

ABSTRACT

THE EFFECT OF BIG FIVE PERSONALITY ON SMARTPHONE ADDICTION IN GENERATION Z COLLEGE SUDENTS

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Generation Z was born and grew and developed when digital transformation was taking place, various kinds of technologies were developing rapidly, such as the internet and communication devices, one of which was a smartphone. The characteristics of a digital native are very attached to them because of their proficiency and attachment to smartphones. Studies and surveys have proven that generation Z, especially students, use smartphones excessively, where social life and academic activities are also disrupted so that there are indications of experiencing smartphone addiction. Smartphone addiction is included in addictive behavior, which is often associated with certain personality traits. Studies also prove that personality, especially the Big Five, is a good predictor of smartphone addiction. This study aims to determine the influence of the Big Five personality on smartphone addiction among students of generation Z. The measurement tools used in this study are the Smartphone Addiction Scale (SAS) and Big Five Inventory-2 (BFI-2). Based on the results obtained, the Big Five personalities significantly affect smartphone addiction in generation Z students.

Keywords: *Big Five Personality, Smartphone Addiction, College Student, Generation Z*

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