

The Influence of the Phubbing Phenomenon on Social Skills in Developing Life Skills among Social Sciences Education Students at the Indonesian University of Education

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Abstract

Phubbing or the act of ignoring people around you by using gadgets has a significant impact on social skills. Phubbing hinders the development of essential social skills and reduces the quality of communication in daily interactions. The aim of this research is to analyze the influence of the phubbing phenomenon on social skills in improving *life skills* among Social Sciences Education Students at the Indonesian Education University, so that it is hoped that students will know the impact that phubbing has on their social skills. This approach uses a quantitative approach with survey methods. The results of this research show that there is a significant influence of phubbing on social skills in improving *life skills*.

Keywords: Phubbing, Social Skills, Life Skills

Introduction

Phubbing is a phenomenon which shows an attitude of hurting the person you are talking to by using a smartphone excessively (Sari, 2023; Youarti & Hidayah, 2018). This phubbing is the impact of the high level of smartphone use. The Central Statistics Agency (BPS) noted that the percentage of mobile phone use in Indonesia will reach 67.88% in 2022. This figure has increased by 2.01% compared to the previous year which was 65.87% (Sadya, 2023). As a result of the high level of smartphone use, the phenomenon of phubbing has emerged, which has then created a social problem that has a negative impact on society, especially the younger generation.

Based on research results in previous studies regarding the phubbing phenomenon, it was found that there was neglect of the surrounding environment and focus on cell phones. The very high intensity of mobile phone use triggers phubbing, thus having an impact on the quality of communication in digesting information (Sari, 2023). This is related to social skills, namely in terms of communication. Apart from that, the research results show that phubbing has an impact on a person's psychology, because they feel unappreciated and unnoticed, lack of concentration and productivity because they are engrossed in surfing with their *gedegget*, and lack of self-confidence because the person they are talking to is focused on their device (Sari, 2023).

Phubbing also has a negative impact that can affect an individual's social *skills*. Lack of empathy is one of the impacts of the phubbing phenomenon itself. Focusing too hard on a cell phone can make individuals less sensitive to the feelings and needs of the people around them. This can reduce levels of empathy, which is an important aspect of social skills. Empathy is a social and emotional skill possessed by individuals to be able to feel and understand the feelings, conditions, desires and needs of other individuals, so that they can offer sensitive, perspective and appropriate communication and support (McLare, 2013).

Furthermore, the impact of phubbing is a decrease in the quality of social interactions. Phubbing can damage the quality of social interactions. People who phub frequently may appear less interested in social interactions, and this can create distance between them and others. In addition, digital social skills are limited. Although someone may be skilled at communicating via text messaging or social media, the ability to interact in person may be hampered. This can create discomfort or difficulty in immediate social situations. A real example that we often encounter is that students who cannot interact and socialize will disappear from the reach of their surroundings or fellow students and will be left behind in completing their studies on campus. This proves that being too engrossed in solitude and pinning your hopes on the virtual world is not always good, it actually weakens an individual's social skills in adapting to their environment.

Current technological developments provide significant changes in life, changes that provide not only great benefits but also have negative impacts on users (Turkle, 2005). The negative impact is internet addiction, currently more people interact with other people via social media rather than interacting directly, which will affect interpersonal dynamics, especially empathy (Konrath, O'Brien, Hsing, 2011). Based on a survey conducted by the Indonesian Internet Service Providers Association (APJII) (2023), internet usage in Indonesia has increased by a total of 215 million or 78.19%, which has increased by 1.17% compared to last year.

Then, the main problem in this research is where the phubbing phenomenon affects social skills. *Social skills* are very important skills in everyday life and are an integral part of life skills. The ability to interact, communicate, work together and build healthy relationships with other people can help a person succeed in various aspects of life, including social life in society. According to Goleman in Parji (2016) social skills are intelligence in arousing desired responses in other people. So, these social skills are closely related to interactions between humans.

Basically, every individual is a social creature. Where humans need the help of other people, they cannot live or stand alone. Social creatures refer to individuals or groups who tend to live in society, interact with each other, and form social relationships (Santoso, 2017). Social skills on the other hand are a person's ability to interact and communicate effectively in a social context. The relationship between social beings and social skills is very close, because social skills are very important in building and maintaining healthy social relationships. Technological developments continue to develop, making the world turn digital. A world like this is very worrying about the principles of life which are fundamental for every individual to have which then influence social relationships between people, peers and the environment.

Therefore, researchers will examine how phubbing affects social skills. Social skills are very important for students on campus because they can influence various aspects of their lives during college and after graduation. Social skills, including communication skills, are essential in interacting with professors, classmates, and fellow students. Students who can communicate effectively tend to find it easier to work together on group projects, participate in class discussions, and build positive relationships with fellow students. Then, social networks and career opportunities. College is a good time to build a social network. Students with good social skills can take advantage of opportunities to get to know lecturers, professionals in their field, and fellow students. This network can be helpful in finding future internships, job opportunities, or collaborative projects.

