ANALYSIS OF PHUBBING BEHAVIOR AS A FACTOR OF DECREASE IN ADOLESCENT SOCIAL INTERACTION: A CASE STUDY IN KARANG REJO GANG

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ABSTRACT

The development of communication technology has significantly transformed adolescents' patterns of social interaction, one of which is reflected in the phenomenon of phubbing, namely the tendency to ignore interlocutors due to excessive focus on smartphones. This study aims to analyze the forms of phubbing behavior and its impact on the quality of social interactions among adolescents in Gang Karang Rejo, Medan City. This research employed a descriptive qualitative approach using a purposive sampling technique involving five adolescents aged 14–18 years as the main informants, with parents serving as supporting informants. The data were collected through in-depth interviews, non-participatory observation, and documentation, and analyzed through data reduction, data presentation, and conclusion drawing, followed by verification using source and method triangulation. The results indicate that phubbing has become a normalized daily habit among adolescents, characterized by frequent smartphone use during interactions, repetitive checking of notifications, feelings of anxiety when separated from the device, and decreased focus during face-to-face communication. This behavior negatively affects the quality of social interactions, as seen in reduced empathy, weakened emotional closeness with family members, and the loss of togetherness during social encounters. The discussion highlights that phubbing is no longer an individual behavior but has developed into a broader social phenomenon that shapes the relational dynamics of adolescents within their families and communities, suggesting the need for educational strategies, parental guidance, and controlled smartphone use to maintain a balanced integration of digital and face-to-face interactions.

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INTRODUCTIONS

The development of communication technology over the past two decades has drastically changed patterns of human social interaction (Suci Ariyanti, 2025). As a modern communication tool, smartphones have now become a primary need, especially among teenagers. Each generation has its own characteristics, one example being the Digital Natives, often referred to as Generation Z (Dewi, 2024). Generation Z is the generation born between 1997 and 2012, when technology and information were widely available (Yosi, Lasti et al., 2020:12). This generation is constantly in touch with technology and is familiar with gadgets, busy daily with their social media (Dewi, 2024).

However, despite its benefits, excessive smartphone use has given rise to a new behavior that disrupts the quality of social interactions known as phubbing. Phubbing is the behavior of ignoring others in a social situation by preferring to pay attention to the smartphone rather than the ongoing interaction around them (Al-Saggaf & O'Donnell, 2020). Phubbing is a term used to describe a situation where individuals focus on their smartphones and ignore interactions with those around them (Al-Saggaf & O'Donnell, 2023; Karadağ et al., 2020). Phubbing behavior can also be defined as the act of ignoring others during an ongoing interaction and choosing to surf their smartphones (Wenny Audina & Firman, 2022).

Phubbing behavior significantly impacts social interactions. According to Chotpitayasunondh and Douglas, phubbing has many negative impacts on individual social interactions, including reducing the quality of communication, creating feelings of loneliness, and reducing satisfaction in communication (Chotpitayasunondh, V., & Douglas, K. M. (2020). Furthermore, phubbing behavior can also lead to depression and make the victim (phubbee) feel ignored in the ongoing interaction (Chatterjee, 2020). Several factors influence phubbing, including self-control, poor reasoning, and time distortion. Furthermore, Al-Saggaf and O'Donnell also added several factors influencing phubbing, including technology addiction, fear of missing out, self-control, and boredom (David and Roberts, 2021). The phenomenon of phubbing has now become a social problem. It seems ineradicable, as users' phones are constantly occupied. This can disrupt social harmony and alter habits and behaviors. Gatherings, which should be considered beneficial because they foster relationships, share experiences, and interact directly, are undermined by phubbing (Hamzani Khairul Ihsan et al., 2021). Often, during these gatherings, people put away or even collect their phones as a way to maintain communication. This lack of engagement is often attributed to numerous notifications coming in, interrupting ongoing conversations (Pascal E & Jeremy Cooperstock, 2022). People who are not tech-savvy are often labeled "gaptek" (technologically illiterate). However, not everyone who is adept at using technology is considered tech-savvy. Therefore, as a good user of technology, such as mobile phones, one must be able to exercise self-control over its use to reflect a positive cultural image (Wenny Audina & Firman, 2022).

