The Impact of Smartphone Use on Social Interaction in The Work Environment: Case Study of Pt Teodore Pan Garmindo Tasikmalaya Employees

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Abstract

This research endeavors to delve into the intricate dynamics surrounding the utilization of communication technology, with a particular focus on smartphones, and its profound implications for social interactions within the workplace setting. By conducting a comprehensive survey involving 150 employees at Pt Teodore Pan Garmindo Tasikmalaya, the study illuminates the nuanced relationship between smartphone usage and its discernible impact on various facets of social engagement, notably within the realm of face-to-face communication. Interestingly, a notable gender discrepancy emerges, highlighting women's heightened proclivity towards utilizing smartphones as a medium for social interaction compared to their male counterparts. Such revelations underscore the critical importance of exercising judicious control over smartphone usage, especially in contexts demanding social interaction, thus emphasizing the enduring significance of effective face-to-face communication as the cornerstone for fostering symbiotic and productive relationships within the fabric of the workplace environment. Through these insights, the research not only underscores the intricate interplay between technology and interpersonal dynamics but also advocates for a more nuanced and thoughtful approach towards managing smartphone usage to uphold the ethos of harmonious collaboration and communication within the workplace ecosystem. For future research, it would be beneficial to explore in-depth the specific mechanisms through which smartphone usage influences various aspects of social interactions within the workplace, potentially incorporating qualitative methodologies to capture nuanced experiences and perceptions of employees.

Keywords Communication Technology, Smartphone, Social Interaction

1. Introduction

Advances in communications technology have accelerated rapidly in recent years. One of the significant achievements of this evolution is the smartphone, a device that has become the backbone of our communication life. The crucial role of communication technology in this era is undeniable, along with the increasing need for instant and accurate exchange of information (Yayan, et al., 2019).

Smartphones have become inseparable from everyday life, offering a variety of mobile applications for various purposes, including as a source of information, a means of communication, an educational platform, and a source of entertainment (Gill, et al., 2012). With touch screen capabilities, internet access via Wi-Fi or cellular networks, and the capability to install smart applications, smartphones also provide other functions such as media players, digital cameras, and GPS-based navigation.

In terms of function, smartphones can be grouped into more than five main categories. First, as an assistant for daily office tasks. Second, as a tool for viewing, editing, or creating files and documents in Word, TXT, and PDF formats. Third, as a tool for sending and receiving E-Mail instantly. Fourth, as an entertainment device with advanced technology. Fifth, as a window to access the internet via 3G network, HSDPA, plus Wi-Fi. And finally, even as a replacement for a desktop or laptop computer (Rotondi, et al., 2017).

However, it needs to be acknowledged that using smartphones does not only bring positive benefits. Several behavioral changes appear to have occurred, with many people preferring to communicate via smartphone rather than interacting directly with the surrounding community. Dependence on cellphones can limit face-to-face social interactions. Although utilizing internet-based applications is a key characteristic of smartphones, their portability and

the ability to install applications according to each individual's needs and preferences make them an irreplaceable component of everyday life.

Therefore, it is important to recognize that the phenomenon of smartphone dependence may have different implications than dependence on the internet in general. Through exploratory analysis, it can be seen that smartphone dependence shares several aspects with substance-related disorders as noted in the DSM-5, including compulsive behavior, functional impairment, withdrawal, and tolerance (Derks, et al., 2016). This indicates that dependence on smartphones is not trivial and requires serious attention in an effort to understand and overcome its impact on daily life. In the current context, communication technology has become an inseparable necessity, beyond just a tool for communicating. Now, this technology plays a role in the health, safety and education sectors. Most of us spend time communicating with other people, whether through phone calls, messages, or through social networking platforms such as Facebook or Instagram. However, behind this sophistication, there is a concern that arises, namely that dependence on communication via smartphones may come at the expense of face-to-face interactions with other people.

Social interaction is the foundation of reciprocal relationships between individuals, between individuals and groups, and between groups and groups. Through direct social interaction, people can build and strengthen special relationships with each other. This importance of direct social interaction creates the foundation for healthy social relationships (Park, et al., 2020).