Method

This research uses a quantitative approach with a survey method. The survey method used is descriptive-correlational. It is said to be descriptive because the researcher wants to

describe the phenomenon of each variable (variable X and variable Y), and it is said to be correlational because this research aims to find out how much influence the phubbing phenomenon (*variable life skills*) among Social Sciences Education Students at the Indonesian Education University.

The population in this study were UPI Social Sciences Education students class 2020, 2021, 2022, and 2023 with a total population of 296 students. Sampling was carried out using quota samples. Where this research will involve 4 classes consisting of the class of 2020, class of 2021, class of 2022, class of 2023. Then from each class will be taken in proportion to each class (quota).

Results

Phubbing is the behavior of ignoring other people in social situations by focusing more on gadgets. This term is a combination of the words "phone" (telephone) and "snubbing" (insulting or ignoring). Phubbing often occurs when someone is more interested in what's happening on their device than interacting with the people around them, which can lead to feelings of being disrespected. Based on the SPSS calculations in the table it is known that:

- a. The amount of data (N) is 120 with the lowest (minimum) value for the Phubbing variable being 20 and the highest (maximum) value being 56.
- b. The average value (Mean) of the Phubbing variable is 35 and standard deviation
- c. From the results of processing the frequency distribution, it can be seen that the variable
 - 1) Low category with a percentage of 18%
 - 2) Medium category with a percentage of 65%
 - 3) High category with a percentage of 17% which adds up to a total percentage of 100%

The percentage of Phubbing among IPS Education students at the Indonesian Education University can be said to be moderate because the largest percentage is 65% and the frequency is 78 students. If we look at the presentation of the interval frequency distribution data, the frequency data is dominated in the range of 35-39 so that the data tends to be in class 4 with a moderate score. And based on the histogram graph, the curve has a high statistical number in the middle with the highest curve being in class 4, having a standard deviation of 8.266 with a frequency of respondents of 33 people. Thus, it can be concluded that on phubbing variables respondents tend to answer often.

Based on the indicator scores on the phubbing variable, the distribution of indicators with the highest percentage is in the aspect of communication disruption with the indicator of replying to short messages or chat when communicating at 14%. Meanwhile, the indicator with the lowest percentage is in the aspect of focusing on the cellphone with indicators of not responding to other people and preferring to check the cellphone at 6%. So, based on these calculations, it can be proven that phubbing among social studies students is more likely to reply to messages when communicating with other people. Then, students are less likely to ignore other people and focus on cellphones, as evidenced by the low percentages of several other indicator percentages.

Based on the data obtained and then analyzed, phubbing which often occurs among social studies students is in the aspect of communication disorders. Where this aspect includes several indicators, namely the first to receive or make a call when communicating. This can be seen from the percentage of phubbing indicator score distribution which is 13%, then the indicator of replying to short messages or chat when communicating is 14%, then the last

indicator in this aspect is checking social media notifications when communicating with the percentage number. 7%.

Communication disorders due to phubbing have a negative impact on a person's social skills. First, a decline in the quality of relationships. Phubbing can make people feel neglected and unappreciated, which can damage interpersonal relationships in family, friendship or the environment where we live. Second, verbal communication skills decline. Where reliance on digital communication can reduce the frequency and quality of face-to-face interactions, money can ultimately weaken verbal communication skills. Third, difficulty in reading social cues. What this means is that a lack of direct interaction can cause someone to become less sensitive to non-verbal cues such as facial expressions, body language which is important in effective communication. Lastly, decreased sense of empathy. Constant engagement with mobile devices can reduce a person's ability to understand and feel what others are feeling, reducing their level of empathy.

Phubbing or the act of ignoring other people by focusing more on the cell phone, has a significant impact on social skills which are essential in improving life skills. One impact is a reduced ability to build and maintain strong interpersonal relationships. Social skills such as listening attentively, showing empathy, and communicating clearly are essential in many aspects of life, including the work environment and personal relationships. When someone engages in phubbing frequently, they tend to miss opportunities to develop and maintain these skills, which can hinder their ability to be successful in social and professional interactions.

Based on the normality test data analysis, the significance value of Asymp.Sig (2-tailed) is 0.696, which is greater than 0.05, so it is in accordance with decision making in the Kolmogorov-Smirnov normality test, showing that the data is normally distributed. It can be concluded that the assumptions or requirements for normality of normally distributed data in the regression model have been fulfilled. The results of the linearity test data analysis were carried out using linear tests, namely variables X and Y1, and X and Y2. In the phubbing variable with social skills, the Deviation from Linearity Sig value of 0.333 is greater than 0.05. Then for the phubbing variable with life skills, the Deviation from Linearity Sig value of 0.100 is greater than 0.05. So it can be concluded that there is a significant linear relationship between the Phubbing variable (X), the social skills variable (Y1), and life skills (Y2).

