023	<i>“I don’t know the meaning of phubbing myself. It’s the first time I’ve heard it. But it turns out that if it is interpreted, that’s enough to know. Maybe there is also a need for information related to what phubbing is so that it is increasingly heard in the ears.”</i>
Participant 4 ER on Thursday, August 31, 2023	<i>“I, who just entered college, am still unfamiliar with the word phubbing, so I don’t know what it means.”</i>

Source: Research Findings

Table 1 shows that the influencer generation, specifically Gen Z, is largely unaware of the term phubbing due to its infrequent use and lack of knowledge on social media platforms like Instagram and Tik Tok. Even in Indonesian-language studies, there is minimal discussion about this phenomenon.

Phubbing, a new phenomenon in the era of technological advancements or society 5.0, is a social interaction between digital and direct worlds. In the era of technological advancement, the process of social interaction runs between two worlds: digital and direct (Fukuyama, 2018). This phenomenon is felt by the influencer generation or Gen Z, who use gadgets for rapid technological progress. Prior to gadgets, audiences preferred direct communication. With the spread of new media and technological innovations, the interaction process now divides between the real world and the digital world, making phubbing a new phenomenon.

Factors Causing the Act of Phubbing

Several factors cause phubbing among the influencer generation or Gen Z. Based on the interview results; eight (8) participants stated that they had done phubbing. Based on the researcher’s findings, the factors that cause the act of phubbing are:

Table 2.

Factors causing the act of phubbing

Factor	Evidence of Findings
Not free and comfortable with the other person	<i>“From myself, the factors that influence the existence of phubbing activities are because for me using gadgets is much better in the current era than vague talk”</i> (interview participant 3 AL on Sunday, September 17, 2023).
The existence of urgent activities in the use of gadgets	<i>“Because of the amount of work I do through gadgets, I have to focus and cannot be left behind”</i> (participant 5 AK interview on Sunday, September 17, 2023).
Access to entertainment on gadgets	<i>“In gadgets, there are many things that I can do and spend, for example, with social media and games”</i> (participant 1 RA interview on Sunday, September 17, 2023).
Personal character	The researcher found one of the factors for the emergence of phubbing activities based on the statements of participants 6 and 8, which stated that the character of lack of care for the surrounding environment triggers a person’s difficulty in establishing interpersonal relationships so that he makes gadgets his best friend or conversation partner.
Gadgets as a form of identity and moving to using digital	<i>“We are already in the digital era, so it is natural that now we focus on our gadgets, and with gadgets, we can also do branding for ourselves”</i> (interview participant 7 TWA on Sunday, September 17, 2023).

Source: Research Finding

The first interview indicates that Gen Z influencers prioritize gadgets for communication, including important calls, online assignments, online games, easy access to information, social media, work demands, online discussions, and complete gadget features. This trend is also evident in other social spheres, such as TikTok, which has become a political issue. Phubbing is a phenomenon where people prefer to avoid communication with unlikable individuals due to discomfort or discomfort in interacting through gadgets, particularly among the influencer generation or Gen Z.

The second interview highlights the urgent need for gadgets due to the fear of missing important information. The fast and drastic spread of new media demands quick updates, especially for influencers and Gen Z. Missing information creates obstacles and unease for gadget users in the digital world. The

urgency of gadget information affects activities and phubbing actions, causing attention to disappear from the surrounding social environment.

The interview results reveal that gadgets provide numerous entertainment options, including online movies, games, social media content, and online TV. However, excessive gadget use can lead to addiction and antisocial attitudes.

Researchers discovered that phubbing can be triggered by a person's character, which can hinder relationships and interpersonal connections. Gadgets can shape identity, requiring influencers like Gen Z to focus on digital technology advancements to stay competitive and avoid being left behind. This highlights the importance of utilizing technology effectively.

Researchers found that influencer generation or Gen Z often use gadgets when bored or confused, especially when alone at home or outdoors. This is due to the need for gadgets, which have become a habit. The ease and sophistication of gadgets, connected to internet access, change communication patterns, and make addiction to gadgets a normal thing.

Phubbing, a phenomenon characterized by individuals focusing on their gadgets and not paying attention to their surroundings or interlocutors, is prevalent among the influencer generation or Gen Z. This behavior can lead to dissatisfaction with communication, especially when interacting with others, especially when they are connected to their network for online games and social media.

The theory describes how influencers and Gen Z often rely on gadgets during gatherings, constantly checking them and carrying them around. This complacency makes it difficult to balance digital activities with direct ones, impacting both the environment and the direct world. Balancing work in person and digitally is crucial for maintaining good communication patterns.

