**ABSTRACT**

**In this study, researchers took the title "PHENOMENON OF SMARTPHONE USAGE TO A GAMING MEDIA AMONG STUDENT FISIP PASUNDAN UNIVERSITY".**

**Purpose and usefulness aims to express the idea underlying the smartphone user who made the gadget is used for media game. Good view of the phenomenon that is happening, social behavior and any motive or reason.**

**The method used in this research is qualitative research methods to study phenomenology. The technique used was the technique used in-depth interviews and field observations with participants numbering fifteen people who were in the city of Bandung.**

**Underlying this study, researchers found that there are some smartphone users who make the gadget used as a media game that is based on the various factors that cause it. Researchers hope this study will be useful and beneficial to readers.**

**As things I want researchers recommended to the users of smartphone are as input or consideration that everything used in accordance with appropriate, can’t be separated from all the smartphone users also need to be wise in its use.**