



The Influence of Smartphone Use on the Social Life of Uninus Communication Studies Students Class A

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ARTICLE INFO

Article history:

Received Nov 30, 2021

Revised Dec 12, 2021

Accepted Dec 20, 2021

Keywords:

smartphones,
uninus,

ABSTRACT

This study aims to determine the extent of the influence of Smartphones on the social life of Uninus students of the Faculty of Communication Studies class A. The research method used is qualitative research using descriptive analysis techniques. The subjects studied were 27 respondents from class A who filled out the questionnaire data link that had been distributed by us as researchers. The data analysis of this research used descriptive analysis which resulted in the development of the theory of Media Equation Theory or media equation theory in which the Smartphone is the object of the research basis. By using the available Google Form access, as many as 27 respondents expressed various opinions after using a Smartphone. Starting from the duration used, what media platforms are accessed, to the influence felt in their social life. In the end, this research was able to justify and develop the theory of media equation theory.

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1. INTRODUCTION

Smartphones have evolved over time. Various brands of smartphone companies are competing to release their products with designs and increasingly advanced features. They offer products to the market with various advantages and characteristics of each. This is the main attraction for people to buy and use it.

Very small percentage of people use Smartphones for information and communication needs. Because most people use Smartphones, they are no longer talking about needs, but more broadly on wants. In today's digital era, humans are more dependent on smartphones. And we can see that all students of the Nusantara Islamic University, Faculty of Communication Sciences Class A, all have their own Smartphone. Especially in this online era, Smartphones are a must in communicating.

Some researchers also reveal the percentage of Smartphones on communication behavior. As according to Gifary, S. (2015). mentions that Smartphones are able to influence how a person's communication behavior is with a result of 55.4% of 100 respondents. This study aims to develop pre-existing theories by making comparisons of the results of previous research with the current research.

Talking about Smartphones, of course we are no strangers to this thing. How can we be strangers if almost every day we access various things through this object. Not only as communication access, but this Smartphone is also capable of accessing information, entertainment, etc. This is the main reason why Smartphones are in great demand by the public.



According to Musdalifah, M., & Indriani, N. (2017), nowadays anyone, anytime, and anywhere we will see people interacting with their smartphones. This is proof that Smartphones are not only talking about needs, but also desires. Because it is one of the most favorite communication tools (Mabrurroh, C., & Dihan, FN, 2015).

According to Soerjono Soekanto (2009:262-263) defines social change according to experts, one of which according to Selo Soemardjan states "all changes in institutions in society are able to affect the social system, including values, attitudes and behavior patterns among groups. -groups in society.

According to Cahyono, AS (2016). Changes in the dynamics of social life are growing rapidly, due to cultural acculturation with a touch of information technology which is the driving force for this change. This condition requires every individual to have an adaptive attitude because in fact Smartphones have changed the perspective of social life.

2. RESEARCH METHOD

This type of research uses descriptive qualitative research, with the acquisition of data from several informants in the Faculty of Communication Studies Class A, semester II, Universitas Islam Nusantara. The data source of this research uses primary data and secondary data, where this primer comes from similar journals that have existed before. And secondary data from the results of the Questionnaire for Class A Communication Science students in Semester II, Universitas Islam Nusantara.

3. RESULTS AND DISCUSSIONS

3.1 Media Equation Theory

The Media Equation Theory was put forward by Byron Reeves and Clifford Nass through their writings. They are two professors from Stanford University, America. Through this theory, Reeves and Nass try to study the communication relationship that occurs between an individual and the media.

Reeves and Nass try to describe that an individual is able to respond automatically to what the media conveys without them realizing it as if the media are humans they can talk to. Based on research conducted by Reeves and Nass, they believe that humans today treat communication media as if they are alive and can be talked to like humans and we can also respond to what the media has to say.

Media Equality Theory is a general communication theory which states that people tend to treat computers and other media as if they were real people or real places. The effects of these phenomena on people who experience these media are often profound, leading them to behave and respond to these experiences in unexpected ways, most of which they are not aware of. So Media Equation Theory or media equality theory wants to answer the question of why people unconsciously and even automatically respond to what the media communicates as if (the media) are humans. Thus, according to the assumptions of this theory, the media are likened to humans. This theory observes that the media can also be spoken to. The media can be an individual interlocutor as in interpersonal communication involving two people in face-to-face situations.

