

ABSTRAK

ANALISIS PERILAKU *PHUBBING* DALAM ETIKA KOMUNIKASI PESERTA DIDIK KELAS XI SMA NEGERI 1 GEDONG TATAAN

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Perkembangan teknologi digital yang pesat telah menghadirkan tantangan baru dalam etika komunikasi, khususnya di kalangan peserta didik generasi Z. Salah satu fenomena yang mencerminkan tantangan tersebut adalah perilaku *phubbing*, yaitu kecenderungan individu untuk mengabaikan komunikasi langsung demi berfokus pada smartphone. Fenomena ini semakin mengkhawatirkan karena berdampak pada menurunnya kualitas etika komunikasi peserta didik, seperti hilangnya rasa saling menghargai dan munculnya sikap tidak sopan dalam berkomunikasi.

Penelitian ini bertujuan untuk menganalisis perilaku *phubbing* dalam etika komunikasi peserta didik kelas XI di SMA Negeri 1 Gedong Tataan, serta mengidentifikasi upaya sekolah dan orang tua dalam menanganinya. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan teknik pengumpulan data melalui wawancara, observasi, dan dokumentasi. Analisis dilakukan dengan pendekatan Miles dan Huberman, dengan memerhatikan keabsahan data melalui triangulasi teknik dan sumber.

Hasil penelitian menunjukkan bahwa perilaku *phubbing* cukup sering terjadi di lingkungan sekolah, baik dalam konteks pembelajaran maupun saat interaksi sosial antar peserta didik. Perilaku ini berdampak pada gangguan komunikasi dan penurunan nilai-nilai etika seperti efektivitas komunikasi, sopan santun, serta penghargaan terhadap lawan bicara. Upaya yang dilakukan pihak sekolah dan orang tua meliputi pendekatan edukatif, pembatasan penggunaan smartphone, serta penguatan nilai-nilai etika dalam komunikasi. Penelitian ini diharapkan menjadi acuan untuk membangun kesadaran akan pentingnya etika komunikasi di era digital.

Kata Kunci: *Etika Komunikasi, Interaksi Sosial, Perilaku Phubbing, Peserta Didik, Ponsel.*

ABSTRACT

ANALYSIS OF PHUBBING BEHAVIOR IN THE COMMUNICATION ETHICS OF 11TH-GRADE STUDENTS AT SMA NEGERI 1 GEDONG TATAAN

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The rapid development of digital technology has introduced new challenges in communication ethics, particularly among Generation Z students. One phenomenon that reflects this challenge is phubbing the tendency of individuals to ignore direct communication in favor of focusing on their smartphones. This phenomenon is increasingly concerning as it negatively affects the quality of social interaction and students' communication ethics, such as the loss of mutual respect and the emergence of impolite behavior during communication. This study aims to analyze phubbing behavior in the communication ethics of 11th-grade students at SMA Negeri 1 Gedong Tataan, as well as to identify efforts made by schools and parents to address the issue. The study employs a descriptive qualitative approach with data collection techniques including interviews, observations, and documentation. The data analysis is conducted using the Miles and Huberman approach, while data validity is ensured through methodological and source triangulation. The research findings show that phubbing behavior occurs quite frequently in the school environment, both during the learning process and in students' social interactions. This behavior leads to communication disruption and a decline in ethical values, such as communication effectiveness, courtesy, and respect toward others. The efforts made by schools and parents include educational approaches, limitations on smartphone usage, and reinforcement of ethical values in communication. This study is expected to serve as a reference for raising awareness of the importance of communication ethics in the digital age.

Keywords: *Communication Ethics, Social Interaction, Phubbing, Students, Smartphone.*