THE INFLUENCE OF PHONE SNUBBING BEHAVIOR ON STUDENTS' SOCIAL INTERACTION

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Abstract

The continuous improvement in technology has an impact on human life. For example, in terms of increasingly modern communication. The purpose of this research is to determine the effect of phone snubbing behavior on social interaction among students at the State Islamic University of North Sumatra, Faculty of Da'wah and Communication, class of 2020. The research was conducted using a quantitative method, descriptive approach, data collection method using a Linkert scale with a total of 20 phonesnubbing statements and 10 social interaction statements. The research population is students of the State Islamic University of North Sumatra, Faculty of Da'wah and Communication, class of 2020, totaling 350 people with a sample of 100. The data obtained will then be analyzed using correlation techniques with the help of SPSS Statistics version 25. The Pearson Correlation result is 0.818 ($r=0.818$) indicates a correlation between variable x and variable y, with a Sig value level of $0.000 < 0.05$. Thus, it can be concluded that when there is an increase in the phone snubbing variable (x), it will also be followed by an increase in the social interaction level variable (y). Conversely, if the phone snubbing variable (x) is low, this will also be followed by a low social interaction variable (y)

A. INTRODUCTION

The continuous improvement in technology has an impact on human life. For example, in terms of increasingly modern communication. Humans do not need to meet each other directly when communicating, but only through intermediary tools. One of the most popular communication intermediary tools is smartphones. The existence of smartphones makes it easy for humans to communicate, such as sending messages in a short time and being able to listen to voices over the telephone. The use of smartphones is very beneficial for humans. Apart from that, the average smartphone user can be found in various groups including workers, students and often even children. However, smartphone use is mostly found among students because it is very important. Students can more easily communicate, share information and do assignments using smartphones(Afrian, Dina, 2022).

Even though the existence of smartphones makes communication easier for humans, there are problems that arise. Especially among teenagers who are more busy playing with their smartphones than chatting with their peers. This phenomenon makes the next generation apathetic. Even though Indonesian people are known as friendly people. If this is allowed to continue, this friendly attitude will erode.

Social interaction is the key to all social life, without social interaction it would not be possible to live together. Social interaction itself is a dynamic relationship, where the relationship is related to relationships between individuals, between one group and another group, as well as relationships between individuals and groups. Now people no longer need a lot of time if they want to send a message. They can use SMS, or chat with the person they are talking to, or the recipient of the message. With the presence of technology today, people no longer need a long time when they want to exchange messages. Today's human communication patterns have certainly changed. The presence of technology in human life has made communication patterns more advanced, and technology has changed the form and pattern of communication.

From this technological development, new problems arise in the social interaction process, the presence of smartphones and the internet is the trigger.

We can see from several forms of interaction carried out by teenagers that they often encounter smartphone users who are more engrossed in operating it than interacting with the people around them.According to (Aditia, 2021) states that the situation where individuals prefer to be engrossed in surfing on their smartphone rather than chatting with people around them is called phubbing. The term phubbing consists of two words, namely phone and snubbing(Aditia, 2021).

If you interpret these two words, phone is a cell phone, while snubbing is insulting. Phubbing is categorized as someone who uses their smartphone more when chatting with other people. Phone snubbing or phubbing is an impolite attitude because when a face-to-face conversation occurs, one party breaks off the interaction by playing with a smartphone.(Erzen et al., 2021).

According to(Kelly et al., 2019)explains phubbing as an attitude of being indifferent to others by playing with a smartphone during the interaction. The emergence of phubbing behavior is caused by someone who cannot be separated from their cellphone and therefore does not care about the environment around them. Even when with family, friends, relatives and other closest people(Ilham & Rinaldi, 2019).

According to(Ridho, 2019), the impact caused by phubbing behavior is negative. This is because there is no feeling of sympathy or care for someone because phubbing behavior tends to occur when someone is duplicating and there are acts of intimidation. According to(García-Castro et al., 2022)also stated that phubbing behavior refers to someone who ignores the person they are talking to when communicating face to face by playing with a smartphone. This action includes violating politeness ethics.

This research identifies the impact of phubbing behavior. There are several negative impacts that arise from phubbing, namely being indifferent when communicating, decreasing other people's trust and quality of speaking, making relationships less close, jealousy, affecting feelings and isolation that can lead to despair and helplessness. If there is no intimacy in romantic relationships and closeness in friendship, it causes gaps and discomfort when communicating. So that makes it a negative impact(Isrofin & Munawaroh, 2021).

