



The Phenomenon of Phubbing in Communication Ethics Among Generation Z

Linda Sari ¹, Siti Nurbayani ², Diana Noor Anggraini ³

¹Universitas Tazkia,^{2,3}Universitas Pendidikan Indonesia

Correspondence: linda@nplecturer.tazkia.ac.id

ARTICLE INFO	ABSTRACT
<p>Article History: Submitted/Received March 03, 2024 First Revised April 12, 2024 Accepted May 20, 2024 First Available online June 01, 2024 Publication Date June 05, 2024</p> <p>Keyword: Communication Ethics, Generation Z, Phubbing Phenomenon</p>	<p><i>Technological advances are developing rapidly, including in the field of communication. Those who are far away feel close, and those who are close feel far away. The phenomenon of phubbing has emerged as a result of technology. Phubbing has a significant impact on communication ethics, with a focus on mobile phones, which give the impression of listening but do not actually listen and ignore the surrounding environment, thereby reducing the quality of communication and social relationships and lowering a person's character. The purpose of this study is to examine and analyze the phenomenon of phubbing in communication ethics in the form of a general description of phubbing, the impact of phubbing, and efforts that can be made for Generation Z, especially students in class 7B at SMPN 12 Bandung. This study uses a qualitative approach with a case study method. Data collection was carried out using observation, interviews, documentation studies, and literature studies. The results of the study show that, first, the phubbing behavior of students in class 7B at SMPN 12 Bandung can be seen from the high intensity of cell phone use due to cell phone dependence, causing students to ignore their surroundings and focus on their cell phones. This is contrary to communication ethics. Second, phubbing has a significant impact on communication ethics, student psychology, and social relationships, such as feeling unappreciated, lack of concentration, and self-confidence. Third, phubbing behavior can be minimized through self-control by the students themselves, the role of teachers at school, and the role of parents at home. Therefore, it can be concluded that the phenomenon of phubbing is closely related to communication ethics and social relationships for those who engage in it.</i></p>

1. INTRODUCTION

The development of technology has undoubtedly helped humans overcome various problems in life. This is inseparable from what is known as the era of the 4.0 industrial revolution. In other countries, this revolution has different terms, namely Smart Factories, Industrial Internet of Things, Smart Industry, and Advanced Manufacturing. Japan's government has even come up with a vision called Society 5.0, which is an idea that

explains the revolution in society brought about by the development of the 4.0 industrial revolution. The concept presented in Society 5.0 is how there is a revolution in society that utilizes technology while also considering human and humanistic aspects. This so called super smart society utilizes technology to make life easier, giving rise to various future services to accommodate these needs (Trisyanti and Prasetyo, 2018; Faruqi, 2019).

Technological developments in the field of communication have made the world feel smaller. What is far away feels close, and what is close feels far away. John Naisbitt (1994) stated, "We are moving toward the capability to communicate anything to anyone, anywhere, in any form-voice, data, text, or image-at the speed of light." "We are moving towards the ability to communicate anything to anyone, anywhere, in any form (be it) voice, data, text or image (picture) (using the speed of sound)." He also stated that "the new source of power is not money in the hands of a few but information in the hands of many. This means that the new power today is not treasure in the hands of a handful of people but an information network in the hands of. Therefore, there is no reason to reject the current of globalization (Luqman & Hakim, 2020).

In its development, humans used to rely more on face-to-face communication in conveying messages to communicants in social life. As internet technology develops so rapidly, it has brought changes in communication interactions and communication structures between humans, which previously relied more on face-to-face communication, now shifting towards the use of media, especially the internet (Takariani, 2011) . Before knowing gadgets, the younger generation used to have more face-to-face interactions than interacting in the virtual world. However, currently the opposite is true, the internet has become more popular with the younger generation because it focuses on what is in smartphones, such as features or content that attract the attention of its users.

The young generation who live in the digital world and are digital natives because they have been exposed to the internet and mobile phones since an early age are called generation Z. Generation Z are those born after 1995 (Youarti and Hidayah, 2018; Sakitri, 2021) . According to research conducted by Kim, 33% of Generation Z spend more than 6 hours a day using mobile phones and use social media much more often than their predecessors. In fact, the survey showed that Generation Z, especially in Indonesia, ranks highest in mobile phone use, namely 8.5 hours every day (Kim, et al, 2020). So it can be concluded that generation Z is the generation that has the most potential to do phubbing because it is relatively familiar with gadgets.

