

KONSTRUKSI MAKNA PHUBBING DALAM INTERAKSI KOMUNIKASI INTERPERSONAL GEN Z

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ABSTRAK

Tingginya penggunaan internet dan ketergantungan Generasi Z pada ponsel sering kali memunculkan hambatan dalam interaksi tatap muka, salah satunya adalah *phubbing*. *phubbing* merupakan tindakan mengabaikan orang lain di sekitar dengan cara memfokuskan diri kepada *smartphone* tanpa mempedulikan hal lain yang terjadi di sekitarnya. Namun, kenyataannya di lapangan mengatakan bahwa belum banyak yang mengetahui istilah *phubbing*. Ketidakadaan pemahaman yang sama membuat Gen Z melihat *phubbing* ini bukan merupakan masalah komunikasi, melainkan sebuah tindakan yang maknanya masih bebas dikonstruksikan. Penelitian ini bertujuan untuk mengetahui konstruksi makna *phubbing* dalam interaksi komunikasi interpersonal Gen Z. Menggunakan pendekatan kualitatif deskriptif, penelitian ini membedah fenomena tersebut menggunakan analisis Teori Interaksi Simbolik (George Herbert Mead). Pengumpulan data dilakukan melalui wawancara terstruktur dengan lima informan Generasi Z yang pernah menjadi mengalami *phubbing*. Hasil penelitian menunjukkan bahwa konstruksi makna *phubbing* bersifat dinamis dan subjektif. *phubbing* dimaknai sebagai tindakan tidak sopan dan merendahkan yang menurunkan nilai diri serta merusak kualitas komunikasi. Namun, perilaku ini dinormalisasi karena ponsel telah menjadi bagian tak terpisahkan dari kehidupan Gen Z. Saat menghadapi *phubbing*, informan mengalami kegagalan intersubjektivitas dan melakukan negosiasi makna melalui teguran verbal, sindiran, aksi diam, atau mirroring untuk menghemat energi. Generasi Z dituntut untuk beradaptasi demi menjaga hubungan interpersonal.

Kata Kunci: Generasi Z, Interaksi Simbolik, Komunikasi Interpersonal, Konstruksi Makna, *Phubbing*,

THE CONSTRUCTION OF THE MEANING OF “PHUBBING” IN GEN Z’S INTERPERSONAL COMMUNICATION INTERACTIONS

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ABSTRACT

Generation Z’s high internet usage and dependence on cell phones often create barriers to face-to-face interaction, one of which is “phubbing.” Phubbing is the act of ignoring others around you by focusing on your smartphone without paying attention to anything else happening in your surroundings. However, the reality on the ground is that not many people are familiar with the term “phubbing.” This lack of a shared understanding leads Gen Z to view phubbing not as a communication problem, but rather as an action whose meaning remains open to interpretation. This study aims to explore the construction of meaning surrounding phubbing in Gen Z’s interpersonal communication interactions. Using a descriptive qualitative approach, this study examines the phenomenon through the lens of Symbolic Interaction Theory (George Herbert Mead). Data collection was conducted through structured interviews with five Gen Z informants who had experienced phubbing. The results indicate that the construction of meaning regarding phubbing is dynamic and subjective. Phubbing is interpreted as a rude and demeaning act that lowers self-worth and undermines the quality of communication. However, this behavior has become normalized because cell phones have become an integral part of Gen Z’s lives. When faced with phubbing, the informants experienced a failure of intersubjectivity and negotiated meaning through verbal reprimands, sarcasm, silence, or mirroring to conserve energy. Gen Z is required to adapt in order to maintain interpersonal relationships.

Keywords: Generation Z, Interpersonal Communication, Meaning Construction, Phubbing, Symbolic Interaction.