The occurrence of phubbing behavior is more common among teenagers because they cannot be separated from their smartphones. Most teenagers are addicted to smartphones, which makes them apathetic towards each other, even when a conversation is going on. Based on Sparks' opinion in(Rosdiana & Hastutiningtyas, 2020a)When talking, one of the parties often doesn't listen to the person they are talking to and is instead engrossed in playing on their smartphone, making them have to repeat what they said previously.

From the explanation above, it can be concluded that phubbing is a phenomenon where many people start to become addicted to smartphones which turns them into being apathetic and just looking at their smartphones rather than chatting in a friendly manner with other humans. If phubbing behavior continues to be allowed to continue, it will have an impact on damaging the quality of relationships between individuals and groups. This problem is serious enough that it needs to be paid attention to so that there is no gap in social relations between people.

Based on incidents that many students experience when communicating only using smartphones rather than meeting in person. This can happen thanks to the emergence of technology which is increasingly developing rapidly. The presence of smartphones means that the relationship between students and their colleagues is not too close. Even during the learning process, students prefer to look at their smartphones rather than discussing. Like when a friend makes a presentation in front of the class but the other students are just busy playing on their smartphones rather than participating in discussions with the others.

Previous research by(Syifa, 2020)using data analysis techniques with a static multivariate analysis variance test to obtain research results that there is an intensity that influences smartphone users on academic procrastination behavior and phubbing behavior in students simultaneously (F=2.838; 0.026).

Different from the results of research conducted by(Hamdiyah, 2021)which shows the results of the analysis, namely the influence between phubbing and the intensity of using social media which coincides with social interaction. The influence of x1 and x2 on y is 10.8%, the remaining 89.2% is influenced by other causal factors.

Similar research was also carried out(Safitri & Rinaldi, 2022)This research uses a correlational quantitative method which results in a significant negative relationship between self-control and the phubbing behavior of Jakarta teenagers. If the level of self-control is high then phubbing behavior will be low and vice versa.

Apart from that, research was conducted by Yanti Rosdiana(2020)Data were analyzed descriptively and the Spearman-rank test was carried out using SPSS. The results of the Spearman-rank test obtained a p value = 0.000 with a positive r (correlation coefficient) value of 0.372, which means there is a significant relationship between phubbing behavior and social interaction. Thus, the higher the phubbing behavior, the worse the social interaction. Based on the results of this research, it is hoped that there will be education for generation Z in using smartphones and the internet so that they are wiser in using them so that they do not interfere with social interactions.

Based on relevant research, the novelty of this research compared to previous research is that in this research the researcher focuses on the influence of phone snubbing behavior on students' social interactions, apart from that there has been no previous research that has examined the influence of phone snubbing behavior on students' social interactions in Faculty of Da'wah and Communication, UINSU Medan. In this research, researchers are interested in studying in depth the "influence of phone snubbing behavior on students' social interactions at the Faculty of Da'wah and Communication, UINSU Medan". Furthermore, the aim of this research is to find out how phone snubbing affects students' social interactions.

B. METHODS

This research was conducted at the Faculty of Da'wah and Communication, North Sumatra State Islamic University, located on Jl. William Iskandar Ps. V, Medan Estate, District. Percut Sei Tuan, Deli Serdang Regency, North Sumatra. This type of research is quantitative using descriptive research methods. According to(Sugiyono, 2020)A quantitative approach to analyzing data descriptively uses descriptive analysis methods, namely the data obtained is arranged systematically and then analyzed based on theoretical studies to obtain a

description of the influence of phone snubbing behavior on student social interactions.

This research consists of 2 research variables, namely phone snubbingas the independent variable (variable X) and social interaction as the dependent variable (variable Y)The population of this research is undergraduate students, especially the Faculty of Da'wah and Communication, class of 2020, totaling 350 students, while the research sample was taken using a non-probability sampling method with a purposive sampling technique. Based on the characteristics, namely 1) active Uinsu students, 2) FDK students, 3) class of 2020 students. Based on these characteristics, a sample size of 100 students was selected. In this research, data collection techniques were used with questionnaires distributed to students of the Class of 2020, Faculty of Da'wah and Communication, North Sumatra State Islamic University as respondents.

