

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui perbedaan perilaku *phubbing* pada siswa SMP dan SMA. *Phubbing* adalah perilaku yang lebih memperhatikan smartphone ketika sedang berkomunikasi dengan orang lain dan mengabaikan orang disekitarnya. Metode penelitian yang dilakukan yaitu metode penelitian kuantitatif dengan desain penelitian komparatif yang bertujuan untuk mengetahui perbedaan perilaku *phubbing* pada siswa SMP dan SMA. Sampel dalam penelitian berjumlah 784 siswa yang diperoleh berdasarkan metode *cluster sampling* yang sesuai dengan karakteristik dan dianggap mewakili siswa SMP dan SMA di Kabupaten Bireuen. Peneliti melakukan penelitian pada sembilan kecamatan yang ada di Kabupaten Bireuen yaitu Simpang Mamplam, Pandrah, Jeunieb, Peulimbang, Peudada, Kota Juang, Peusangan, Kutablang dan Gandapura. Metode pengumpulan data menggunakan skala adaptasi dari Karadag (2015) dan dialihkan ke bahasa Indonesia dengan jumlah 10 aitem. Setelah uji coba terdapat 3 aitem yang gugur, sehingga aitem skala perilaku *phubbing* diterima sebanyak 7 aitem dengan rentang nilai indeks 0,370-0,529, dengan nilai reliabilitas 0,716. Berdasarkan hasil penelitian dapat disimpulkan bahwa tidak ada perbedaan perilaku *phubbing* pada siswa SMP dan SMA dengan hasil uji non parametric dari teknik Mann Whitney U-Test dengan koefisien ( $r$ ) = -774 dengan signifikansi  $p > 0,439$  yang dimana perilaku *Phubbing* pada siswa SMP dan SMA cenderung memiliki nilai kategori tinggi.

*Kata kunci: perilaku phubbing, siswa SMP dan SMA*

## **ABSTRACT**

*This research aims to determine the differences in phubbing behavior in middle school and high school students. Phubbing is a behavior that pays more attention to the smartphone when communicating with other people and ignores the people around it. The research method used is a quantitative research method with a comparative research design which aims to determine the differences in phubbing behavior in middle school and high school students. The sample in the study amounted to 784 students who were obtained based on the cluster sampling method according to the characteristics and were considered to represent middle and high school students in Bireuen Regency. Researchers conducted research in nine sub-districts in Bireuen Regency, namely Simpang Mamplam, Pandrah, Jeunieb, Peulimbang, Peudada, Kota Juang, Peusangan, Kutablang and Gandapura. The data collection method uses an adapted scale from Karadag (2015) and is transferred to Indonesian with a total of 10 items. After the trial, 3 items were dropped, so 7 items on the phubbing behavior scale were accepted with an index value range of 0.370-0.529, with a reliability value of 0.716. Based on the research results, it can be concluded that there is no difference in phubbing behavior in middle school and high school students with the results of the non-parametric test from the Mann Whitney U-Test technique with a coefficient ( $r$ ) = -0.774 with a significance of  $p > 0.439$ , which is phubbing behavior in middle school and high school students. tend to have high category scores.*

*Key words: phubbing behavior, middle school and high school students*