

ABSTRACT

This study discusses the presence of smartphones in everyday life. Smartphones make people and the younger generation experience changes in behavior patterns towards those around them. So that a phenomenon with a new term arises, namely phubbing, this behavior has become normative in everyday communication. An important element of this phenomenon is the existence of social exclusion where someone is ignored by others - while they remain in the presence of the person, they become closed in social interaction. The purpose of this study is to convey to the audience how the phubbing phenomenon affects the interaction of the closest people and their application through art.

This research uses the theory proposed by Haigh about phubbing which is an act of hurting others. Soedjono about photography, Roland Barthes about contemporary photography and also Feininger who discussed photography as a medium of expression. Comparative artists in the study were Antoine Geiger, Patriot Mukmin, and Heitor Magno. The review of the work is done through the concepts of creation, media selection, material and technical, and the creation process. The first creation process is photo taking, photo processing, photo printing, photo cutting, photo gluing on wood, background installation and arrangement of wooden sticks on the frame.

Based on the above concept, there are 3 photography works that are produced, namely the first entitled Friends time, which when gathering with friends is a phubbing situation that causes social interaction between friends. Second is family time, a situation that attacks the family scope which results in reducing social interaction within the family. Third Sister Time, the phubbing phenomenon has taken a close relationship between brothers. Many individuals involved are not aware of the effects of this phenomenon. This phenomenon becomes a declaration in daily life, but some people still feel that it interferes with social interaction between one individual and another individual.

Keyword: *Phubbing* , *Contemporary Photography*, *Social Exclusion*

