

ABSTRACT

The current advancements in technology and information have brought changes to the communication patterns of society. Communication that was previously conducted face-to-face has now shifted towards more conventional forms, including within the family sphere. The flexibility provided by smartphones enables family members to interact at any time, without the constraints of time or location. This change in family communication patterns can result in a more individualistic communication style. This research aims to understand the extent of the influence that the intensity of smartphone usage has on the changes in family communication patterns. The study employed a quantitative research method, with 155 high school students from Budi Mulia High School in Bogor City as the respondents. The results reveal a significant influence of the intensity of smartphone usage on the changes in family communication patterns, amounting to 28.2%. Further analysis of the data indicates a shift in the type of family communication patterns, leaning more towards a pluralistic communication pattern. This finding suggests that the intensity of smartphone usage also affects the structure of conversation orientation and conformity within family communication.

Keywords: *Intensity of Smartphone Usage, Family Communication Patterns*