Students in their growth development enter the early adolescent phase with an age range of 13-17 years, which means entering generation Z. From the data obtained Population by age group the population aged 13 years and over is 213.2 million people (77.5%), the population aged 18 years and over is 191.1 million people (69.1) of the total population of 274.9 million people. This shows that the use of social media is widely used by teenagers. The early adolescent phase is where age is searching for self-identity. In formal school age, they are usually taking junior high school (SMP) education (Diananda, 2019) . Looking at the current reality, it seems like there's a communication breakdown that can diminish the meaning of communication itself. Ignored interlocutors can feel disappointed or angry during interactions because they remain engrossed in their digital activities. Therefore, there's potential for negative consequences if they're misinterpreted or unable to respond. There must be a digital etiquette when communicating with others, and an understanding of proper communication etiquette when using devices must be provided.

There should be a time limit for device use; when someone is engaging in interaction, the device should be put away first out of respect. This behavior also occurs when communicating with elders. As is the case in the Minangkabau region, particularly

in Padang City, when elders spoke, they were paid close attention. Showing respect by looking at the other person's face is also related to human behavior. However, today, parents who speak to their children are often met with slow responses without looking at their parents' faces and continuing to play with their devices (Zis, Effendi, and Roem, 2021).

The phenomenon that occurs can be known as Phubbing. As a new word, phubbing is an abbreviation of phone and phubbing and is used to indicate an attitude of hurting the other person by using a smartphone excessively (Youarti and Hidayah, 2018). Phubbing is a negative consequence of the extension of smartphone use in society (Capilla Garrido *et al.*, 2021). The high level of smartphone use can be seen from several previous studies. In the study (Ergün *et al.*, 2020), it was found that the level of cellphone use and social media access on cellphones had reached 67% and 42%, respectively. Excessive smartphone use can damage social relationships and in fact, 87% of young people prefer sending messages via their smartphones rather than engaging in face-to-face communication (Dwyer, Kushlev and Dunn, 2018).

When using social media as a communication medium, ethical elements must be considered to prevent undesirable incidents and ultimately lead to violations that could result in legal action. The ethics of communicating on the internet are known as Netiquette. According to (Fahrimal, 2018), Netiquette is the rules and procedures for using the internet as a communication tool and for exchanging data between groups of people in a mediated system. Just like ethical rules in the real world, netiquette also encourages users to adhere to ethical and moral rules, although unwritten, to create a comfortable, peaceful, and serene atmosphere.

Based on previous research, it is known that phubbing is a phenomenon that is common among Generation Z today. As many as 44.5% of respondents stated that they spend more time playing with their smartphones than interacting socially directly. Other data shows that 79.25% of respondents also agreed that they see many people phubbing, such as playing games, rather than interacting directly, such as chatting and other interpersonal communication activities (Darmawan, 2022). These results indicate an indication of smartphone obsession due to spending more time playing with smartphones. This certainly has an impact on the disruption of the direct communication process because more time is spent playing with smartphones. This is in line with the opinion of (Karadağ *et al.*, 2015) who stated that the structure of the dimensions of phubbing includes communication disruption and obsession with devices.

Therefore, this phubbing behavior requires attention. This is inseparable from the role of parents who should be able to control their behavior in daily life, and the role of teachers is needed to control it at school. One effort to minimize phubbing behavior requires instilling character or ethics in communication, both online and in the real world, through education. One subject that plays a role in instilling values and norms, namely communication ethics, is social studies. The general goal of learning social studies is to develop students into good citizens. To become good citizens, students must have the knowledge, skills, attitudes, and values so that students are able to participate in community life and participate in advancing the Indonesian nation. They are able to analyze existing problems in their surroundings and find solutions to these problems effectively.

Thus, based on the explanation above, the phenomenon of phubbing becomes something crucial if it is not quickly recognized and addressed. It is hoped that efforts to study more deeply about the phenomenon of phubbing in the ethics of communication in the social environment of Generation Z, especially students, will become more aware and able to use good ethics when communicating with others, so that phubbing can be

minimized or even no one will ignore the other person when communicating due to the existence of smartphones. Therefore, the researcher decided to take the research title "Analysis of the Phubbing Phenomenon in Communication Ethics Among Generation Z"

2. METHODS

This study uses a qualitative research approach. A qualitative approach is used to explore complex aspects such as motivation, perception, values, attitudes, and social interactions from the perspective of research participants. Based on the main problem studied, this research is included in case study research, where the researcher will examine phubbing behavior carried out by students so that it affects ethics in communicating both with their peers and teachers at school. The subjects in this study were those who belonged to generation Z, namely 5 students of class VII-B. The researcher took the research subjects based on the students' activeness in the class which the researcher categorized into 3, namely active, moderate, and passive. In addition, the researcher took the research subjects of teachers because as parents at school who educate students and parents of students as controllers of all student activities at home. This research was conducted at SMP Negeri 12 Bandung which is located on Jalan Dr. Setiabudi No.195 Gegerkalong, Sukasari District, Bandung City, West Java, especially in class VII-B because the researcher has an interest and the research subjects look calm and are active without feeling disturbed by the presence of strangers (researchers).