The results of Suryadi Suherman's research indicate that, first, the phenomenon of phubbing behavior among Generation Z manifests in behaviors such as ignoring those around them, frequently checking their phones, lacking engagement in conversations, using their phones only when hanging out with friends, using their phones only when hanging out with family, and ignoring social etiquette. Second, the impact of phubbing behavior on Generation Z's social interactions is characterized by impaired communication, social isolation, lack of social skills, a low sense of connectedness, and technology addiction (Suryadi Suherman, 2023).

Furthermore, research by Siti Nur Aisyah found a significant positive relationship between FoMO and phubbing behavior in 11th and 12th grade students at SMA Negeri 1 Karang Tengah Demak, with a correlation coefficient of $rxy = 0.569$ and a significance level of $p = 0.000$ (p<0.01). The conclusion of this study indicates a highly significant positive relationship between FoMO and phubbing behavior in 11th and 12th grade students at SMA Negeri 1 Karang Tengah Demak, thus accepting the hypothesis (Siti Nur Aisyah, 2024).

Previous research by Lusi Nisa'ul Aina explains that based on correlation calculations, the value of The correlation coefficient between phubbing behavior and interpersonal communication quality is 0.752 and has a significance level of 0.000. Given that the correlation coefficient is in the strong range of 0.60-0.799, or 0.752, this

indicates a strong relationship between the two. The correlation coefficient between phubbing behavior and interpersonal communication quality is 53.5%, while the remaining 46.5% is influenced by other variables not examined (Lusi Nisa'ul Aina, 2024).

Furthermore, research conducted by Bagus Pranoto and Tengku Walisyah revealed that phubbing is caused by smartphone addiction, boredom, discomfort with the person being spoken to, and introversion. The impacts of phubbing include feeling lost together, missing out on information being discussed, and being perceived as impolite. This is because the person does not position themselves in the best possible way. While phubbing has a negative impact, the quality of friendships remains good because they are reminded that their actions make others uncomfortable. Therefore, the higher the phubbing rate, the lower the quality of adolescents' social interactions (Bagus Pranoto & Tengku Walisyah, 2023).

This also aligns with research by Aulia Ditriani et al., which found that phubbing among fifth-grade students at SD Negeri 3 Berkat occurred at school, during class, during breaks, and at home. This phubbing behavior resulted from continuous smartphone use until late at night, and the lack of specific smartphone rules from the school or parents at home (Aulia Ditriani Junaidi et al., 2024).

Research by Yuna Yusnita and Hamdani M. Syam found that the linear regression calculation yielded a b-value, or regression coefficient, of 0.625. This value indicates a positive effect of phubbing behavior due to excessive smartphone use on students' social interactions. This means that phubbing behavior due to excessive smartphone use has a positive effect on students' social interactions. Each change in phubbing behavior will affect students' social interactions by 62.5% (Yuna Yusnita & Hamdani M. Syam, 2021).

Furthermore, research by Fernando Jeremy et al. found that phubbing behavior occurs because sociology students experience excessive smartphone dependence. Phubbing has become a new norm in social interactions, considered normal. The self develops through interactions with others. By taking on their roles, individuals learn to see themselves from the perspective of others—the generalized other. Individuals can adjust their behavior to conform to prevailing societal norms and values. Role-taking, the process by which individuals place themselves in another person's shoes to understand their perspectives and reactions, experiences problems when the entire process is conducted via smartphone. Consequently, social skills decline (Fernando Jeremy Lodewyk Mumek et al., 2024).

