THE RELATIONSHIP BETWEEN SMARTPHONE MEANING AND STUDENT SOCIAL BEHAVIOR FACULTY OF MEDICINE AND HEALTH SCIENCES UNIVERSITAS ISLAM NEGERI ALAUDDIN MAKASAR, SOUTH SULAWESI, INDONESIA

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Abstract

The meaning of a smartphone for students is of course different, some interpret it as an electronic device used for communication, seeking information, entertainment, and even as part of a lifestyle. This study aims to reveal and describe the meaning of smartphones and analyze the relationship between smartphone meanings and forms of student social behavior. This research was conducted at the Faculty of Medicine and Health Sciences, Universitas Islam Negeri Alauddin Makassar (UINAM), South Sulawesi, Indonesia. The research method used is descriptive qualitative by looking at the relationship between smartphone meaning and student social behavior. The results of this study indicate that the meaning of smartphones for students is used as a practical communication tool to share information, as part of a lifestyle and to meet their needs in lectures. The smartphone is a symbol that can distinguish one individual from another. The relationship between the meaning of smartphones and students' social behavior is first, the tendency of role behavior, smartphones are goods that enhance confidence to carry out activities in cyberspace. Second, the tendency of social relations behavior, students using smartphones influence their behavior in their social environment, for example, smartphones have an important role because they are a form of social contact, meaning that forms of social relations occur both between individuals and between groups that occur through smartphone intermediaries. Third, the tendency of aggressive behavior in question is the nature of competition, this behavior can be seen when someone uses a smartphone that is different from that of other people because they do not want to be beaten by other people. This behavior change appears not only to see the use of the smartphone and its functions but also the desire, and competition that causes the behavior change to occur.

Keywords: Smartphone, Social behavior, Meaning, and Students

INTRODUCTION

Rapid technological developments have brought the world into a modern era. Humans are required to keep up with the times when life has become completely practical. The needs of life that are increasingly numerous and complex have finally created tools that can help smooth and lighten the workload of humans, one of which is a smartphone. The smartphone is the designation for cellular telephones that can connect to the internet (Sela et al., 2022). Smartphones are a form of sophisticated information technology development, the use of smartphones is very useful in everyday life, and communication becomes fast and accurate so it doesn't take up much time. Smartphones have a form that is easy to carry around and the full features provided make it easy to find information (Sekarrini, 2020). The popularity of smartphones is because they are a transient of life at this time, students are carried away by roll mode, including wanting advanced technology along with the times.

Smartphone users in Indonesia 2022 will reach 210 million users. Smartphone users among students, especially college students, are currently very popular. Available smartphones are increasingly sophisticated and function not only as a means of communication in interaction but can also become an arena of prestige that requires all people to always follow goods that are of great interest to many people, and to be made part of the lifestyle among the public, especially students.

The use of smartphones is growing rapidly in the era of globalization as a communication tool that is in great demand and is most widely used by the public, especially by students, and is no longer a commodity that is difficult to find, every month new products emerge both from innovations, modifications, and public imitations. mesmerized by his presence (Seftiani et al., 2019). Smartphones provide greater capacity among students to facilitate lecture process activities and increase interest in learning and student achievement. Make it easy for students to expand their network and get reading sources or journals that support the chosen scientific field. Social behavior is very influential on the use of smartphones among students, where students are increasingly rarely interacting directly with their surroundings. The formation of students' social behavior is greatly influenced by how they interact and how the environmental conditions support and facilitate them. Such as the condition of the family environment, campus, and the surrounding community in a conducive or good condition, which will greatly affect the development of student behavior in social life in the community (Wang et al., 2020). These conditions can describe how students interpret smartphones so that they can influence student social behavior. This study aims to reveal and describe the meaning of smartphones and analyze the relationship between smartphone meanings and forms of student social behavior.

METHODS

This research is a research with descriptive qualitative method. Qualitative research is research that aims to look at the relationship between the meaning of smartphones and the social behavior of students, especially students of the Faculty of Medicine and Health Sciences, UINAM. Qualitative research does not use mathematical, statistical, or computer models, but compiles basic assumptions as theories and rules of thought in this study (Mamik, 2015). This research uses a qualitative method because this type of research is based on an understanding of social reality, this type of qualitative research also seeks to understand the formation within a person. In this study, it will be revealed how the relationship between smartphone meanings influences the social behavior of students at the Faculty of Medicine and Health Sciences, Alauddin State Islamic University, Makassar, South Sulawesi, Indonesia

RESULT AND DISCUSSION

The Meaning of Smartphones Students

The perception of the meaning of smartphones for students must be different. The smartphone is a practical electronic device that can be used as a communication tool that can be used anywhere and anytime. The theory of symbolic interactionism from Blumer is a theory that

focuses on meaning, symbols, actions (actions), and interactions in people's lives. Advances in communication technology have helped human activities a lot. The development of cell phones and turning into smartphones facilitate all activities with smartphones. Smartphones are objects that always accompany daily activities in exchanging information quickly (Ward et al., 2017).

Smartphones are a popular communication tool and are in demand by the public, ranging from children, young adults, business people, academics, students, and students. With a smartphone, it is easy to communicate without being limited by space and time. Smartphones are very important for students to establish communication and interaction between fellow students, lecturers, parents, and even distant relatives.