The data collection technique in this research uses multiple choice, where several answer choices are available from the most positive value to the most negative, which are then answered by the respondent..This research uses a closed questionnaire, where answers to each statement or question are provided.This questionnaire scale is distributed online via Google Form and consists of:of 20 telephone snubbing questions and 10 social interaction statements designed to measure respondents' perceptions of the topic being researched. The measurement scale used is a Likert scale with a Likert scale, so the variables being measured are translated into indicators, then these indicators are converted into instruments in the form of statements or questions.

According to (Nazir & Bulut, 2019), there are several factors that influence phone snubbing, including smartphone addiction, internet addiction, social media addiction, game addiction, chat addiction, as well as personal and situational factors. Meanwhile, the indicator variable for social interaction according to Soerjono Soekanto in (DWI ASRINI, 2013) is that the occurrence of social interaction must fulfill 2 conditions, namely social contact and communication. The range from 1-5 is arranged using 5 answer choices, namely, Never (TP), Rarely (JR), Always (SL), Often (SR), Never (PR). Data analysis used by

researchers is validity and reliability tests, normality tests, correlation tests, and simple regression analysis tests using SPSS Statistics version 25.

C. RESULTS AND DISCUSSION

Before carrying out data analysis techniques, the research instrument is first tested. A trial was conducted to determine the validity and reliability of the telephone snubbing and social interaction questionnaire. The instrument validity test uses the product moment correlation method, while the reliability test uses Cronbach alpha, and testing is carried out using SPSS 25 for Windows. The condition is that if rcount > rtable then the claim position at the 95% interval (α = 0.05) with N = 10 is considered valid. Based on the validity tests carried out, it can be concluded that 20 phone snubbing statements and 10 social interaction statements were submitted. All statements were declared valid because they met the criteria rcount > rtable with a significance level (sig) = 95% and a real level (α) =. 5%, obtained rtable = 0.632.

Reliability Statistics

Cronbach 's Alpha	NofItems
,986	20

From the results of calculations using the phone snubbing reliability test (x), a reliability value of 0.986 was obtained. The calculated r value is compared with the r table value with alpha 5% and N = 10 with a 95% confidence interval or product moment of 0.632. Because the calculated r value is 0.986, it can be concluded that the phone snubbing questionnaire is considered reliable.

Reliability Statistics

Cronbach 's Alpha	NofItems
,888	10

So the results obtained from the calculation of the social interaction reliability test (Y), obtained a reliability value of 0.888. The r value is calculated by comparing the r table value with alpha 5% and N = 10 with a 95% confidence

interval or product moment of 0.632. Because the calculated r value is 0.888, it can be concluded that the social interaction questionnaire is considered reliable.

2.   Description of Phone Data Snubbing

The data that has been collected is then processed using a telephone snubbing instrument from the entire sample (respondents) totaling 100 students, which can be seen in the table below.

Table 1. Categorization

Phone Snubbing Category	Range	
	Score	%Average
Very High(ST)	≥100	≥84%
Height(T)	85-99	68%-83%
Medium(S)	70-84	52%-67%
Low(R)	55-69	36%-51%
VeryLow(SR)	≥25	≤35%

Table 2. Frequency and Percentage Distribution

Intervals Score	Category	Frequency	%
≥100	Very High(ST)	4	4%
85-99	Height(T)	27	27%
70-84	Medium(S)	40	40%
55-69	Low(R)	28	28%
≥25	VeryLow(SR)	0	0%
Total		100	100%

The table above shows the intervals divided into 5 groups, namely very high, medium high, low and very low. In the very high interval group it was obtained above 100 as many as 4 people with a percentage of 4%, in the high category it was obtained between 85-99 as many as 27 people which if presented was 27%, in the medium category it was obtained between 70-84 as many as 40 people were presented with 40% in the category low was obtained between 55-69 as many as 28 people presented 28%, and finally in the low category the results were below 25 and were counted as none.

