

ABSTRACT

Phubbing Behaviour Comparison Between Husbands in Marriages (Case Study on Digital Immigrant and Native Husband)

Adi Pratama Putra¹⁾, Suci Marini Novianty²⁾, Nathaniel Antonio Parulian³⁾

¹⁾ Student of Communication Sains Department, Pembangunan Jaya University

²⁾ Lecturer of Communication Sains Department, Pembangunan Jaya University

Current technological developments have a positive impact on society, communication is easier, even looking for a partner only through smart phones. When viewed from the exposure of digital immigrant and native technology, it is very different, digital immigrant generation is transitioning from analog technology to digital and digital native which is already in the development of technology, so the use of smart phones will be different. Phubbing thinks the act of avoiding someone in the environment by using a smartphone rather than talking to others. The negative impact of phubbing habits such as social exclusion around the environment. There is a difference in behavior between digital and native immigrant husbands. The results of research with qualitative reporting methods involving digital immigrants doing phubbing to meet the needs of work and couples understand about doing what is done, while the original digital phubbing at home and couples will protest against behavior related to the language used by using high intonation. This relates to digital immigrants who have higher self-control than native digital who have low self-control in using smart phones.

Keywords: Smartphone, Phubbing, Digital Immigrant, Digital Native, couples, weddings.

Libraries: 77

Publication Years: 2009-2019