Pt Teodore Pan Garmindo Tasikmalaya, a company specializing in the production of cosmetics and beauty products, is known for famous brands such as Wardah, Make Over, Emina, and Putri. Good social relations between employees in this company are very important. This helps create a sense of security in the work environment, which in turn contributes to improved performance (Böhmer, et al., 2013).

The process of interaction between co-workers in discussing problems and finding solutions can improve the quality of employee performance. Harmonious relationships with colleagues, characterized by effective interactions, are able to motivate employees to work towards achieving common goals.

Currently, the majority of Pt Teodore Pan Garmindo Tasikmalaya employees are active smartphone users who always use them whenever they have the opportunity. However, it is important to remember that excessive smartphone use and dependency can reduce social interactions in the work environment. This can have a negative impact on productivity, as the nature of communication via smartphone can affect key operational aspects, such as decision making and teamwork. Therefore, it is important to find the right balance between using smartphones for professional needs and maintaining social interactions that are important for collective work well-being (Genç & Coskun, 2020).

The comfort and convenience offered by smartphones can become a serious problem if used excessively, especially in the context of smartphone addiction. The potential disorders that arise from this overuse are not only limited to inhibiting face-to-face interactions, but can also reach the level of interfering with a person's emotions and feelings. One possible impact is an increase in loneliness levels, as more people choose to communicate via text and social media, which makes them more comfortable but also less likely to be alone.

To avoid this, it is important to prioritize direct, face-to-face communication. Uncontrolled or excessive use of smartphones can be a serious problem for individual users. Many studies have identified this phenomenon with various terms such as "smartphone addiction" or "smartphone usage problems". This research will use the term "smartphone usage problems". Although the impact is not physical like substance addiction, problematic smartphone use behavior has the characteristics of addictive behavior similar to other behavioral addictions, such as online gambling, online shopping, or dependence on video games.

In the context of social interaction, smartphones also have positive and negative impacts. One of its positive impacts is as a remote communication tool, which helps employees communicate with colleagues in different places. However, the negative impact is that employees can be too fixated on smartphones in the work environment, ignoring the surrounding situation and reducing social interaction between employees (Demerouti, et al., 2014).

Based on this context, the author conducted research on the influence of communication technology via smartphones on social interaction. This study aims to assess the extent to which smartphone use affects the quality of social interactions in the work environment. By understanding the implications of smartphone use in social interactions, strategies can be sought to minimize the negative impacts and maximize the positive benefits of this technology in facilitating communication and collaboration in the workplace.

2. Materials and Methods

This research adopts a quantitative approach using survey methods. The research sample was taken from the population of employees who work within Pt Teodore Pan Garmindo Tasikmalaya. The Total Employee Population of Pt Teodore Pan Garmindo Tasikmalaya is 240 people. This research uses the Cluster Sampling technique in taking samples. Based on calculations using the Slovin formula, a sample of 150 respondents was produced. Researchers chose a confidence level of 95% with a tolerance of 5%.

This survey method was chosen because it allows to collect data from a large number of respondents efficiently. In addition, this method can provide a broader picture of employee behavior and views regarding smartphone use and social interactions in the work environment. The survey instrument will be designed to cover various aspects,

including smartphone usage patterns, frequency of social interactions, and employee perceptions of the influence of smartphones on social interactions. The survey will be administered to respondents anonymously to ensure the honesty and authenticity of their responses.

Next, the collected data will be analyzed using relevant statistical methods, such as descriptive analysis to describe sample characteristics, as well as regression analysis to assess the relationship between smartphone use and social interaction. By using this research method, it is hoped that a deeper understanding of the impact of smartphone use on social interactions in the work environment can be obtained, and also provide a basis for recommendations or strategies that can be implemented to minimize the negative impacts and maximize the positive benefits of this technology in the work context.

3. Results and Discussion

This research aims to evaluate the influence of smartphone communication technology on social interaction, the influence of smartphone communication technology on smartphone use, the influence of smartphone communication technology on the impact of smartphones, the influence of smartphone use on social interaction, and the influence of the impact of smartphones on social interaction among employees of Pt Teodore Pan Garmindo Tasikmalaya. Data was collected through questionnaires filled out by 150 respondents from a total of 240 employees.

