Phubbing as a Pop Culture Phenomenon among Students in the Era of Society 5.0: *A Systematic Literature Review*

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Abstract. *The use of technology used to be used as a tool to assist human beings in their activities can also have a negative impact on their own users. It's the mobile phone facilities that are beginning to diversify that have caused students to change their lifestyles. Phubbing is one example of a phenomenon that emerged in the era of society 5.0. Phubbing phenomena can interfere with face-to-face communication, resulting in a decrease in the quality of social interaction and potentially provoking feelings of neglect and loneliness. The increasing phubbing trend among students may also reflect a change in broader cultural values, which prioritize digital involvement over direct human connections. This is the trend that depicts popular culture among students or is often referred to as pop culture. The purpose of writing this article is for the author to try to understand how phubbing affects social interaction, academic performance, and overall well-being of students. This article using the literature review method. Popular culture or pop culture has become an integral part of the daily life of Indonesian people. Phubbing can have a variety of effects on students, poor communication, loss of empathy, and can also affect students' academics.*

Key words: [*Phubbing, Pop Culture, Society 5.0*]

INTRODUCTION

Indonesia is now entering the era *of society 5.0* where society will be centered on balancing economic progress with solving social problems through a system that integrates virtual space and physical space (Nyoman et al., 2021). In other words, in the era of society 5.0, humans and technology will have a very close relationship to achieve the goal, namely the economic progress of society. The era *of society 5.0* can also be called the era of *super smart society* because in it economic development activities and solving societal challenges will take place and people will be able to enjoy a high quality of life that is fully active and comfortable for them. These activities will be carried out with the help of technology or virtual space which is expected to be able to solve problems with new solutions.

In the era of development of society (*society*) of course there will be many changes and adjustments to it. Not infrequently these adjustments produce several new phenomena that are positive in nature and do not require the possibility of negative phenomena appearing in them. The use of technology that was previously intended as a tool to help humans carry out their activities, can also have a negative impact on the users themselves. According to Pratiwi (2020) explains that most students use smartphones to play games, social media, shop online, listen to music, update information and news so that students are not limited to getting information only from lecturers and in lecture rooms or just environmental demands (trend) so as not to be left behind by their friends, or they feel embarrassed about having a cellphone that can only be used for making telephone calls and short messages. It is the increasingly diverse cellphone facilities that are making students change their lifestyles. *Phubbing* is an example of a phenomenon that has emerged in the era of *society 5.0*.

In Indonesia, where the reach of cellular technology is very wide and continues to develop very rapidly, this makes *phubbing* very visible among students. College students, who represent an important segment of the population in terms of the future development of society, are often at the forefront of adopting new technologies and cultural trends. *Phubbing* itself is a combination of the terms *phone* and *snubbing*, which is a term for showing an attitude of hurting the person you are talking to by using *a smartphone* excessively (Aditia, 2021). It was further explained that this *phubbing phenomenon* will

degrade social relationships by diverting eye contact, from those who should be looking at the person they are talking to but being diverted to the smartphone and can then be interpreted as giving *silent treatment*, or social rejection (Aditia, 2021).

The phubbing phenomenon can interfere with face-to-face communication, resulting in a decrease in the quality of social interactions and potentially giving rise to feelings of abandonment and loneliness. This is in line with Wilantika (2015) who states that the negative impact resulting from today's sophisticated technological facilities is creating an indifferent attitude and lack of concern for the surrounding environment. This is particularly concerning in educational contexts, where effective communication is essential for collaborative learning and the development of social skills. Phubbing behavior can be found in various individual interaction settings. In students, this behavior can be found in family settings, when gathering with colleagues, and when studying in class and at meetings that require other social interactions. Phubbing behavior has also had an impact on current virtual learning interactions, especially when students carry out lecture activities on Zoom (Putri., et. al, 2022).