Phubbing Shifts Interpersonal Communication Patterns

Phubbing, a new phenomenon, can disrupt interpersonal communication patterns in social environments. It disrupts two-way communication, which is crucial for

strengthening relationships and connections in the influencer generation or Gen Z. The lack of focus during phubbing actions hinders clear goals, such as common understanding, mutual understanding, and agreement, which are essential for effective communication Irvangi (2020).

Looking at the research conducted by Sinambela et al. (2023), where it is mentioned in the results that many influencers prioritize social media until they forget time just to follow their desires and desires, this is different from the influencer Jovi Adhiguna, who still feels confident. He prefers to appear as he is according to his heart rather than having to feel tortured because he looks like what other people want.

Phubbing hinders effective communication patterns by ignoring the seven elements of communicator, communicant, message, media, feedback, interference, and ethics. This results in blundered messages and miscommunication due to neglect. Communication patterns should maximize these elements, as per Suranto's (2011) guidelines. Neglect can lead to miscommunication and differ the meaning of the message conveyed.

Phubbing, a form of communication disorder, disrupts the process of delivering and receiving messages, leading to miscommunication, uncomfortable communication, and disruption of mutual understanding. It can occur in influencers or Gen Z, depending on how one reacts to it. The disturbance session indicates that phubbing is a significant factor in communication disorders.

The last point is that phubbing can also violate ethical aspects when interacting with communication. This ethics is an important and main point in supporting success and achieving good communication in terms of including the beliefs held, the accuracy felt, the strong desire for interaction, and the willingness to receive messages, which requires sensitivity and skills that are only done after studying the communication process and awareness of what to do when interacting and communicating (Agustina et al., 2019). Analysis based on the seven elements of interpersonal communication states that current communication patterns are shifting and will get worse given the rapid development of technology. Before the

existence of new media, such as the use of gadgets, interpersonal communication was well-established, and we received feedback from each other. However, linear or interpersonal communication patterns are hampered after this phubbing phenomenon. The existence of a shift in communication patterns to a bad direction, even to this negative, reinforces McLuhan's statement, which explains that "when new communication occurs, it not only creates new mass communication equipment but also changes the essence of mass communication itself" (Irvangi, 2020). Due to this new communication suggestion, phubbing occurs and impacts the essence of communication.

The Impact of New Media on the New Phubbing Phenomenon

The change or shift in interpersonal communication patterns in the influencer generation or Generation Z due to phubbing is due to the role of new media in it. New media is a platform that focuses on technology by being connected to the internet. Which new media is a product that cannot be separated from life in the social environment of society, including the influence caused by its use? Access not limited by space and time forces a person to depend on new media, especially gadgets (Hanika, 2015). New media creates a new social system, which is then called the information society. Previous research explained that the information society has characteristics, namely being bound by the need for information, using the media as an aspect and life support, and transmitting information quickly without recognizing boundaries (Habibah & Irwansyah, 2021).

New media's interactivity, demassification, and asynchronous nature make direct social interaction less frequent. With advances in information access, phubbing has become commonplace, especially among influencers and Gen Z. This phenomenon is attributed to the ease of access to information and the popularity of new media (Amelia et al., 2019). When viewed from the results of the interview:

"I think phubbing depends on who you meet because maybe not everyone is like that. But at least they know what basic etiquette is when communicating. I agree that as far as I've encountered people who

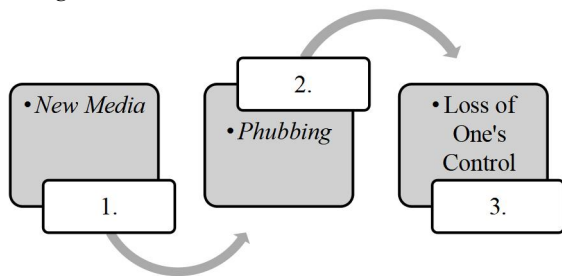
are too focused on their gadgets, sometimes they are not focused or even aware of the other person, and I think it's annoying. So, if I see it, it's like we are being neglected by people who are too busy with their gadgets." (interview participant 5 AK on Sunday, September 17, 2023).

"I agree, and I am famous for being annoyed by people who are focused on their gadgets until other people are not noticed, as if there are no people around them." (interview participant 1 RA on Sunday, September 17, 2023).

New media, particularly gadgets, significantly influences social interaction, often displacing control due to perceived impacts. This dominance makes people unaware of their surroundings, leading to phubbing and negative characteristics like antisocial behavior, anti-criticism, loss of empathy, and decreased morals and character.

