

ABSTRACT

In the present era, the technology is closely associated with the Internet. The development of the Internet greatly affects social life as well as how to communicate with someone. Smartphone is a new media in the communication process. Smartphones are no longer used only for communication media but also began to be considered by some manufacturers to make the Smartphone as a media of entertainment and education.

The purpose of this research is to investigate and examine the effect of the Smartphone use intensity against the communication behavior (a study of Smartphone users among communication program students in Telkom University). This research involves one independent and dependent variables. The independent variable is the Smartphone use intensity (X). The dependent one is the communication behavior (Y).

The primary data were collected through survey method with purposive sampling method using questionnaire given to 100 respondents. The type of this research was causal and descriptive with the research method of quantitative research. The data analysis techniques was simple regression analysis. This study has a descriptive analysis of the results of 69% for the variable intensity of the use of Smartphones, and 77 % for variable communication behavior.

The results showed that the intensity of the use of partial and simultaneous Smartphone significant effect on the communication behavior of 55.4 % and the remaining 44.6 % is influenced by other factors not examined in this study.

Keyword : Intensity, Smartphone, Communication Behavior.