

ABSTRAK

Media sosial merupakan hasil kemajuan teknologi yang mempengaruhi perilaku individu dalam memperoleh informasi dan berinteraksi. Saat merasa bosan, individu lebih tertarik pada aktivitas online, khususnya mengakses media sosial, daripada interaksi langsung. Hal ini menurunkan interaksi tatap muka dan meningkatkan kecenderungan *social media addiction*. Penelitian ini bertujuan menjelaskan peran *phubbing* dan *boredom* terhadap *social media addiction* pada dewasa awal. Penelitian menggunakan metode kuantitatif non-eksperimen dengan analisis regresi linear berganda. Data dikumpulkan melalui kuesioner dengan teknik *purposive sampling*, melibatkan 192 subjek dewasa awal (18-36 tahun). Hasil analisis menunjukkan nilai Sig. = 0,000 ($p < 0,05$), yang artinya *phubbing* dan *boredom* secara signifikan berperan positif terhadap *social media addiction*, dengan sumbangan efektif sebesar 52%. *Phubbing* dengan $t = 8,265$ dan sig. = 0,000 ($p < 0,05$), serta kebosanan dengan $t = 3,881$ dan sig. = 0,000 ($p < 0,05$), secara masing-masing mampu memprediksi *social media addiction*. Hipotesis diterima, dimana semakin tinggi *phubbing* dan *boredom*, semakin tinggi pula *social media addiction*, begitupun sebaliknya.

Kata kunci: *Phubbing, boredom, social media addiction*, dewasa awal.

ABSTRACT

Social media is a product of technological advancement that influences individual behavior in obtaining information and interacting. When feeling bored, individuals are more inclined towards online activities, particularly accessing social media, rather than direct interaction. This reduces face-to-face interactions and increases the tendency for social media addiction. This study aims to explain the roles of phubbing and boredom in social media addiction among young adults. The research employs a non-experimental quantitative method with multiple linear regression analysis. Data were collected through questionnaires using purposive sampling, involving 192 young adult subjects (aged 18-36 years). The results showed an Sig. = 0.000 ($p < 0.05$), indicating that phubbing and boredom significantly and positively contribute to social media addiction, with an effective contribution of 52%. Phubbing, with $t = 8.265$ and sig. = 0.000 ($p < 0.05$), and boredom, with $t = 3.881$ and sig. = 0.000 ($p < 0.05$), can each predict social media addiction. The hypothesis is accepted, indicating that the higher the levels of phubbing and boredom, the higher the social media addiction, and vice versa.

Keywords: *Phubbing, boredom, social media addiction, early adulthood.*