

Nomophobia, Body Image and Interpersonal Communication **(Quantitative Study of Communication Science Students of UNRI in Pekanbaru)**

¹ Silmi Hanifa, M.I.Kom ² Dr. Elva Ronaning Roem, M.Si, ³ Dr. Asmawi, MS

¹Master Of Science Communication, ²Master Of Communication Lecture, ³Master Of Communication Lecture
Faculty Of Social Science and Political Science, Andalas University, Padang, West Sumatera, Indonesia.

Email – ¹ silmioke123@gmail.com

Abstract: *Interpersonal communication is the most effective form of communication because it occurs directly between the communicator and the communicant, so that it has a great opportunity to influence the views and attitudes between the two. Currently, communication is carried out in a variety of ways, including through the media, one of which is smartphones. The convenience and services that smartphones provide in fact not only have a positive but also negative impact on its users. One of the negative impacts is the very high involvement of smartphones so that they experience phobias when they are far away from them, or better known as nomophobia. In many media exposure theories, nomophobia is assumed to interfere with both one's relationships and interpersonal communication, due to the very high attention and involvement of smartphones compared to the surrounding environment. The content displayed by smartphones can more or less affect the user's view or perception of themselves, including body image. Meanwhile, body image itself is a starting point for self-recognition cues in someone who is communicating. Therefore, this study was conducted to determine the effect of nomophobia on interpersonal communication, and the influence of body image on interpersonal communication, as well as their collective influence on interpersonal communication.*

Key Words: *Interpersonal Communication, Nomophobia, Body Image.*

1. INTRODUCTION:

The ease of communication provided by *smartphones* keeps increasing ownership, including among students and university students. Based on a survey on the use of information and communication technology by Kominfo in 2017 alone, it was recorded that 70.98% of students who are teenagers in the 16-22 year age group have owned *smartphones* individually, out of a total of 66.3% of the population in Indonesia.

One of the negative effects of using a *smartphone* that is not accompanied by understanding and control is the emergence of a psychological disorder known as *Nomophobia (no mobile phone phobia)*.

Disorder is *Nomophobia* said to make the relationship between individuals and *mobile phones* difficult to separate, thus affecting social interactions and interpersonal communication.

Interpersonal communication is indeed a form of communication with a high frequency of incidents in everyday life. William F. Glueck argues that interpersonal communication is a form of communication that is considered the most effective because it is carried out directly by the communicator to the communicant, so that it has a great opportunity to influence one another. [1]

2. THEORITICAL FRAMEWORK:

a. Media Exposure Theory

exposure is the process of accepting a stimulus through sensory organs such as sight, hearing, and taste. Meanwhile, media exposure is a situation where the audience is exposed to messages spread by the media. [2]

b. *Nomophobia*

Nomophobia is defined as "the fear that arises because of not being able to be far from a *mobile phone*"

c. Body

Image Body *image* is described by [3] as a person's perception, thoughts, and feelings about his body.

d. Interpersonal Communication

According to Indriyo Gitosudarmo and Agus Mulyono who explained that interpersonal communication is communication in the form of face-to-face, person-to-person, two-way, verbal and non-verbal interactions, as well as sharing information and feelings between individuals and individuals or between individuals in small groups.[4]

- e. *Smartphone*
Smartphone or smartphone can be interpreted as a mini computer that has capabilities such as a telephone.
- f. Adolescent
 Adolescents or with the term *adolescence* is defined as "growing" or "growing into adulthood", ancient people saw puberty and adolescence as well as other periods, children will be considered adults if they are able to reproduce. [5]

3. LITERATURE REVIEW:

In this study, the researcher departed from the Media Exposure Theory, which became a guide in explaining the relationship between the variables used in this study. Where the theory, which refers to McQuail's thinking, explains that the types of media influence their users through 3 indicators, namely frequency, attention, and duration. Each type of media has a different impact on the exposure it gives to users. This exposure can increase if media users are very open to what the media displays, and their very high involvement with the media

The high involvement of this media can be seen from the increasing number of disturbances or problems caused by its very intense use, one of which is *nomophobia*. As a new type of phobia, *nomophobia* in many cases simultaneously results in a regression to direct face-to-face communication. But apart from that, there are many factors that are seen to improve or exacerbate the influence this phobia has on interpersonal communication. Among them, what was found was body image.