Based on the results of data analysis in testing using multiple linear regression with the help of the SPSS for Windows 20 Version program, it is known that Based on the Significance Value of Sig. It can be seen that the phubbing variable (X) and the Social Skill variable (Y1) are $0.025 < 0.05$, where there is a significant influence between the phubbing variable (X) and the Social Skill variable (Y1). Furthermore, the Phubbing variable (X) and the Life Skill variable (Y2) are $0.037 < 0.05$, where there is a significant influence between the Phubbing variable (X) and the Life Skill variable (Y2).

Phubbing can reduce the quality of verbal and non-verbal communication, which is an important component of social skills. Lack of face-to-face interaction can reduce a person's ability to read non-verbal cues such as facial expressions and body language. The ability to understand and respond to these cues is important in many everyday life situations, including those of conflict, negotiation, and collaboration. People who frequently engage in phubbing may struggle in these situations, which can hinder their ability to reach agreements or solve problems effectively.

Phubbing also has a negative impact on the development of leadership and teamwork skills. These skills are especially important in the professional world where collaboration and effective communication are key to success. A leader who engages in phubbing may be perceived as uncaring or unfocused, which can undermine the trust and respect of team

members. Additionally, the ability to collaborate with others and build good working relationships is critical to the success of projects and team assignments. Phubbing can reduce a person's ability to fully engage in collaboration, reducing productivity and the quality of work output.

Overall, phubbing can have a detrimental impact on the development of important life skills, including communication, empathy, teamwork, and leadership skills. Addressing these behaviors by limiting the use of mobile devices in social situations and increasing awareness of the importance of face-to-face communication can help improve a person's social skills and improve their life skills. It is important to create an environment where social interaction is encouraged and valued, to support the development of strong social skills and improve the overall quality of life.

Discussion

Phubbing is the behavior of ignoring others in social situations by focusing more on gadgets. This term comes from the combination of the words "phone" (telephone) and "snubbing" (insulting or ignoring). Based on SPSS data analysis, of the 120 data analyzed, it is known that the lowest value for the Phubbing variable is 20 and the highest value is 56 with a mean value of 35 and a standard deviation of 8.266. Phubbing categories are divided into low (18%), medium (65%), and high (17%), with the largest percentage being in the medium category. This shows that most social studies education students of Universitas Pendidikan Indonesia have a moderate tendency to phubbing, with the highest frequency being in the range of 35-39.

Phubbing has a negative impact on a person's social skills, especially in the aspect of communication disorders (Chotpitayasunondh, V., & Douglas, K., 2018). From the indicators of phubbing, it can be seen that students more often reply to messages while communicating (14%) compared to ignoring others and checking cellphones (6%). Phubbing can damage interpersonal relationships because it makes people feel ignored and unappreciated, lowers verbal communication skills, and reduces the ability to read non-verbal social cues. In addition, phubbing can also reduce empathy, which is important in effective social interactions (David, M., & Roberts, J. 2017). It is important to address this behavior by limiting the use of mobile devices in social situations and raising awareness of the importance of face-to-face communication.

It is a sign that excessive cell phone use, particularly in social situations, can negatively impact one's interaction abilities and social skills. When phubbing occurs at a high frequency, as shown in this study, it indicates an urgent need to raise awareness of its negative impacts (Nuñez, T., Radtke, T., & Eimler, S. 2020).

Furthermore, it also indicates that educational environments need to be more proactive in creating an atmosphere that encourages healthy and meaningful face-to-face interactions. Education on the importance of face-to-face communication and empathy should be an integral part of the curriculum, and policies restricting the use of cell phones in certain situations should be implemented to reduce the adverse effects of phubbing on students' interpersonal relationships and social skills.

The implications of the results of this study indicate that phubbing has a significant impact on the social skills and life skills of social studies education students. With the largest percentage of students being in the moderate category for phubbing, this indicates that many students are often distracted by the use of cell phones when communicating. This can damage the quality of interpersonal relationships as people feel ignored and unappreciated. Therefore,

interventions in the form of education and training are needed to raise students' awareness of the negative impact of phubbing and the importance of effective face-to-face communication.

In addition, educational institutions need to take concrete steps to reduce phubbing among students. For example, by implementing stricter cell phone usage policies in the classroom and campus environment. Workshops and seminars on good communication skills and empathy can also be a solution to this problem. By doing so, it is hoped that students will be able to focus more on their social interactions and be able to develop better social skills and life skills, which will ultimately improve the quality of their education and life as a whole.

Conclusion

Without realizing it, the phubbing phenomenon in this era of digitalization is very closely related to and does not forget the habits of people living in this era. Phubbing has a negative impact on social skills. When someone phubs frequently, face-to-face interactions are reduced, resulting in missed opportunities to practice and develop communication skills. This can lead to a decline in the ability to listen, understand non-verbal cues, and build deep relationships. In addition, phubbing can cause feelings of being unappreciated and ignored in other people, which ultimately damages the quality of interpersonal relationships. Thus, phubbing not only reduces the quality of communication, but also hinders the development of essential social skills.

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