In addition, quantitative research was also conducted by Ainul Fadilah et al., explaining that the calculation of the analysis results using Multiple Regression Analysis obtained a correlation score of 0.859 with p = 0.000 (p <0.05), meaning there is a significant relationship between Self-Control and Social Interaction with Phubbing Behavior. Meanwhile, a score of -0.636 with p = 0.000 (p <0.05) was obtained, meaning there is a significant negative relationship between Self-Control and Phubbing Behavior. The correlation score was -0.201 with p = 0.013 (p <0.05), meaning there is a significant negative relationship between Social Interaction and Phubbing Behavior. As a result, the higher the Self-Control and Social Interaction possessed by adolescents, the lower the Phubbing Behavior. The effective contribution in this study was 0.737, meaning Self-Control and Social Interaction have a 73.7% influence on Phubbing Behavior (Ainul Fadilah et al., 2022). Further previous research by Erwinsyah and Yummy Jumiati explained the phenomenon of phubbing on campus in a study conducted at a state university in the Pancing Area of Medan. Phubbing affects the quality of students' social interactions, can hinder their concentration, and has the potential to create social isolation and emotional gaps between students (Erwinsyah & Yummy Jumiati Marsa, 2025). Recent research by Ivany Rachmi explains that statistical analysis results show a correlation of -0.516 with a significance value of 0.000 (ρ < 0.05). This indicates a significant, negative relationship between phubbing behavior and social politeness among students at the Islamic University of Riau (UIR). This means that the higher the social politeness, the lower the phubbing behavior.

The opposite is true. The effective contribution of the phubbing behavior variable to social politeness is 26.7%, while the remaining 73.3% is influenced by other variables (Ivany Rachmi, 2020).My research is novel in

several aspects. First, this research addresses the phenomenon of phubbing, which is still relatively new to Indonesian social contexts, particularly among adolescents. Second, the research focuses on adolescents in Gang Karang Rejo, a local context rarely addressed in academic studies, thus providing a specific perspective on how phubbing forms and affects the quality of social interactions in the area. Third, this research not only describes smartphone usage behavior but also analyzes the direct link between phubbing and the decline in the quality of social interactions, thus enriching the literature on the dynamics of adolescent communication in the digital age. Thus, this research provides a novel contribution to broadening understanding of the social impacts of excessive smartphone use, while also adding a local perspective to the study of Generation Z's communication behavior.

Based on this background, this study aims to analyze the phenomenon of phubbing among Generation Z, specifically how this behavior affects the quality of their daily social interactions. This research is expected to provide a more comprehensive understanding of Generation Z's phubbing behavior in Indonesia and its implications for social interactions, thus providing a basis for formulating more targeted digital education and literacy strategies.

METHOD

This study employed qualitative research with a descriptive approach. This research aimed to gain a deeper understanding of social phenomena, particularly phubbing behavior and its impact on the quality of adolescent social interactions. Qualitative research with a descriptive approach was used to provide a detailed overview of the forms, causes, and impacts of phubbing among adolescents, particularly in the Gang Karang Rejo area. A qualitative approach is considered more appropriate for understanding the meaning behind human behavior within its natural social and cultural context (Moleong, 2022).

This research was conducted in Gang Karang Rejo, within the administrative area of Medan City. This location was selected based on data from the Central Statistics Agency (BPS), which states that North Sumatra (provincial level) had a proportion of mobile phone users reaching approximately 67.4% in 2023 across all ages. Although not specifically for adolescents, this places North Sumatra among provinces with relatively high mobile phone ownership, typically higher than the average for adolescents across all ages (Central Statistics Agency, 2024). The research period, which began in April 2025 and ended in completion, included field observations, structured interviews, documentation, and data analysis. The sampling technique used was non-probability sampling. The researchers employed purposive sampling. Purposive sampling is a sampling technique based on specific considerations. This means that sampling is based on specific considerations or criteria formulated in advance by the researcher (Sugiyono, 2021). The informant criteria included adolescents residing in Gang Karang Rejo, aged 14–18, who actively use smartphones and social media, are involved in social activities or youth communities, and have experienced or witnessed phubbing behavior in their social interactions.

These criteria were selected based on Ball-Rokeach and DeFleur's Media Dependency Theory, which emphasizes that the more intense a person's media use, the greater their dependence on and influence on their behavior (Ball-Rokeach & DeFleur, 1976). This aligns with the concept of Fear of Missing Out (FoMO), which explains adolescents' tendency to stay connected to social media to avoid feeling left out of their social circles. Therefore, excessive smartphone use and involvement in youth social communities make them a vulnerable group to phubbing. Nine primary informants were recruited, considering the principle of data saturation (Guest, Bunce, & Johnson, 2006). Furthermore, the researchers interviewed parents as supporting informants to gain a broader perspective.