Researchers used four data collection techniques: 1) Observation. Before conducting field observations, researchers created observation guidelines as a reference for the observation process. 2) Interviews. Similar to observations, researchers created interview guidelines containing research indicators to ensure they were structured and answered well by informants. 3) Documentation. Data collection through documentation served as supporting data to refine the research. 4) Literature Review. Researchers also conducted literature reviews of previous studies to provide an overview and supporting data for this study.

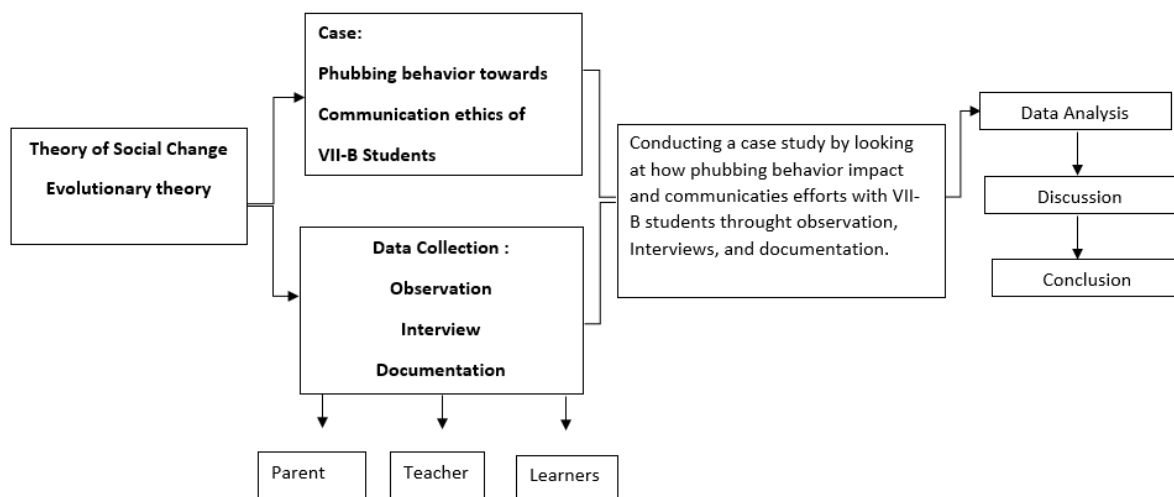


Figure 1. Diagram of the way of thinking in this research

3. RESULTS AND DISCUSSION

The advancement of modern technology and the widespread distribution of mobile phones worldwide have raised concerns regarding mobile phone use, such as internet addiction, social media addiction, gaming addiction, and so on. One emerging phenomenon is phubbing. Phubbing is a behavior that involves ignoring those around

them and focusing on the gadget being used. The high level of smartphone use can be seen in previous research. In a study (Ergun et al., 2020), it was found that the level of mobile phone usage reached 67% and social media access via mobile phones had reached 42%. Excessive mobile phone use can damage social relationships, and in fact, 87% of young people prefer sending messages via their mobile phones to engaging in face-to-face communication (Dwyer, Kushlev, and Dunn, 2018). Data obtained from the results of the study found that grade 7B students are directly involved in contributing to mobile phone use and are more engrossed in their mobile phones. This is evidenced by the results of the researcher's observations, which showed a fairly high intensity of mobile phone use among grade 7B students at SMP Negeri 12 Bandung.

A person can be said to be phubbing if they have the following indicators: First, ignoring interpersonal communication. Based on data obtained from the research that has been conducted, it was found that there is phubbing behavior among class 7B students at SMP Negeri 12 Bandung, namely often not respecting the person they are talking to when communicating. This is based on the results of observations where researchers observed students' interpersonal communication, one who is talking hopes to get a response from the other person, but the person being spoken to is not focused on what is being discussed. In line with a study by (Karadağ et al., 2015) stated that phubbing is the behavior of someone looking at their cell phone while talking to others and dealing with their cell phone, thus neglecting interpersonal communication. When communicating, you should be a good conversationalist and prioritize those around you. This reflects a student's respectful attitude.

The second indicator is a focus on mobile phones. According to previous research, Robert and David stated that victims of phubbing are those who are ignored by someone who is focused on their mobile phone (Ugur and Koc, 2015; Bulut and Nazir, 2020). The research data shows that there are 7B grade students at SMP Negeri 12 Bandung who are oblivious to their surroundings and focused on their mobile phones. This is because their phones contain social media that allows for long-distance communication, internet browsing, and gaming. On the other hand, there are also students who prioritize their surroundings or the person they are communicating with face-to-face over their mobile phones. This is because they position themselves as the person they are talking to when communicating.

