

ABSTRACT

The phenomenon of phubbing is increasingly becoming a concern among students as one of the social issues. At this time, they tend to be distracted by technology and spend time using their smartphones and social media. As a result, they often forget the importance of socializing directly with the surrounding environment. This research aims to find out what problems cause vocational students to phubbing behaviour on social media when in a social environment, as well as why they tend to be phubbing and focus on social media on smartphones. This research uses a qualitative method with phenomenological approach, the theory used a Alfred Schutz phenomenology. This research involved 4 key informants and 4 supporting informants. The research results that phubbing behaviour is carried out by vocational students in the form of using Instagram and Tiktok when interacting socially, replying to messages, and searching for content. Then they do this behavior in a group discussion situation, there is discomfort not holding a smartphone, the conversation is not interesting, and it has become a habit. The main reason for “because of motives” this behaviors appear when they withdraw from the conversation due to being ignored, turn to their smartphones due to not getting a response, choose their smartphones when the conversation is not interesting, and feel unappreciated. Then “in order to motives” arises to avoid social interactions, avoid discomfort in interactions, and gain entertainment and escape from social interactions.

Keywords: *Phubbing, Smartphone, Social Media, Vocational Students*