trend of *phubbing* among college students may also reflect a broader shift in cultural values, which prioritize digital engagement over direct human connection. This trend describes popular culture among students or is often called pop culture. According to Fitri (2021) popular culture is a culture created from the relationship between individuals and the media. This media is able to form a culture that cannot be separated from the consumption behavior and determination of mass media on individuals. Popular culture is a culture that prioritizes popularity rather than cultural values. The emergence of new facilities provides new concepts in popular cultural practices. Conventional media previously provided a lifestyle that the media wanted the public to follow. However, the existence of social media facilitated by mobile phones gives the owner the freedom to determine their own hobbies based on a lifestyle that suits the individual (Indainanto & Nasution, 2020). So this article aims to explore phubbing as a cultural phenomenon among Indonesian students, by examining its prevalence, causes and impacts. Through a literature review study, the author seeks to understand how phubbing affects social interactions, academic performance, and overall well-being in students. From research conducted by Cao, et.al (2018) regarding the influence of cellphones on students, it was found that most students were more comfortable providing information via cellphone media than communicating directly. This supports the fact that phubbing greatly influences students' social activities.

METHODS

In writing this article, the *literature review method was used* where the author will identify several journals or research that have been conducted previously, in order to obtain a common result from these articles or studies. Because the nature of the *literature review method* is to focus on one topic or one problem, the author will focus on the focus of the discussion regarding phubbing with the subject of students in Indonesia. This article was created by referring to 12 articles on the same topic, then the author focused on the title " Phubbing as a Pop Culture Phenomenon, Case Study of Students in Indonesia".

Literature review was chosen as the method in preparing this article with the aim of showing the closeness and understanding of a researcher with the research topic to be conducted. This method is also expected to be able to develop a theoretical framework and research methodology that will be used, as well as show the public the benefits of the research carried out and show the public how the research that will be carried out can overcome a gap or provide a solution to a problem that occurs in the wider community. (Eko et al., 2019). In writing this article, the author carried out several stages, namely first, finding relevant literature in order to synchronize the references used with the topics discussed in the article written. Second, evaluate the literature review sources to ensure the references used can answer the questions that have been formulated. Third, identify themes and gaps between theory and conditions

in the field, if any. This is done because later it will become an assessment for researchers and as a form of contribution from researchers in the development of a scientific field. The fourth stage, create an outline structure to analyze themes with theories or concepts raised in the literature review carried out. Fifth, namely, compiling a *literature review* to produce a critical result that represents most of the content of the references/literature used.

RESULTS AND DISCUSSION

Popular Culture

Popular culture or often shortened to pop culture, is a form of culture that continues to develop along with the times. Pop culture will also be greatly influenced by the development of globalization that occurs in a country. In everyday life, we can easily observe concrete examples of popular culture, most of which are the products of commercial corporate companies. As stated in Istiqomah's article (2020), it is mentioned that the culture of hanging out and drinking coffee was initially pioneered by the Seven Ileven and Starbucks brands, then coffee shops began to mushroom which offer the pleasure of hanging out. The culture of eating fast food, pioneered by the Mcdonalds Brand, Kentucky Fried Chicken. Popular music culture such as Dangdut Koplo, K-Pop etc. Popular Culture Reality Show television programs such as Indonesian Idol, The Voice Indonesia which offer instant fame. As well as various kinds of developments and cultural changes that have occurred in Indonesia. Of the several examples of popular culture, the media most widely used is cellphones. Not only because of its function for communication, but cellphones are also seen as a tool that is very much needed in the current era with its very practical form.

The developments and changes that occur in pop culture are formed due to several factors. One of the factors that most influences cultural development is mass media. The mass media has a big role as the main source of information, where the mass media is able to provide any information and is able to bring something new to the surrounding environment. For example, the media carries popular culture throughout the world, where the media plays a major role as the main tool in spreading culture. Mass media acts as a tool for distributing popular culture to the general public (Zahra, et.al, 2020). Many cultures have entered Indonesia due to help from the mass media, for example Korean culture or what is known as *the Korean wave. The Korean wave* or what is called *Hallyu* (Korean wave) has shown a very rapid increase in its popularity globally since the 21st century, especially among young people. *The Korean wave* is a Korean fever phenomenon that has spread widely through *Korean pop culture* to all countries, including Indonesia. This Korean wave fever entered Indonesia through mass media such as television and the internet.

