

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis makna perilaku *phubbing* dalam interaksi sosial mahasiswa Generasi Z di Program Studi Ilmu Komunikasi Universitas Malikussaleh. Penelitian ini menggunakan metode kualitatif dengan pendekatan studi kasus. Teori yang digunakan adalah teori interaksi simbolik George Herbert Mead melalui konsep *mind*, *self*, dan *society*. Informan penelitian berjumlah 10 mahasiswa yang dipilih menggunakan teknik *purposive sampling*. Teknik pengumpulan data dilakukan melalui observasi, wawancara mendalam, dan dokumentasi. Analisis data menggunakan model Miles dan Huberman melalui tahapan reduksi data, penyajian data, serta penarikan kesimpulan dan verifikasi. Hasil penelitian menunjukkan bahwa makna perilaku *phubbing* dalam interaksi sosial mahasiswa Generasi Z tidak bersifat tunggal, tetapi terbentuk melalui proses berpikir, pengalaman diri, dan pengaruh lingkungan sosial. Berdasarkan konsep *mind*, mahasiswa memaknai penggunaan smartphone melalui proses penafsiran terhadap situasi, seperti adanya notifikasi, kebutuhan komunikasi, kepentingan mendesak, maupun kondisi percakapan yang dianggap kurang menarik. Berdasarkan konsep *self*, pengalaman melakukan maupun mengalami *phubbing* mendorong mahasiswa melakukan refleksi dan evaluasi diri sehingga muncul kesadaran untuk lebih menghargai lawan bicara serta menyesuaikan penggunaan smartphone. Sementara itu, konsep *society* menunjukkan bahwa kebiasaan dan norma dalam lingkungan pertemanan turut membentuk batas kewajaran perilaku *phubbing*. Secara keseluruhan, mahasiswa memaknai *phubbing* sebagai perilaku pengalihan perhatian dari komunikasi tatap muka kepada smartphone yang dapat mengurangi kualitas interaksi dan penghargaan terhadap lawan bicara. Namun, perilaku tersebut masih dapat diterima dalam kondisi tertentu apabila dilakukan karena kepentingan mendesak dan tetap memperhatikan etika komunikasi.

Kata Kunci: *Phubbing*, Interaksi Sosial, Mahasiswa Generasi Z, Interaksi Simbolik, *Mind Self Society*

ABSTRACT

This study aims to identify and analyze the meaning of phubbing behavior in the social interactions of Generation Z students in the Communication Science Study Program at Universitas Malikussaleh. This research employed a qualitative method with a case study approach. The theory used in this study was George Herbert Mead's symbolic interactionism theory through the concepts of mind, self, and society. The research informants consisted of 10 students selected using purposive sampling. Data were collected through observation, in-depth interviews, and documentation. Data analysis was conducted using the Miles and Huberman model through the stages of data reduction, data display, and conclusion drawing and verification. The results show that the meaning of phubbing behavior in the social interactions of Generation Z students is not singular, but is formed through thinking processes, self-experiences, and the influence of the social environment. Based on the concept of mind, students interpret smartphone use through a process of interpreting situations, such as receiving notifications, communication needs, urgent matters, and conversations considered less interesting. Based on the concept of self, the experience of engaging in or experiencing phubbing encourages students to reflect and evaluate themselves, resulting in an awareness to respect interlocutors and adjust their smartphone use. Meanwhile, the concept of society indicates that habits and norms within peer groups contribute to shaping the boundaries of acceptable phubbing behavior. Overall, students interpret phubbing as a behavior involving the diversion of attention from face-to-face communication to smartphones, which may reduce the quality of interaction and respect for interlocutors. However, such behavior may still be considered acceptable in certain situations when it is performed due to urgent matters while maintaining communication ethics.

Keywords: Phubbing, Social Interaction, Generation Z Students, Symbolic Interactionism, Mind Self Society