New media innovations have sparked a growing interest in digital communication among influencers and Gen Z. However, this has led to a phenomenon known as phubbing, where individuals lose control over new media. To prevent this, individuals must establish relationships and control their use of new media, as minimizing challenges is challenging.

Figure 3. Framework for the Relationship between New Media and the Phubbing Phenomenon



Source: Researcher

Figure 3 illustrates the impact of new media on the audience environment, particularly for Gen Z influencers, highlighting the phenomenon of phubbing, which can lead to negative characteristics like loss of empathy and anti-social behavior. It suggests that while using gadgets, communication is crucial for

generating responses and ensuring understanding, preventing disappointment.

According to information 4 and 8, there are several solutions to dealing with this phubbing phenomenon arising from new media, namely:

Table 3. Solutions to Overcome the Phubbing Phenomenon in New Media

Interview Results	Solution Offered
<p>"The solution that can be done to overcome phubbing, in my opinion, is by massively disseminating information on phubbing in various social media timelines so that it can be known by many people who use digital access as information. Maybe you can also do small socializations in schools or community environments. But it should be done from the internal family environment first and yourself. Because of that, later, it can maintain the rules of interpersonal communication and create a good communication culture. If not from ourselves, then who else" (interview with participant 2 KK on Sunday, September 17, 2023).</p>	<ul style="list-style-type: none"> - Massive phubbing information to social media - Conduct a coaching clinic or socialization regarding phubbing - Self-awareness - Implementation from within the family
<p>"In my opinion, maybe the way that can be done is by practicing it directly and caring about the situation. Because not only is ethics important for everyone, but it also needs to be practiced directly to get used to it too,"</p>	<ul style="list-style-type: none"> - Hands-on practice - Understand the situation - Remind ethics
<p>"There should be regulations from within the family or maybe the institution where you work or go to school so that you can get used to it. And an agreement can be made in advance to the interlocutor not to play gadgets when interacting or discussing so that mutual respect is created" (participant 3 AL interview on Sunday, September 17, 2023).</p>	<ul style="list-style-type: none"> - The existence of regulations or rules related to phubbing - Make an agreement before starting communication
<p>"Creating a gadget-free space is a form of respect when there are discussions or meetings to be held because it also trains people not to be too busy with their gadgets. Then you can also do hangout activities with friends to reduce the use of gadgets,"</p>	<ul style="list-style-type: none"> - Innovation of gadget-free space - Hangout with friends/ peers

Source: Research result

To minimize phubbing, solutions include increasing self-awareness, implementing within the family, practicing it directly, understanding situations, improving ethics, creating rules,

creating a gadget-free space, and engaging in hangout activities. Factors like important activities, entertainment needs, insecurity, personal character, and environmental factors can be overcome. Strengthening self-control during technological determinism is the best solution.

Then further conveyed by the generation of influencers or Gen Z, they also argue that when some colleagues or friends do phubbing actions, several things are done, namely:

Table 4.
Actions to Take When Someone is Phubbing

Reprimand him to stop and focus on the other person or the topic of discussion
Ignore them so that they realize it themselves
Directly tell the person who is phubbing by saying they want to focus on gadgets or discussions
Stay away from the person who is phubbing

Source: Research result

From the statement above, there are those generation influencers or Gen Z if they meet colleagues or friends who are phubbing or too focused on their gadgets. They take several actions such as (1) Reprimand them to stop and focus on the interlocutor or topic of discussion, (2) Ignore them so that they realize it themselves, (3) Directly tell the person who is phubbing by saying they want to focus on the gadget or discussion, and (4) Stay away from people who are phubbing.

View of the Determinism Theory Review of the Phubbing Phenomenon in New Media

The study explores the concept of technological determinism, highlighting phubbing as a form of this behavior. Participants agreed that phubbing is a negative impact of technological advancements, as it alters the audience's lifestyle and social environment, primarily due to the shift from direct to digital communication.

“Yes, it is true, the advancement of technology makes a lot of changes and has a bad impact which is indirectly felt due to phubbing.” (interview with participant 6 DN on Wednesday, August 30, 2023).

“When I understand, it turns out that determinism is very impactful regarding changes in one’s lifestyle. Where communication used to be done directly, but with technological advances, it has shifted through digital funds with their focus.” (interview Participant 8 HD on Wednesday, August 30, 2023).

“Unconsciously, it turns out that it is true that this determinism can affect a person in communication, and the impact is very bad. Phubbing turns out to be something to watch out for.” (participant 5 AK interview on Wednesday, September 30, 2023).

