

ABSTRACT

The development of technology and information is currently growing rapidly and following the times. The fastest growing technology is the internet. The use of the internet cannot be separated from smartphones, smartphones are a unity that cannot be separated from the internet. Apart from interacting with other individuals, smartphones are also a medium for finding information, as well as an entertainment medium. The use of smartphones can lead to changes in a person's behavior, namely phubbing behavior, phubbing is a phenomenon that occurs due to excessive use of smartphones. The purpose of this study is to determine whether there is an influence of phubbing behavior on the interpersonal communication of parents and children in generation z in Bandung City. This research uses Media Dependency Theory, the method used is quantitative method with causal associative research type. Non-probability sampling technique purposive sampling type with data collection through distributing questionnaires to 400 generation Z respondents in Bandung City, aged 16-24 years, using smartphones for more than 8 hours, and cannot be separated from smartphones. The results of hypothesis testing state that the sig. value on the phubbing behavior variable is $0.000 < 0.005$ and $t_{hitung} 12.064 > t_{tabel} 1,966$, so H_0 is rejected dan H_1 is accepted and the coefficient of determination results in a Rsquare value of 0.268, which means that phubbing behavior affects the interpersonal communication of parents and children in generation Z in Bandung by 26%. This is related to the Media Dependency theory, that the influence of dependence on a medium can lead to changes in behavior in society.

Keywords: Phubbing Behavior, Interpersonal Communication, Theory Media Dependency