

PHUBBING ON INSTAGRAM AND ITS IMPACT ON FACE-TO-FACE INTERACTION AND SOCIAL SATISFACTION AMONG UNIVERSITY STUDENTS

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ABSTRACT

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Phubbing is a behavior of ignoring direct interaction by focusing on excessive use of mobile phones. Indirect phubbing occurs mainly among college students who actively use social media, one of which is Instagram. This study aims to analyze the use of Instagram in social interactions of college students in Boyolali and its impact on the quality of face-to-face communication and their social satisfaction. This study uses a descriptive qualitative approach with a case study method based on the perspective of John W. Creswell. The data analysis technique follows the Miles and Huberman model, with data collection through in-depth interviews with six college students in Boyolali who regularly use Instagram. The interview process lasted for three months to explore students' experiences and perceptions of the phubbing phenomenon in depth. The results of the study indicate that excessive use of Instagram can disrupt the quality of direct social interaction. Most Informants admitted that their attention was often diverted by notifications and entertainment features on Instagram, which resulted in a decrease in the quality of face-to-face communication. In addition, the phubbing phenomenon has the potential to damage interpersonal relationships, especially in academic environments and everyday relationships. Informants emphasized the importance of time management in using Instagram to maintain a balance between online and offline interactions. This study contributes to the understanding of the impact of social media on students' social interactions, especially in the context of phubbing. Unlike previous studies that focused more on the psychological impact of phubbing, this study specifically explores students' subjective experiences and how they interpret the impact of phubbing in their social lives. These findings emphasize the importance of self-awareness and time management strategies in using social media to maintain the quality of social relationships and face-to-face communication.

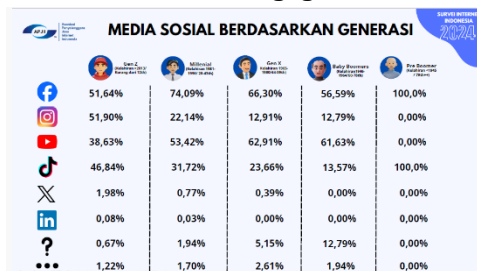
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1. Introduction

The rapid development of information and communication technology has significantly transformed the way people interact, particularly through social media. One of

the most popular platforms among the younger generation is Instagram. This platform enables users to share visual content, communicate, and engage in social activities virtually.



Source :("APIJII Internet Survey 2024," 2024)

Data from the Indonesian Internet Service Providers Association (APIJII) reveals that Instagram usage among students ranks second after Facebook, with a percentage of 51.90%, while usage among millennials reaches 22.14%. Excessive use of social media, including Instagram, often triggers the phenomenon known as phubbing.

Roberts & David, (2016) have highlighted how phubbing can reduce the quality of social interactions, reduce relationship satisfaction, and threaten basic human needs such as self-esteem and belonging. In addition, they also found that phubbing has a negative impact on an individual's mood and emotions and is increasingly becoming a behavior that is considered normative in social life. In this regard, their research confirms that this behavior inhibits effective face-to-face communication which ultimately reduces the quality of relationships in both friendships and romantic relationships. (Wang et al., 2022) also revealed that phubbing can cause dissatisfaction, feelings of being unappreciated, and conflict in relationships. In a broader social context, this behavior can weaken bonds and a sense of belonging in social groups (Chotpitayasonondh & Douglas, 2018).

Sigalingging et al., (2024) shows that phubbing behavior in students tends to be less good, reflecting a dependence on smartphones that causes them to focus more on devices than interacting directly with other people. Among college students, phubbing is often associated with social media addiction, cellphone usage habits, and dependence on technology. Several factors that cause phubbing include: 1) Greater interest in virtual interaction than face-to-face interactions. (Putri & Sa'id, 2024) This study found that excessive use of social media to satisfy curiosity and avoid missing out on information can lead to a significant increase in phubbing behavior. 2) Continuous use of mobile phones forms a habit that is difficult to stop and is often done unconsciously. 3) Dependence on technology, especially for easier and faster access to information, encourages individuals to check their devices excessively, making it difficult to control the desire to stay disconnected from cyberspace.

Satisfaction with social media use includes various aspects, including entertainment, access to information, and social connections. Wang et al. (2022) found that an individual's level of satisfaction with social media affects the intensity of use and the likelihood of phubbing. High satisfaction with social media can reduce the quality of face-to-face interactions, because individuals tend to focus more on the digital world than on real-world interactions. There are several factors that influence the level of satisfaction with social media usage, including: 1) Social connections and interactions that foster emotional bonds on social media (Valkenburg et al., 2022). 2) Content that is relevant to current trends and

interesting entertainment that suits the user's interests. 3) Efficient time management in using social media can increase satisfaction (Turel & Serenko, 2020).