From several things that have been mentioned, pop culture is something that is unavoidable. The development of media, globalization, technology and culture are things that are parallel and cannot be separated. When one thing develops, other things will follow, for example popular culture itself. As more individuals agree and follow the existing path, this development will become even greater. Pop culture is culture that comes from "the people". Pop culture is authentic "people's" culture. Pop culture is like regional culture which is culture from the people and culture for the people. The development of a cultural industry itself can be seen from the products that are the result of popular culture. Popular culture is produced through industrial techniques of mass production and has been marketed to gain profits to a mass consumer audience (Novitasari, 2019).

Table 1.1 Literature review results

No	Topic	Reference	Discussion
1	Culture Popular	• "The threat of pop culture to strengthening the national identity of urban communities" (Istiqomah & Widiyanto, 2020). • "Gender discrimination in popular culture products (discourse analysis of Sara Mills in the novel "Entrok")". (Novitasari, 2019). • "The Power of Digital Media in the Formation of Popular Culture (Study of the Moarmy Community of Pekanbaru)". (Zahra, et al , 2020).	Popular culture is moderate culture mushrooming in society. Culture the Can enter and develop because help from mass media. Mass media use industrial techniques of mass production and marketed for profit to a consumer audience.
2	Phubbing	• "Phubbing Phenomenon in Communication Patterns Students" (Emeraldien & Hidayat, 2023). • "My life has become a major distraction from my cell phone: partner phubbing and relationship satisfaction among romantic partners." (Roberts & David, 2016). • "Connection between control self with phubbing behavior among teenagers in Jakarta". (Kurnia, 2020).	Phubbing is acronym from the phone and snubbing which means is action ignore other people when interaction with other people take place and choose surfing on smartphone. "Phubber" is term For someone who ignores Friend talk with focusing on their smartphones and "Phubbed" is someone who is ignored by a friend's smartphone use talk they . Impact happen that is fading interaction social will too impact to usefulness people in the world.
3	Phenomenon Culture Popular	• "Korean Wave; Phenomenon Korean pop culture in tenagers millennials in Indonesia." (Valencia & Pudjibudojo, 2023). • "Domination Culture Popular: Strengthening Cultural Values Through Utilization of Social Media". (Rahim, 2024)	Phenomenon This covers various aspect, start from music, film, fashion, and social media. One of most prominent manifestation is film, music industry, where genres such as K-Pop, J-Pop, and Western music dominate moment This. Because of cultures the welcomed with positive by the Indonesian people, then culture the the more develop. There are concerns that domination culture foreign can scrape identity culture local. Generation highly exposed young people culture global popularity perhaps not enough know and appreciate culture traditional they Alone.

| 4 | Phubbing as Phenomenon Culture Popular with Students | • "The Phubbing Phenomenon: An Degradation Relation Social As The Impact of Social Media." (Aditia, 2021).
• "Phubbing Phenomenon in Communication Patterns Student ". (Emeraldien & HIdayat, 2023)
• "Phubbing phenomenon in the millennium era (dependence someone on a smartphone against the environment". (Hanika, 2015)
• "The role of Phubbing towards Student Academic Procrastination Generation Z in Jabodetabek". (Cahyadewi, 2022) | The phenomenon of phubbing in circles student often seen in various situation, like moment Eat together in the canteen, inside class, or moment gather with friends. Many more students choose interact via social media than communicate direct with people around they. Several possible efforts done for reduces phubbing ie create encouraging environment interaction social without cell phone, like hold engaging campus events activity physical and communication directly, you can help. |

