

ABSTRACT

THE RELATIONSHIP BETWEEN PHUBBING BEHAVIOR AND SOCIAL INTERACTION AMONG ADOLESCENTS IN KAMPUNG MALANG KULON I RT 2 RW 11, WONOREJO VILLAGE, TEGALSARI DISTRICT SURABAYA

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Adolescents exhibiting phubbing behavior tended to ignore their interlocutors during communication, which affected the quality of interactions and led to reduced social interaction. A phenomenon observed in Kampung Malang Kulon IRT 2 RW 11, Wonorejo Village, Tegalsari District, Surabaya, revealed that several adolescents were prone to negligence when communicating with others, which tended to impact the quality of social interaction. The study's objective was to analyze the relationship between phubbing behavior and social interaction among adolescents in the RT 2 RW 11 neighborhood of Wonorejo Village, Tegalsari District, Surabaya. The research design utilized a correlational study with a cross-sectional approach. The study included 35 adolescent respondents, selected using a total sampling technique. Two instruments were employed: the GSP (Generic Scale of Phubbing) to assess phubbing behavior; and the Peer Social Interaction Questionnaire to measure social interaction. The findings showed that 48% of adolescents had high phubbing, 23% had moderate phubbing, 29% had low phubbing, and 54% had poor social interaction. The Spearman rank test results ($p=0.001$, $r=-0.557$) indicated a moderate, negative correlation between phubbing behavior and adolescent social interaction. This meant that higher phubbing behavior corresponded to poorer social interaction. Given this relationship, it was hoped that the Head of Karang Taruna would collaborate with RT 2 to establish regular programs like community service, shared sports, and religious activities, and also utilize targeted online gaming community platforms such as e-sport competitions.

Keyword: *Phubbing Behavior, Social Interaction, Adolescents*

ABSTRAK

HUBUNGAN PERILAKU *PHUBBING* DENGAN INTERAKSI SOSIAL PADA REMAJA DI KAMPUNG MALANG KULON I RT 2 RW 11 KELURAHAN WONOREJO KECAMATAN TEGALSARI SURABAYA

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Remaja dengan perilaku *phubbing* cenderung mengabaikan lawan bicaranya ketika berkomunikasi sehingga mempengaruhi kualitas interaksi yang akan menyebabkan interaksi sosial kurang. Fenomena yang terjadi di Kampung Malang Kulon I RT 2 RW 11 Kelurahan Wonorejo Kecamatan Tegalsari, Surabaya ditemukan ada beberapa remaja cenderung abai ketika berkomunikasi dengan lawan bicara dan cenderung mempengaruhi kualitas interaksi sosial. Tujuan penelitian adalah menganalisis hubungan antara perilaku *phubbing* dengan interaksi sosial pada remaja perkampungan RT 2 RW 11 Kelurahan Wonorejo Kecamatan Tegalsari, Surabaya. Desain penelitian menggunakan studi korelasi dengan pendekatan *cross sectional*. Jumlah responden 35 remaja dengan menggunakan teknik *total sampling*. Instrumen yang digunakan ada 2 yaitu, GSP (*Generic Scale of Phubbing*) untuk menilai perilaku *phubbing* dan Kuesioner Interaksi Sosial dengan Teman Sebaya untuk mengukur interaksi sosial. Hasil penelitian didapatkan 48% remaja dengan *phubbing* tinggi, 23% remaja dengan *phubbing* sedang, 29% remaja dengan *phubbing* rendah dan 54% remaja dengan interaksi sosial kurang. Hasil uji *rank spearman* $p = 0,001$ dan $r = -0,557$, ada hubungan antara perilaku *phubbing* dengan interaksi sosial remaja dengan kekuatan sedang dan arah negatif yang artinya semakin tinggi perilaku *phubbing* maka interaksi sosial kurang. Dengan adanya hubungan antara perilaku *phubbing* dan interaksi sosial diharapkan Ketua Karang Taruna berkolaborasi dengan RT 2 membuat suatu program kegiatan bagi para remaja, seperti kerja bakti, aktif dalam kegiatan lomba ataupun kegiatan keagamaan.

Kata Kunci: Perilaku *Phubbing*, Interaksi Sosial, Remaja