Although platforms like Instagram offer crucial social benefits, excessive use also has negative consequences. Dewi, Dimala, & Pertiwi (2024) revealed that Fear of Missing Out (FoMO) is one of the main factors that encourages individuals to continue engaging with social media. The fear of missing out on information, trends, or other people's activities encourages individuals to check their phones more often, which ultimately increases phubbing behavior. In a study by (Rahardjo & Soetjningsih, 2022), it was found that individuals who frequently experience FoMO tend to sacrifice time for other activities such as studying, sleeping, or even interacting directly with people around them.

This study focuses on college students in Boyolali to understand their experiences when doing phubbing, both intentionally and unintentionally. In addition, this study aims to identify the reasons behind the behavior, so that when there is a discussion or reflection space, students can be more aware of their habits and control themselves to minimize the occurrence of phubbing. Most previous studies have highlighted the psychological impact of phubbing in general, while this study specifically explores how students' satisfaction in using Instagram affects their phubbing behavior. This study identifies several Instagram features that can trigger phubbing behavior, such as reels, stories, and direct messages. Thus, this study not only confirms previous findings but also expands the understanding of how Instagram as a particular platform contributes to phubbing behavior and students' social interactions. The hypothesis in this study states that high levels of Instagram use are associated with decreased quality of face-to-face interactions among college students in Boyolali.

2. Method

This study uses a qualitative approach using the Creswell framework. This approach aims to explore the experiences and perspectives of participants in depth, focusing on the meaning behind the behavior and the impacts it causes (Creswell, 2015). This approach seeks to provide a detailed explanation of the phenomenon of phubbing behavior in the use of Instagram and its impact on the quality of face-to-face interactions and social satisfaction among students in Boyolali. As stated by (Sugiyono, 2020), in this book Sugiyono explains that purposive sampling is a technique for taking samples of data sources using certain considerations that have characteristics or experiences related to the research topic.

Thus, the participants in this study consisted of six students in Boyolali who were active Instagram users and had experienced social interactions influenced by the platform. The participant selection criteria included: 1) Students who use Instagram for more than one hour per day, 2) Students who have experienced social interactions influenced by the use of Instagram, and 3) Students who are willing to participate in in-depth interviews.

The qualitative approach used in this study aims to explore individual experiences in depth, not to generalize the results to a wider population. Therefore, a smaller number of participants allows for a more focused study of the meaning and context of their experiences. In addition, resource constraints are also a consideration, given that in-depth interviews require a lot of time and extensive analysis. With a limited number of participants, this study was able to explore the information in more detail without sacrificing the quality of the analysis. Furthermore, in qualitative research, when participant responses begin to show

recurring patterns or reach data saturation, a larger number of Informants is not always necessary because the data collected is sufficient to answer the research questions comprehensively (Sugiyono, 2018).

Ethical issues in this study were addressed by ensuring that each participant fully understood the purpose of the study, the interview procedure, and their rights before participating. They were given a detailed explanation of the research process and were asked for their informed consent as confirmation of their willingness to participate. In addition, participants had the full right to withdraw from the study at any time without any consequences and could request that their data not be used if they felt uncomfortable after the interview. These steps were implemented to ensure that the research was conducted ethically and that the rights and privacy of the participants were respected. The data collection technique used in this study was in-depth interviews, which were conducted using a semi-structured approach with open-ended questions. This technique was designed to explore participants' views, feelings, and experiences regarding phubbing behavior, its impact on interpersonal relationships, and their perceptions of Instagram use. In the data collection procedure, the researcher prepared a flexible interview guide, built a comfortable relationship with the participants, and created an open environment to encourage in-depth responses.

The researcher conducted interviews with Informants for approximately one to one and a half hours. All interviews were conducted face-to-face, recorded with the participants' consent, and transcribed for further analysis. Interview questions covered various aspects, including Instagram usage patterns, social interaction experiences, and phubbing behavior. Sample interview questions included: 1) How often do you use Instagram in a day, and what do you usually search for when you open the platform? 2) How long is your average screen time on Instagram each day? 3) Which Instagram features do you use most often, and why do they appeal to you? 4) Have you ever felt distracted by Instagram while interacting with friends face-to-face? How does it affect your interactions? 5) Does Instagram provide you with so much entertainment that you sometimes forget about your surroundings? Have you ever experienced this? 6) If you compare interactions on social media with face-to-face interactions, which do you find more satisfying, and why? 7) Have you ever made any efforts to reduce your Instagram usage when engaging in face-to-face interactions? What motivated you to do so? 8) Have you ever felt uncomfortable leaving social media to engage in face-to-face interactions? How do you balance the two? 9) What is your perception of phubbing behavior among college students? Do you consider it a serious problem? 10) What strategies do you think are effective in reducing phubbing behavior among students to improve the quality of face-to-face interactions?

