

ABSTRACT

PHUBBING AMON MARRIED COUPLES IN URBAN AREAS (CASE STUDY AMONG MARRIED COUPLES IN SOUTH TANGERANG AREA)

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This study discusses behavior phubbing among married couples in urban areas. The problem that exists is the behavior of phubbing or what is commonly known as smartphone use as excessive and causes dependence to neglect other people. Currently some people have become dependent on smartphones, because it makes it easy for users to find and do everything using a smartphone. Some people who experience dependence on smartphones occur in married couples, who are supposed to have harmony as husband and wife. However, with behavior phubbing this, married couples have become dependent on smartphones. Behavior phubbing is usually done by people in urban areas or urban areas that are already modern by following technological developments using smartphones. This research uses a case study qualitative research method that provides detailed and in-depth cases in the surrounding environment that has strength in the case being studied. The results of this study that behavior phubbing has motives and goals for users of smartphones and becomes dependent on smartphones, married couples as actors of phubbing who should have harmony, trust and honesty with each other and communication is an important thing in having a relationship as husband and wife. So this study provides information related to the description of behavior phubbing among married couples in urban areas.

Keywords : Phubbing, Smartphone, Married Couple, Urban Areas

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