To obtain valid and comprehensive data, the researchers employed several data collection techniques. First, structured interviews were conducted using interview draft guidelines. Second, non-participatory observation was conducted to observe adolescents' social activities in various locations, such as parks, coffee shops, schools, and youth community activities, to directly observe the practice of phubbing in their social interactions. Third, a documentation study was used to collect photos of activities, interview recordings, field notes, and statistical data on social media

usage by Karang Rejo adolescents (if available from the gang or school). Fourth, the researchers applied data triangulation, including source triangulation through comparing information from adolescents, parents, and teachers, and method triangulation through interviews, observation, and documentation.

Data analysis in this study involved three stages: data reduction, data presentation, and conclusion drawing and verification. In the data reduction stage, researchers sorted, focused, and simplified the data from interviews, observations, and documentation according to the research focus, namely adolescent phubbing behavior and its impact on the quality of social interactions. Data reduction was carried out by grouping information into categories such as the form of phubbing behavior, its causes, and its impact on social interactions (Miles & Huberman, 2020).

The next stage was data presentation, which was conducted in the form of narrative descriptions and direct quotes from informants, making it easier for researchers to understand the relationship between phubbing behavior and the decline in the quality of interactions among adolescents in Karang Rejo. This presentation was also supported by a categorization table to facilitate interpretation of emerging behavioral patterns (Sugiyono, 2021).

The final stage was drawing conclusions and verification. Initial conclusions were drawn from the apparent data patterns, then verified through source triangulation (comparing data from adolescents and parents) and technical triangulation (interviews, observations, and documentation) to increase data validity. Thus, this data analysis is expected to provide an in-depth picture of how phubbing is a factor in reducing the quality of adolescent interactions, both in terms of causes, forms, and impacts (Moleong, 2020).

RESULT AND DISCUSSIONS
Result
A. Research Findings
1. Phubbing Behavior as a Factor in Declining Social Interactions of Teenagers in Karang Rejo Alley

The findings of this study demonstrate a strong tendency towards phubbing behavior among teenagers in Karang Rejo Alley and demonstrate how this phenomenon influences their decreased social interactions.
The findings are summarized in the following table:

Table 1. Analysis of Phubbing Behavior among Teenagers in Karang Rejo Alley.

Research Theme	Subtheme of Research Findings
Analysis of Phubbing Behavior	**1. Frequency of Mobile Phone Use During Social Interaction** Teenagers admitted that they often check their phones even when gathering with friends. For them, the smartphone acts like a "fourth companion" that is always present in every interaction, whether to check social media, watch videos, or simply view notifications. Even while speaking with others, some teenagers still use their phones. This gives the impression that they do not appreciate the conversation partner, as also reported by parents who feel ignored when speaking to their children. **2. Dependence on Mobile Phones** There are signs of high anxiety. Some teenagers feel restless and uneasy when they leave their phone at home or when the battery runs out. Some even prefer to go back home just to retrieve a forgotten phone, indicating symptoms of nomophobia. Most teenagers also feel the need to immediately respond to notifications, even when they are with others. This shows the presence of fear of missing out (FoMO), the fear of missing information in their social circles. **3. Multitasking Behavior with Mobile Phones**

Many teenagers are accustomed to replying to messages while talking with friends. Although the conversation continues, the quality of communication decreases because their attention is divided. Some teenagers realize that their focus is split, while parents consider this behavior impolite because it makes others feel unappreciated.

2. Phubbing Behavior Among Teenagers in Gang Karang Rejo

Based on analysis of interview data with teenagers and their parents, the phenomenon of phubbing is clearly evident as part of the daily habits of teenagers in Gang Karang Rejo, both within the family, friendships, and social activities. This behavior is no longer seen as something foreign, but has become a new interaction pattern that shapes the communication culture among teenagers. The research results indicate that phubbing has become a fairly ingrained habit in their lives and has various impacts on psychological aspects and the quality of social interactions.