The data analysis in this study follows the model proposed by Miles and Huberman (Qomaruddin & Sa'diyah, 2024). The Miles and Huberman data analysis model was chosen because this approach allows researchers to handle qualitative data systematically and structured through three main stages.

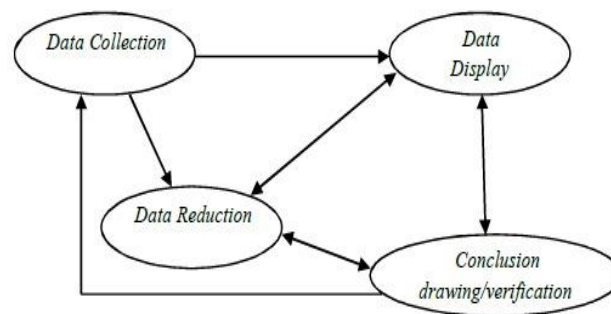


Figure 1. Miles and Huberman Data Analysis Techniques

The first stage is data reduction, where information relevant to the research objectives is filtered, while unnecessary data is removed so that the analysis can be more focused on the core findings. After that, the reduced data is presented in various forms of descriptive narratives, so that it is easier to understand and analyze further. The last stage is drawing conclusions and verification, where researchers interpret the data, draw conclusions based on existing findings, and ensure its validity through the triangulation method. This model was chosen because it is considered more systematic where by using the Miles and Huberman approach, the data processing process becomes more transparent and can be reproduced by other researchers, thereby increasing the reliability of the research results.

To ensure the accuracy of the research results, this study applies the triangulation method through several strategies. Peer review is carried out by consulting the research results with fellow researchers or supervisors to avoid interpretation bias and ensure that the analysis is carried out objectively. In addition, the data collection process was stopped after the sixth interview because no new information emerged, indicating that the data had reached saturation. Thus, the number of participants interviewed was considered sufficient to provide an in-depth understanding of the phenomenon being studied. Participant confirmation was also carried out by providing them with the interview transcripts, so that they could review the data provided and ensure that the researcher's interpretations were in accordance with their experiences and perspectives.

3. Results and Discussion

Instagram Usage Behavior

Based on the interviews conducted, Instagram usage among students at Boyolali follows a similar pattern, although there are variations in duration and purpose. The majority of Informants reported regularly opening Instagram 3 to 5 times a day, with usage duration ranging from 1 to 8 hours. They tend to interact with features such as Stories, Reels, and Explore, which are considered interesting because of their entertainment value, up-to-date information, and ability to strengthen social relationships. As expressed by one Informant :

"Stories are interesting because they are real-time, Reels presents short content that entertains yourself such as funny videos, but sometimes sad videos also appear that make me carried away."

This usage pattern is in line with the findings in the journal Phubbing Phenomenon in the Millennial Era which shows that dependence on smartphones and social media is the main factor driving phubbing behavior (Hanika, 2015). The ease of access and appeal of digital content make individuals spend more time in cyberspace, even in situations that should prioritize face-to-face interaction. However, despite the entertainment benefits of Instagram, most Informants admitted that the application sometimes interferes with face-to-face interactions. Most Informants (3 Informants) admitted that the application can interfere with direct communication with people around them. Instagram notifications and the urge to keep checking their phones often distract them during conversations. One Informant said :

"I have, especially if a notification appears when I'm talking to someone else, I reflexively check the notification."

This phenomenon is in line with the pattern identified by Hanika, (2015) which shows that the intensity of smartphone use contributes to a person's tendency to phub. Even so, some Informants realized the importance of balancing social media use with direct social life. Personal awareness is a major factor in reducing the habit of phubbing, because without such awareness, individuals will continue to be distracted by smartphones.

"By increasing personal awareness about balancing social media use." said one Informant.

The Impact of Instagram on Communication

The interview results showed that Instagram has a significant impact on students' social interactions. Although some Informants view Instagram as a source of entertainment that does not affect their surroundings, others admitted to prioritizing Instagram content over real-life conversations. For example, one Informant stated :

"Sometimes I feel more like checking Instagram when I'm hanging out, so communication can be cut off."