Table 4. Description of Average (Mean) and Percentage (%) of Phone Snubbing

SCOR

No	Indicator	Ideal	*Max*	*Min*	Σ	*Mean*	%	elementary school	Note
1	Smartphone Addiction	15	15	3	1027	10.27	68%	3.03	Q
2	Internet Addiction	10	10	2	699	6.99	69%	2.16	Q
3	Media AddictionSocial	15	15	4	991	9.91	66%	3.28	S
4	Addicted*Games*	15	15	3	945	9.45	63%	3.77	S
5	Chat Addiction	20	20	5	1295	12.95	64%	3.92	S
6	Personal Factors	25	25	5	1612	16.12	64%	5.12	S
	Whole	100	100	22	6,569	65.69	394%	21.28	S

Based on Indicator Description:

Max = Maximum Score

Min = Minimum Score

Mean = Average

Sd = Standard Deviation

T = Height

S = Medium

From the results of the data above, social interaction variables are obtained from distributing questionnaires to find out facts in the field about social interaction. Then data processing was carried out using Microsoft Excel software to obtain a maximum value of 100 and a minimum value of 22. So the descriptive analysis results obtained were ($\sum$) = 6.569, Mean= 65.69, and Standard deviation (sd)= 21.28.

3. **Description of Social Interaction Data**

Table 1. Categorization

Social Interaction Category	Range	
	Score	%Average
Very High (ST)	≥50	≥84%
Height (T)	45-49	68%-83%
Medium (S)	40-44	52%-67%
Low (R)	35-39	36%-51%
Very Low (SR)	≥30	≤35%

Table 2. Frequency and Percentage Distribution

Intervals Score	Category	Frequency	%
≥50	Very High (ST)	1	1%
45-49	Height (T)	16	16%
40-44	Medium (S)	21	21%
35-39	Low (R)	11	11%
≥30	Very Low (SR)	51	51%
	Total	100	100%

The table above groups 5 intervals consisting of very high, high, medium, low and very low. In the very high interval group it was obtained above 50 as many as 1 person was presented 1%, in the high category it was obtained between 45-49 as many as 16 people were presented 16%, in the medium category it was obtained between 40-44 as many as 21 people were presented 21% in the low category 11 people were presented between 39-59 and 11% were presented and finally the very low category was obtained below 30 which was presented by 51%.

Table 3. Description of Average (Mean) and Percentage (%) of Social Interaction Based on Indicators

No	Indicator	SCORE			Σ	Mean	%	elementary school	Note
		Ideal	*Max*	*Min*					
1	ContactSocial	25	25	5	1459	14.59	58%	6.00	S
2	Social Communication	25	25	5	1683	16.83	67%	4.86	S
	Whole	50	50	10	3,142	31.42	1.25%	10.86	S

Information:
Max = Maximum Score
Min = Minimum Score
Mean = Average
Sd = Standard Deviation
S = Medium

Based on the results of the data above, social interaction variables are used to obtain results from the questionnaire as an explanation of facts in the field about social interaction. Then the data was processed using Microsoft Excel to obtain a maximum value of 50 and a minimum value of 10. So the descriptive

analysis results obtained were ($\sum$) = 3.142, Mean = 31.42, and Standard Deviation (Sd) = 10.86.

4. Normality test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized zedResidual
N		100
Normal Parameters, b	Mean	.0000000
	Std. Deviation	5.94078333
Most Extreme Differences	Absolute	,055
	Positive	,055
	negative	-.051
Statistical Tests		,055
Asymp.Sig.(2-tailed)		,200c,d

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance

From the data normality output table, the Asiymp significance value is obtained. Sig (2-tailed) is 0.200 which is greater than 0.05. In accordance with basic decision making in the Kolmogorov-Smirnov normality test, the conclusion is drawn that the data is considered normal. So the normality test shows that the normality assumption has been met.

5. Correlation Test

Correlations

		Phone Snubbing	Social interaction
Phone Snubbing	Pearson Correlation	1	,818**
	Sig.(2-tailed)		,000
	N	100	100
Social interaction	Pearson Correlation	,818**	1
	Sig.(2-tailed)	,000	
	N	100	100

**.Correlation is significant at the 0.01 level (2-tailed).

Based on the correlation test output table above, the Sig value is 0.000 < 0.05, indicating that the variables x and y have a significant relationship or correlation. Apart from that, the Pearson correlation value of 0.818 shows that

there is a positive correlation between variables x and y and shows that there is an influence between these two variables.

So it can be concluded, a correlation of 0.818 shows a strong relationship between the two variables, which means that when one variable increases, the other variable tends to also increase. Thus, these results indicate that the level of phone snubbing can influence a person's level of social interaction.

6.   Regression Analysis TestSimple

Model Summary

Model	R	RSquare	Adjusted R Square	Std. Errorofthe Estimate
1	.818 a	,669	,665	5,958

Predictors: (Constant),Phone Snubbing

The table above explains the value/correlation/relationship (R) which is 0.818/100 = 81.8 and explains the percentage influence of the variable on the dependent variable which is called the coefficient of determination which is the result of squaring R. From this output, the coefficient of determination (R2) is obtained at 0.669, which means that the independent variable (phone snubbing) and the dependent variable (social interaction) are 81.8% and the remaining 18.2% is influenced by other factors outside the variables.