The third indicator, prioritizing mobile phones over direct communication. From the data obtained, Population by age group of residents aged 13 years and above is 213.2 million people or in percentage of 77.5%, the population aged 18 years and above is 191.1 million people or 69.1% of the total population of 274.9 million people. This shows that the use of social media is used by teenagers, in this case grade 7B students are included in the category of teenagers (Diananda, 2019). Also supported by research conducted by (Ugur and Koc, 2015) that this phubbing behavior is a behavior that prioritizes *smartphones* over direct interaction with other individuals. Based on the research that has been done, grade 7B students at SMP Negeri 12 Bandung more often communicate directly with both parents and teachers. However, sometimes mobile phones are also needed to communicate with both. Not all parents of 7B students live at home; some live outside the city, so they communicate via mobile phone to stay connected. Likewise, teachers return to their respective homes once learning activities are complete. Urgent matters, such as confirming assignments, can be addressed via mobile phone.

In communication there is something called ethics in communication, as expressed by (Artika, 2017) that there are several things that must be considered in communication, including (1) focusing on the person you are talking to when communicating, (2) focusing on the problem being communicated, (3) not interrupting or interrupting the

conversation, and communicating with polite language. In the observation results, there are students who do not focus on the person you are talking to. There are students in class 7B at SMPN 12 Bandung who occasionally glance and look at the cell phone they are holding, it should be better when communicating to make eye contact or look at the person you are talking to, but what is done is the opposite. Students in class 7B at SMP Negeri 12 Bandung focus on the problem being communicated although some of them are less focused because their focus is divided between the cell phone held by the person they are talking to so that the information received is not complete. Furthermore, when in learning, students in class 7B at SMP Negeri 12 Bandung do not interrupt the conversation. It is proven when in the teaching and learning process, listening and paying attention well when the teacher explains. And when invited to express their opinions, students express their opinions. If not invited, 7B students will listen attentively. This is different outside of class hours, where some students appear to interrupt their peers. Even though their peers are enthusiastically sharing their stories, they interrupt them seemingly casually, without feeling guilty. Researchers believe this is done unconsciously and is a habit of interrupting. Others are overly enthusiastic or emotional, leading to impatience and wanting to respond to the other person before they even finish speaking.

When communicating, language is a means of communication. Language is also a means of conveying opinions and arguments to others. Therefore, language plays a very important social role in communicating with the wider community (Mailani *et al.* , 2022) . In communicating, the language used by class 7B students at SMP Negeri 12 Bandung tends to be informal but polite Indonesian. The use of informal language is done because it has become a habit for students both at home and at school, except when there is an urgent need for students to use formal Indonesian. When communicating with teachers during class hours, they use formal Indonesian. Outside of class hours, communication between teachers and class 7B students usually uses informal but polite language and the regional language, namely Sundanese. However, there are students who cannot adjust the language used when communicating with teachers. It seems impolite and should not be used.

Based on the interview results, not all 7B grade students at SMP Negeri 12 Bandung know and understand the term phubbing. This is because it is only recently popular among millennials, so students cannot identify themselves as phubbing or not. Based on observations and referring to the results of interviews with teachers, students are identified as phubbers or people who engage in phubbing behavior. Because it is indicated by indicators of phubbing behavior such as often ignoring the other person when communicating and focusing on their cell phone and violating communication ethics such as not focusing on the other person, interrupting and interrupting others' conversations and communicating with impolite and polite language.