Phubbing

Phubbing is a phenomenon caused by technological developments. The increasingly rapid development of technology certainly produces features or tools that make it easier for humans to carry out their activities. *Phubbing* is an acronym for *phone* and *snubbing* which can be interpreted as the act of ignoring other people when interactions with other people are taking place and choosing to surf on *a smartphone* (Emeraldien & Hidayat, 2023). This behavior is actually a negative impact of technological developments, because humans use *smartphones* for things that distance them from social interactions with other individuals. Not infrequently nowadays, many young people's social skills have decreased because of *smartphones.*

"*Phubber*" is a term for someone who ignores their interlocutor by focusing on their smartphone, and "Phubbed" is someone who is ignored by their interlocutor's smartphone use (Roberts & David, 2016). *Phubbing* behavior is the behavior of individuals who look at their cell phone when talking to other people, are busy with their smartphone and ignore interpersonal communication. Increasingly, more and more individuals are becoming *phubbers*, even the majority of them are young people. This will result in human identity as a social creature quickly fading. The impact of waning social interaction will also have an impact on the benefits of humans in the world. Humans will no longer be the main subject in the life cycle, when their social interactions are limited. Ideally, human duties and responsibilities are focused on efforts to develop social responsibility/interact with the surrounding environment, achieving new, more mature relationship patterns with peers of different genders and moral ethics that apply in society, accepting and achieving certain responsible social behavior. answer in the midst of society so that later humans will form new things in the process of interaction (Kurnia, 2020). When humans no longer produce new products, they will not be able to adapt and keep up with existing developments. As a result, they will not be able to survive in the world, and will move towards ease.

Popular Culture Phenomenon

Popular culture or pop culture has become an inseparable part of the daily lives of Indonesian people. This phenomenon covers various aspects, from music, films, fashion, to social media. One of the most prominent manifestations is the film, music industry, where genres such as K-Pop, J-Pop and Western music dominate the charts and have huge fan following. International artists' concerts are often packed with spectators, showing the great enthusiasm of the public for this popular culture. In the world of film, popular culture is also very influential. Hollywood films and Korean dramas dominate cinema

screens and *streaming platforms*. In Indonesia, Hallyu started with the broadcast of a drama series or K-drama on a television station. The interesting storyline and being played by beautiful actors/actresses has increased the interest of viewers in Indonesia, especially women. Seeing the positive response from the public, several local television stations are competing to broadcast Korean dramas and make Indonesian people increasingly interested (Valenciana & Pudjibudojo, 2022).

Not only K-pop, in Indonesia the Japanese or J-pop phenomenon is also rife. According to Naufal (2024), J-pop in Indonesia started with Japanese films or anime and spread to J-fashion. J-fashion in the form of Cosplay appeared in Indonesia in early 2004. It started in the city of DKI Jakarta, then spread to big cities in Indonesia. Before Cosplay became popular, Anime and Manga had already become a Japanese pop culture trend that was of interest to Indonesian urban youth throughout the second half of the 1990s until 2000. Valenciana & Pudjibudojo (2022) also stated that in Indonesia exposure to Korean culture began with the existence of K-pop, *boybands* or *girlbands* from Korea dominate the music market throughout the world, including Indonesia. This is due to the innovation that continues to develop in South Korea so that it can expand its culture to dominate communities in the world. The success of these films often encourages new fashion and lifestyle trends among audiences. For example, clothing styles and haircuts popularized by famous actors or actresses immediately become trends among teenagers and young adults in Indonesia. Fashion is one aspect of popular culture that is very visible in Indonesia. Global fashion trends are quickly adopted by society, both through social media and fashion events. Local designers are not left behind in responding to this trend, by creating collections that combine modern and traditional elements. The result is a unique and diverse fashion style, reflecting the dynamics of popular culture in Indonesia.

