

ABSTRACT

The implementation of Community Service is the result of collaboration between the Communication Studies Program in the Field of Public Relations Studies at Mercu Buana University and University Kebangsaan Malaysia (UKM), Malaysia, with high school partners in South Jakarta.

As a millennial generation, high school students spend more time than the previous generation. Many research results show that the problematic usage of smartphones is becoming a significant public health issue, there is limited research on how the problematic smartphone usage relates to the humanistic concepts of well-being, positive relations, autonomy, environmental mastery, personal growth, purpose in life, self-acceptance. To overcome phubbing behavior, PPM provides education on the importance of building awareness by limiting attachment to always using cellular. Using cellular is still needed for personal development, but cellular usage should be done wisely.

The output targets to be achieved from these community service activities are (1) Increase awareness about phubbing phenomena; (2) Increase knowledge regarding phubbing behavior; (3) Increase knowledge about the effects of phubbing behavior; (4) Encourage students to use mobile phones wisely and not to phubbing; (5) Mass Media Publications.

To achieve this goal, the lecture method is used, playing youtube videos of short duration about the dangers and effects of phubbing, and questions and answers about phubbing.

Key word: phubbing, problematic smartphone usage, fear of missing out