Body image as a situational factor that supports the effectiveness of a communication can also be influenced by what is displayed by the media as an ideal image. This image will affect the prescription of media users, especially those with high involvement of their own physicality. In many studies, interpersonal communication has a close relationship with body image, and is influenced by many factors from the communicator or the communication itself. Therefore, the researcher then provides an overview of the research where *nomophobia* has a direct effect on interpersonal communication, or its influence can be enlarged or reduced by the presence of body image, which can also directly influence interpersonal communication.

5. METHOD:

This research uses a quantitative approach, quantitative research is research that describes or explains a problem where the results can be generalized. The population involved in this study was 637 people and the sample used was 86 people. The sampling technique used in this study went through two stages, namely *Proportional Random Sampling* and *Simple Random Sampling*.

Sample of Respondents Respondent

Force	Number Samples
2017	5 people
2018	16 people
2019	22 people
2020	43 people

Researchers used the Nomophobia questionnaire to find out how high the level of nomophobia suffered by students.

Score	Interpretation
20	rate of <i>nomophobia</i> very low
21-40	Level <i>nomophobia</i> mild
41-60	Level <i>nomophobia</i> moderate
61-80	<i>Nomophobia</i> severe

test validity in this study were taking the test construct validity, construct validity test which is a test for the validity of which is simple. Test the validity of the questions or statements in the questionnaire in this study using the formula from Pearson, namely *Product Moment Correlation* which was processed with the help of *SPSS for Windows* version 23.

Variable	No. Item Statement	Value	Description
<i>Nomophobia Communications and Communications UNRI Students</i>	X1	0.630	Valid
	X2	0.558	Valid
	X3	0.597	Valid

	X4	0.646	Valid
	X5	0.536	Valid
	X6	0.571	Valid
	X7	0.633	Valid
	X8	0.502	Valid
	X9	0.577	Valid
	X10	0.362	Valid
	X11	0.658	Valid
	X12	0.505	Valid
	X13	0.644	Valid
	X14	0.582	Valid
	X15	0.691	Valid
	X16	0.549	Valid
	X17	0.358	Valid
	X18	0,641	Valid
	x19	0.493	Valid
	X20	0.501	Invalid
image of the Body of Student CS UNRI	Z1	0.368	Valid
	Z2	0.677	Valid
	Z3	0,455	Valid
	Z4	.890	Valid
	Z5	0.594	Valid
Interpersonal Communication Students CS UNRI	Y1	0.492	Valid
	Y2	0.626	Valid
	Y3	0.575	Valid
	Y4	0.748	Valid
	Y5	0.723	Valid
	Y6	0.762	Valid
	Y7	0.426	Valid
	Y8	0.494	Valid
	Y9	0.535	Valid
	Y10	0.598	Valid

6. DISCUSSION:

Entering the 4.0 era, the communication technology revolution took place very quickly due to modernization and globalization that was increasingly widespread. Various kinds of communication tools began to innovate so that they were multifunctional. One of them is a *smartphone*, besides having complete features like a computer, this communication device based on iOS or Android has various information and communication support applications. Starting from *WhatsApp*, *Email*, *Facebook*, *Twitter*, *Instagram*, *Kakaotalk*, *WeChat*, which allows communication anywhere and anytime just by using internet facilities. This makes interactions between humans very intense and continuous, and makes the world interconnected or *interconnected*. [6]

The increasing number of ownership *smartphone* by teenagers does not always provide benefits to their communication. Some of the negative effects are mostly caused by the very high intensity of use, as well as a lack of understanding in using *smartphones*. This is related to one of the mass media effect theories, namely the Media Exposure Theory.

The effect of exposure can be seen from the amount of information obtained from the media, including the frequency, attention and duration of use of the type of media, [7] which triggers changes in cognitive, affective, and psychomotor aspects of audiences who are open to the information provided by the media.

Media is identified as an important factor that causes negative body image in a person. Where the media today often depicts that the ideal body standard is thin, with a depicted level of thinness, it is believed that they are physically fit.