The majority of adolescent informants admitted that they frequently use their smartphones, even when interacting with friends or family. The habit of holding a phone at almost every opportunity indicates a strong emotional attachment between teenagers and their digital devices. One teenager shared his experience, "Yes, often. Sometimes, even when sitting with friends, my hand is still holding my smartphone" (R-01). This statement indicates that smartphones have become an inseparable part of teenagers' social activities in Gang Karang Rejo, even during face-to-face conversations. This is reinforced by a parent's testimony, "Yes, Sis, that's often the case. When your child is talking to someone, his hand is always holding his smartphone" (OT-01). These two findings demonstrate that smartphones have shifted from being a mere communication tool to a "fourth friend" that is always present at meetings, causing conversations to often stall or lose focus.

In addition to frequency of use, the study also found high levels of anxiety and dependence on smartphones. Some teenagers feel uncomfortable and even anxious if they are not holding their phones. One informant said, "Gosh, Sis, I feel anxious. I feel like something is missing if I don't have my smartphone" (R-01). This condition aligns with a parent's statement, "If he leaves his smartphone behind, he feels uneasy. He comes home just because of his smartphone" (OT-02). These findings indicate that smartphones serve more than just a means of communication; they have become a psychological need that affects adolescents' sense of security and comfort. This phenomenon is known as nomophobia, which is the excessive fear of being without access to a phone.

Interviews also revealed that smartphones often serve as a source of multitasking in face-to-face communication. Several teenagers admitted to losing focus while talking to friends because they were tempted to immediately open incoming notifications. One informant explained, "Sometimes I'm chatting with a friend, and then I get a notification, so I immediately open my smartphone, and then I just go back to chatting as is" (R-01). For some parents, this is perceived as impolite behavior. One mother expressed her disappointment, "When we're talking, sometimes they just give short answers because they're busy with their smartphone. So it feels like they don't respect us" (OT-03). This demonstrates that phubbing not only affects the quality of communication but also creates feelings of disrespect and reduces emotional closeness.

However, social media also serves an important function for teenagers as entertainment, an escape from boredom, and a means of self-expression. One teenager admitted, "I prefer social media, sis, because I can be myself there" (R-04). However, parents emphasized the importance of control. One informant said, "Yes, it's good for entertainment, but don't forget about the people around you" (OT-04). This demonstrates the difference in perspectives between generations regarding smartphone use.

This study also found differences in communication preferences among adolescents. Some adolescents feel more comfortable interacting face-to-face because they consider it more lively, fun, and allows for spontaneous responses. This is evident in the statement, "When we meet in person, the atmosphere is more fun, we laugh more" (R-01). However, some adolescents prefer virtual communication via text messages or social media. They consider

this method easier, less awkward, and provides space to regulate responses, as expressed, "Chat is easier, I don't get nervous" (R-09). These findings suggest that adolescents' communication preferences are influenced by personal comfort levels, social awkwardness, and habits formed from intense smartphone use from an early age. Meanwhile, parents tend to value face-to-face communication as better because they believe it allows them to capture the other person's expressions, gestures, and emotions more fully, thus maintaining a quality relationship.

Furthermore, this study also revealed that some adolescents only become aware of their phubbing behavior after being reprimanded by their parents or friends. n peers. One teenager admitted, "Sometimes I realize after being reprimanded, and then try to reduce smartphone use while chatting" (R-07). Parents also emphasized that reprimands serve as a form of supervision and social education, "If they don't remind them, they won't realize it" (OT-02). This finding indicates the existence of a social control mechanism within families that functions to maintain ethical communication, while also emphasizing that phubbing often occurs unconsciously because it has become a habit.