Coefficients a

Model		Unstandardized zedCoefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	,967	2,245		,431	,668
	Phone Snubbing	,463	.033	,818	14,067	,000

Dependent Variable: Social Interaction

Test the hypothesis by comparing the Sig value. with 0.05

1) Determine the hypothesis

Ho: Phone Snubbing has no effect on students' social interactions

Ha: Phone Snubbing affects students' social interactions.

2) Test criteria

If significance <0.05 then Ho is accepted

 If significance > 0.05 then Ho is rejected

So the conclusion is that there is a significance of 0.000 < probability 0.05 so it can be concluded that Ho is rejected and Ha is accepted, which means that "phone snubbing has an effect on students' social interactions".

Based on the results of the frequency distribution and percentage of descriptive research data from phone snubbing above, it shows that of the total number of student samples, the condition of phone snubbing is in the medium category with a percentage of 21%. This means that students' phone snubbing conditions are not good. Meanwhile, the frequency and percentage distribution of descriptive research data from social interaction above shows that of the total number of student samples, the condition of social interaction is in the very low category with a percentage of 51%. This means that the social interaction conditions of students have poor social interaction conditions.

Unfavorable interaction conditions occur due to snubbing behavior among students. "Phone" and "Snubbing", which are used to convey the attitude of harming others by excessive use of smartphones, originate from this gap which is how the term "Phubbing" originated. The two components of this behavior are phubber and phubbee. An individual who is a phubbs is known as a phubber. While phubbee, on the other hand, is a person who is a victim of phubbing. The term phubbing itself is known because of the increase in a person's activity with a smartphone without paying attention to the surrounding environment. surrounding environment. Phubbing is the behavior of using a smartphone while having a face-to-face discussion but ignoring other people(Salsabila et al., 2024; Windasantika & Nurhanifah, 2023).

Phone snubbing behavior is a person's behavior that focuses on the smartphone and ignores the people or events around them, so that social interactions can be disrupted. Over time, excessive use of smartphones will make a person dependent on smartphones. This is due to the convenience provided by smartphones to facilitate every movement in life such as various activities,

searching for information, the need to actualize oneself. Consciously or unconsciously, the convenience obtained causes a person to become apathetic and social enthusiasm decreases, resulting in high levels of anti-social behavior(Putri et al., 2022).

There are aspects of phubbing. According to Kwon, Kim, Cho, and Yang (2013), there are 3 dimensions of phubbing behavior, namely: 1. Disturbances in daily life. Examples of things that include disruptions in daily life in phubbing behavior are loss. planned work, having difficulty concentrating in class or at work, experiencing headaches or blurred vision, pain in the wrist or neck, and sleep disturbances. 2. Withdrawal This can be described as a condition where the individual becomes irritable, restless and cannot control himself if he does not use the smartphone, is constantly with the smartphone and cannot be separated from the smartphone and becomes irritated and angry when disturbed while using the smartphone. 3. Tolerance This aspect is defined as someone who always fails to control smartphone use(Putri et al., 2022).

Based on the results of hypothesis testing using regression analysis techniques on research data regarding phone snubbing behavior on social interaction among students at the State Islamic University of North Sumatra, Faculty of Da'wah and Communication class of 2020, it was found that there was a significant influence between phone snubbing behavior on social interaction. The calculated F value is 197.884 with a Sig value of $0.000 < 0.05$, indicating that there is a relationship between phone snubbing behavior and social interaction in these students which has a significant influence. This means that the higher the level of phone snubbing behavior, the worse the social interaction.

The results of this research are in line with research conducted byChotpitayasunondh & Douglas (2018)which shows that the higher the level of phubbing behavior, the lower the quality of a person's interpersonal communication.Youarti & Hidayah, (2018)which shows that the higher the phubbing behavior, the lower the social awareness of teenagers, and vice versa, the lower the phubbing behavior, the higher the social awareness.

Students with high phone snubbing behavior will experience changes in a person's behavior in interacting as well as disruption in verbal communication, both directly and indirectly. This means that students who have a high tendency for phone snubbing behavior can make the individual themselves less focused on real interactions, because often when communicating or interacting, the person they are talking to checks their smartphone in the middle of a discussion.(Amelia et al., 2019; Isrofin & Munawaroh, 2021).