As one of the colleges in capitals provincial that are included in the list of the top ten largest provinces in Indonesia (BPS, 2018). UNRI is located in a city of trade and services which is experiencing a high increase in migration and unurbanization, as well as in the economic sector which is also experiencing very rapid growth. This also

makes the rapid development of technology including communication support technologies such as *smartphones*.
 Based on 2017 data, internet usage in the Pekanbaru area is said to be quite high compared to other areas in central Sumatra (SumBagTeng) which range from 199,000 people, where this population is dominated by users aged 13-29 who are students.

7. ANALYSIS:

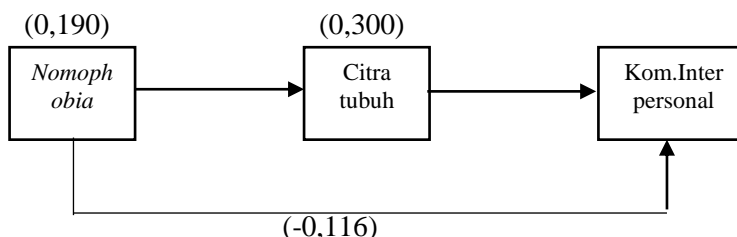
Table of Regression Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.003	1.145		11.352	.000
	Nomophobia	.025	.024	.190	1.003	.019

Source: Researcher Process, 2021

From the results of the regression test in the table above, it can be seen that *nomophobia* contributes positively to body image by 0.19 or 19% with a significance of <0.05. When incorporated into the path analysis model, the diagram can be explained as follows:

Path Analysis Diagram



In accordance with the table of regression test results showing the effect of *nomophobia* on interpersonal communication and body image on interpersonal communication, as well as tables showing the effect of *nomophobia* on body image, each of these influences can be explained in a path analysis chart. Where the influence of *nomophobia* directon interpersonal communication is negative by -0.116, and the effect of body image on interpersonal communication is positive by 0.300. While the effect of *nomophobia* on interpersonal communication together through body image is found by multiplying each direct coefficient, namely $(0.190) \times (0.300) = 0.057$. Which shows the contribution of the influence of *nomophobia* on interpersonal communication through body image is positive by 0.057 or 5.7%.

8. CONCLUSION:

From the discussion as explained earlier, several conclusions can be drawn, including:

- 1) *Nomophobia* experienced by UNRI Communication Science students is described mostly at a moderate level with a percentage of 66.27%. Even so, most of the students still have a positive image of their bodies, with a percentage of 55.8% of the total sample of respondents, even though most of them have body types that are not ideal. Meanwhile, their interpersonal communication on the one hand shows things that can support effectiveness and on the other hand shows the opposite.
- 2) The regression test results show that there is a negative relationship between *nomophobia* and interpersonal communication UNRI Communication Science student. Based on the results of this analysis, in this study the first hypothesis about the influence of *nomophobia* on interpersonal communication was rejected. The value of the direct influence in this study amounted to -0,116. This value shows the contribution of the negative influence between *nomophobia* on direct interpersonal communication in UNRI Communication Science students, which is 11.6%.

- 3) The regression test results show that the effect of body image on interpersonal communication is positive with a contribution of 30%. Therefore, the second hypothesis about the influence of body image on interpersonal communication can be accepted.
- 4) The results of the path analysis test showed that had an influence *nomophobia* on interpersonal communication through body image with a weak contribution of 5.7%. However, the influence given is positive and therefore the third hypothesis about the influence of *nomophobia* on interpersonal.

9. SUGGESTIONS

The suggestions given by researchers are as follows:

- 1) With it is known that the influence of *nomophobia* direct on interpersonal communication of UNRI Communication Science students is negative, it is expected that UNRI Communication Science students maintain the effectiveness of interpersonal communication with friends in the surrounding environment by maintaining other variables that can support interpersonal communication.
- 2) By knowing that the effect of *nomophobia* on interpersonal communication indirectly through body image is at a weak level with a percentage of 5.7%, for further research, we can examine the remaining 94.3% which is a variable that indirectly affects interpersonal communication outside. related variables.

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