This phenomenon also elicits certain emotional reactions. Some teenagers feel disturbed when their smartphone use is restricted, as expressed, "If I'm watching a video or playing a game and then they tell me to stop, I get annoyed, sis" (R-03). However, parents still believe that control is necessary, "I still have to remind them so it doesn't continue" (OT-01). This situation illustrates the tension between teenagers' personal entertainment needs and the social demands of families who want togetherness without digital distractions. These emotional reactions demonstrate that smartphones function not only as a communication tool, but also as a means of emotional regulation, entertainment, and a coping mechanism for teenagers. Ultimately, this study found that phubbing has become a normal culture among teenagers in Gang Karang Rejo. In various gathering situations, they do not feel guilty when busy with their respective smartphones, "In fact, sometimes we sit together but each of us is playing with our smartphones" (R-04). This shows that parallel smartphone use in face-to-face interactions has become a new social norm for them. However, this perception differs from parents who believe that this behavior erodes the value of togetherness. One mother said, "If we both have smartphones, there is no longer any meaning to the gathering" (OT-03). This difference in perspective confirms the existence of a generational gap in the meaning of social interaction: teenagers see smartphones as a natural part of daily activities, while parents still adhere to traditional interaction values that emphasize direct contact, full attention, and togetherness.

Discussions
1. The Impact of Phubbing on the Quality of Social Interactions of Teenagers in Karang Rejo Alley

Research results show that phubbing behavior among teenagers in Karang Rejo is quite high and has become a daily habit. Most teenagers admitted to frequently using their phones when interacting with friends and family. In fact, in social situations, their phones are considered a "fourth friend" who is always present in their social activities. This finding aligns with research by Chotpitayasunondh & Douglas (2020), which found that phubbing has become a common behavior among teenagers and has resulted in a decline in the quality of face-to-face interactions.

Furthermore, phubbing behavior creates anxiety and dependence on their phones. Some teenagers feel anxious when they are not holding their phones, fearing they may miss important messages or notifications (N1, N3, N6). This is reinforced by observations from parents who report that their children find it difficult to put their phones away, even when talking to others. This condition indicates nomophobia (no mobile phone phobia), which is the fear of being without access to a smartphone (King et al., 2020).

In the context of social interactions, phubbing impacts the quality of face-to-face communication. Some teenagers report having difficulty focusing in face-to-face conversations because their attention is distracted by incoming notifications. They often respond briefly or carelessly to their conversation partners, only to quickly return to their phones. From their parents' perspective, this is perceived as impolite behavior and reduces empathy in

communication. This aligns with Roberts & David's (2020) view that phubbing can erode the quality of interpersonal relationships by reducing the sense of social presence in interactions.

However, this study also found ambivalence regarding cell phone use. Some teenagers felt that cell phones could actually enrich interactions, for example by sharing videos, photos, or memes, which made gatherings more fluid (N7). This means that phubbing doesn't necessarily decrease the quality of interactions, but rather how smartphones are used in social contexts. This is supported by research by Aagaard (2020), which states that digital media can strengthen interactions when used as a tool for sharing experiences.

Another impact of phubbing is on the social participation of teenagers in Gang Karang Rejo. The coding results showed variation: some adolescents were active in social activities such as mutual cooperation (gotong royong), religious study groups, or committees, while others preferred solitude or were passive. Verbatim analysis also showed that adolescents who used their cell phones more frequently tended to participate less frequently in social activities in their neighborhood (N2, N4, N5). This finding aligns with a study by Misra et al. (2020), which showed that the presence of cell phones can reduce the quality of involvement in direct social activities.

Overall, this study confirms that phubbing behavior among adolescents in Gang Karang Rejo negatively impacts the quality of social interactions. Although some adolescents still maintain quality face-to-face communication, the predominant use of cell phones during social gatherings can reduce emotional closeness, hinder focus, and undermine the value of togetherness. Therefore, efforts to control smartphone use, both from individuals and with family support, are needed to prevent phubbing from further damaging the quality of adolescents' social relationships in their neighborhood (Al-Saggaf & MacCulloch, 2021).