Informants tend to prefer features that offer quick and easy entertainment, such as Stories and Reels. These features allow them to access information or entertainment in a more relaxed and interesting way. Some Informants even admitted that they often open Instagram just to check notifications without a specific purpose. A number of Informants (3 out of 6) felt that using Instagram sometimes interferes with conversations or face-to-face interactions. This is related to the phenomenon of phubbing, which is the act of ignoring people around them because they are too focused on their cellphones. One of the informant shared :

"I have a friend who when we get together, he is busy with his cellphone while the others are exchanging stories. It makes me uncomfortable because he is too busy with his cellphone world."

There are also those who consider phubbing a serious problem that can harm social relationships, especially when interacting with friends or family.

"In my opinion, phubbing behavior is a serious problem because it can disrupt social relationships and reduce respect for others."

To illustrate Instagram usage patterns and their impacts more clearly, here is a summary of the main findings from the interviews in tabular form:

Instagram Usage Behavior	Frequency
Opening Instagram 3-5 times/day	4 out of 6 Informants
Using Instagram for 1-8 hours/day	6 out of 6 Informants
Using Stories, Reels, and Explore features	6 out of 6 Informants
Feeling disturbed by Instagram notifications	3 out of 6 Informants
Trying to regulate usage by turning off notifications	3 out of 6 Informants

Limiting the Use of Instagram

In today's digital era, Instagram has become part of many people's daily lives. This platform not only offers entertainment but also makes it easier to communicate and build social networks. However, based on data analysis, excessive use of Instagram can have negative impacts, especially in disrupting face-to-face communication and triggering phubbing behavior the habit of ignoring people around you in order to focus on your phone.

Most Informants consider phubbing a serious problem that can damage the quality of social relationships. When someone looks down at the screen more often than interacting with people around them, the sense of connectedness and emotional closeness decreases. This can lead to miscommunication, decreased satisfaction in relationships, and even decreased empathy in social interactions. One Informant shared her experience of the negative impacts of phubbing :

" I once felt very unappreciated when talking to a friend who was constantly checking Instagram. I finally chose to stay silent because I felt our conversation was not important to her."

Self-awareness and control over social media use are the main keys to maintaining the quality of face-to-face interactions. Increasing awareness of the importance of appreciating direct conversations can be done with a few simple strategies, such as keeping your phone out of reach or turning off notifications while talking to others.

One Informant provided practical advice:

"Effective strategies include educating about the impacts of phubbing, holding gadget-free activities, and setting simple rules such as placing mobile phones in the middle of the table when gathering."

Several informants stated that they tried to reduce their mobile phone usage when interacting with others. One informant revealed that she kept her mobile phone in her bag or turned it on silent mode as a form of respect for the person she was talking to. Another informant said that when gathering, it is better to collect mobile phones so that no one is tempted to check them. In addition, there were also those who argued that enjoying the moment directly is more valuable because time with people around is more valuable than just surfing social media.

From the various perspectives of Informants, it can be concluded that although Instagram offers various benefits, its use must be accompanied by awareness so as not to neglect direct interaction. Reducing phubbing behavior does not require drastic changes, but can start with small steps, such as prioritizing face-to-face conversations, implementing rules for mobile phone use in social environments, and building positive habits in managing social media. That way, the balance between the digital world and the real world can be maintained, and the quality of social relationships is maintained.

4. Conclusion

The results of the study showed that there was a negative impact on social interaction and face-to-face communication among students in Boyolali in the form of excessive use of Instagram which triggered phubbing behavior, namely the habit of focusing more on cellphones than interacting directly with people around them. This phenomenon has the potential to disrupt face-to-face communication, especially when Instagram notifications appear or during conversations that are considered less interesting.

Informants admitted that phubbing can damage interpersonal relationships, both with friends and family, as a problem that needs further attention. Therefore, it is important for users to be aware of managing their use of social media so that face-to-face interactions remain of high quality. One way to do this is to set a time such as turning off notifications or keeping the cellphone away when interacting directly. This approach can help reduce interference from digital devices and improve social relationships. In addition, the application of social rules in interactions, such as an agreement not to use cellphones when gathering, can help prevent phubbing behavior and strengthen the quality of interpersonal relationships.

The limitations of this study are the number of informants that can still be added in future research and other factors that cause phubbing to emerge among students in different areas.

In addition, further research can also be conducted by examining phubbing behavior that occurs on Instagram media with various social media platforms, such as Instagram, TikTok, Twitter, or Facebook, to better understand how far its impact is on social interaction. A deeper exploration of the Fear of Missing Out (FoMO) phenomenon as a trigger for phubbing can also be conducted to find out information on the extent to which Fear of Missing Out on social media contributes to this behavior.

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