Social media plays an important role in the spread of popular culture. Platforms like Instagram, TikTok, and YouTube allow users to share and consume popular content quickly and widely. Social media influencers and celebrities have become important figures who influence people's trends and preferences, from fashion, music, to lifestyle. This phenomenon creates a digital culture that is dynamic and continues to develop. The younger generation as a relatively young age group has an important role in shaping and perpetuating popular culture which is very much influenced by media, technology and social change. They are often the main actors in the implementation, creation and spread of new trends (Rahim, 2024). It is not uncommon for the current generation to prioritize communication in cyberspace rather than communicating face to face. Excessive use of *smartphones and social media can also cause a feeling of addiction and neglect of the surrounding environment.* This so-called phubbing trend or individuals is more reflective of changes in broader cultural values, which prioritize digital engagement over direct human connections. Popular culture phenomena present their own challenges. There are concerns that foreign cultural domination could erode local cultural identity. Younger generations who are heavily exposed to global popular culture may lack recognition and appreciation for their own traditional culture.

Phubbing as a Popular Cultural Phenomenon among College Students

Phubbing or the habit of ignoring your surroundings because you are too focused on *your smartphone* or device has become a fairly common phenomenon among students in Indonesia. The phubbing phenomenon among students is often seen in various situations, such as when eating together in the canteen, in class, or when hanging out with friends. Many students prefer to interact via social media rather than communicating directly with people around them. This habit not only reduces the quality of social interactions, but can also create feelings of isolation among friends. In line with research by Aditia (2021) which explains that phubbing can signal rejection in interacting with the surrounding environment. Phubbing behavior can shift student communication patterns due to the presence of new media. In addition, the core factor that triggers phubbing is the loss of individual control in operating

new media. The dominance of people who consider phubbing to be normal leads to social systems being eroded by the flow of technological determinism (Emeraldien & Hidayat, 2023).

When reviewed, technology should be able to have a positive impact on social welfare, communication patterns and social interactions that can develop further. However, technology also does not rule out the possibility of having a negative impact on the surrounding environment. This often causes them to ignore face-to-face conversations and choose to be immersed in the digital world. According to Hanika (2015), the Indonesian culture of respecting opponents has begun to fade and is being replaced by devices that are treated like friends rather than humanizing humans. The impact of this habit is a decrease in interpersonal communication skills and empathy (Emeraldien & Hidayat, 2023). Phubbing can also affect students' academic performance. When they focus more on their cell phones than attending lectures or group discussions, their understanding of the subject matter can decrease. Apart from that, this habit can also interfere with concentration and productivity in completing academic assignments. As a result, students prefer academic procrastination. In line with this, according to Cahyadewi et.al (2022), students in the current era who live side by side with technology make students engage in academic procrastination due to phubbing behavior.

On the other hand, phubbing also reflects how technology has changed the way students interact and spend their time. In many cases, mobile phones have become the primary tool for entertainment and communication. Social media, chat apps, and various other digital platforms offer new ways to stay connected with friends, even virtually. According to Emeraldien & Hidayat (2023), some students consider phubbing as a way to overcome boredom or avoid uncomfortable social situations. Students feel more comfortable interacting via a cellphone screen rather than having to face direct interactions which may be tense and make them feel uncomfortable and uncomfortable. This shows that phubbing is not just about ignoring the people around you, but also about seeking comfort and connection through technology. However, it is important to strike a balance between digital and in-person interactions so as not to lose important social skills.

However, it should also be noted that phubbing is not a behavior that cannot be changed. There are several efforts that can be made to reduce phubbing among students. Getting socialization about the impact of phubbing on students is also an effort to avoid phubbing. Additionally, creating an environment that encourages social interaction without cell phones, such as holding campus events that involve physical activity and in-person communication, can also help. Prioritize ethics in socializing with the surrounding environment. Activities like this aim to restore balance between digital life and healthy social interaction, not forgetting that awareness within students is also needed to avoid phubbing which has become popular culture among students.

CONCLUSION

Based on the results of the literature review above, it can be concluded that the growing trend of phubbing among college students may also reflect a broader shift in cultural values, which prioritize digital engagement over direct human connection. The Indonesian culture of respecting opponents has begun to fade and is being replaced by gadgets that are treated like friends rather than humanizing people, resulting in a decline in interpersonal communication skills and empathy. Individual self-control is very necessary and a supportive environment can overcome the phubbing phenomenon which has become popular culture among students.

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