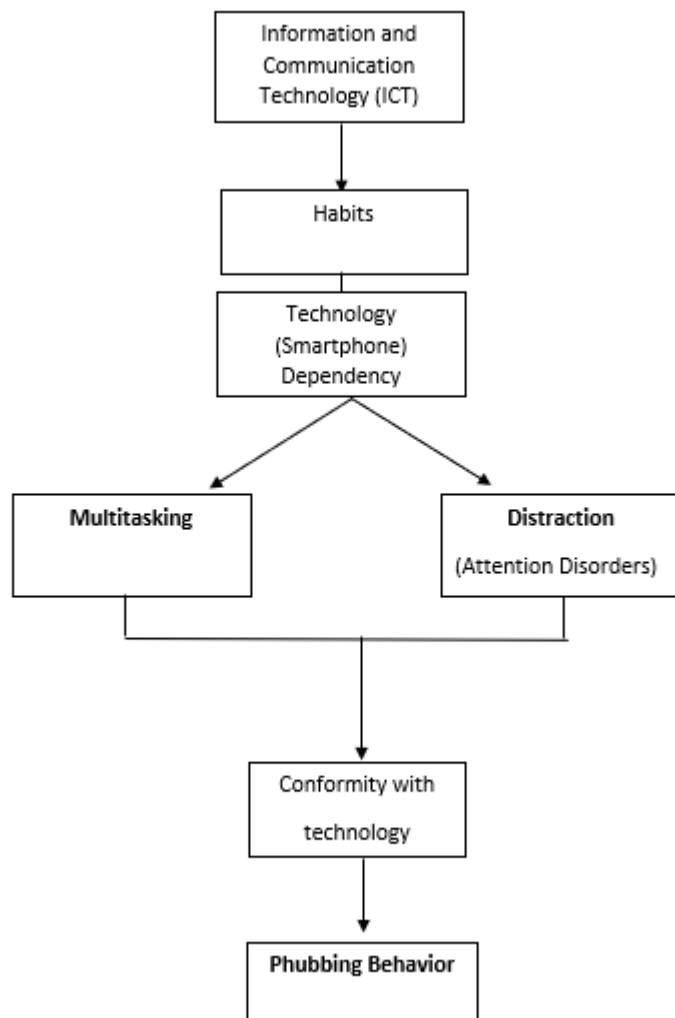


Figure 2 Analogy chart of phubbing behavior

The chart above is the result of observations and previous research, where information and communication technology has become a necessity. Over time, it will become a habit, and all forms of communication will shift to using mobile phones, which can send messages in seconds. After that, a dependency on mobile phones will develop. The initial stage of phubbing is mobile phone use and dependence on technology. Individuals will tend to rely on their mobile phones as a means of communication, entertainment, and a source of information that is easily accessible anywhere, anytime, and under any circumstances.

Furthermore, cell phone use often involves multitasking, where individuals attempt to perform several tasks simultaneously. Phubbing also occurs when individuals are distracted by their cell phones or are distracted while interacting with others, thus dividing their attention. This then leads to conformity behavior with technology use, where phubbing can also become part of the social norms in certain groups. Individuals tend to conform to these social norms and follow the behaviors common among them. Individuals who are unaware of or insensitive to these actions or behaviors in social interactions and interpersonal relationships will experience neglect, resulting in a decrease in the quality of social interactions, ultimately leading to phubbing.

In communicating, students need to pay attention to communication ethics. Robert C. Solomon stated that ethics comes from the Greek word *ethos*, which means nature or custom. So, first and foremost, ethics is a matter of personal attitude, encompassing what we call "being a good person," but it is also a matter of the overall nature of the entire

society, precisely called its ethos (F, 2018) . Meanwhile, communication means the process of conveying a message by one person to another to inform or change attitudes, opinions, or behavior, either directly verbally or indirectly through media. Based on data obtained, according to the Digital Civility Index (DCI) survey, Indonesia has the lowest level of digital politeness of internet users when communicating online in Southeast Asia, meaning the most impolite in the region. Indonesia ranked 29th out of 32 countries with the results of a survey of 16,051 people in 32 countries (Pratiwi and Rianto, 2023) . This proves that phubbing behavior not only impacts the surrounding environment but also has the potential to impact the online world.

There are four ethical principles in communication that students must pay attention to. First, focus on the person they are talking to. This is key to ensuring the information conveyed can be interpreted effectively. People who do not pay attention to their conversation partner usually miss some pieces of information conveyed and will result in misinformation. Based on the results of the study, it was found that there were students in grade 7B at SMP Negeri 12 Bandung when communicating focused on another thing, namely their cell phones. Often students tend to pay less attention to their conversation partners and do not receive complete information. However, there were also students in grade 7B at SMP Negeri 12 Bandung who focused on their conversation partners instead of their cell phones. This was done because students felt that focusing on their cell phones was less respectful of the conversation partner. Students also positioned themselves as the conversation partner who, if communicating but focused on their cell phones, would give rise to feelings of offense and disrespect for the conversation partner.

Second, focus on the problem. Sometimes when communicating, someone forgets the main issue they want to discuss. This can happen because the information that should be conveyed deviates from what was discussed (small talk). 3) Don't interrupt the conversation. A good communicator is one who is willing to listen, appreciates what is being said, and doesn't interrupt or interrupt before the conversation is finished. 4) Respect each other. When communicating, mutual understanding is necessary for it to be more effective. Based on observations, class 7B students at SMP Negeri 12 Bandung always focus on the problem being discussed, but it is not uncommon for students to deviate from what is being conveyed due to a lack of focus. In addition, there are students who often interrupt or interrupt the conversation. Not all students do this, but only certain students do. Based on the virtue theory *expressed* by (Bertens, 1993), it does not ask which actions are ethical and which are unethical. Rather, it asks about the traits or character a person possesses so that behavior is morally considered good. Based on this theory, it can be said that students who behave well, such as respecting their conversation partner, focusing on the issue being discussed, and not interrupting others, have a character trait that is inherent in them. This can become a character trait due to habits or character formation that has been instilled in them by their families.