Faculty of Medicine and Health Sciences UINAM students interpret smartphones as a communication tool that is needed today and is a symbol of technological progress. besides that, smartphones also make it easier for students to interact with other students, lecturers, and parents in their hometowns and relatives on different islands by only using features on smartphones such as WhatsApp, Line, Instagram, and Telegram which can be used to send messages, phone, even make video calls. Students also interpret smartphones as tools that can facilitate lecture activities. Smartphones help students find reference sources such as journals, digital books, articles, and so on to help students complete assignments and add insight into the field of knowledge they are concentrating on (Maknuni, 2020). Smartphones also make it easier for students to access the internet wherever and whenever they use it.

Students interpret smartphones as electronic devices that have value in the eyes of their users. Smartphones have their prestige for each individual so smartphones can increase confidence by using smartphones that are expensive and popular with students. Smartphones are a symbol of presenting oneself in a friendly environment. However, some students use smartphones as part of their lifestyle, where smartphones are an important part of supporting appearance. So that it creates a consumptive lifestyle, both consumptive of time, money, and the smartphone itself. Not a few students make smartphones part of the fashion that shows their daily appearance. Smartphones used by students are not the same, both in terms of the brand (brand) and price, ranging from affordable prices to expensive ones (Ilham, 2022). There is something that looks cool with the smartphone that is used by well-known brands such as the iPhone. There are also some students who use ordinary smartphones that are sufficient to meet their needs and use smartphones according to their functions.

Forms of behavior from the meaning of smartphones

Social change is an atmosphere of interdependence between one and another so that humans are said to be social beings and it is a must to show their existence. Humans act based on the understanding of the meaning they give to something that is subjective and personal. The meaning obtained from the actions is refined in the ongoing interaction process. The form of behavior from meaning of smartphones by students shows several behaviors that were found during the research, namely:

1. Trends in role behavior

Changes in the treatment of the meaning of smartphones can be seen when students admit different feelings when using well-known brands of smartphones and ordinary smartphones. Before setting foot on a lecture bench, students use ordinary smartphones which cost around Rp. 2,000,000 rupiah and that includes a smartphone which is quite expensive among his other friends, but when he stepped foot in the world of lectures it turned out that the smartphone he used was cheaper compared to other students and that created a different feeling, initially always felt confident with a smartphone which is used finally feel inferior to other friends. Smartphones also make students independent and do not need the help of others, such as when doing assignments or reports, students prefer to look for their own references rather than asking other students (James et al., 2023). Smartphones also make their owners addicted and ignore the people around them. It's like when in a lecture room students are more engrossed in playing on their smartphones so they don't focus when being talked to by other students.

2. The tendency of social relations behavior

Every individual when interacting with others will definitely bring up behavior that can be understood. Students using smartphones influence their behavior in their social environment or behavior in social relationships. In social relations between students, it turns out that smartphones have an important role because they are a form of social contact, meaning that forms of social relations that occur both between individuals and between groups do not occur directly but instead use an intermediary, in this case, a smartphone (Pera, 2020). However, this can make users very dependent on smartphones. In addition, smartphones also create gaps for students who have smartphones that are different from those of their friends, because they feel that they are in a different class.

Smartphones also have a good impact on social relations with those around them, especially for students who not only use smartphones as a communication tool but also use them as a place to earn additional income by selling online and this of course further expands their social relations with the people around them and even with people in other cities who are consumers of the products it markets.

3. Tendency to aggressive behavior

Aggressive behavior shown in using a smartphone shows a competitive nature and a feeling of discomfort when different from other people because they do not want to be beaten by others, so the desire to own or replace the smartphone used is getting higher. This change in behavior appears not only to see the use of smartphones and their functions but also the desire, and competition that causes these changes to occur.

Changes in behavior due to smartphones do not always have a negative impact on students because there are some of them who uphold mutual respect in using smartphones and are not interested in following what others have (Pera, 2020). Even though the development of technology is getting bigger both in the field of marketing and its use, students do not follow the existing trends. Students consciously do not really follow the existing trends so that it does

not affect their attitudes and behavior. Mead's concept of symbolic interactionism is a theory that seeks to reveal the reality of human behavior (Dzakiah et al., 2020). Interactions that give rise to special meanings and give rise to interpretations or interpretations. How an action gives special meanings that are only understood by those who do it. Students using smartphones cannot be separated because of their own thoughts, conscious and unconscious in use. As well as the relationship of meaning to the smartphone given by students has an effect on behavior. Forms of behavior change can be seen from various types of behavior which are the character of each person that can be observed when a person interacts with other people. This can be seen through the nature and response between individuals and groups.

CONCLUSION

The conclusion of this research is:

1. The meaning of smartphones for students as a practical communication tool for sharing information and as a necessity of life. The advanced features that smartphones have and the various applications that can operate on them make communication easy and fast. Students also consume smartphones to meet their needs in lectures such as accessing the internet and as a medium of entertainment when they feel bored. The smartphone is a symbol that can distinguish one individual from another.

2. The form of social behavior from the meaning of smartphones is student social behavior. It has been illustrated that there is a tendency for role behavior where students become independent in doing everything and that makes students become dependent on smartphones and ignore the people around them. The tendency of social behavior also occurs where in social relations between students it turns out that smartphones have an important role because they are a form of social contact, meaning that forms of social relations that occur both between individuals and between groups do not occur directly but instead use intermediaries, in this case, smartphones. However, this can make users very dependent on smartphones. In addition, smartphones also create gaps for students who have smartphones that are different from those of their friends, because they feel that they are in a different class. The tendency for aggressive behavior shown in using a smartphone shows a competitive nature and an uncomfortable feeling when different from other people because they don't want to be beaten by others, so the desire to own or replace the smartphone used is getting higher. This change in behavior appears not only to see the use of smartphones and their functions but also the desire, and competition that causes these changes to occur.

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