The results of data analysis show various results that are relevant to the research objectives. In the demographic analysis, around 60% of the respondents were women, and the age of the majority of respondents was between 18 and 23 years. As many as 40% of respondents have worked more than 7 years, and most respondents spend 2-5 hours per day using smartphones.

The results of statistical tests used in SEM (Structural Equation Modeling) analysis show the level of suitability of the resulting model to the data. The goodness-of-fit model parameters used, such as GFI (Goodness of Fit Index), AGFI (Adjusted Goodness of Fit Index), TLI (Tucker Lewis Index), NFI (Normalized Fit Index), CFI (Comparative Fit Index), and RMSEA (Root Mean Square Error of Approximation) is also used to evaluate the extent to which the model fits the data. This assessment criterion is used to measure the extent to which the research model matches the data obtained.

Furthermore, in discussing the research results, it was found that smartphones have various features and applications that make them very useful in everyday life. Using a smartphone can provide various benefits and conveniences for its users, such as games, information storage, work planning, time reminders, sending emails, and internet access. However, smartphone use also has potential negative impacts, especially related to social interactions.

The research results show that smartphone use tends to be higher among women compared to men. This indicates that women have a greater tendency towards smartphone addiction. Women also tend to engage more frequently in social interactions via smartphones, such as communicating via social media.

Thus, this research provides important insights into the impact of smartphone use on social interactions, especially in the context of the work environment. The results of this research can be used as a basis for developing appropriate strategies for managing smartphone use in the work environment to minimize the negative impacts and maximize the positive benefits of this technology. Furthermore, this research also underscores the need for a deeper understanding of gender differences in smartphone use and impact on social interactions.

The impact of using communication technology, especially smartphones, is not limited to the individual who uses it, but also affects social interactions with other people around them. Especially in the context of face-to-face interactions, a potential disruption that arises when someone is too engrossed in a smartphone is that the person may feel uncomfortable or distracted when trying to start or maintain a conversation with another person. This highlights the importance of creating a comfortable and pleasant atmosphere in social communication, especially in the work environment.

Smartphone use is closely related to the user's ability to control themselves. Research shows that one of the factors contributing to smartphone addiction is increased stress levels followed by decreased self-control, ultimately leading to excessive cellphone use. In addition, excessive smartphone use can disrupt a person's attention and focus, which in turn can disrupt work and family life. Therefore, it is important for smartphone users to use them wisely so as not to interfere with daily productivity and healthy social interactions.

Although research findings show that social interaction between employees at Pt Teodore Pan Garmindo Tasikmalaya looks good, the use of smartphones in the context of social interaction must also be considered. Unwise use of smartphones in social interaction situations can disrupt the quality of face-to-face communication. Social interaction is important in the work environment, and effective communication plays a major role in building harmonious relationships between individuals.

In conclusion, the use of communication technology, especially smartphones, has an impact that can influence social interactions. It is important for individuals to control smartphone use so that it does not interfere with the quality of social interactions in various contexts, including at work. In an effort to create good and productive relationships in the work environment, it is important to remember that effective face-to-face communication is the main key. Ignoring smartphones when interacting socially is the first step to creating better communication.

4. Conclusion

This research reveals the significant impact of the use of communication technology, especially smartphones, on social interactions in the work environment. It was found that smartphone use can influence the way individuals interact with other people, especially in the context of face-to-face communication. The potential for distraction arises when someone is too fixated on their smartphone, ignoring the social interactions around them.

The importance of creating a comfortable and enjoyable atmosphere in social communication should not be overlooked. Effective social interaction plays a key role in building harmonious relationships between individuals in the work environment. Therefore, it is important for individuals to control smartphone use wisely, especially in social interaction situations.

Additionally, the research findings also highlight differences in smartphone usage tendencies between genders. Women tend to be more involved in social interactions via smartphones, showing different preferences and needs in the use of communication technology.

This research provides important insights into the importance of wise smartphone use in the context of social interactions in the work environment. By understanding its impact, individuals can take steps to minimize the negative impact and maximize the positive benefits of this communication technology. Thus, the conclusions of this study underscore the importance of maintaining a balance between smartphone use and healthy social interactions in an effort to create a productive and harmonious work environment.

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