Based on the results of observations, phubbing behavior is influenced by internal factors, meaning it comes from the individual himself, and external factors that come from outside himself, for example, the social environment and technology. The internal factors of phubbing behavior are: (1) Cell phone addiction. Students who are addicted to cell phones tend to find it difficult to separate themselves from their cell phones, even when in social interactions with other people. (2) Lack of awareness and self-control. Lack of awareness regarding the negative impact of phubbing on social relationships and lack of self-control in using cell phones can also be internal factors and some of them do not realize how damaging phubbing is to the quality of social interactions. (3) Anxiety disorders or feelings of social discomfort. Students who experience anxiety disorders or

feel uncomfortable in social situations may tend to use cell phones as a form of escape or diversion from social tension and choose to play games and access the internet.

In addition to internal factors, there are external factors that influence phubbing behavior, namely: (1) Social norms. In the surrounding environment, social norms can influence phubbing behavior. If phubbing is considered common or accepted in certain groups, then individuals are more likely to engage in such behavior. This is proven based on observations in the classroom, class 7B students feel that playing with cell phones while communicating is considered normal, but it is different when a teacher enters the class. In addition, not all students know the term phubbing even though in reality many of them are phubbing perpetrators. (2) Level of technological connectivity. Technological advances, especially cell phones that are increasingly connected to various social media platforms, can influence the level of individual attachment to cell phones. The more connected, the more likely phubbing will occur. This is proven by students who have a quota will have a greater opportunity to connect to the internet, in contrast to students who do not have an internet package.

There are dimensions of phubbing that influence communication ethics in communication. Conveyed according to (Karada ģ *et al.* , 2015) the first dimension is communication disruption. This disruption has three components, including receiving or making calls while communicating, replying to messages while communicating, and checking social media notifications while communicating. Based on the research results, it was found that 7B grade students at SMP Negeri 12 Bandung experienced communication disruptions in the form of incoming calls and messages from other people, peers calling, peers interrupting conversations, and incoming notifications. Students who experienced this communication disruption would ask the other person to repeat what was said. When communicating, students did not receive or make calls via cell phone unless there was an urgent matter which would be answered first. In addition, students also replied to messages while communicating and let the other person talk without responding. Such things are the impacts that occur due to phubbing in communication ethics. 7B grade students at SMP Negeri 12 Bandung often check social media notifications when communicating. This is done to ensure whether the notification contains important information or not.

The second dimension is phone obsession. This obsession also has three components: attachment to the phone, anxiety when away from the phone, and difficulty managing phone use. Many students are intense mobile phone users. A 7B grade student at SMP Negeri 12 Bandung revealed that having a closeness or attachment to their mobile phone is due to being unable to be away from it. Students also feel anxious when away from their mobile phone. This is because current learning activities are also connected to mobile phones. Instead of learning activities, in reality, students are addicted to the internet, online games, or indicated by FOMO. FOMO refers to feelings of anxiety or fear that arise when someone feels they are missing out on moments on social media (Tandon *et al.* , 2021) . This is evidenced by the fact that when the mobile phone is put away, the facial expression changes, as if refusing to put it away.

Psychologically, the impact of phubbing on students is significant, as it is a vulnerable and crucial period for social, emotional, and mental development. First, emotional disturbance and loss of attention. Phubbing can lead to feelings of being unappreciated and unnoticed by peers, which can lead to feelings of loneliness and social isolation. This can lead to emotional disorders such as depression and anxiety. Second, impaired social interaction. Phubbing can disrupt social interactions in direct social situations. Someone who phubs will be more likely to interact with their cell phone than communicate directly with their peers, thus reducing their ability to form strong and

healthy social relationships. Third, impaired concentration and productivity. Phubbing will also affect adolescents' ability to concentrate, study, and complete schoolwork efficiently. Excessive use of cell phones while studying can reduce productivity and academic achievement. Fourth, low self-confidence. The impact of phubbing can also be reflected in a lack of self-confidence, when someone prefers to focus on their cell phone rather than interact with them. Teens may feel unattractive or unimportant to others. Fifth, dependence on technology. The impact of phubbing can also cause teenagers to develop an unhealthy dependence on technology and mobile phones. This can disrupt sleep patterns, reduce exercise time, and disrupt overall life balance.