Media Equation can be seen, for example, when processing data with a computer, we rule the computer, as if the computer was a human. Ordering our cellphones to find our desires, talking to Google assistants like "hi Google". We unconsciously behave as if the media were human. Another example can be seen in interpersonal communication, humans communicate with each other, learn from others, ask for advice, provide criticism, outpouring of life problems and others, but the above can be done by the mass media which indirectly replace humans.

Effect of smartphone use on students of Islamic universities in the archipelago of class A communication science on social life. The results of the research through this questionnaire state that the level of smartphone use among students tends to be high. Smartphones as a communication medium are also considered to be an important daily necessity for students, but in terms of face-to-face interaction, the use of smartphones does not make them closer to their family or peers.

In the percentage that has been recorded in the 7-question questionnaire, which has been filled in by students of the Nusantara Islamic University, Faculty of Communication, class A and there are 27 people as informants who fill out the questionnaire in the Google Form regarding smartphone use.

And among them are "how often does a student use a smartphone and social media?" With 27 respondents stated that 37% of 27 people answered more than 8 hours per day using smartphones and social media, while 33% of 27 people answered 6-8 hours per day using smartphones, and 26% said they used smartphones 4-6 hours per day.

In the next question "how many smartphones do students have?" that is, the use of smartphones owned by students of the Nusantara Islamic University, Faculty of Communication, class A states that 85% have 1 smartphone while the remaining 15% of students use smartphones and laptops. In the next statement "that is, do you agree that too often dealing with smartphones you prefer to be alone?" And as a result, 67% agreed with the statement, while 23% said they did not agree with the statement, and 10% stated that they agreed and disagreed with the statement.

In the next statement, "Has your social life changed drastically since using a smartphone?" From the results obtained showed that 63% agreed, 23% said they did not agree with the statement, while 9% said they did not agree with the statement and 5% each stated strongly agree and other options on the statement. In the following statement "do you agree if you start having trouble socializing with the surrounding community or friends because you spend too much time on your smartphone?" From the results obtained, it shows that 48% agree, 26% disagree, 19% disagree and 7% strongly agree with the statement.

In the next statement "what social media do you often use to interact or socialize and seek information?" From the results obtained, it shows that 48% choose WhatsApp, 26% choose Instagram, 11% choose TikTok and 15% choose other options / all of them on the statement. WhatsApp users are known to boom in December 2013 and April 2014, around 500 million people worldwide use this application. From year to year application users have increased quite rapidly, as of September 2015.

Business of Apps said Indonesia occupies the 8th position with the most WhatsApp users in the world. The Association of Indonesian Internet Service Users, APJII, stated that 143 million Indonesians use the internet with users in urban areas reaching 70% and rural areas reaching 40% in 2017.³ This shows WhatsApp is an application for almost every smartphone user in Indonesia. Likewise among students of the Nusantara Islamic University in Communication Studies class A

In the following statement "does after you use a smartphone everything becomes easier?" 55% stated Yes, 22% said it was possible, 8% said no and 15% chose other options in the statement, it can be concluded that the use of smartphones by students of Universitas Islam Nusantara Faculty of Communication Studies class A in the 7 questions was 37% more active in using smartphones and social media with more than 8 hours, as many as 85% of students have 1 smartphone, 67% stated that frequent use of smartphones makes them aloof and lacks socialization, 63% also stated that using smartphones and social media can experience drastic changes, 48 % stated that they agreed with starting to have difficulty socializing with the community,

Based on this research, smartphone use has become a habit, as evidenced by the percentage of how many hours a person uses a smartphone. The results show that as many as 37% of the 27 respondents use smartphones for 8 hours per day. Whereas excessive use of smartphones can damage nerves and affect their interaction and motor skills. Reporting from Kompas.com there are several studies that explain the effective time of using a smartphone, some say 4 hours per day and some say only 2 hours per day, but researchers also say that 4 hours continuously in front of a smartphone is not good.

4. CONCLUSION

In examining the above case, the media equation theory is very relevant to assess the effect of the resulting communication where the media equation theory states that people tend to treat computers and other media (smartphones) as if they were real people or real places. And the results are evident from research that has been conducted on 27 respondents of class A communication science students at the Islamic Nusantara University who stated that they used



smartphones more often for their daily lives and looking for information and the majority of these 27 respondents used smartphones for more than 8 hours, which means affect the social life of those who tend to spend more time with smartphones than socializing directly in the surrounding environment.

The results of the research on 27 respondents also proved that the majority of students in Communication Studies class A, Universitas Islam Nusantara, used social media in the form of WhatsApp to be a means of communicating with others compared to other social media.

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