The explanation above can analyze become the needs of audiences, especially the influencer generation or Gen Z, are currently very influential in creating change. The rapid flow of information connects all the lines and actions of the audience to technology. Marshall McLuhan’s theory of technological determinism can already be felt in life in the social environment.

The new phenomenon of phubbing is one of technological determinism. Where usually, many influencer generations or Gen Z today have done phubbing consciously or not. This was then analyzed using three main frameworks or charts in the theory of technological determinism put forward by McLuhan (1964), which explains that the advancement of mass media ensures a culture of innovation diffusion in the social environment. The chart presented by McLuhan is that “we shape our tools, and these tools then shape us.” West & Turner (2007) also say that we have a symbolic relationship with media technology; we create technology, which ultimately recreates who we are. The three charts in this theory are: media organizes every action in the social environment of the audience, media then shapes perception and organizes experience, and media connects or unites the world. From the theory chart, the phenomenon of phubbing can be analyzed as follows.

McLuhan’s (1964) explanation, “We shape our tools, and those tools, in turn, shape us,” can be concluded as to the fact that modern technology has effectively shaped human

character. New media, such as gadgets, include, TikTok, YouTube, Instagram, and Facebook are some of the social media platforms that have successfully shaped the pattern of society. A tangible form of this statement is a new phenomenon, such as phubbing. The fact that technology causes phubbing also supports West & Turner's (2007) statement that we have a symbolic relationship with media technology because we create it and because technology recreates who we are. This means that technology can change human patterns and traits. Everyone knows that the symbolic relationship between technology and humans is about information exchange and other activities. Many activities require technology, such as communication media, artificial intelligence, etc. As a result, the phubbing phenomenon shows that the media created today can affect human character. The nature of this kind of society is closely related to the information society, which is very difficult to escape from technology and the internet in its activities.

Furthermore, it can be discussed as follows: analyzing based on the core chart of the theory of technological determinism. **First**, the media embed every action in society; in other words, they regulate every action. Every informant agreed that the media now regulates people's actions. The results of this study show that people's actions change the way people communicate. People are phubbing because they prioritize new media to be friends with, so their communication is ineffective. The media reveals actions that disrupt social systems, such as this scam. Without people realizing it, technological advances have enslaved them. In the past, people used to have no technology. However, today, everyone depends on new media such as gadgets, the internet, and computers. Proponents of technological determinism argue that technological advances have influenced and shaped society. As stated by Nugroho (2020), the negative impact produced by the poor use of technology does not come from the technology itself.

Second, media shapes perceptions and organizes human experience. This means that any information available on the internet can influence a person's perspective, thoughts, and experiences. Due to its massive nature, technology can change people's perceptions.

The information created shapes perceptions. While media advancements benefit people's lives, hypermedia, which can be accessed daily, results from information and communication technology advancements. In addition, the materialistic and individualistic nature has been brought about by globalization (Nugroho, 2020). Today, new content generates a lot of information. Surely, this can control the system of society. The current condition of the media makes its users obsessed to the point of addiction, which everyone should control. Because the enthusiasm for new media brings bad habits and traits like this phubbing, it has been learned that phubbing can have detrimental effects with disharmonious interaction patterns.

Third, Media connects the world through interactivity and technological innovations, enabling global access. However, problems arise when new media brings people closer or further apart (Hanika, 2015), disrupting interpersonal interactions. Self-control is essential for technological progress to produce benefits and effectiveness, aligning with Participant 8's explanation of the flow of technological determinism.

“Technological advances are not wrong, but some of us are complacent and lulled by technological advances. Technology can be good if we use it according to its function and know its limits.” (interview participant 8 HD on Wednesday, August 30, 2023).

Technology influences audience lifestyles, particularly among Gen Z influencers, leading to the phubbing phenomenon. This phenomenon is a direct form of technological determinism, affecting organizational culture, audiences, structures, and social processes. To avoid disrupting communication patterns and becoming a bad culture, it is essential to minimize the influence of new media and instill good character in individuals and the surrounding environment.

CONCLUSION

Phubbing, a term derived from the words “telephone” and “snubbing,” refers to insulting others with gadgets. Personal factors can lead to this phenomenon, causing negative traits like loss of empathy and antisocial. Technological

advances can change audience lifestyles, especially among influencers and Gen Z. However, phubbing is a common social issue and requires instilling good character. Technology greatly influences organizational culture, audiences, structures, and social processes. Phubbing is a direct form of technological determinism, and minimizing its impact is crucial to prevent disruption and damage to communication patterns and social systems.

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