This proves that not all students at SMP Negeri 12 Bandung have difficulty in managing their mobile phone usage time due to their dependence on their mobile phones. Some students are able to manage their mobile phone usage time. This is due to the habituation carried out by their parents at home, such as a curfew so that they are not allowed to bring mobile phones to their rooms. However, some students find it difficult to regulate their mobile phone usage because they feel close. Not all students at SMP Negeri 12 Bandung are excessive in using mobile phones. Excessive activity in using mobile phones is caused by the large number of school assignments that make some students inseparable from their mobile phones.

In the context of Social Sciences, phubbing can be related to several aspects such as culture, communication, technology, and social interaction. The impact of phubbing in the context of Social Sciences can be explained through an understanding of how this behavior affects individuals, community groups, and society as a whole. Phubbing behavior is related to technology and communication, reflecting changes in culture and social norms in modern society. The increasingly widespread use of mobile phones across all levels of society and the increasing frequency of phubbing can affect how individuals interact and communicate within social groups.

Referring to the theory of socio-cultural change, this theory attempts to explain how norms, values, and behaviors within a culture or society change over time. Phubbing, a behavior that emerges in the context of technological advancement, is an example of socio-cultural change occurring in modern society. Phubbing behavior emerged and spread in society, especially among students, due to socio-cultural changes related to communication technology. The increasingly widespread use and easy access of mobile phones have created new behavioral patterns that can influence social interactions and the dynamics of relationships between individuals.

Furthermore, referring to the theory of communication ethics, this theory contains norms and ethical principles that must be followed in the communication process to ensure healthy social relationships. Phubbing, as a behavior that ignores people around because of excessive focus on mobile phones, can disrupt the quality of interpersonal communication and involve issues in social interactions. Dishonesty in communication is also a form of impact of phubbing behavior, this is because someone actually pretends to listen or participate in communication when in fact they are more interested in their mobile phone. Therefore, this dishonesty can damage trust and integrity in social relationships.

4. CONCLUSION

The more rapidly technology advances, the more its impacts will increase. Gadgets are technological tools that can facilitate all human activities, which can have a negative impact on life. One such impact is the phenomenon of phubbing. The phenomenon of phubbing in communication ethics among Generation Z, particularly 7B grade students at SMP Negeri 12 Bandung, is characterized by a disregard for the surrounding environment

and a focus on their mobile phones. The very high intensity of mobile phone use is a driving factor for phubbing, thus impacting the quality of communication in obtaining and digesting information.

Phubbing behavior is seen among 7B grade students at SMP Negeri 12 Bandung due to their habit of using their cell phones for communication, entertainment, and gaming, thus creating dependency. Due to their dependence on their cell phones, students perform two tasks at once, known as multitasking, such as communicating while replying to messages or even communicating while browsing social media when there is nothing urgent. Then, what happens is that students ignore their surroundings and focus on their cell phones. This contradicts communication ethics.

Students in grade 7B at SMP Negeri 12 Bandung are indicated in the dimensions of phubbing, namely 1) Communication Disorder, in the form of replying to messages and checking notifications on their cell phones. 2) Obsession with cell phones, namely in the form of attachment to cell phones, feeling anxious when away from their cell phones and difficulty in managing cell phone use. So that it has an impact on the psychology of students, such as feeling unappreciated and unnoticed, lack of concentration and productivity because they are busy surfing with their cell phones, and lack of self-confidence because the person they are talking to is focused on their cell phone.

5. ACKNOWLEDGMENT

The author would like to thank the supervising lecturer for the guidance, support, and valuable advice provided, as well as the students of class 7B at SMPN 12 Bandung.

6. AUTHORS' NOTE

The authors declare that there is no conflict of interest regarding the publication of this article.