2. Factors Influencing the Decline in the Quality of Interactions Among Teenagers in Gang Karang Rejo
a) Relationships Become Straining

The interviewed teens felt that their relationships with friends were straining because they were more preoccupied with their phones than interacting face-to-face. Face-to-face conversations also tended to be shorter and often interrupted due to their diversion to their phones. Parents also expressed that family moments became less meaningful because their children were more preoccupied with screens than engaging in conversation.
b) Feeling Ignored

Some of the interviewed teens admitted to feeling annoyed and unappreciated when the person they were talking to was more focused on their phone while they were talking. In some cases, they chose to remain silent or withdraw from the conversation because they felt their presence was not being acknowledged. This phenomenon demonstrates how phubbing not only disrupts communication but also causes emotional pain in social relationships.
c) Decreased Social Empathy

The interviewed teens tended to give short or perfunctory responses when spoken to because their attention was diverted by their phones. Parents perceived that their children were becoming less sensitive to others' feelings, resulting in a loss of warmth and emotional closeness in communication. As a result, empathy in social interactions decreases, and interpersonal relationships no longer have the same quality as before.

3. Efforts to Prevent Phubbin Behavior Impact of the Decline in the Quality of Interactions Between Teenagers

Based on research and discussion, phubbing among teenagers in Karang Rejo has become an ingrained habit and has a significant impact on the decline in the quality of social interactions. Therefore, several preventative measures are needed that can be taken by teenagers, families, and the social environment, including:
a) Increasing Adolescent Awareness

Adolescents need to be educated about the negative impacts of phubbing on interpersonal relationships. Awareness can be built through peer group discussions, school counseling, and digital literacy campaigns (Chotpitayasunondh & Douglas, 2020).

b) Strengthening the Role of the Family

Families play an important role in monitoring and setting an example. Parents can establish shared rules, such as gadget-free time during meals or family events. Consistent yet communicative reprimands are also needed to increase adolescents' awareness of the importance of face-to-face interaction (Roberts & David, 2020).

c) Controlling Smartphone Usage Time

Preventive measures can also be taken by limiting smartphone usage, for example through screen time features or device management apps. With time control, adolescents are more focused on dividing their activities between the virtual world and real social life (King et al., 2020).

d) Increasing Participation in Social Activities

Adolescents are encouraged to be more active in community activities, organizations, or communities that allow for face-to-face interaction. Involvement in social activities can reduce smartphone dependence and strengthen social bonds with friends and family (Misra et al., 2020).

e) Positive Use of Smartphones

Instead of being a source of distraction, smartphones can be used to support social interactions, for example by sharing activity information, creating collaborative content, or as a means of productive communication. In this way, smartphones remain beneficial without compromising the quality of face-to-face communication (Aagaard, 2020).

f) Educational Approaches from Schools and the Community

Schools and the community can organize educational programs on digital literacy and communication ethics. This aims to enable adolescents to use smartphones wisely, without eroding the values of togetherness and emotional closeness (Al-Saggaf & MacCulloch, 2021).

With these efforts, it is hoped that phubbing behavior among Karang Rejo youth can be reduced, thereby maintaining the quality of social interactions. This prevention is crucial not only for building healthy communication between individuals but also for strengthening social cohesion within the youth community.

CONCLUSSION

This study makes an important contribution to understanding the phenomenon of phubbing among adolescents in Gang Karang Rejo, from both the perspectives of adolescents and parents. The results confirm that phubbing has become an ingrained habit in adolescents' daily lives and significantly impacts the quality of social interactions. These findings enrich the study of digital behavior by demonstrating that phubbing not only affects face-to-face communication but also impacts broader social engagement, such as participation in community activities. Theoretically, this study strengthens the literature on phubbing, nomophobia, and adolescent social interactions, while also providing practical recommendations for controlling smartphone use in family and community life.

However, this study has several limitations. First, the limited number of informants does not fully represent the diversity of behavior among adolescents in Gang Karang Rejo as a whole. Second, this study used qualitative methods with interviews, so the results are heavily influenced by the subjectivity of informants and researchers in interpreting the data. Third, this study did not quantitatively measure the level of smartphone dependence or the intensity of phubbing, making it difficult to compare statistically with similar studies in other regions. For further research, it is recommended that a mixed methods approach be used, combining qualitative and quantitative data, for more comprehensive results. The research could also be expanded to a broader scope, for example, comparing phubbing behavior among rural and urban adolescents, or between adolescents and other age groups. Furthermore, future

researchers could examine in more depth the factors influencing phubbing, such as parenting styles, peer influence, and digital culture, and design educational interventions that can minimize the negative impact of phubbing on adolescents' social interactions.

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