

ABSTRACT

Technological advancements created huge change in human life. These changes occur in various fields and have a strong impact on cultural values. One form of technological progress is the emergence of smartphones. Smartphones was introduced as new device to communicate and interact with every human activity. The use of smart phones today is not only as a medium of communication, but also as a medium of entertainment and education for all. This research aims to explain the behavior of smartphones users, particularly the students of SD Negeri Bantar Kemang 1 Bogor. This study uses qualitative methods with an ethnographic communication approach, and used Basuki's behavior theory (1992: 202).

The research lasted for six months from the end of 2017 until beginning of 2018. The total number of respondents involved was fifteen respondents. The results of the study found that respondents used smartphones to communicate, access the internet, and to play games. In addition, it was found that respondents knew the effects of smartphones use, but ignored these impacts. Researchers also found that the respondents use social media whatsapp group to discuss assignments, and asking to hang out.

In conclusion, all respondents use smartphones to communicate, access the internet and play games. The objectives of each respondent's parents givin smartphones are for respondents to find lessons that are not available in the book and to get rid of boredom. Respondents were also found using smartphones continuously without thinking about the impacts that arise in smartphones use. Researcher recommended to create rules and limit the time to use smartphones for children, so that children do not use smartphones for too long.

Keywords: Behavior, Smart Phones, Impact of cellphone use.