Meanwhile, students who have low phone snubbing behavior will have good interactions and respect the person they are talking to more. The level of phubbing behavior in individuals is also influenced by several factors, such as social media addiction and the tendency to get bored when interacting with other people.(Xiao, 2018). In line with the explanation fromJuliana (2021)which says that there are individuals who prefer to withdraw from social interactions in order to find time, space and privacy with activities with their smartphones. So it can be concluded that phone snubbing behavior plays a role in individuals' social interactions(Youarti & Hidayah, 2018).

This is in line with Rosdiana's study. Phubbing behavior has an influence on a person because it makes a person interact less face-to-face with other people and seem less respectful of people in the surrounding environment, so it can have a negative impact on social life. Phubbing behavior most often occurs in teenagers because they often run out of topics to talk about. The development of smartphones in the current era is so fast that the many features on existing smartphones can make it increasingly difficult for teenagers to get away from smartphones. Teenagers do not realize that phubbing has a negative impact on their social life(Rosdiana & Hastutiningtyas, 2020). In particular, it has an impact on interactions between family, romance and friendship(Windasantika & Nurhanifah, 2023).

Phone snubbing behavior that occurs during social interactions is withdrawal of eye contact, gaze avoidance is a passive form of social exclusion. Social exclusion caused by phubbing results in the threat of four basic needs and leads to negative emotions, namely the need to feel wanted or appreciated, the

need to maintain self-esteem, the individual's need for a meaningful existence and the need for self-control. Isolation in question is that when individuals are ignored by others while they remain face to face. Therefore, phone snubbing behavior must be avoided so that it does not have a negative impact on social interactions in society(Hanika, 2015).

Not only does it influence interactions with creatures but interactions with Allah SWT. Phubbing is an example of behavior that does not reflect the attitude of the Prophet SAW. Furthermore, phubbing not only brings physical disorders, but also mental ones. Lack of time to worship Allah SWT due to checking the smartphone too often and considering the smartphone to be one's true friend. Phubber often struggles with problems that are virtual, not real, or even useless(Ihsan et al., 2021). As Allah Says in the Word of Surah An. Nahl 108 follows:

> *Translation: "Those are the people whose hearts, hearing and sight have been locked up by Allah, and they are the ones who are heedless." (QS An-Nahl: 108)(Ministry of Religion, 2019).*

Based on the verse above, telephone shunubbing has a bad impact and becomes a tool to encourage cruelty, sadism and negligence of both humans and their gods. Because in Islam ignoring the person you are talking to when communicating is a dishonorable attitude, in accordance with the recommendations of Allah SWT, fellow human beings must always respect and respect in any situation and condition. and any conditions. Because humans are social creatures who need to establish positive relationships with each other(Hasanah & Putri, 2021).

Students spend so much time using smartphones, a lot of time is wasted if they don't think about effectiveness and efficiency in their use. A lot of time is spent playing games and opening social media such as Whatsapp, Facebook, Instagram, and so on, even when attending lectures or during times that should be used for studying or doing assignments.(Jamun & Ntelok, 2022).

D. CONCLUSION

Based on the results of the research and discussion, it can be concluded that this research aims to determine the influence of phone snubbing behavior on social interaction among students at the State Islamic University of North Sumatra, Faculty of Da'wah and Communication, class of 2020. The research population is students at the State Islamic University of North Sumatra, Faculty of Da'wah and Communication, class of 2020, numbering 350 people with a sample of 100. The data obtained will then be analyzed using correlation techniques with the help of SPSS Statistics version 25. Based on the data, phone snubbing behavior and social interaction were found to be significantly correlated. This information shows that phone snubbing behavior is strongly influenced by social interaction. Thus, it can be concluded that when there is an increase in the phone snubbing variable (X), it will also be followed by an increase in the social interaction level variable (Y). Conversely, if the phone snubbing variable (X) is low, this will also be followed by a low social interaction variable (Y).

Advice for the majority of students who have social interaction problems caused by phone snubbing behavior, it is hoped that students can be wiser in using smartphones when in social situations. This is done to give a good impression to the person you are talking to, such as paying attention, listening, responding reciprocally so that the person you are talking to does not repeat the message or information that has been conveyed. It is hoped that future researchers who wish to conduct similar research can consider many variables.

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