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Hubungan antara Perilaku Phubbing dengan Komunikasi Interpersonal pada Generasi Z di Kota Samarinda

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ABSTRACT
Generation Z. Interpersonal communication is experiencing changes due to the rapid development of technology which makes each individual very focused on smartphones. Generation Z is also said to be a generation that is very vulnerable to engaging in behavior phubbing because they were born in an era of technological advancements that generation Z is called digital native. One of the Generation Z populations who engage in behavior phubbing are generation Z in Samarinda City. This research aims to understand this phenomenon through behavioral correlation phubbing with interpersonal communication in generation Z in Samarinda City. This research method uses a quantitative approach and data collection is carried out using interpersonal communication and behavioral scales phubbing. The subjects of this research consisted of 100 people who were selected using techniques of non probability sampling with method purposive sampling. The collected data was analyzed using analysis tests Pearson Product Moment. Based on the research results, it was found that there was no relationship between behavior phubbing with interpersonal communication of generation Z in Samarinda City with a calculated r value = 0.193 < r table = 0.197 with sig value of 0.198 > 0.05.

ABSTRAK
Komunikasi interpersonal generasi Z mengalami perubahan karena pesatnya perkembangan teknologi yang membuat setiap individu sangat fokus dengan smartphone masing masing. Generasi Z juga disebut sebagai generasi yang sangat rentan melakukan perilaku phubbing karena lahir di era pertumbuhan teknologi sehingga generasi Z disebut sebagai digital native. Salah satu populasi generasi Z yang melakukan perilaku phubbing adalah generasi Z di Kota Samarinda. Penelitian ini bertujuan untuk memahami fenomena tersebut melalui hubungan perilaku phubbing dengan komunikasi interpersonal pada generasi Z di Kota Samarinda. Metode penelitian ini menggunakan pendekatan kuantitatif dan pengumpulan data dilakukan dengan menggunakan skala komunikasi interpersonal dan perilaku phubbing. Subjek penelitian ini terdiri dari orang yang dipilih menggunakan teknik non probability sampling dengan metode purposive sampling. Data yang terkumpul dianalisis menggunakan uji analisis Pearson Product Moment. Berdasarkan hasil penelitian didapatkan hasil bahwa tidak terdapat hubungan antara perilaku phubbing dengan komunikasi interpersonal pada generasi Z di Kota Samarinda dengan nilai r hitung = 0.193 < r tabel = 0.197 dengan nilai sig sebesar 0.198 > 0.05.

Kata Kunci
Komunikasi Interpersonal;
Perilaku phubbing;
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