7. REFERENCES

- Artika, D. (2017) 'Efektifitas Layanan Bimbingan Kelompok Dalam Menumbuhkan Etika Berkomunikasi Siswa Di Sekolah Menengah Pertama Negeri 23 Pekanbaru.', *Etika Komunikasi*, p. 18. Available at: <http://repository.uin-suska.ac.id/18096/7/7. BAB II 2017657KI.pdf>.
- Bulut, S. and Nazir, T. (2020) 'Phubbing Phenomenon: A Wild Fire, Which Invades Our Social Communication and Life', *Open Journal of Medical Psychology*, 09(01), pp. 1–6. doi: 10.4236/ojmp.2020.91001.
- Capilla Garrido, E. *et al.* (2021) 'A descriptive literature review of phubbing behaviors', *Heliyon*, 7(5). doi: 10.1016/j.heliyon.2021.e07037.
- Darmawan, D. D. (2022) 'ANCAMAN DEGRADASI CIVIC COMPETENCE DI TENGAH PENDAHULUAN Perkembangan teknologi informasi dan komunikasi telah memengaruhi seluruh aspek kehidupan manusia (Palvia et al ., 2018), salah satunya adalah smartphone . Teknologi portabel yang canggih tersebut', pp. 1–15.
- Diananda, A. (2019) 'Psikologi Remaja Dan Permasalahannya', *Journal ISTIGHNA*, 1(1), pp. 116–133. doi: 10.33853/istighna.v1i1.20.
- Dwyer, R. J., Kushlev, K. and Dunn, E. W. (2018) 'Smartphone use undermines enjoyment of face-to-face social interactions', *Journal of Experimental Social Psychology*, 78(October), pp. 233–239. doi: 10.1016/j.jesp.2017.10.007.
- Ergün, N., Göksu, İ., Sakız, H., (2020). Effects of Phubbing: Relationships With Psychodemographic Variables, Psychological Reports. <https://doi.org/10.1177/0033294119889581>
- F, M. M. (2018) 'MEMAHAMI TEORI-TEORI ETIKA: CAKRAWALA DAN PANDANGAN Oleh: Mohammad Maiwan', *Jurnal Universitas Negeri Jakarta*, pp. 193–215.

- Fahrimal, Y. (2018) 'Netiquette: Etika Jejaring Sosial Generasi Milenial Dalam Media Sosial', *Jurnal Penelitian Pers dan Komunikasi Pembangunan*, 22(1), pp. 69–78. doi: 10.46426/jp2kp.v22i1.82.
- Faruqi, U. Al (2019) 'Survey paper : future service in industry 5.0', *Jurnal Sistem Cerdas*, 02(01), pp. 67–79.
- Karadağ, E. *et al.* (2015) 'Determinants of phubbing, which is the sum of many virtual addictions: A structural equation model', *Journal of Behavioral Addictions*, 4(2), pp. 60–74. doi: 10.1556/2006.4.2015.005.
- Kim, A., McInerney, P., Smith, T.R., Yamakawa, N. 2020. What Makes Asia-Pasific's Generation Z Different? McKinsey & Company. <https://www.mckinsey.com/businessfunctions/marketing-and-sales/ourinsights/what-makes-asia-pacifics-generation-z-different>
- Luqman, S., & Hakim, A. (2020). An- Nida': Jurnal Prodi Komunikasi Penyiaran Islam Volume VIII Nomor 2, Maret-Agustus 2020, VIII(September 2019), 135–158.
- Mailani, O. *et al.* (2022) 'Bahasa Sebagai Alat Komunikasi Dalam Kehidupan Manusia', *Kampret Journal*, 1(1), pp. 1–10. doi: 10.35335/kampret.v1i1.8.
- Pratiwi, K. E. L. P. and Rianto, P. R. (2023) 'Etika Komunikasi dalam Bermedia Sosial di Kalangan Siswa Sekolah Menengah Atas (SMA) di Kabupaten Kudus', *Jurnal Mahasiswa Komunikasi Cantrik*, 3(1), pp. 19–34. doi: 10.20885/cantrik.vol3.iss1.art2.
- Sakitri, G. (2021) 'Selamat Datang Gen Z , Sang Penggerak Inovasi !', *Forum Manajemen Prasetiya Mulya*, 35(2), pp. 1–10.
- Tandon, A. *et al.* (2021) 'Fear of missing out (FoMO) among social media users: a systematic literature review, synthesis and framework for future research', *Internet Research*, 31(3), pp. 782–821. doi: 10.1108/INTR-11-2019-0455.
- Trisyanti, U. and Prasetyo, B. (2018) 'Revolusi Industri dan Tantangan Revolusi Industri 4.0', *Prosiding SEMATEKSOS 3 'Strategi Pembangunan Nasional Menghadapi Revolusi Industri 4.0'*, pp. 22–27. Available at: <http://iptek.its.ac.id/index.php/jps/article/view/4417>.
- Ugur, N. G. and Koc, T. (2015) 'Time for Digital Detox: Misuse of Mobile Technology and Phubbing', *Procedia - Social and Behavioral Sciences*, 195, pp. 1022–1031. doi: 10.1016/j.sbspro.2015.06.491.
- Youarti, I. E. and Hidayah, N. (2018) 'Perilaku Phubbing Sebagai Karakter Remaja Generasi Z', *Jurnal Fokus Konseling*, 4(1), p. 143. doi: 10.26638/jfk.553.2099.
- Zis, S. F., Effendi, N. and Roem, E. R. (2021) 'Perubahan Perilaku Komunikasi Generasi Milenial dan Generasi Z di Era Digital', *Satwika : Kajian Ilmu Budaya dan Perubahan Sosial*, 5(1), pp. 69–87. doi: 10.22219/satwika.v5i1.15550.